

Business Plan 3

Operations:

The products made by Dry Delights are made in the owner, Ashlyn Szabo's, house. I use my kitchen counter as a space to cut the fruit and I dehydrate them in my garage. My countertop is spacious enough currently, but as my business grows, I will need more room. I have 2 dehydrating machines right now, but I will invest in more to increase my production rate. As my business continues to grow, the next step I will take is to hire additional help. After my business continues to grow, I will be able to mass produce with better machinery and possibly a factory.

Technology:

Technology is essential to the success of my business. One main use of technology that I need to sell my product is Wix. I use Wix as a website engineering tool. Dry Delights needs a website so that we can sell our products and get them out to customers. Another use of technology is Instagram. I use Instagram as a resource to get my product noticed. By posting about our new flavors or product drops, we can draw in more customers. I will be using technology as an e-commerce platform. People will have the ability to buy my products online, making it much more convenient. Apps such as PayPal and Zelle are also very important to my business because many people do not have money on hand. Having these platforms will increase sales.

Marketing and Advertising:

I will be marketing my product through social media. I will be using Instagram as my main platform for advertising. I will post videos showcasing my product and updates on sales and product drops. This is to remind people to buy my product.

Sales Plan:

When I start selling my product, it will be to close friends and family. Outside of students from my school, my first launch for my product will be selling downtown at a booth. I will continue to have a booth downtown whilst finding another outlet. I will use my network of peers to find an event to sell my product. My product will not only be sold in person, I will also have online sales. The consumers can reach my product through social media, my website, or in person.

Equipment and Tools:

Not very much equipment is needed to make my product. I need a cutting board, gloves, a knife, and a dehydrator. Each time I make a batch of fruit, I have to go to the store and buy fruit which generally cost \$5 per batch. Each batch yields about 3 bags of fruit. As my business grows, I will get a much larger quantity of fruit. I will also have to invest in better equipment.