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Mrs. Barro

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Mentor Relationship

When looking for a mentor, I am looking for someone who can guide me through the start-up of my business and give me advice. Whoever this person may be, they do not have to be a business owner. This person must have experience in the business world. I would like for them to answer any questions I may have and brainstorm product ideas with me. I will prove my mentor relationship through screenshots of emails or text messages.

Resources

A lot of resources are needed for me to complete this project. As for technology, I will be using my chromebook to design my logo, create a website, make my slideshows, and do a lot of research. As for research, I will have to use my chromebook to find out how to make my product, what competition is like, and much more. I have multiple skills that are important for my company's success. I have a good eye for colors, so my website will fit the vibe of my company and pop out. Another skill that I have is the ability to put one hundred percent effort into something. I will give my best on this project and work very hard, because I genuinely want to succeed. Along with that, I am not a procrastinator. Some skills that I need to work on are marketing and advertising. I find it difficult to get out there and start selling my product, so I will need to learn how to sell. For my business to be successful, I need to research my competition and find out what is unique about my product. I can document this research by putting it onto my activity log with a link to websites I used.

Review of Quality Control

Beyond the review of my academic work, I hope that my quality control partners give me business advice. If they feel that I should change something to improve my business, they should let me know. My quality control partners can act as if they are the consumers. The consumers' opinions are what shape my product and make it successful. My quality control partners are the only two other people who know the business almost as well as I do. Their opinions are very valuable because they know what my mission is and how to help me complete it.

Definition of Business:

Growing up, my mom had cancer. Due to her illness, she had to eat well to maintain good health. One of her favorite snacks to give my sister and me was dried fruit. It was a convenient snack that was not junk food. I 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. My company is unique because I will be selling different variations of dried fruit. I will do this by offering fruits with added fun flavors as well as drying some more than others, leaving the texture different. My company will benefit the community by providing a healthy and affordable snack.

Functions and Goals:

Initially, I will be able to sell my product to friends, family, and classmates. As time goes on, will expand my business further. Marketing will help me to get my business out there. I will take advantage of social media platforms to promote my product. I will make advertisements as well as create a social media page that displays my products in a desirable way.

Skills/Growth:

I have marketing and advertising experience. I am also very dedicated and have excellent time management. When starting this business, my skills will definitely be put to the test. For my company to succeed, I need to learn more about making my product stand out and be unique. I also need to work on networking. I will be challenged through this process by really having to market my product and make it look appealing. I will really have to sell my product and show people how it is unique. Getting my product out there will be a challenge that I have to face. I will show proof of growth by using my activity log and documenting my process of making my product.