



"DRY DELIGHTS, BET YOU CAN'T HAVE JUST ONE BITE!"

BUSINESS PLAN



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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

Business Concept

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 on health, Dry Delights makes sure that its fruits are organic and pesticide-free. We are offering customizable options for textures and flavors that will expand our market.

Mission Statement

Our mission is to provide quality dried fruit that promotes healthy eating habits while also being a convenient and healthy snack.

Market and Intended Customer

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 want a quick snack that is not bad for them.

Competition

Dry Delights has many competitors that are selling dried fruits. See [Market Examination](#) for more details. Although there is great competition, our unique selling proposition will help us crush our competition.

Management

The owner, Ashlyn Szabo (see [Appendix A](#)), is qualified as the principal of this business due to the skills and experience she has acquired over the years. Ashlyn's resume is included at the end of this document (see [Appendix Q](#)). Her resume highlights her capabilities and accomplishments. Ashlyn is a high school senior and participates in a program called "Center for International

Business and Communication Studies”. Through this program, she has been taught what it is to be an entrepreneur. Ashlyn is fully equipped with the necessary knowledge to be able to start a business. More specifically, Ashlyn is skilled in communications, product development, leadership, and problem-solving. She is a hard worker who understands how to get things done efficiently and successfully. We have created a breakdown of work responsibilities (see [Appendix O](#)).

Strengths and Weaknesses

The owner of Dry Delights has many strengths that allow for her to be a successful business owner. Ashlyn has experience in both marketing and advertising. She is also very dedicated and has excellent time management. When starting this business, her skills were put to the test. For her company to succeed, she needed to learn more about how to make her product stand out and be unique. Ashlyn also needed to work on networking. Having connections is extremely important when starting up a business. She was challenged throughout this process by really having to market her product and make it look appealing. Getting her product out there was a challenge that she had to face. Dry Delights has created a SWOT analysis of the owner and her business (see [Appendix P](#)).

Return on Investment

This business plan has a great return on investment. The initial startup cost for this 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.

BUSINESS HISTORY AND INDUSTRY OUTLOOK

Start-up Information & Owner Experience

This company was started in late 2023 and started up in early 2024. Starting a company was a project for seniors in the CIBACS (Center of International Business and Communication Studies) program at Edison High School. The owner of Dry Delights is Ashlyn Szabo. She created the company in honor of her mother. Growing up, her mom had cancer. Due to her illness, she had to eat well to maintain good health. One of her favorite snacks to give Ashlyn and her sister was dried fruit. It was a convenient snack that was not junk food. Ashlyn decided to create a business in her memory. The problem with dried fruit is that it is really expensive and only select brands are organic with no sugar added. Dry Delights is a unique company because I will be selling different variations of dried fruit. We offer fruits with added fun flavors as well as drying some more than others, leaving the texture different. Our company will benefit the community by providing a healthy and affordable snack. The company fits in with the owner’s personality because we create a unique spin on plain and simple dried fruits. The owner created this company to honor her mother’s memory. Unfortunately, she passed away from cancer. Dry



Delights has decided to donate one hundred percent of our net income to cancer research at the American Institute for Cancer Research (AICR).

Location

Dry Delights is a company that originated in Huntington Beach, California. Since it is a small company, we only sell to locals. In the future, we plan to expand our business further and make our products available to a much larger market.

Development Problems and Solutions

During the development of our business, we ran into a few problems listed below:

1. What packaging is best for our products?
2. How can we make a healthy product that also tastes good?
3. Do I need a license to sell food?
4. What fruits will not be in season at certain times of the year?
5. What is a good price point per bag?

With a lot of brainstorming from the owner and her mentor, we were able to find solutions to these problems. Listed below are the solutions:

1. Plastic bags with air-tight seal that can be re-sealed for continued use.
2. Fruits are already sweet, but we have a sweet sugar-free syrup we add on top.
3. Yes, the owner took a class online and got her food handlers card (see Appendix B).
4. Our supplier offers fruit all year round, but we can change what fruits we offer depending on supply.
5. \$5 is an affordable price for the amount of fruit given and is highly profitable.

Investment/Funding Information

The owner, Ashlyn Szabo, funded the startup of this business. She has money in her savings account that she used to buy the equipment necessary to dry fruit. No loans were needed for the commencement of Dry Delights because the initial costs were so minuscule.

Future Plans and Goals

Dry Delights is a small business with a homemade feel to our products. In the future, we would like to expand our company to a wider market but still have the same quality and care put into each bag. Our goal is to get our product on retail shelves, whilst still selling online and allowing for full customization of our products.

Market Trends and Statistics

The dried fruit industry is a great place to start a business. Health trends are on the rise and our community requires a quick and healthy snack. More market information can be found in the [Market Examination](#).



Product Advantages

Dry Delights dehydrated fruits stand out from the rest. An advantage that our products have over other companies is that our fruit is organic and has a wide variety of options to choose from. No other dried fruit companies have a variety of textures that they offer. Our unique selling point is what will give our company an advantage over our competitors.

National, Regional, and Local Economic Impact

Our company is a small business as of now, but as we expand, we want our company to make an impact on the world. We want Dry Delights to be a household name. Our goal is to positively impact society by influencing people's health and well-being. As years go on, we will continue to grow and bring our company to great places with a bright future.

PRODUCT

Problem

The problem that we found in the dried fruit market was the lack of variety. We found that most brands were very limited in selection and did not offer the textures that the owner liked my fruit to be. We also noticed that many brands had harmful ingredients in their fruit and were not supporting a healthy balanced diet. Additionally, most of the fruits that the owner has tried were very bland and were lacking flavor.

Solution/Product Features

Due to a lack of variety and quality, the owner got the idea for Dry Delights. She thought that it would be a great idea to offer a dried fruit service where customers could fully design the fruit. Of course, we have our fruit the original way that it is made (default), but we also offer customers to give us feedback on any additional requests that they have. We have had orders come in for crunchy fruit as well as chewy fruit. We have also had requests for unique flavors such as chamoy mango and cinnamon apple. Dry Delights saw that the dried fruit market was not as expansive as it should have been, so we took the opportunity to make a change.

Niche Served

Our product is aimed at a niche market of people trying to make healthier food decisions. The owner noticed the minimal variety of dried fruit, so she found a solution. The owner knew that a niche group of people would appreciate the variety of textures and flavors that Dry Delights offers.

Market Comparison

Our product is aimed at a niche market of people trying to make healthier food decisions. The owner noticed the minimal variety of dried fruit, so she found a solution. The owner knew that a



niche group of people would appreciate the variety of textures and flavors that Dry Delights offers.

Stage of Product Development

Our products are fully developed. We have perfected our recipes and dehydration times.

Although we have mastered the products that we currently offer, we are always looking for ways to expand our business. Dry Delights will continue to develop new and innovative products that we know our customers will enjoy.

Production

The production of our products is done by hand. The process (see [Appendix C](#)) is as follows:

1. Prepare work station
 - Sanitize counters
 - Bring out a cutting board, knives, and dehydrating trays
2. Prepare oneself
 - Wash hands thoroughly
 - Wear short-sleeved tops to avoid clothing contamination
 - Put on gloves
3. Cut fruit
4. Place fruit on dehydration trays
 - Spread evenly
 - Do not let fruit touch to avoid sticking
5. Set a timer and periodically check the fruit
 - Flip the fruit over to avoid sticking
 - Rotate the tray position to ensure even dryness throughout the fruits

Facilities, Equipment, and Labor

Dry Delights makes all of our products in the home of the owner. She has a clean workstation where she prepares the fruit and gets them ready for the dehydration process. As our company expands, we will have a separate location for production. Labor is done by the owner, Ashlyn Szabo. The owner creates all of Dry Delight's products, but with the expansion of our company, production will change. Equipment includes a dehydration machine, cutting boards, and knives.

Financial Requirements

As Dry Delights is a small business, not much funding is needed. As we expand our business, financial requirements will increase. We will need to find a larger production facility and much larger machines. Currently, the only additional costs we have to pay are for the fruits.

Product Life Cycle

Dry Delights will have products offered year-round. Our products such as dried apples, bananas, mangoes, and apricots will always be offered (see [Appendix D](#)). However, we will have specialty fruits based on the seasons. For example, during winter we may offer a unique Christmas flavor. This will not only increase variety but also bring in more customers.

Future Growth

The future for Dry Delights is extremely bright. With well-thought-out marketing strategies, sales are sure to skyrocket. Additionally, the market for dried fruits is on the rise. It is predicted to grow at a rate of 5.5% from the year 2022 to the year 2032. This further proves that Dry Delights has a great chance of being successful and we are in the right direction.

MARKET EXAMINATION

Target Market

Dry Delights designed a product that is both healthy and convenient. Although our product can be enjoyed by any and everyone, we have two main target markets. The first group of consumers that we are targeting is parents. We believe that Dry Delights is a great snack for children to take to school. It is a good snack that parents can give to their children that is convenient for them, but not unhealthy. The second target market is people who are focused on their health. An example of someone in this market would be an athlete. Many athletes look for quick snacks in between workouts and games and Dry Delights is the perfect snack!

Consumer Buying Habits

Dried fruit consumers are repeat buyers. Since Dry Delights is a food company, we do not sell one product that lasts a lifetime, but rather a product that will satisfy the needs of the customer and keep them coming back. We can use this to our advantage and get repeat customers due to our quality products. With the addition of new flavors, we can draw back old customers. Additionally, many customers in the dried fruit market want a product that meets their health expectations. For example, many consumers want their fruit to be organic and without any additives. This is why Dry Delights has ensured that all fruit is organic and does not have any harmful chemicals used in their products.

Product Applications

Not applicable to this sole proprietorship

Customer Reactions

Dry Delights has gotten nothing but positive feedback from customers. Most of our customers are repeat buyers. Before the production, we sent out a survey to see what products our consumers would like to see (see [Appendix E](#)). We made sure to take customer feedback into

account to ensure customer satisfaction. Our survey results concluded that many people prefer different textures for their dried fruits. This proves that Dry Delights made the right choice in choosing to have a variety of textures. The survey also showed us that 92.3% of people are interested in flavored fruits.

Market Factors and Trends

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 its unique selling proposition.

Key companies profiled include:

- Traina Foods Inc.
- Lion Raisins Inc.
- Graceland Fruit Inc.
- Jab Dried Fruit
- Sun-Maid Growers of California

Market Penetration and Share

Since Dry Delights is a new company, its penetration of the market is very low. As a business, we will increase our share of the market through advertising. We will show consumers how our products are unique so that they are drawn to our fruits over other brands. Dry Delights has created a social media presence on Instagram where we post information regarding product launches and new products.

Research and Studies

Dry Delights has thoroughly researched the dried fruit market and has found key information that proves we can be a successful business. Some facts and statistics are listed below:

1. A report posted by [SkyQuest](#) claimed that dried fruit demand is on the rise due to increased obesity rates and higher demand for nutrient-based packaged foods.
2. An article posted by [Food Insight](#) claims that 73% of consumers claim to snack at least once a day. It also states that 70% of parents with children under the age of 18 claimed to be mindful of what they eat.
3. A report posted by [K-State Today](#) states that a diet with fruits and vegetables reduces risk of cancer as well as other chronic diseases. The report also claims that only 21% of adults consume the recommended serving of fruits per day.

The information gained from our research will help us move forward as a company. We are aware that demand for dried fruit is high. We also know that fruit is a very important part of a balanced diet. We can use this information to our advantage by implementing statistics into our advertisements. Dry Delights can inform our consumers on the importance of fruit for their health and Dry Delights is the perfect company for them.

Cost

Dry Delights has carefully set their prices ensuring that customers get quality fruit for a great price. Each bag of fruit is sold for five dollars. Five dollars is a great price because it is cheap so people will buy multiple bags. This gives them the ability to buy multiple bags of different fruits rather than buying a single bag at a store. Each product ranges from roughly \$1.23 to \$1.76 to make, because some fruits are more expensive than others. We marked each product at the same price because the cost to produce the different fruits is very close. With a cost to make at \$1.76 or \$1.23 and a selling price of \$5, this means that we have a profit margin of 64.8% to 75.4%. Having such a large profit margin proves our company's viability and shows how it will have a bright future. We can make a great amount of money per unit, generating the maximum amount of profit. Although the revenue is high, there are a few additional factors that need to be considered to fully understand our profit. Time is a huge factor that comes into play. Each batch of fruit takes roughly an hour to prepare for the dehydrator. After being prepared and laid out on the dehydrator, it stays on the dehydrator for roughly 8 hours. With a minimum wage of 16 dollars an hour, the person who makes the product will need to be paid 16 dollars per batch. Each batch yields about 10 bags, which would generate 50 dollars in revenue. The total profit made per batch is \$21.7 after paying for labor. As we become a larger company, we will get machines to do the labor, so the work costs will decrease, but it will be a large initial investment to get the machinery.

Sales Volume and Goals

Our goal at Dry Delights is to promote our product and have a high sales volume. As we are a small business, we have a low sales volume. In the five months that Dry Delights has been in business, we have sold 85 units. This gives our company a revenue of \$425. We plan to expand our business and get a much larger increase in sales.

COMPETITION

Competitor Information

Many dried fruit companies have been around for years. The dried fruit market is unique because each company specializes in certain fruits. For example, Sun-Maid Growers of California is very popular for their raisins. The top seller of dried fruit is Traina Foods. Many different companies



are trying to sell dried fruit, but ours stands out above the rest. We offer consumers a unique spin on generic dried fruit.

Product Comparison

As stated many times before, Dry Delights products are not like any other average dried fruit. We offer a wide range of textures and infinite flavor possibilities. No other dried fruit companies have allowed customers to customize their products.

Market Niche

See our [Niche Served](#) section for information

Product Strengths/Weaknesses

One strength of Dry Delights' products is that they are unique. They will stand out compared to plain dried fruits. One weakness that we have is that we are a small business. Many people will stick to the dried fruit brands that they have been consuming for years. We can overcome this weakness through advertising. We can show consumers why they should choose our product over others.

Future Product Development

As Dry Delights grows as a business, we would like to expand our variety of products. Currently, we offer a default way that present our dried fruits. We allow customers to request alterations that they want to their fruit such as a different texture or flavor. In the future, we will create fruits of different flavors and textures and will offer them to customers.

MARKETING

Product Sales Appeal

Our products are appealing to consumers due to their quality. We use high-quality organic fruit that we know our consumers will appreciate. Additionally, our customizable options for the fruit are extremely appealing to customers. Our new and innovative way of drying fruit will spark the attention of buyers.

Special and Unique Features

As we have claimed many times before and as stated in the [Product Sales Appeal](#), Dry Delights has created a one-of-a-kind product. Through advertisements, we can show why people should choose Dry Delights and spark interest in potential customers.

Identification of Customers

Our customers have previously been covered in the section [Target Market](#). Below is a list of our target customers.



1. Parents - snack for children
2. Health enthusiasts - athletes

Sales and Marketing Staff

Dry Delights is a sole proprietorship. The owner, Ashlyn Szabo, manages every aspect of the business. She runs the sales and marketing area of the business. She manages the social media platform, Instagram, for Dry Delights. Ashlyn is looking to expand her marketing strategy and increase sales.

Sales Cycle

Dry Delights will be selling our products year-round but will have seasonal flavors. Having unique flavors based on the seasons will draw in more customers. We can use new flavors as a form of advertising. Since Dry Delights offers a food product, customers will keep coming back for more. By creating a quality product, consumers will continue to purchase our products time and time again.

Type of Advertising/Promotion

Dry Delights will be selling its products both online and in stores. We are designing a [website](#) where customers can view products and order them online to be shipped right to their door. We also plan to sell our fruits in stores as well. Our target audience is families and parents. Parents will typically be shopping at grocery stores such as Costco, Stater Brothers, and Albertsons. Additionally, Dry Delights will set up booths at local markets in our community. Since our target market is people in their late thirties to mid-fifties, we will have to focus our advertising on people around those ages. For example, we will rent billboards near freeways and depict a mother giving her child fruit on their way to school. We will be marketing our product downtown as well and will hand out flyers. We will make partnerships with local businesses so that they will let us put flyers up or hand out brochures at their location.

Dry Delights was blessed with the opportunity to sell our products at Duke's (see [Appendix F](#)). Duke's is a restaurant on Main Street in Huntington Beach. We were able to get our name out there and get additional customers. We would love to participate in similar events in the future. For any events at which Dry Delights will be renting space from a vendor, we have created a contract ensuring the safety of both parties (see [Appendix G](#)).

Pricing

See our [Cost](#) section for more information

Competition

See our [Competition](#) section for more information

Customer Service

Ashlyn Szabo is the sole proprietor of Dry Delights and runs all aspects of the business. She manages customer service and will deal with any conflicts that arise. Dry Delights has been up and running for 5 months and has not gotten one complaint. However, if a complaint does arise, the owner will quickly deal with the situation. A full refund will be given and Dry Delights will make sure to improve on the conflict in the future. Dry Delights can be contacted through our email drydelightsco@gmail.com, through our website, or any of our social media platforms.

OPERATIONS

Cost-Effective Production Methods

Since Dry Delights is a small business, the production of our products is not extremely cost-effective. Once we grow as a company, we can increase production efficiency. We will do this by using machinery to prepare, cut, dry, and package our products. We will also be able to buy our produce in bulk which will get us more product for our money.

Facility

All products are made in the home of the owner. As our company grows, we will have a higher production rate. This will lead us to buy a larger facility to produce our product. Dry Delights currently has two dehydration machines and is looking to invest in additional machines shortly.

Technology

Technology is essential to the success of this business. One main use of technology that we need to sell our product is Wix. Dry Delights uses 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. We use Instagram as a resource to get our product noticed. By posting about our new flavors or product drops, we can draw in more customers (see [Appendix H](#)). Dry Delights will be using technology as an e-commerce platform. People will have the ability to buy our products online, making it much more convenient. Apps such as PayPal, Venmo, and Zelle are also very important to our business, because many people do not have money on hand. Having these platforms will increase sales.

Location

As stated previously in the [Technology](#) sections, Dry Delights is a local business. Our business is located out of Huntington Beach, California. With the growth of our company, we will expand beyond just locals.

Equipment

Not very much equipment is needed to make our products. The owner only needs a cutting board, gloves, a knife, and a dehydrator. Each time she makes a batch of fruit, she has to go to the store and buy fruit which generally costs \$5 per batch. Each batch yields about 3 bags of fruit. As our business grows, we will get a much larger quantity of fruit. Dry Delights will also have to invest in better equipment. Startup costs are listed in the income statement table (see Appendix).

Labor

The process of creating our fruits is a lengthy process that was covered in the [Production](#) section. All labor is done by the owner, Ashlyn Szabo. Labor will be less intensive as our business expands and we get a new facility with high-technology machinery.

Future Expansion

The section [Facilities, Equipment, and Labor](#) briefly mentions our future expansion plans. To summarize, Dry Delights plans to open a larger manufacturing facility when sales rise. As we are a small business currently, the owner's home is sufficient. As stated in the [Projected Income and Cash Flow \(3 Years\)](#) section, we plan to grow exponentially in the next few years.

Sustainability

Dry Delights is a sustainable company because we compost our fruit scraps so that they can be repurposed. We also try our best to use as little plastic as possible. Our packing is plastic, but we hope to find a more sustainable packing material shortly. We not only want to promote the health of our consumers but also the health of the environment.

ADMINISTRATION AND MANAGEMENT

Management Philosophy

At Dry Delights, our management philosophy is to have a sense of family in the workplace. The owner, Ashlyn Szabo, is extremely family-oriented. Since her company is very important to her, she wants to have a sense of family with her company. Dry Delights would like to make a difference in people's lives. Our goal is to create a safe and uplifting work environment where employees come to get work done, but also have fun doing it.

Structure of Organization

Dry Delights is run by a sole proprietor who plays all roles for the company. The owner oversees all operations, so there is no structure or hierarchy of employees. In the future, with the expansion of our company, Dry Delights will have more of a structure. We will hire additional workers to take on the roles of different departments. Departments may include marketing, production, finances, and management.



Reporting System

Not applicable to this sole proprietorship

Methods of Communication

Not applicable to this sole proprietorship

Employee Skills and Training

Not applicable to this sole proprietorship

Employee Needs and Compensation

Not applicable to this sole proprietorship

Work Environment

Not applicable to this sole proprietorship

Management Policies and Procedures

Not applicable to this sole proprietorship

Roles and Responsibilities

As stated previously, Dry Delights is a sole proprietorship and all roles are put on Ashlyn Szabo, the owner. Her responsibilities include researching, production, managing finances, and marketing. A breakdown of her responsibilities is listed below:

Research

1. Keep close watch on competition
2. Watch market for dried fruits
3. Monitor spending habits of customers
4. Ensure customer satisfaction through feedback

Production

1. Purchase ingredients
2. Order and print out packaging labels
3. Manually prepare, cut, and package fruits

Manage Finances

1. Create income statement
2. Track sales
3. Predict future sales
4. Design sales strategies



Market

1. Manage social media pages
2. Design advertisements
3. Communicate with other companies for brand deals

KEY PERSONNEL

Owner/Employee Education and Experience

The owner of Dry Delights is a highly qualified individual. She is a senior in high school with the skills needed to run a business. Ashlyn is involved in the CIBACS (Center of International Business and Communication Studies) program at Edison High School. This program has taught her the basics of business and has given her communication and presentation skills. Ashlyn has experience in the areas of marketing and product development. Dry Delights is currently a small business but will shortly need additional employees. Future employee requirements include business experience as well as specialize in their department. Departments include marketing, production, finances, and management.

Positions and Roles

Not applicable to this sole proprietorship

Benefits and Salary

Not applicable to this sole proprietorship

Duties and Responsibilities

See our [Roles and Responsibilities](#) section for information

Objectives and Goals

Not applicable to this sole proprietorship

POTENTIAL PROBLEMS/SOLUTIONS

Risks

The biggest risk of Dry Delights is our competition. As stated before in the [Market Examination](#) section, there is a large market for dried fruit, which comes with many competitors. Starting a business where there are already huge successful corporations is a big risk. Although it may be a

risky move, we fully believe that Dry Delights is worth the risk. We have products that no other companies offer.

Litigation

Not applicable to this sole proprietorship

Future Competition

Once Dry Delights becomes popular, other companies will be aware of our presence. Other companies may try to implement a variety of flavors and textures just like Dry Delights. We can overcome this challenge by adjusting our prices and continuing to promote our products.

Economic Impact

Dry Delights is supporting our local economy. We source all of our produce from local stores such as Smart & Final and Stater Brothers on Adams Avenue in Huntington Beach. Dry Delights also purchases fruit from local farmers' markets. With the expansion of our business, it will also create job opportunities for locals. Once Dry Delights becomes a larger corporation, we will impact a much larger amount of people and support a significant portion of the economy. We are also giving back to society by donated money towards cancer research.

Problem-Solving Skills

The problems shown in the sections [Risks](#) and [Future Competition](#) can be avoided. One way that Dry Delights can avoid other companies stealing their flavors is by getting our recipes patented. Having a patent will ensure that Dry Delights products remain unique to our company. Another way to stand out above our competitors is to adjust our prices. We will constantly be monitoring our competitors and making sure that we are not only meeting but exceeding their standards.

FINANCIAL INFORMATION

Financial Statements

Dry Delights has created multiple tables depicting financial information for our company. The first table shows our consumer breakdown (see [Appendix I](#)). It shows who bought our products, when they bought them, and what fruits they bought.

The second table shows the total sales per product we offer (see [Appendix J](#)). We broke down how many of each product we sold. Using this data, we can see how popular each fruit is and make inventory accordingly.

Finally, the last table is an income statement (see [Appendix K](#)). It shows the total startup costs and expenses as well as total revenue and net income. This table gives an overview of what it



took to start this business and how much we made in the first five months. The initial startup cost was \$59, but the total cost of products was an additional \$102, accumulating to a total cost of \$161. Dry Delights had a total revenue of \$425. Overall, Dry Delights' net profit was \$264. Much of our sales were in cash, however, some were done electronically through Venmo (see [Appendix L](#)).

Bank Loans

Not applicable to this current business

Methods of Repayment

Not applicable to this current business

Tax Returns

Not applicable to this current business

Start-up Costs

Dry Delights had a low start-up cost due to the minimal equipment needed. As mentioned before, our income statement (see [Appendix K](#)) includes all the start-up costs. Start-up costs are listed below:

1. Dehydrators - \$20 (donated for free, but compensation was given)
2. Re-sealable Airtight Plastic bags (packaging) - \$21.01
3. Sticker Labels - \$10.06
4. Food Handlers Card - \$8

Projected Income and Cash Flow (3 Years)

In the years to come, Dry Delights plans to increase sales greatly. Through advertising and word of mouth, we are projected to increase sales by at least 45% each year. With this expected growth, here are Dry Delights predicted revenue sales for the next 3 years:

1. Year One - \$1,020.00
2. Year Two - \$1,479.00
3. Year Three - \$2,144.55

The numbers above are the revenue projections. Dry Delights is aware that we need to consider the costs it takes to make the products. Roughly 24% of profits is what it costs to make the products. During year one, an additional startup cost is subtracted from the net income. Listed below are the projected net incomes after the expenses are taken out:

1. Year One - \$716.20
2. Year Two - \$1,124.04
3. Year Three - \$1,629.858

CRITERIA

Dry Delights is a company started by a senior, Ashlyn Szabo. Ashlyn is a senior in the CIBACS (Center of International Business and Communication Studies) program at Edison High School. Her business has been successful for a multitude of reasons. The first criterion that can be used to evaluate her project would be the learning stretch. Throughout this project, she has gone through ups and downs and has had to learn to deal with adversity. Before this project, she did not know anything about starting a business. Ashlyn learned how to write a business plan to highlight her business and the products that she sells. She also learned how to make connections to be successful. Ashlyn's connections have allowed her to meet her mentor and have also helped her to get sales from her peers. Without having connections, it would be very difficult to start up a business. Ashlyn was able to get many sales from her classmates and family ties, but she also branched out and sold to a demographic of people whom she would never have known previously. CIBACS allowed her to have a connection with the restaurant called *Dukes*. Ashlyn was allowed to showcase her product and get additional sales. Lastly, one of the most important things that she has learned is how much work it takes to start a business. When starting up a business, you cannot just think of a product and start selling it. There is a complex process that needs to be gone through before you can start selling your product. Ashlyn researched the competition and designed a product with a unique selling proposition. She also created a product that would match the health trends on social media.

Secondly, her business can be evaluated by the quality of the products that she sells. Each batch of fruit is carefully made and precautions are taken to ensure the health and safety of her consumers. Each time that Ashlyn makes a batch of fruit, she makes sure to sanitize her workstation, wear gloves, and tie her hair back. Additionally, Ashlyn completed a food handlers certification class and is fully equipped to deal with and sell food safely. As for the fruits that she purchases, she makes sure to buy high-quality organic fruit. Ashlyn also made sure that the customers were satisfied by offering a variety of customizable products. Dry Delights offers a range of flavors and textures. Some customers may prefer hard and crunchy fruit, while some others prefer soft and chewy. Possible flavor options include cinnamon apple and chamoy mango, but Dry Delights is open to recommendations. Ashlyn created a quality product that can be enjoyed by a wide range of people.

Lastly, Ashlyn managed my time effectively. Her activity log (see [Appendix M](#)) shows how she was consistently working on her project. Ashlyn's timeline (see [Appendix N](#)) also demonstrates the progress of her project and highlights that she would need good time management to get to

the point that she is at. One aspect of Ashlyn's project that required great time management was the making of her products. Drying fruits is a lengthy process that requires thinking ahead. She had to make sure that the hours that the fruits were drying aligned with her schedule. Each batch took roughly one hour to cut and prepare as well as seven to nine hours of dehydration. After Ashlyn got home from school, the dehydration process needed to be started immediately. Along with that, she wanted her customers to have the freshest fruit possible, so she needed to sell the fruit as soon as she could. Ashlyn had to plan out when she would be making my fruit so that she knew she could sell it in the next few days.

RESOURCES CONSULTED

- “Dry Fruits Market Size, Share, Growth & Global Report 2030.” *SkyQuest Technology*, <https://www.skyquestt.com/report/dry-fruits-market>. Accessed 5 May 2024.
- Linck, Lisa. “Benefits and statistics about eating healthfully detailed.” *Kansas State University*, 13 June 2013, <https://www.k-state.edu/today/announcement/?id=8989>. Accessed 5 May 2024.
- “Market Study on Dried Fruits: Conventional Variants to Continue Accounting for Bulk of Market Share.” *Persistence Market Research*, <https://www.persistencemarketresearch.com/market-research/dried-fruits-market.asp>. Accessed 5 May 2024.
- Pike, Alyssa. “Snacking, Mindful Eating, and Specific Diets on the Rise.” *Food Insight*, 1 July 2022, <https://foodinsight.org/2022-food-and-health-survey-results-a-focus-on-eating-patterns/>. Accessed 5 May 2024.

APPENDIX A

Ashlyn Szabo - Owner of Dry Delights



APPENDIX B

Food Handlers Certification

Congratulations!

**Your Food Handler Card is ready to download and print.
A full-size certificate is at the bottom.**



APPENDIX C

Product Process - Dried Bananas

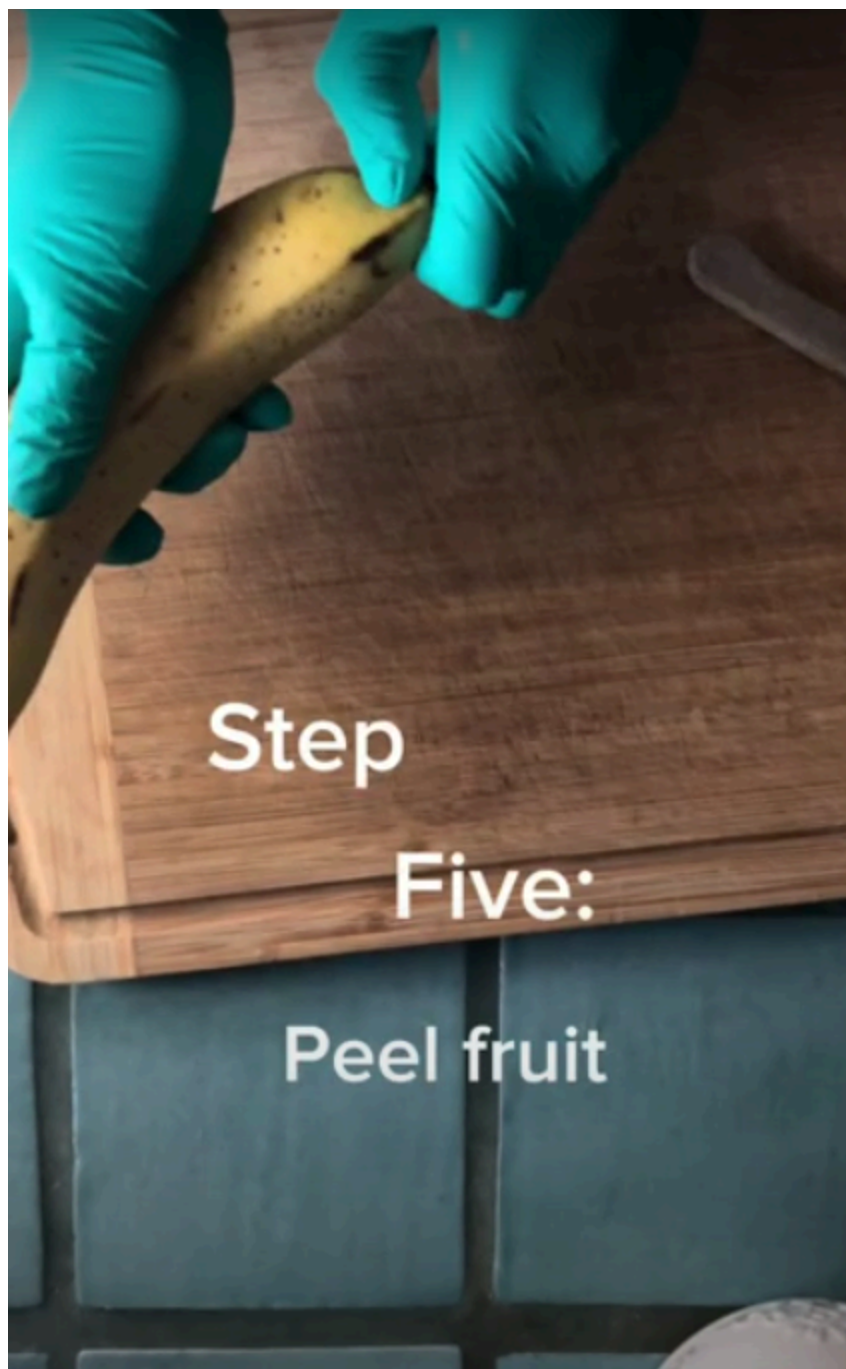
[Link to video on YouTube](#)













Step

Six:

Cut fruit



Step
Seven:
Load dehydrator

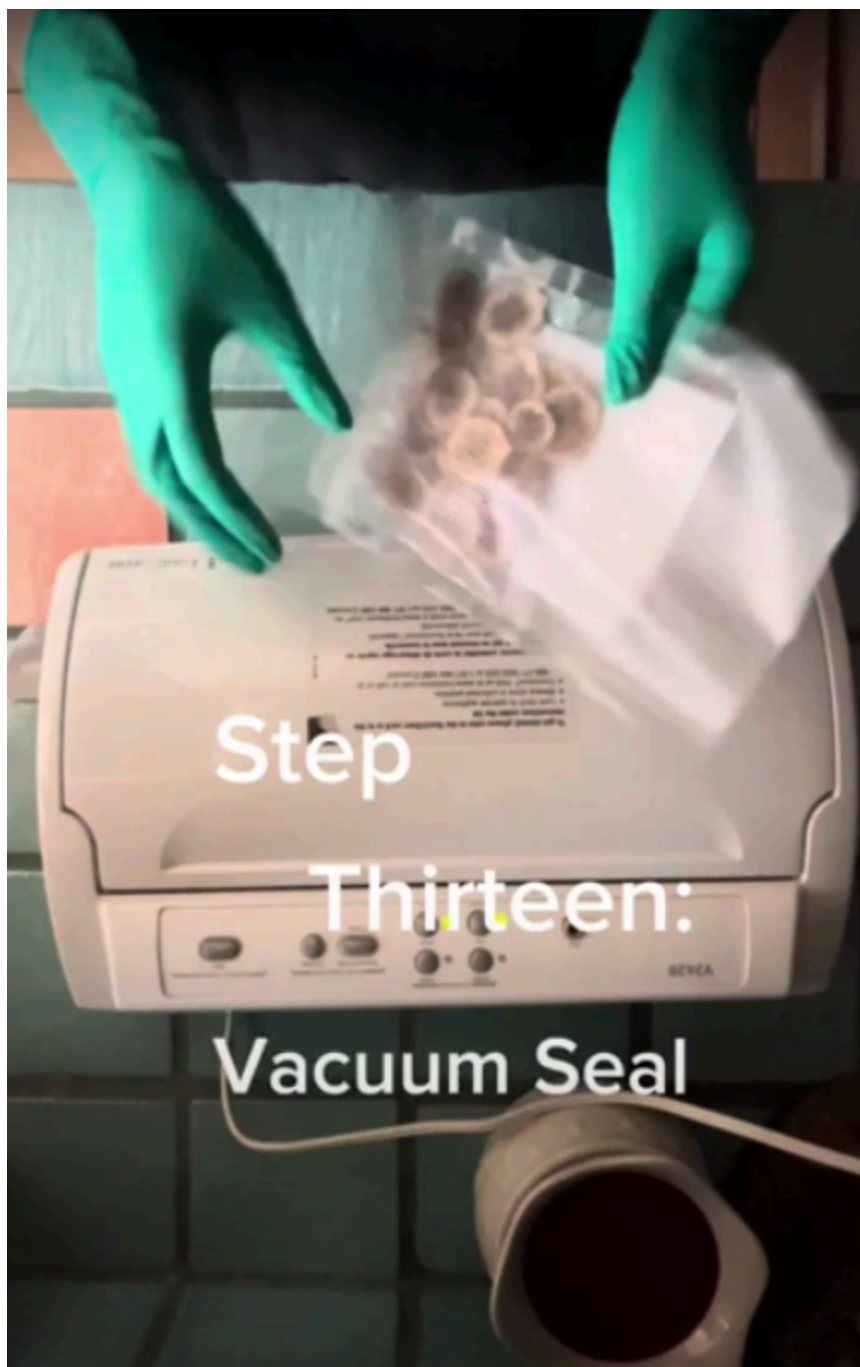
















APPENDIX D

Our Products



DRIED APPLE



DRIED BANANA



DRIED MANGO



DRIED APRICOT





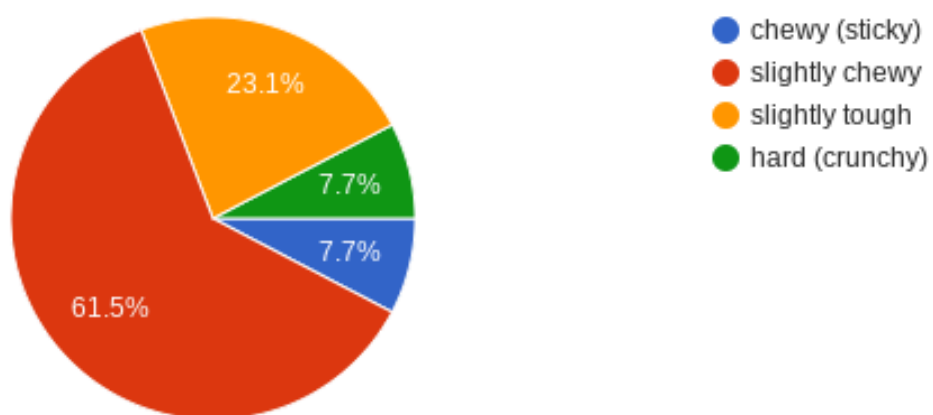




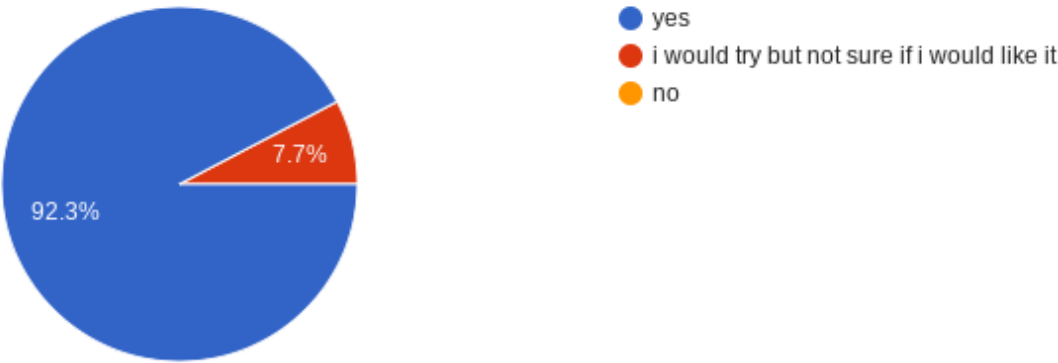
APPENDIX E

Survey Results

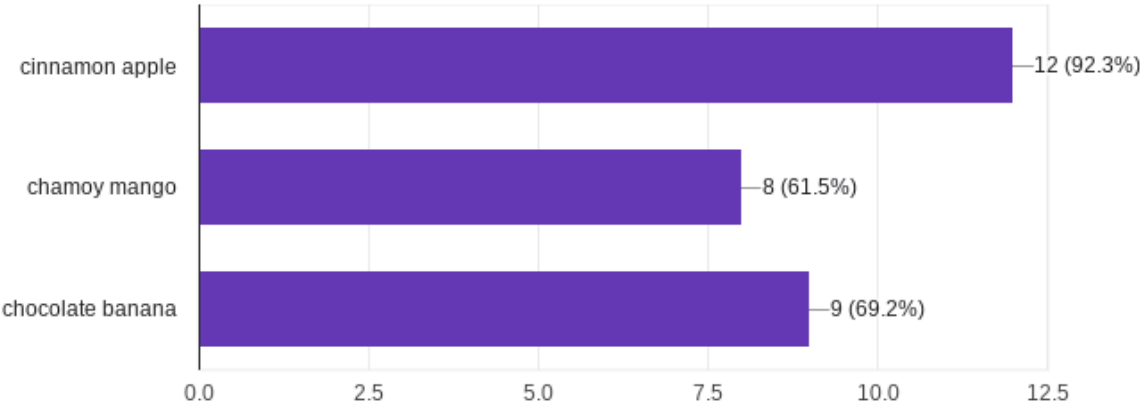
What texture do you like your dried fruit?



Would you be interested in having different flavored fruits?



If you are interested in trying new flavors, chose which flavors you would try.



APPENDIX F

Duke's Event



cibacs

...



cibacs @dukeshb is hosting a CIBACS Event Wednesday 4-6 pm! Join us and check out Ashlyn Szabo's Business! Come get some @drydelightsco dehydrated fruit! YUM! #cibacssenioproject #YoungEntrepreneurs

12w



Liked by westcoast_woodworks24 and 33 others
February 6



Add a comment...

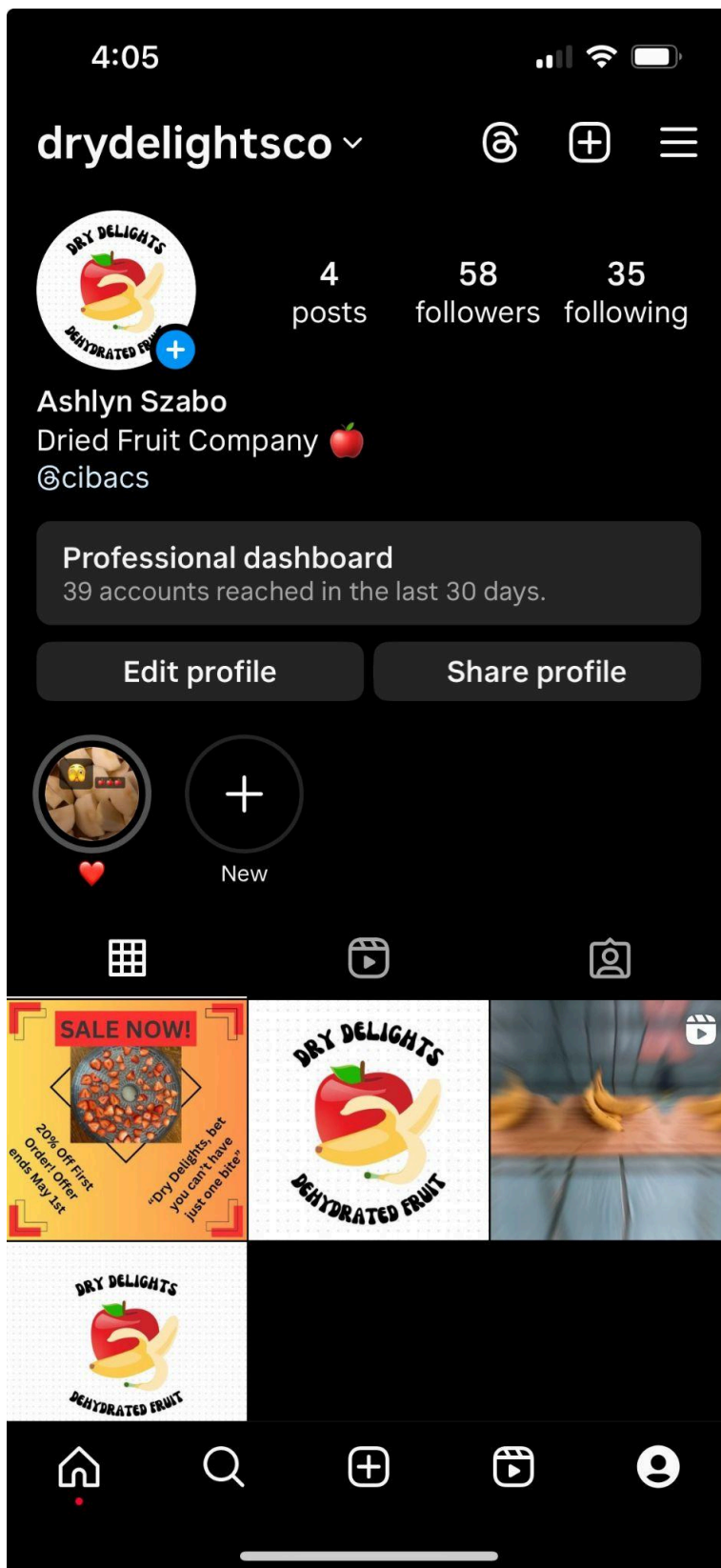
Post





APPENDIX G

Dry Delights Instagram







drydelightsco



drydelightsco Come join Dry Delights this Wednesday, February 7th, at Dukes HB! @dukeshb
12w

[View insights](#)

[Boost post](#)



Liked by westcoast_woodworks24 and 9 others
February 5



Add a comment...

[Post](#)



drydelightsco
Original audio



drydelightsco ITS ALMOST TIME 🎉
23w



kaylee.szabo OH YEAHHH
23w 1 like Reply



dani.parham 🔥🔥🔥
23w 1 like Reply



mgardarian YESSSSS 🙌🙌🙌🙌
23w 1 like Reply



[View insights](#)

[Boost reel](#)




Liked by macy_moorman12 and 14 others
November 20, 2023





Add a comment...


[Post](#)





drydelightsco
...





drydelightsco Welcome to Dry Delights! We promote healthy eating habits with our healthy and convenient snacks! Check back soon for more information regarding product launches!
27w



sage.m.sebastian give me some
27w 1 like Reply



madisonmoorman10 Yesss! Healthy queen! 🙌
27w 1 like Reply


kaylee.szabo Casual fruit slay 🍌🍌
27w 1 like Reply


[View insights](#)
[Boost post](#)





🔖


Liked by madisonmoorman10 and 22 others
October 25, 2023





Add a comment...
Post






drydelightsco
...


drydelightsco DM me to order now!
2w

[View insights](#)
[Boost post](#)




🔖


Liked by westcoast_woodworks24 and 5 others
April 17


Add a comment...
Post

APPENDIX H

Potential Contract

MARKET CONTRACT

This Agreement dated _____, 2024 (the "Effective Date") is made between Ashlyn Szabo (the "Party A"), and _____ (the "Party B"), located at _____ (venue location), for the purpose of setting forth the exclusive terms and conditions by which the Party A desires to acquire certain services from the Party B.

In consideration of the mutual obligations specified in this Agreement, the parties, intending to be legally bound hereby, agree to the following:

Scope of Services. Party A retains the above Party B, and Party B agrees to perform for Party A, certain services set forth in Exhibit A to this Agreement (the "Services"). Any Service outside of the scope as defined in Exhibit A to this Agreement will require a new Agreement for other services agreed to by the Parties.

Consideration / Compensation. In exchange for the full, prompt, and satisfactory performance of all services to be rendered to Party A, Party B shall be compensated as follows:
For each unit sold by Party A, Party B will receive 10% of the proceeds. If Party A sells zero units, Party B will not receive any compensation.

Termination. This Agreement may be terminated at any time by Party A.
This Agreement shall be effective on the date hereof and shall continue until terminated by either party upon 7 business days' written notice.

Notice. All notices or requests required or contemplated by this Agreement shall be in writing

Entire Agreement. This Agreement constitutes the sole and entire agreement of the Parties regarding the subject matter contained herein, and supersedes all prior and contemporaneous understandings, agreements, representations, and warranties, both written and oral, regarding such subject matter. This agreement may only be amended, modified, or supplemented by an agreement in writing signed by each party hereto.

Date _____ Date _____

Party A's Signature

Party B's Signature

Party A's Contact Information:

Party B's Contact Information:

Phone Number 714-625-1911

Phone Number _____

Email drydelightsco@gmail.com

Email _____

APPENDIX I

Sales Breakdown - Consumers

DATE	NAME	PURCHASE	PRICE
12/28/24	Justin	1 apple, 1 banana	\$10
12/28/24	Marlee	2 apple	\$10
12/28/24	Michelle	1 apple, 2 banana	\$15
01/05/24	Madison	1 banana	\$5
01/05/24	Kaylee	2 apple	\$10
01/05/24	Michelle	1 apple	\$5
01/12/24	Macy	1 apple, 1 banana	\$10
01/12/24	Rosalee	1 mango	\$5
01/23/24	Marlee	1 apple, 1 banana	\$10
01/23/24	Ian	1 mango	\$5
01/23/24	Emma	1 apple, 1 banana	\$10
01/23/24	Will	2 mango	\$10
02/07/24	Barro	2 banana	\$10
02/07/24	Chlerson	1 apple	\$5
02/07/24	Lori	1 apple, 1 banana	\$10
02/07/24	Malea	1 apple	\$5
02/07/24	Sarah	1 banana	\$5
02/09/24	Rosalee	2 apple, 1 mango	\$40
02/17/24	Michelle	1 apple, 2 mango	\$10
02/17/24	Madison	1 mango, 1 banana	\$10
02/18/24	Kaylee	2 apple, 2 banana	\$20
02/24/24	Hailey	1 mango	\$5
02/24/24	Ainsley	1 banana	\$5
03/04/24	Will	2 apricot	\$10
03/12/24	Brooklyn	1 apple, 1 banana	\$10
03/13/24	Kaylee	2 apple, 1 apricot	\$15

...

03/13/24	Maddie	2 banana, 1 mango	\$15
03/15/24	Sarah	2 apple	\$10
03/15/24	Morgan	1 apple, 1 banana	\$10
03/15/24	Lilly	1 banana	\$5
03/15/24	Colton	2 mango, 2 apricot	\$20
03/28/24	Rosalee	1 apple, 1 mango	\$10
04/02/24	Josh	1 apple	\$5
04/02/24	James	1 mango, 2 apricot	\$15
04/08/24	Michelle	1 apple, 1 apricot	\$10
04/13/24	Emma	2 banana	\$10
04/13/24	Emme	1 apricot	\$5
04/13/24	Katie	1 apricot	\$5
04/19/24	Nicolette	1 banana, 1 apricot	\$10
04/26/24	Emma	2 banana	\$10
04/26/24	Bailey	2 apple, 2 mango	\$20
04/26/24	Nick	2 apple	\$10
04/26/24	Will	2 apple, 2 banana	\$20

APPENDIX J

Sales Breakdown - Products

	December	January	February	March	April	Total
Sales	*each bag \$5					
Bananas	3	4	8	5	7	27
Apples	4	6	6	7	8	31
Mangoes	0	4	5	4	3	16
Apricots	0	0	0	5	6	11
Total Units Sold	7	14	19	21	24	85
Income	35	70	95	105	120	425

APPENDIX K






































Income Statement

Income statement

	November	December	January	February	March	April	Total
Cost Breakdown							
Equipment	-20	0	0	0	0	0	-20
Packaging	-21	0	0	0	0	0	-21
Sticker Labels	-10	0	0	0	0	0	-10
Food Handlers Card	-8	0	0	0	0	0	-8
Fruit	0	-15	-19	-21	-24	-23	-102
Total costs and expenses	-59	-15	-19	-21	-24	-23	-161
Income							
Sales		35	70	95	105	120	425
Total Revenue		35	70	95	105	120	425
Net income		-39	49	76	81	97	264

APPENDIX L

Venmo Payments

	Will Kline paid you	+ \$20.00
	8d 	
	 	
	 	
<hr/>		
	Will Kline paid you	+ \$10.00
	Mar 4 	
	G	
	 	
<hr/>		
	Lissie Barro paid you	+ \$10.00
	Feb 7 	
	Dried bananas	
	 	
<hr/>		
	Lori Chlarson paid you	+ \$5.00
	Feb 7 	
		
	 	
<hr/>		
	Emma Rachel Valenzuela paid you	+ \$10.00
	8d 	
	Two bags of     	
	 	
<hr/>		
	Bailey Stenstrom paid you	+ \$20.00
	8d 	
	Dry delights	
	 	
<hr/>		
	Nicolas Igreti paid you	+ \$10.00
	8d 	
		
	 	



Sarah Kline paid you

+ \$5.00


Feb 7 

Apples



Malea Tritz paid you

+ \$5.00


Feb 7 

fruits



Lori Bacca paid you

+ \$10.00

Feb 7 

Dry delights



APPENDIX M

Activity Log

CIBACS Senior Project Activity Log

Name Ashlynn Szabo Page of

[illegible]

Date	Activity	Time Spent	Comments
9/11	Researched my business and filled out entrepreneur paperwork	45 minutes	Website used for information
9/12	Came up with possible business names, then chose one and made a logo and slogan	1 hour 40 minutes	
9/20	Worked on startup assignment	1 hour 30 minutes	
9/21	Finished startup #1	20 minutes	
9/28	Started building website	25 minutes	
10/10	Started startup #2	2 hours	
10/16	Worked startup #2	25 minutes	
11/6	<u>Bought correct</u> bags and labels for my packaging	10 minutes	
11/6	Revised startup #2	30 minutes	
11/7	<u>Started getting</u> a food handlers card	20 minutes	
11/10	Got food handlers certification	1 hour	Food handlers card
11/14	Worked on <u>product</u> website	20 minutes	
11/14	Created contract for renting booth space	30 minutes	
11/26	<u>Went to swap</u> meet and scoped out areas to set up <u>booth</u>	2 hours	
11/27	Worked on <u>public</u> website	1 hour	
12/8	<u>Got ingredients</u> for <u>first</u> batch	1 hour	
12/9	Worked on website	40 minutes	
12/9	Made business cards	50 minutes	

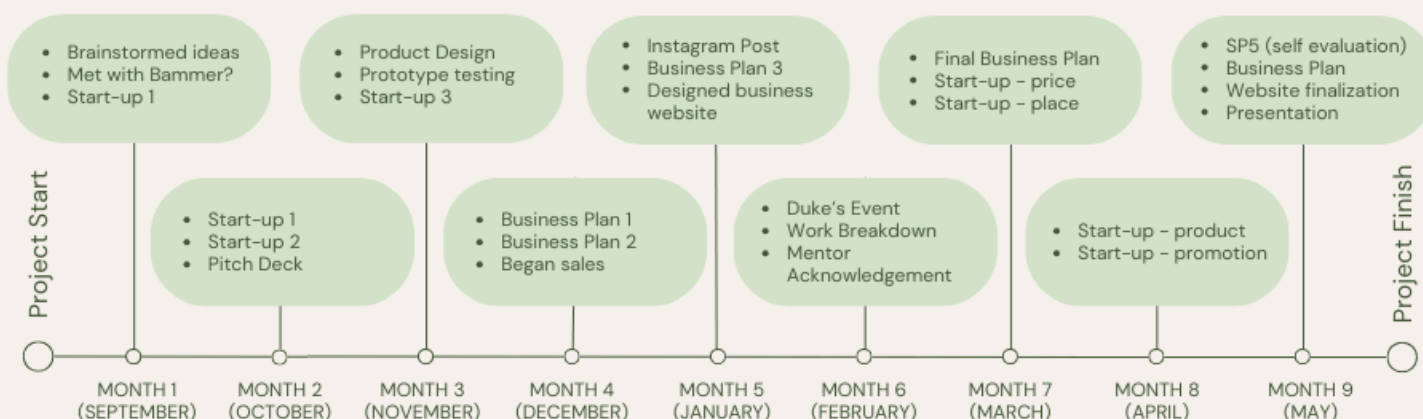
1/2	Created <u>Dry</u> Delights company website	1 hour	
1/2	Created Instagram post	15 minutes	
1/21	Worked on BP3	30 minutes	
1/25	Worked on BP3	20 minutes	
2/5	Bought ingredients to make a batch of fruit	30 minutes	
2/6	Washed, cut, dried fruit, and took picture	3 hours	
2/6	Posted about being involved in the duke's event	n/a	
2/7	Did pop-up event at Dukes	3 hours	
2/9	Wrote mentor acknowledgement	25 minutes	
2/12	Mentor acknowledgement	20 minutes	
3/19	Worked on 4P's - price	20 minutes	
3/20	Worked on 4P's - price	10 minutes	
3/27	Worked on 4P's - product	40 minutes	
3/29	Created and sent out a survey regarding my products	30 minutes	Survey link
4/8	4P's - place	40 minutes	
4/9	4P's - product	35 minutes	
4/14	Worked on website	1 hour	
4/16	Worked on website	55 minutes	
4/16	4P's - promotion	40 minutes	
4/19	Worked on website	3 hours 40 minutes	
4/23	Created a Google sheet of financial information	1 hour 30 minutes	
4/30	Worked on website	1 hour	

5/1	Worked on the website, SP5, financial data sheet, and business plan	4 hours	
5/2	Worked on SP5	30 minutes	
5/2	Worked on <u>business</u> website	1 hour	link
5/3	Worked on <u>business</u> plan (switched from <u>barros</u> template to <u>bammers</u>)	5 hours	
5/4	Worked on business plan	10 hours	
5/5	Worked on website	7 hours	<ul style="list-style-type: none"> - Evidence - Graded work
5/5	Made product process video	1 hour	<ul style="list-style-type: none"> - Recorded & edited
5/5	Worked on business plan	2 hours	<ul style="list-style-type: none"> - Appendices - Resources consulted - Formatting
5/6	Worked on business plan	5 hours	
5/7	Worked on website	6 hours	<ul style="list-style-type: none"> - Website appendix - Hidden pages
5/8	Worked on <u>website</u> and pitch deck		

APPENDIX N

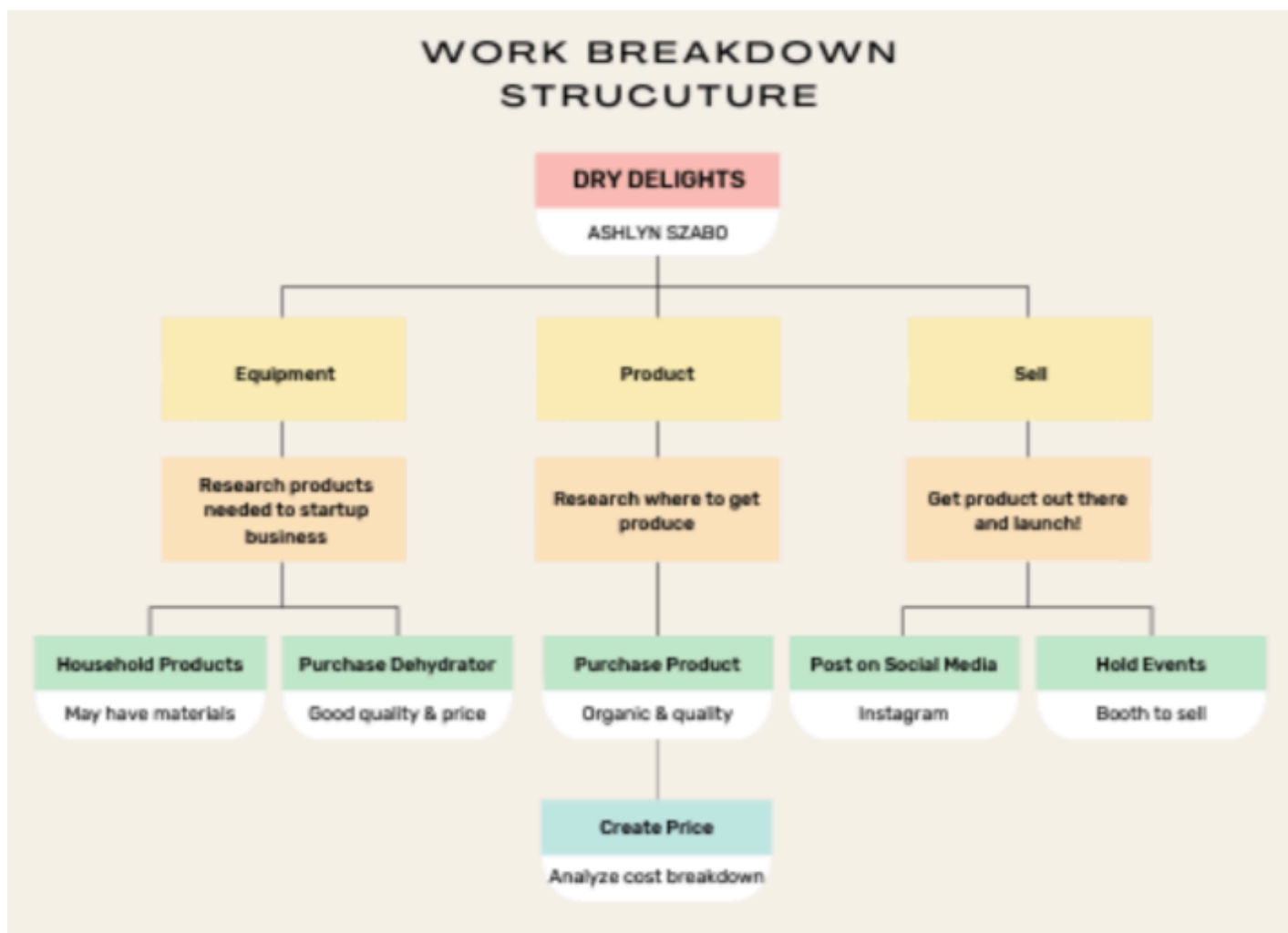
Timeline

PROJECT TIMELINE



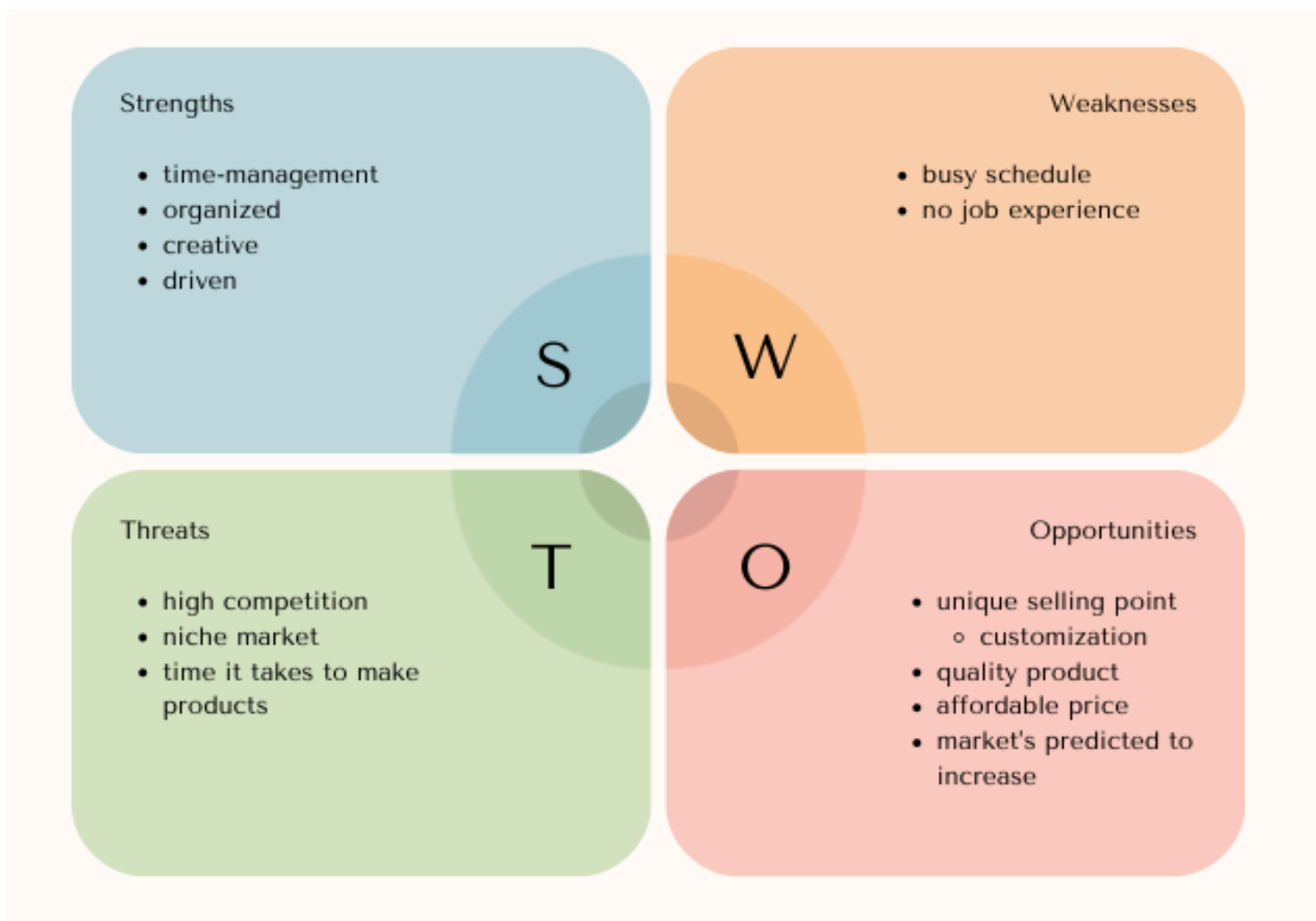
APPENDIX O

Work Breakdown



APPENDIX P

SWOT Report





APPENDIX Q

Resume

ASHLYN SZABO

EDISON HIGH SCHOOL STUDENT

CONTACT

- ☎ 714-625-1911
- ✉ ashlynkszabo@gmail.com
- 📍 20101 Big Bend Ln

EDUCATION

EDISON HIGH SCHOOL

2020 - 2023

- Spanish 2, 3, AP 4
- CIBACS (Center for International Business and Communication Studies)

EXPERTISE

- Collaboration
- Leadership
- Time Management
- Work Ethic
- Communication
- Organization

EXPERIENCE

BABYSITTER & DOGSITTER

2019 - Present

- Watch, feed, and entertain kids and dogs
- Required punctuality, trustworthiness, and responsibility

CARE CLUB

2022 - 2023

- Worked special education students and created relationships
- Required communication and patience

CIBACS STUDENT

2020 - Present

Gateway Project: My group won

- Moved restaurant to a different country (create travel agency)

Literary Agent Project:

- Marketed a book as a literary agent
- Learned how to promote a product and distribute it

World Exposition Project: Earned second place for my category

- Imitated a travel agency
- Gained collaborative skills and leadership

OnRamp Project: My group won

- Researched and developed a new product for a company
- Learned how to market and advertise using unique selling point

FasTrak Project: Won best website

- Completed an internship with a special education teacher

AWARDS

- Character award: perseverance, English CIBACS 1, 2020
- Character award: perseverance, English CIBACS 2, 2021
- Scholar athlete, 2021
- Most improved player, Edison Lacrosse, 2021
- Scholar athlete, 2022
- Group Interview Highest Score, 2022
- Character award: responsibility, English CIBACS, 2023
- Character award: respect, CIBACS US History, 2023
- Character award: respect, CIBACS English 4, 2024