

**Green Star  
Products, Inc**



# **Business Plan**

# Green Star Products, Inc

Green Star Products has one acquisition completed, Primo Chalk, and a second acquisition, Healthy Planet Products, is under letter of intent. The company hopes to raise funds with this offering to grow these companies to their full potential and acquire additional revenue producing small to mid-size manufacturing companies with complimentary product offerings.





Effective March 31, 2024, Green Star Products has acquired Primo Chalk

Primo Chalk is the world's first and only naturally antibacterial loose chalk on the market and has received Athlete's Choice Awards since 2009. Primo Chalk possesses a proprietary blend that athletes around the world seek. Primo Chalk is currently sold via Amazon and its own website but **will be rolled out to 800+ Walmart stores in Autumn 2024.**



# Competitive Advantage of Primo Chalk

1

## Innovation

Using organic essential oils that provide natural antibacterial and skin conditioning benefits.

2

## Quality Assurance

Lab tested ingredients for purity! Only the highest quality ingredients are mixed into Primo Chalk's proprietary blend.

3

## Customer Satisfaction

30 Day Money-Back Guarantee for first time users. Free samples are also available for new customers to try before buying. This provides an 82% return rate for purchase!



# PRIMO

ADVANCED GRIP CHALK



- Place Primo Products into 800+ Walmart stores in October 2024 (already scheduled)
- Double Walmart store count in 2025 to 2000
- Q2 2024 – Product back on Amazon where the product line had over \$500,000 in sales in 2022
- Aggressively market the Primo Products on Amazon to double Amazon sales in 2025
- Hire full-time Primo sales person in Q2 2024 to aggressively drive sales to the companies highly profitable website and move into additional retail stores
- Increase related show participation starting in Q3 2024
- Aggressively pursue influencers

*A healthy planet starts with a healthy home!*



# HEALTHY PLANET PRODUCTS

**Effective January 15, 2024, Green Star Products has an agreement to purchase Healthy Planet Products.**



Healthy Planet Products sells safe and non-toxic household products, including natural spray cleaners, 100% biodegradable bags, odor-control solutions and safe vacuum deodorizers. Healthy Planet Products sells its products via Amazon and its own website but **will expand into 100-200 Walmart stores in Autumn of 2024 with the potential to increase that number by year's end.**



- **Place HPP into 100+ Walmart stores in October 2024 (already scheduled)**
- **Double Walmart store count in 2025 to 250**
- **Hire full-time HPP sales person in Q2 2024 to aggressively drive sales to the companies highly profitable website and move into additional retail stores**
- **Increase related show participation starting in Q3 2024**
- **Aggressively pursue influencers**
- **Market Share Increase**
  - Green Star Products aims to capture .5% of the sustainable goods market share within the next five years, leveraging its strategic acquisitions. Current market is just above \$14.3B with an outlook of 19.5% increase by 2032 of \$83B.
- **Projected Market Growth**
  - Market analysis forecasts a significant increase in the demand for sustainable products, with an expansion of gross revenue by a minimum of 50% year over year.

# Milestones and Achievements



1

2024

Company products in 900+ Walmart stores  
Grow Amazon sales

2

2025

2,000 Walmart stores  
500 wholesale customers  
Make 2 acquisitions of complimentary product lines

3

2026

3,000 Walmart stores  
750 wholesale accounts  
2 additional acquisitions



# Future Goals

- Devote resources to increase sales staff
- Acquire complimentary product lines. For example, already identified:
  - Eco-friendly lubricating oil and coolant
  - Sports recovery cream
- Increase production capacity and staff
- Cost efficiency
  - Strategic acquisitions and streamlined operations project a 30% reduction in production costs, contributing to enhanced profitability.
- Revenue growth
  - Anticipated increase in revenue by 200% within the next fiscal year due to expanded product lines and market penetration.

# **Use of Funds from Offering**

- **Pay off short-term Primo acquisition debt**
- **Complete acquisition of Healthy Planet Products**
- **Hire strong director of sales for each product line and expand sales staff**
- **Increase material supplies, work in progress and finished goods inventory to prepare for increased sales**
- **Hire strong director of production and increase production staff**

# Contact Information

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