

Business Plan 2

Dry Delights is a dried fruit company. We sell organic dried fruits, meaning that there are no pesticides or chemicals used in the making of the fruits. Our company offers a wide variety of food options, making our target audience large. The problem our business is solving is the lack of variety and dried fruit. Many companies are either too sweet or too bitter. And many companies are either too hard or too soft. Dry Delights makes it so that the customer has exactly what they want in dried fruit. Along with that, Dry Delights is looking towards making unique flavors that are not on the market. consumers include families, athletes, and so much more. Families are specifically targeted, due to their desire to feed children a healthy snack that is an alternative to chips. Athletes are targeted due to their desire to have a quick and healthy snack after a workout.

Dry Delights is a competitive company that will be successful. I will stand out compared to other dried fruit companies due to its unique selling proposition. We offer customizable options that are not seen on the market at all. This puts us above other companies. The principal of the company is an expert in marketing and will make sure to get the product out there. The principal is also experienced in product development, so she knows how to make a unique and attractive product. The product will be delivered to the consumer initially by hand, but shortly will be mailed or in stores. Starting up the business, fruits will be sold to friends and family. As time goes on, they will be sold to more and more people with the help of marketing. Dry Delights will market through the use of social media platforms like Instagram. They will also set up a booth with a large sign displaying my product. This allows Dry Delights to get their product out there and sell to a new group of customers.

I have marketing and advertising experience. I am also very dedicated and have excellent time management. When starting this business, my skills will 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 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.