

# Aroma Alchemy

ALL NATURAL CANDLES



*Pure light, local roots.*

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Period 5

# Table of Contents

 Executive Summary	3
 Mission and Vision	4
 Business Description	5
 Market Analysis	7
 Product and Services	10
 Organization and Management	11
 Marketing and Sales	12
 Financials	14, 15, 16
 Appendices	17, 18, 19, 20, 21

# Executive Summary



Aroma Alchemy is a local all-natural candle business focused on creating clean-burning, handcrafted candles made with high-quality, toxin-free ingredients. The brand is built around the idea that home fragrance should be both beautiful and safe, offering customers a healthier alternative to mass-produced candles that often contain synthetic additives. Every candle is made in small batches to ensure consistency, purity, and a calming sensory experience.



Aroma Alchemy's target market is primarily women ages 18–44, who make up the majority of candle buyers in the U.S. and are the most likely to seek natural, non-toxic home-fragrance products. These customers are typically local shoppers who visit farmers markets, craft fairs, boutiques, and wellness-focused retail spaces, where they actively support handcrafted, small-batch goods. Most fall within the \$50,000–\$100,000 income range and regularly purchase premium candles for décor, relaxation, aromatherapy, and gifting. Many also experience sensitivities to synthetic fragrances, so Aroma Alchemy meets their needs by offering clean, natural candles that provide soothing scents without irritation.



The company's main product is its line of all natural candles, each designed to deliver a clean burn, long-lasting fragrance, and a soothing atmosphere. Aroma Alchemy generates revenue through direct sales at local farmers markets, craft fairs, and boutique placements, allowing customers to experience the products in person. As the brand grows, repeat customers and community engagement will play a key role in strengthening sales and building long-term loyalty.



Looking ahead, Aroma Alchemy's biggest goals include securing a consistent selling location at a reputable market or boutique, increasing the percentage of returning customers, and establishing a clear pricing strategy that reflects material costs, labor, and overhead. These milestones will help the business grow sustainably while staying true to its handcrafted, all-natural roots.

# Mission and Vision



Our mission is to bring the pure essence of nature into the home through ethically sourced, all-natural ingredients, fostering a deeper connection to the environment with every burn.



Our vision is to handcraft pure candles, protecting the air and landscapes for all generations to come.

# Identity



Aroma Alchemy provides all natural candles made from materials harvested from natural ingredients outside. We aim to solve the problem of mass-produced synthetic fragrances by offering cleaner, sustainable candles. The target customers are women aged 25-55+ who enjoy fragrances and sustainability. They value eco-friendly products and practices as well as supporting small businesses who aim to make a difference in the community's health. What makes my business unique is that we use superior, eco-friendly ingredients, personalized craftsmanship, and a connection to the community, allowing me to create what the public wants.

# Business Description



## What we do

Aroma Alchemy is a local all-natural candle business that handcrafts clean-burning, toxin-free candles designed to elevate relaxation, wellness, and home ambiance. The business focuses on creating high-quality, small-batch candles made with natural ingredients and thoughtfully tested scents, giving customers a safer alternative to mass-produced candles that often contain synthetic fragrances. Every candle is crafted with care to provide a soothing sensory experience, whether customers use them for self-care, home décor, or aromatherapy. At its core, Aroma Alchemy blends craftsmanship, wellness, and nature to bring calming, beautiful fragrance into everyday spaces.



## Problem

Many candle lovers are frustrated by how often traditional candles trigger headaches, allergies, or breathing discomfort because they're made with paraffin and synthetic fragrances. They're stressed and confused trying to find candles that are truly safe, since many brands claim to be "clean" while still using paraffin blends or artificial scents.



## Solution

Aroma Alchemy solves the problem of harsh, synthetic candles by creating hand-crafted candles made entirely from natural, non-toxic ingredients. Our candles promote better air quality by using clean-burning, eco-friendly waxes and plant-based scents that don't release harmful chemicals like benzene or toluene. Each candle is made in small batches, giving customers a safer, higher-quality alternative to mass-produced paraffin blends. As more people look for natural products—especially those concerned about toxins—our candles offer a trustworthy, healthier option for everyday use.

# How the business will operate



**Production and sourcing** - The owner handles raw material sourcing (local, sustainable), batch production, and quality control, working in a dedicated home studio.



**Marketing & Sales** - Marketing is done via social media, local craft fairs, and farmers' markets.



**Admin & Logistics** - The owner manages everything: inventory, shipping, responding to emails, and bookkeeping.



**Time Management** - To avoid burnout, successful solopreneurs batch their tasks (e.g., producing all products on Monday, packing orders on Tuesday, marketing on Wednesday)

# Marketing Analysis



Aroma Alchemy's target market is primarily women ages 18–44, who make up the majority of candle buyers in the U.S. and are the most likely to seek natural, non-toxic home-fragrance products, with Millennials alone representing 42% of all candle purchases and women accounting for 78% globally.



These customers are typically local shoppers who visit farmers markets, craft fairs, boutiques, and wellness-focused retail spaces, where they value handcrafted, small-batch goods and often become loyal repeat buyers who help spread awareness through word-of-mouth and social media.



Most fall within the \$50,000–\$100,000 income range and regularly purchase premium candles for décor, relaxation, aromatherapy, and gifting, making them a reliable market for natural, high-quality products.



Many also experience sensitivities to synthetic fragrances or paraffin-based candles, so Aroma Alchemy meets their needs by offering clean, natural, non-toxic candles that provide soothing scents without irritation.

# Competitor Analysis



## Fontana Candle Co.

- ❖ Website:  
<https://fontanacandlecompany.com/?srsltid=AfmBOorGfzkxhMnltCwyJo0yB9O24IFDnBmljjEwgmJ3fnqC0P42X05X>
- ❖ Strengths: Produce highly transparent, non-toxic candles
- ❖ Weaknesses: Lightly scented candles.
- ❖ What we do better: We make sure our candles are scented just enough for our customers to enjoy but not to over do it.



## Big Dipper Wax Works

- ❖ Website:  
<https://www.bigdipperwaxworks.com/?srsltid=AfmBOortPgnO4w-eBz0bA9ZfTB6A2HvWoP3BwLnem0n1L8ByvRMNdFim>
- ❖ Strengths: Great at crafting sustainable products with ethically sourced ingredients.
- ❖ Weaknesses: Their pillars and specialty candles tunnel (burn down the center, leaving unmelted wax on the sides) rather than burning evenly, resulting in wasted product.
- ❖ What we do better: Our candles don't tunnel.



## Slow North

- ❖ Website:  
<https://www.slownorth.com/?srsltid=AfmBOorE3MR4U7LLjTKLZIBKo-rqw5PY3HgZA24A6nxj1Jei5dDVb33>
- ❖ Strengths: Good at creating non-toxic wellness products.
- ❖ Weaknesses: Subtle scent throw.
- ❖ What we do better: Our products' scent throws are not dominating but just right for our customers.

Competitor	Website	What they do	What they're known for
Fontana Candle Co.	<a href="https://fontanacandlecompany.com/?srsltid=AfmBOorGfzkxhMnltCwyJo0yB9O24lFDnBmljjEwgmJ3fnqC0P42X05X">https://fontanacandlecompany.com/?srsltid=AfmBOorGfzkxhMnltCwyJo0yB9O24lFDnBmljjEwgmJ3fnqC0P42X05X</a>	Manufactures 100% natural, non-toxic candles and wax melts	Producing 100% natural, non-toxic, and sustainable candles made from a unique blend of beeswax and coconut oil
Big Dipper Wax Worths	<a href="https://www.bigdipperwaxworks.com/?srsltid=AfmBOortPgnO4w-eBz0bA9ZfTB6A2HvWoP3BwLnem0n1L8ByvRMNdFim">https://www.bigdipperwaxworks.com/?srsltid=AfmBOortPgnO4w-eBz0bA9ZfTB6A2HvWoP3BwLnem0n1L8ByvRMNdFim</a>	Crafting high-quality, 100% pure beeswax candles and body care products	Creating high-quality, 100% pure beeswax candles
Slow North	<a href="https://www.slownorth.com/?srsltid=AfmBOorE3MR4U7LLjTKLZIBKo-rqw5PY3HgZA24A6nxj1Jei5dDVb33">https://www.slownorth.com/?srsltid=AfmBOorE3MR4U7LLjTKLZIBKo-rqw5PY3HgZA24A6nxj1Jei5dDVb33</a>	Handcrafts all-natural, non-toxic products, specializing in soy-wax candles scented exclusively with pure essential oils	Creating non-toxic, hand-poured soy candles and all-natural botanical wellness products

# Products and Services



## Products/Services Description

- ❖ Aroma Alchemy earns most of its revenue through direct sales of all-natural, hand-crafted candles to customers. These product sales are our primary income source, as each candle is sold directly to consumers through local markets, pop-ups, and community events. In addition to selling candles, the business plans to offer a refill service priced at \$12, which allows customers to reuse their jars and purchase a fresh candle at a lower cost. Aroma Alchemy also has ideas of an upcycling program, where customers receive a \$1 credit for returning empty candle jars, helping reduce waste while motivating future purchases.



## Current Scents

- ❖ **Fresh:** Citrus, sea salt, peppermint
- ❖ **Wellness:** Eucalyptus, chamomile, sage, lavender



## Upcoming Services

- ❖ **Refill service:** \$12 a month, lets customers come in and buy a new candle at a lower cost and the new candle will be poured into their old container
- ❖ **Upcycling program:** customers receive a \$1 credit, that can stack, for returning their empty candle jar, which they can use to purchase more candles.
- ❖ **Custom Scents:** offered only after 20 purchases from the business, customers can request a custom candle color and scent.
- ❖ **Personalized Labels:** Customers can request personalized labels, such as messages, names, and dates, with the upcharge of \$1.50.

# Organization and Management



## Management and the team

- ❖ My candle business is currently run entirely by me, serving as the founder and the person responsible for every key role in the company.
- ❖ I handle product testing to ensure each candle burns safely and smells amazing, manage all marketing and social media to share my brand with the community, and oversee quality control so every product meets my standards.
- ❖ As the business grows, I plan to continue managing these responsibilities myself, keeping the process hands-on and true to my vision.

# Marketing and Sales



I plan to create a business Instagram and TikTok account to promote my business on those apps. I'll also print out flyers to hand them out at events where my shop will be set up, as well as to have to put up around town. I will also partner with other local businesses and distribute candle samples together during events.



## Instagram Reel

- ❖ A behind the scenes of the production and pouring of the first ever official candle by Aroma Alchemy made, posted as a reel.
- ❖ Caption: introducing aroma alchemy! #smallbusiness #fyp #colorado #bts #candles
- ❖ The purpose of this would be to begin to get the word of the business out.



## TikTok Post

- ❖ The same as the instagram reel, it's a behind the scenes of the production and pouring of the first ever official candle by Aroma Alchemy made, posted as a reel.
- ❖ Caption: introducing aroma alchemy! #smallbusiness #fyp #colorado #bts #candles
- ❖ The purpose of this would be to begin to get the word of the business out.



## Flyers

- ❖ It'll have the business's logo and catchphrase along with my business email and phone number. It'll feature the temporary sales of candles that'll only last for 2-4 days since the flyers were first handed out.

# Aroma Alchemy

ALL NATURAL CANDLES



Pure light, local roots.

<b>Costs</b>	
Equipment & Maintenance	\$600
Marketing & Branding	\$250
Intial Inventory	\$800
Business registration and licensing fees	\$150
<b>Total</b>	<b>\$1,800</b>

<b>Variable Costs</b>	<b>Monthly</b>	<b>Yearly</b>
Candle Jars	\$50.00	\$600.00
Lids for jars	\$25.00	\$300.00
Warning labels	\$8.00	\$96.00
Brand labels	\$15.00	\$180.00
Packaging materials	\$30.00	\$360.00
Cleaning supplies	\$12.00	\$144.00
Electricity for melting wax	\$15.00	\$180.00
Gas for heating equipment	\$10.00	\$120.00
Test-burn materials	\$15.00	\$180.00
Natural wax	\$60.00	\$720.00
Essential oils	\$40.00	\$480.00
Candle wicks	\$10.00	\$120.00
Natural colorants	\$12.00	\$144.00
wick trimmers	\$8.00	\$96.00
stirring sticks	\$5.00	\$60.00
measuring cup replacements	\$6.00	\$72.00
credit card transaction fees	\$10.00	\$120.00
business card reprints	\$8.00	\$96.00
event-specific fees	\$25.00	\$300.00
gift-wrap supplies	\$15.00	\$180.00
<b>Total</b>	<b>\$379.00</b>	<b>\$4,548.00</b>

<b>Sales Numbers</b>				
Selling price per unit	\$22.50			
cost per unit	\$6.75			
profit per unit	\$15.75			
projected income				
year 1	\$13,500.00		sell candles per year	600
year 2	\$15,525.00			
year 3	\$17,853.75			
Projected expenses				
year 1	\$4,548.00			
year 2	\$5,230.20			
year 3	\$6,014.73			
Profit/Loss				
year 1	\$8,952.00			
year 2	\$10,294.80			
year 3	\$11,839.02			

## Appendices

- ❖ [https://gitnux.org/candle-industry-statistics/?utm\\_source=copilot.com](https://gitnux.org/candle-industry-statistics/?utm_source=copilot.com)
- ❖ <https://www.grandviewresearch.com/industry-analysis/candles-market#:~:text=decorative%20candle%20landscape.-,Consumer%20Insights,%2Dbeing%2C%20and%20experiential%20living>
- ❖ <https://health.clevelandclinic.org/are-candles-bad-for-you>



# Aroma Alchemy

ALL NATURAL CANDLES MENU



## Fresh

Citrus

Mint

Sea Salt

Peppermint

## Wellness

Eucalyptus

Chamomile

Sage

Lavender

9:41



aroma\_alchemy



@aroma\_alchemy

4

Following

96

Followers

204

Likes

Edit profile



Visiees



♥ 29

♥ 87



Home



Discover



Inbox



Profile

9:41



aroma\_alchemy



1

Post

112

Followers

1

Following

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Natural Candle Creations

Edit Profile

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Poste

Reels



