

CB: Malca
Tritz
QC: Kai Martin

Dried Fruit

Dry Delights

21400 Magnolia St


Huntington Beach, CA 92646

Ashlyn Szabo

Dry Delights is a sole proprietorship business that offers dried fruits.

EXECUTIVE SUMMARY

Dry Delights is a company with the goal of creating a healthy and convenient snack on the go. Dry delights sells a variety of dried fruits that are fully customizable. With a focus of health, Dry Delights makes sure that their fruits are organic and pesticide free. Dry Delights is designed for everyone, but more specifically, parents. Rather than sending their kids off to school or practice with a bag of chips, they can give them dried fruit! It is a healthy alternative and is just as convenient. Another target market would be athletes, because they will be wanting a quick snack that is not bad for them. Dry Delights provides its customers with quality dried fruit that is organic. It has a homemade touch that cannot be made by large corporations. Each bag is packaged with love and it is designed to match the request of the customer. Dry Delights is completely customizable and offers a wide variety of flavors and textures. I am qualified as the principal of this business due to the skills and experience I have acquired over the years. I am a senior in high school and participate in a program called "Center for International Business and Communication Studies". Through this program, I have been taught what it is to be an entrepreneur. I am fully equipped with the necessary knowledge to be able to start a business. More specifically, I am skilled in communications, product development, leadership, and problem solving. I am a hard worker that understands how to get things done efficiently and successfully. This business plan has a great return on investment. The initial startup cost for my small business is quite low. The demand for dried fruit is on the rise due to a rise in health trends. We can expect a great demand for our products.



INDUSTRY ANALYSIS

Starting a business selling dried fruit is a great economic decision due to its popularity. According to an article posted by *Persistence Market Research*, the market for dried fruit is currently worth 10.2 billion dollars. It is also predicted to grow at a rate of 5.5% from the year 2022 to the year 2032. The market is projected to be valued at 16.7 billion by 2032. This shows how starting a business selling dried fruit will be a good idea, because it will be on the rise. However, this means that there will be heavy competition, which is why *Dry Delights* stands out with their unique selling proposition.

Key companies profiled include:

- Sun-Maid Growers of California
- Paradise Fruits
- Divine Foods
- Chaucer Foods Ltd

Good section
might just want to
go into more depth
and detail

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