

Market Analysis

Target Market

At *Dry Delights* we make it our mission to make a unique and high-quality product that will thrive in its market. Our target market is all ages, but more specifically, parents and families. We believe that dried fruit is a great snack for parents to give their children when they are going to school. Additionally, we can advertise our product to athletes and other individuals who are interested in healthier lifestyles.

Customer Buying Habits

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.

Penetration of the Market

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.

Sales Volume and Goals

Our goal at Dry Delights is to promote our product and have a high sales volume.