

# Plant Therapy

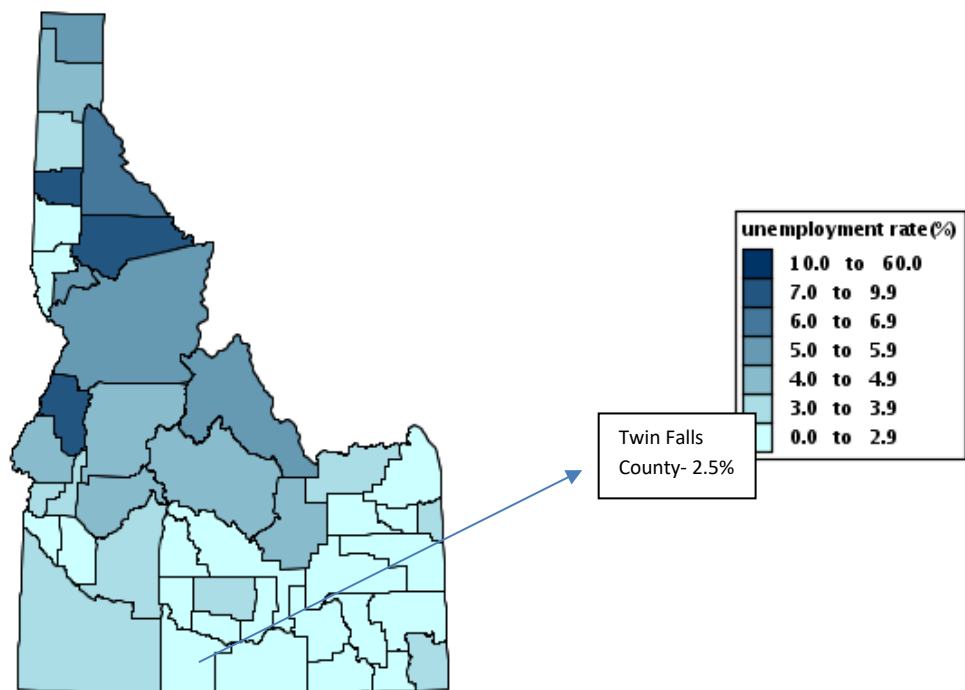
## Application Summary and Analysis

### Employer/Project Overview

Founded in 2011, Plant Therapy is a leading supplier and distributor of essential oils and accessories. Based in Twin Falls, Idaho, they provide the absolute highest-quality essential oils and are committed to educating their customers on their uses, safety and efficacy. Their products include organic essential oils, carrier oils, blends, KidSafe Synergies and pre-diluted roll-ons as well as accessories such as diffusers, books and natural body care. In 2016, Plant Therapy was recognized as the fastest growing company in Idaho and the 31<sup>st</sup> fastest growing in the US. Plant Therapy has grown nearly 8,000% from 2011 to 2015! Growth continued in 2016 and 2017, more than doubling during that time. Their need for employees has increased with their growth. The company is expanding into a new location, a 35,000 sq foot facility, in Twin Falls, in August 2018. Twin Falls County has one of the lowest unemployment rates in the State of Idaho as shown on the map below. Because of this, it is difficult to obtain and retain skilled labor.

### Project break down of Training Needs

Unemployment rates by county, not seasonally adjusted, Idaho April 2018



\*Map retrieved from <https://data.bls.gov/map/> 06/01/18

The company currently has 58 employees and will be hiring 102 new positions. 160 employees will receive training under this plan.

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The training plan includes many nationally recognized certifications which will provide upward mobility and transferability for employees such as:

- Forklift Operator Training “Train the Trainer”
- Six Sigma Belt Training (Green, White and Yellow)
  - Six Sigma is a set of techniques and tools for process improvement designed to improve business processes by greatly reducing the probability that an error or defect will occur.
- 5S System Training
- Aromatherapy Certification Program (ACP)
- Transforming Customer Complaints into Opportunities - Training workshop (Dale Carnegie Training)
- Continuous Improvement Training
- Leadership Training, Team Building and CPR/First Aid/AED (College of Southern Idaho),
- Project Management Professional (PMP)
- Executive MBA program (BYU)- (The program is designed to provide broad management training with a curriculum that supplements hands-on work experience and the opportunity to immediately apply and test management theories and newly acquired skill)

Vendor Name	Title of Training	Total Vendor Training Fees
<b>TRAINING PARTNERS</b>		
CPR/First Aid/AED Training	College of Southern Idaho	\$ 2,400.00
The Leadership Development Program	Boise State University	\$ 14,400.00
Forklift Operator Training	Crown Lift Truck Co.	\$ 1,440.00
Forklift Operator Training "Train the Trainer"	Crown Lift Truck Co.	\$ 5,120.00
OSHA Safety Training	Safety Organization	\$ 3,100.00
Six Sigma Green Belt Training	TECHHelp & Boise State University	\$ 9,600.00
Six Sigma Yellow Belt Training	TECHHelp & Boise State University	\$ 2,400.00
Six Sigma White Belt Training	TECHHelp & Boise State University	\$ 7,200.00
5S System Training	TECHHelp	\$ 2,400.00
Advanced Aromatherapy Training	Mark Webb	\$ 2,600.00
Aromatherapy Certification Program (ACP)	Aromahead Institute	\$ 47,880.00
Certified Customer Service Manager	Customer service institute of America	\$ 2,250.00
Certified Professional in Training Management	Training Industry Inc.	\$ 3,495.00
Transforming Customer Complaints into Opportunities - Training workshop	Dale Carnegie Training	\$ 12,215.00
Continuous Improvement Training	Tech Help	\$ 4,800.00
Distillation Workshop	House of Aromatics	\$ 600.00
ERP Training and Certification	NetSuite	\$ 8,000.00
Team Building Training	College of Southern Idaho	\$ 6,000.00
Leadership Training	College of Southern Idaho	\$ 5,500.00
The Manufacturers Best Practices (MBP) Workshop	IPA MRERF	\$ 4,485.00
Retail Store Leadership Online Training	MOHR Retail	\$ 1,000.00
Outstanding Customer Service	Dale Carnegie Training	\$ 4,515.00
Pet Aromatherapy Certification Program	Ashi Therapy	\$ 11,200.00
Project Management Professional (PMP)	Project Management Institute (PMI)	\$ 4,800.00
Warehouse Management System (WMS) Training	WMS Provider	\$ 4,800.00
Total Productive Maintenance (TPM)	Tech Help	\$ 2,400.00
	<b>Total</b>	<b>\$ 174,600.00</b>
<b>STRUCTURED ON THE JOB TRAINING</b>		
Cornell Digital Marketing Certificate	Cornell	\$ 28,800.00
Diploma in Aromatherapy: Master Aromatherapist	American College of Healthcare Sciences	\$ 24,529.48
Master of Science in Organizational Leadership	Colorado State University - Global Campus	\$ 19,500.00
BYU Marriott Executive MBA	Brigham Young University	\$ 45,000.00
	<b>Total</b>	<b>\$ 117,829.48</b>
	<b>Grand Total</b>	<b>\$ 292,429.48</b>

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**WDTF Request: \$169,480**

### Return On Investment

- WDC Investment: **\$169, 480 (59% of total training investment)** This investment will return 2.72 times its cost over the 2 year contract period based on annual increase in employee wages (\$90,449).
- Total WDC Investment per trainee of \$1,059 is less than half of the \$2,500 Scoring Matrix recommendation.
- Plant Therapy Investment: \$122,949.48 (42% of total training investment)
- Total Training Investment (Plant Therapy and WDC): \$292,429.48

### Projected Trainees and Hires:

New (N) or Retained (R) Position?	Position Titles	Number of Positions	STARTING Wage	Wage AFTER Training	Annual increase in Wages
N	Customer Service Representative	27	\$12.00	\$14.00	\$ 112,320.00
N	Production Operator	20	\$12.00	\$13.00	\$ 41,600.00
N	Fulfillment Specialist	20	\$12.00	\$13.00	\$ 41,600.00
N	Content Writer	10	\$21.15	\$22.15	\$ 20,800.00
N	Digital Marketing Associate	8	\$28.85	\$29.75	\$ 14,976.00
N	Digital Marketing Manager	2	\$28.85	\$31.00	\$ 8,944.00
N	HR Generalist	1	\$24.04	\$27.50	\$ 7,196.80
N	Sales Director	3	\$31.25	\$32.00	\$ 4,680.00
N	Retail Sales Associate	4	\$14.00	\$14.50	\$ 4,160.00
N	Customer Service Trainer	1	\$15.38	\$17.00	\$ 3,369.60
N	Project Manager	3	\$24.00	\$24.50	\$ 3,120.00
N	Program Manager	1	\$28.85	\$29.85	\$ 2,080.00
N	Maintenance Manager	1	\$23.00	\$24.00	\$ 2,080.00
N	Retail Manager	1	\$21.63	\$22.13	\$ 1,040.00
R	Fulfillment Specialist	20	\$13.00	\$14.50	\$ 62,400.00
R	Production Operator	20	\$13.00	\$14.50	\$ 62,400.00
R	Customer Service Representative	8	\$14.50	\$16.00	\$ 24,960.00
R	VP - Finance & Operations	1	\$52.88	\$58.00	\$ 10,649.60
R	Product Developer & Education Manager	1	\$28.88	\$32.50	\$ 7,540.00
R	Customer Service Assistant Manager	1	\$15.38	\$18.75	\$ 7,009.60
R	Customer Service Manager	1	\$17.79	\$21.15	\$ 6,988.80
R	Director of Operations	1	\$43.27	\$45.00	\$ 3,598.40
R	Fulfillment Manager	1	\$37.50	\$38.50	\$ 2,080.00
R	Amazon/Sets Supervisor	1	\$18.00	\$19.00	\$ 2,080.00
R	Production Manager	1	\$26.44	\$27.44	\$ 2,080.00
R	Warehouse Manager	1	\$22.83	\$23.83	\$ 2,080.00
R	Project Manager	1	\$22.60	\$23.00	\$ 832.00
				<b>Total</b>	<b>\$ 462,664.80</b>