

CHLOE'S HEAT WHEATS

Structural Elements:	Pitch Transcript:	Persuasive Devices:
Opening	<p>Have you ever taken for granted the work of our Australian farmers? Up until 6 months ago, so did I. However, when an opportunity arose for my business, it opened my eyes to their struggles, especially organic growers. That is why my future goal is to raise awareness and donate back to the Australian organic farming industry. Hi, I'm Chloe Alley. I'm 15 years old and I began my business Chloe's Heat Wheats almost 3 years ago.</p>	Rhetorical question
Problem	<p>This is my story. After injuring myself while competing in a Touch Football competition, my mum gave me a heat wheat to relieve the pain. It all started from here. I wanted to help people just like my Mum helped me. I have a wide range of designs which make my products inclusive and diverse. My whole family use my heat wheats regularly especially my younger brother as you can see.</p>	Pathos – emotional response
Solution	<p>My heat wheats are made from 100% cotton, wheat and dried lavender. Each one has an inner lining which holds the wheat and I hand pick a variety of cool fabrics for the outer bag to appeal to my customers. Heat packs are a product that everyone can use to help with relief from aches, pains, and injuries or just for comfort. I currently produce approximately</p>	Pathos – emotional response



<p>Point(s) of Difference</p>	<p>40 heat wheats a month to customers and retail stores, across Australia.</p> <p>Differing from other wheat packs on the market, Chloe’s Heat Wheats are made by me, creating my own style. My product can also be frozen in an airtight sealed bag and used as a cold pack. I make them in three sizes mini pack of two, medium pack of two and long which are \$7, \$15 and \$25 respectively. I currently stock in 7 businesses, along with attending various handmade markets.</p>	
<p>Evolution</p>	<p>In my aim to become eco-friendly my business has recently started using 100% organic fabrics, cotton, wheat, lavender and packaging. Early this year I was contacted by Keep Eco store, about supplying their business with organic heat wheats. I was excited by this and soon learnt that wheat from an organic farm is sustainable and grown with no chemicals.</p> <p>It was time to make the move! Farmers across Australia experience droughts every year. Organic farmers rely completely on rainfall for them to be able to grow their crops.</p> <p>This financial year my sales have significantly increased. I buy the organic wheat from Burrum Biodynamics farm and after communicating with farm owners Steven and Tanya my goal is to donate \$1 to them for every medium pack I sell. The money will be used to fund green projects namely planting trees. Steven and Tanya have experienced many droughts and are well versed on soil management and have learnt that by misfortune patience is a strength. I have also contacted fabric wholesalers, by purchasing my fabrics from them my profit margin will increase so that I</p>	<p>Logos – facts and statistics</p> <p>Logos – facts and statistics</p>



<p>The Ask</p> <p>Closing</p>	<p>can successfully donate whilst still making a profit.</p> <p>I use social media as a platform to advertise my business and I am excited about creating a website soon. Winning this competition would allow me to expand my business, go eco-friendly and donate back to our organic farming industry. Thank you so much for this opportunity.</p> <p>My family are about to pass around some heat wheats for you to have a look at.</p>	<p>Logos – facts and statistics</p>
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