

Start-up: Place

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.