

Brief checklist

From: Sourcing Shea Butter for Your Cosmetic Brand

<https://emiagroindustries.com/playbooks/sourcing-shea-butter-for-your-cosmetic-brand#checklist-brief>

- ☐ 1. Product form and the role shea plays in it
Emollient, structurant or base
- ☐ 2. Target percentage of shea in the formula
- ☐ 3. Claims you intend to make
Unrefined, natural, organic, fair trade, fragrance-free
- ☐ 4. Markets you will sell in during the first 18 months
- ☐ 5. Launch units and fill weight -> kilograms of shea needed (x 1.1 waste factor)
- ☐ 6. Twelve-month volume forecast
- ☐ 7. Target cost per kilogram landed
- ☐ 8. Certifications that are must-have versus nice-to-have