

Introducing ... 🍏 🍏 🍏

**DRY DELIGHTS**



**DEHYDRATED FRUIT**

**“DRY DELIGHTS, BET YOU CAN’T HAVE JUST ONE BITE!”**

# HELLO! I'M ASHLYN ♥

I am the founder of Dry Delights. I am passionate about the business that I have created and would love to share my experience!



# OUR STORY

My mother grew up with cancer. To maintain optimal health, she needed to eat healthy foods. I was well-acquainted with stores such as Mother's Market and Whole Foods. Dried fruit was one of her favorite foods to give my sister and me. It is a food that always reminds me of her when I eat it. I created Dry Delights to honor her memory :)

# OUR MISSION

Our mission is to create a product that promotes healthy eating habits. We created a product that is both healthy and convenient. We also strive to have a wide variety of products to satisfy all customers.

# OUR IMPACT

- quality product
- a new and unique take on basic dried fruit
- support local businesses
- cancer research (50% net income)
  - American Institute for Cancer Research (AICR)



Improve your diet, nutrition, physical activity and weight for lower cancer risk and better overall health.

**START**

# AICR's Foods that Fight Cancer™

**No single food can protect you against cancer by itself.**

But research shows that a diet filled with a variety of vegetables, fruits, whole grains, beans and other plant foods helps lower risk for many cancers. In laboratory studies, many individual minerals, vitamins and phytochemicals demonstrate anti-cancer effects. By including more foods that fight cancer into your diet, you will help reduce your risk of developing cancer.



# PROBLEMS

1

Harmful  
chemicals

2

No range of  
textures

3

No range of sweetness  
or flavor

# SOLUTIONS

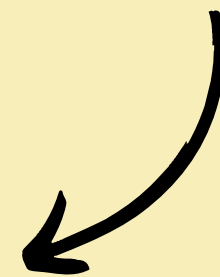
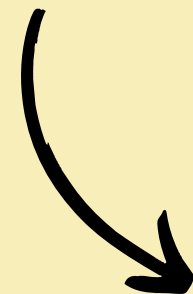
1

Organic fruit,  
pesticide  
free

2

3

Customization!!!



# CUSTOMIZATION

1

- pick your fruit of choice

2

- choose desired texture

3

- choose a flavor/recommend a new one

# OUR PRODUCTS



# OUR PRODUCTS





**CUSTOM**

## Custom Dried Fruit

**\$6.00**

Texture

Select



Base Fruit

Select



Would you like to add a flavor? Leave a comment of what flavor you want. (ex cinnamon apple)

500

Quantity

1

Add to Cart

Buy Now



**CUSTOM**

## Custom Dried Fruit

\$6.00

Texture

Select



Crunchy

Normal

Chewy

500

Quantity

1

Add to Cart

Buy Now



**CUSTOM**

## Custom Dried Fruit

\$6.00

Texture

Select



Base Fruit

Select



Banana

Apple

Mango

Apricot

Add to Cart

Buy Now





## Custom Dried Fruit

\$6.00

Texture

Select



Base Fruit

Select



Would you like to add a flavor? Leave a comment of what flavor you want. (ex cinnamon apple)

tailin mango

450

Quantity

1

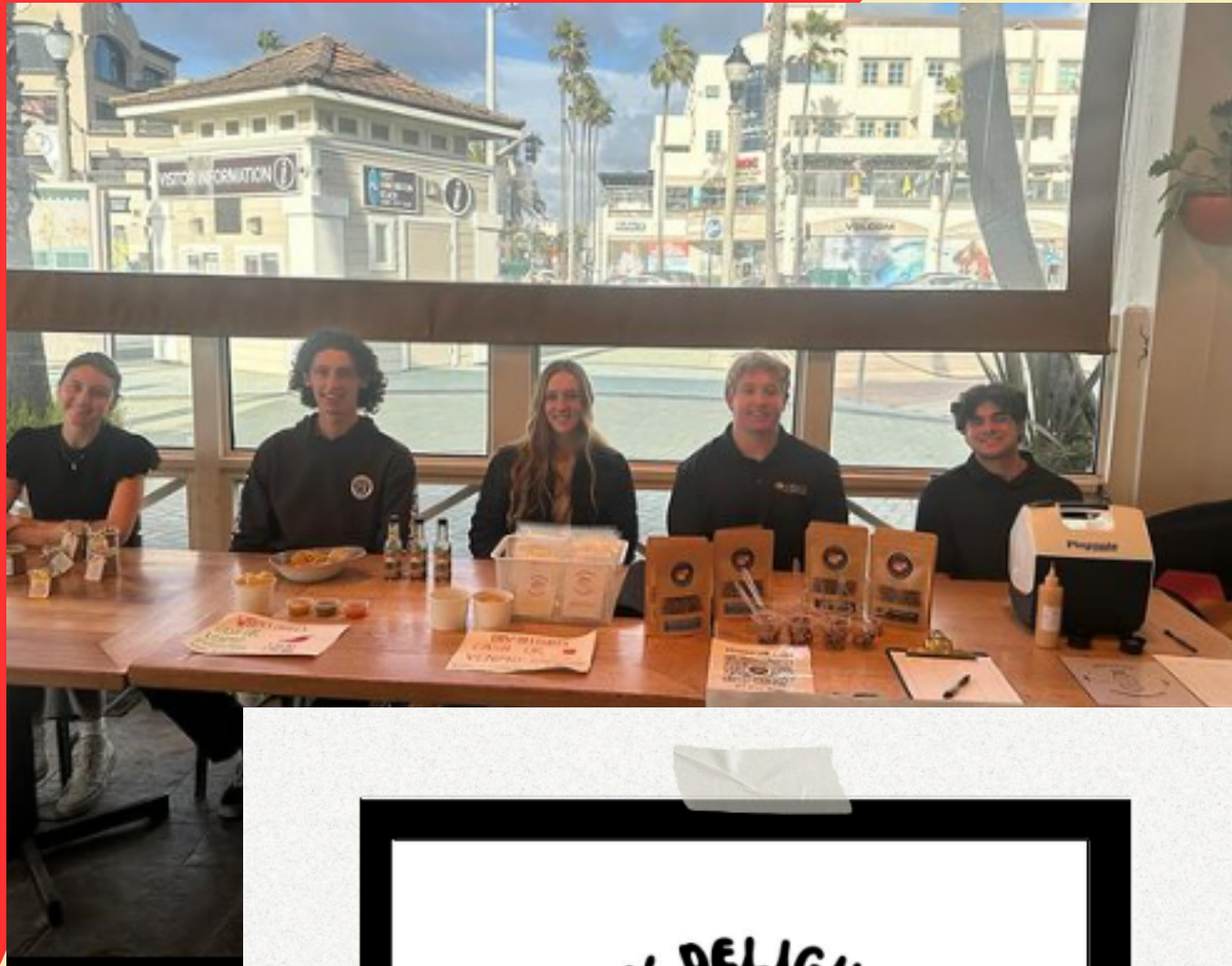
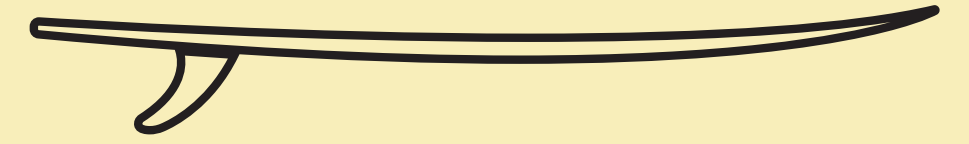
Add to Cart

Buy Now

# TIMELINE



# DUKES



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! #cibacsseniorproject #YoungEntrepreneurs

12w



Liked by westcoast\_woodworks24 and 33 others  
February 6

Add a comment...



# QUALIFICATIONS

1

Marketing

2

Product  
Development

3

Communication

~CIBACS~

# FOOD HANDLERS CERTIFICATION



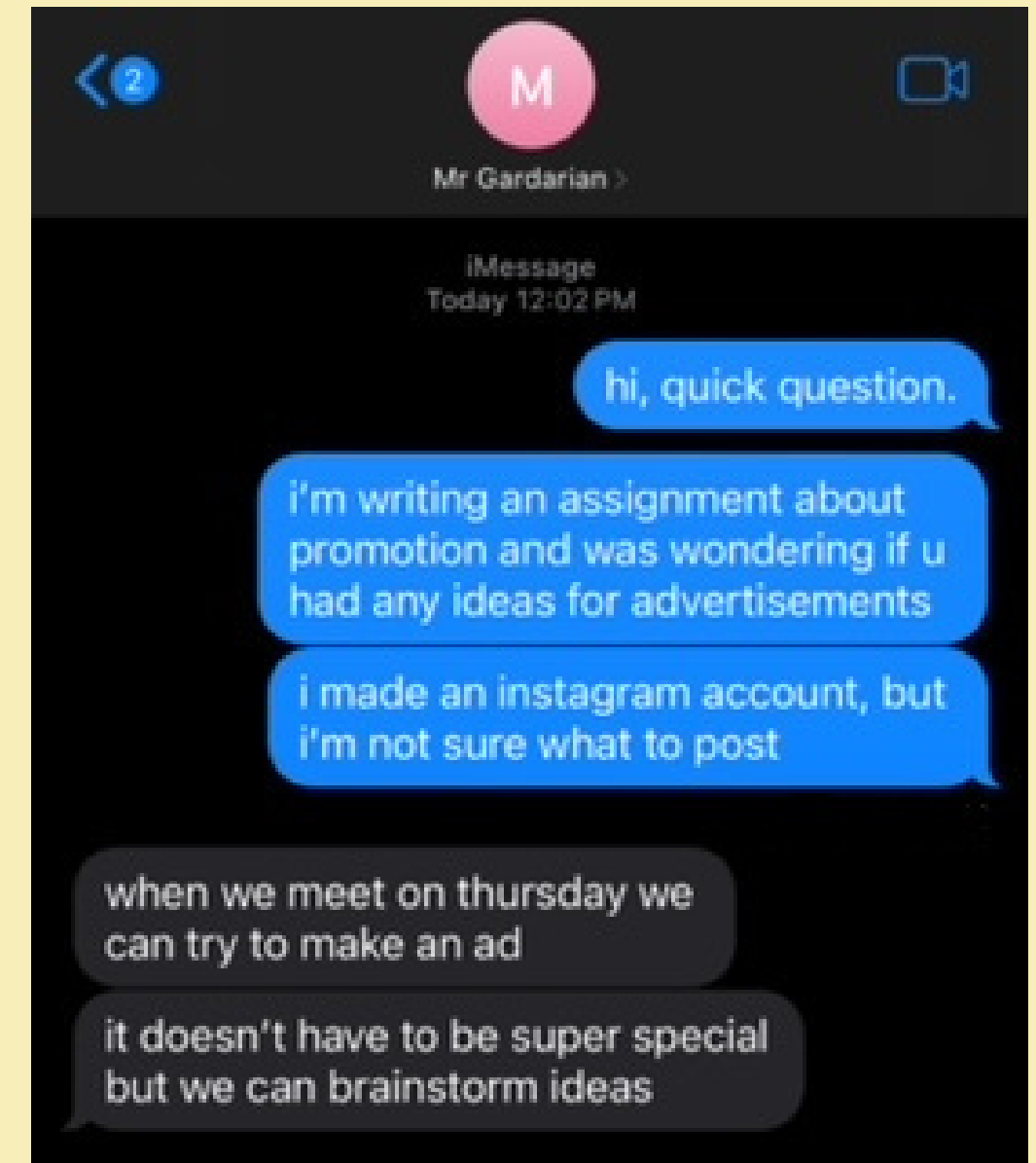


# MY MENTOR

- Marcel Gardarian
- Sales Expert
- Wix
- Development, USP, advertising



# MENTOR COMMUNICATION



**NOW, THE PART YOU  
HAVE ALL BEEN WAITING  
FOR...**

**FINANCIALS!!**



# SALES REPORT - CUSTOMERS

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	Baro	2 banana	\$10

02/07/24	Chiarson	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	Emma	1 apricot	\$5
04/13/24	Katie	1 apricot	\$5
04/19/24	Nicolette	1 banana, 1 apricot	\$10
04/28/24	Emma	2 banana	\$10
04/28/24	Bailey	2 apple, 2 mango	\$20
04/28/24	Nick	2 apple	\$10
04/28/24	Will	2 apple, 2 banana	\$20

# VENMO :)



**Lori Bacca paid you**

Feb 7

Dry delights



+ \$10.00



**Malea Tritz paid you**

Feb 7

fruits



+ \$5.00



**Lissie Barro paid you**

Feb 7

Dried bananas



+ \$10.00



**Lori Chlarson paid you**

Feb 7



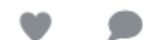
+ \$5.00



**Will Kline paid you**

Mar 4

G



+ \$10.00



**Sarah Kline paid you**

Feb 7

Apples



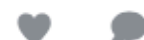
+ \$5.00



**Emma Rachel Valenzuela paid you**

8d

Two bags of 🍌😭😭😭😭😭



+ \$10.00



**Bailey Stenstrom paid you**

8d

Dry delights



+ \$20.00



**Will Kline paid you**

8d



+ \$20.00



**Nicolas Igreti paid you**

8d



+ \$10.00

# SALES REPORT - 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

# INCOME STATEMENT

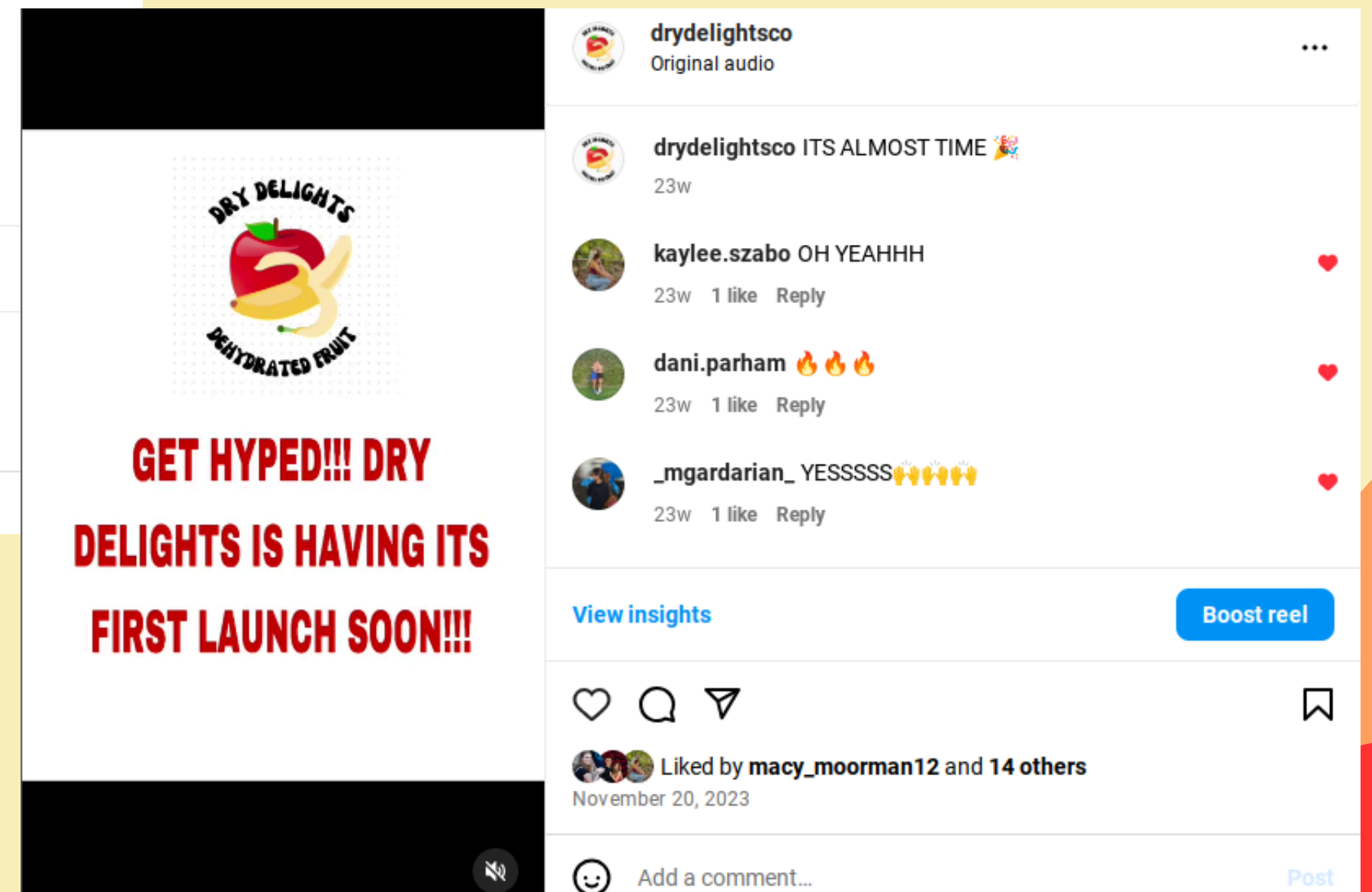
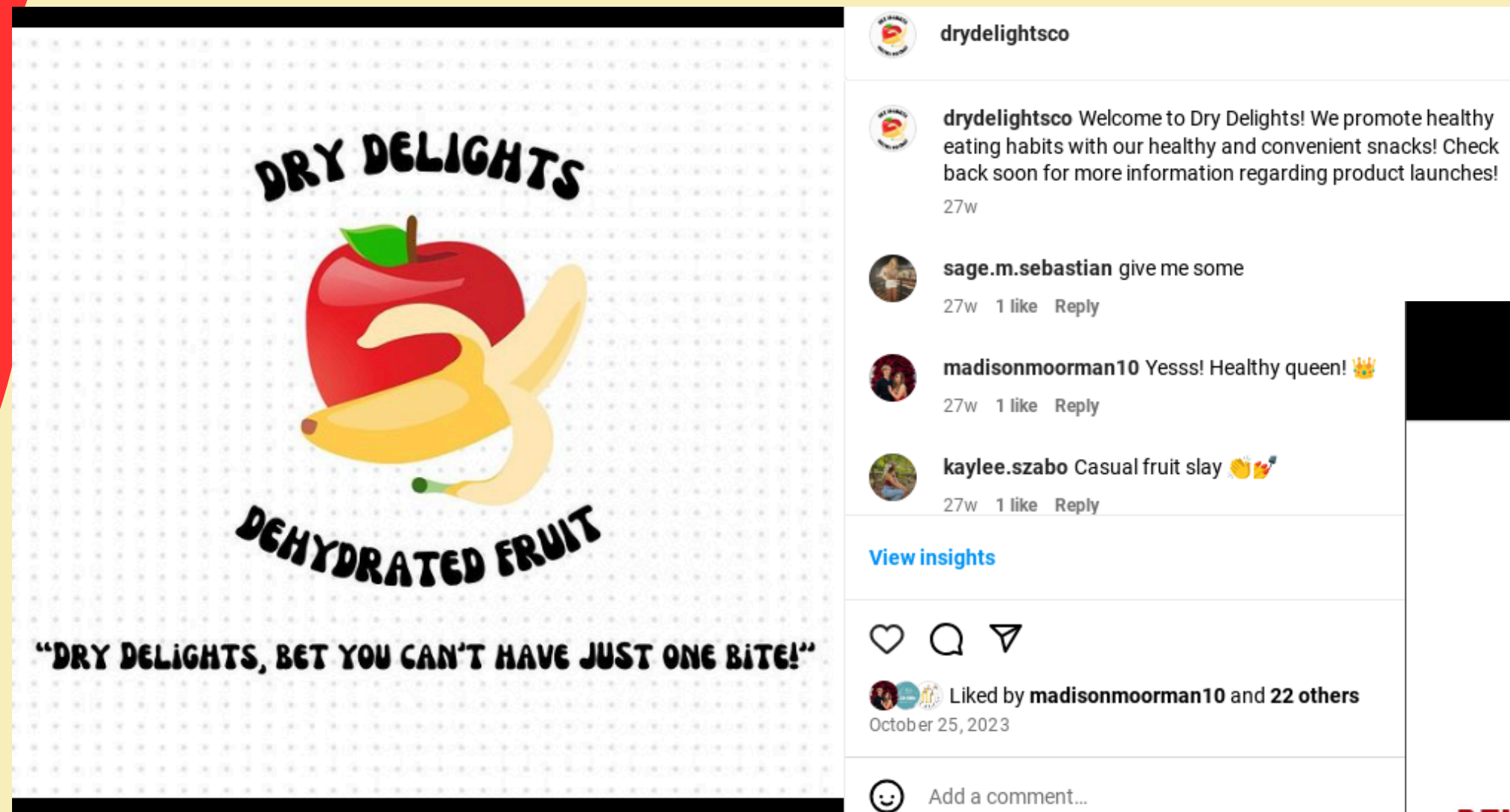
## Income statement

	November	December	January	February	March	April	Total
<b>Cost Breakdown</b>							
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
<b>Total costs and expenses</b>	<b>-59</b>	<b>-15</b>	<b>-19</b>	<b>-21</b>	<b>-24</b>	<b>-23</b>	<b>-161</b>
<b>Income</b>							
Sales		35	70	95	105	120	425
<b>Total Revenue</b>		<b>35</b>	<b>70</b>	<b>95</b>	<b>105</b>	<b>120</b>	<b>425</b>
<b>Net income</b>		<b>-39</b>	<b>49</b>	<b>76</b>	<b>81</b>	<b>97</b>	<b>264</b>



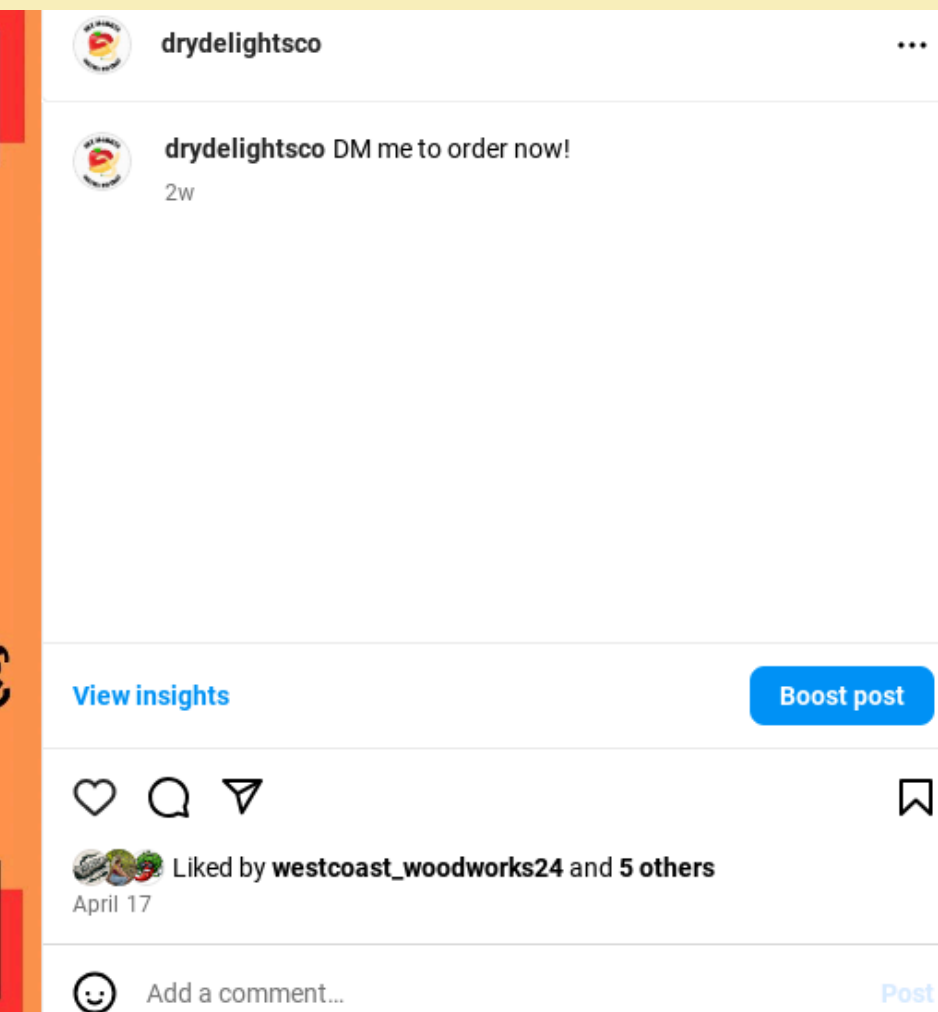
# PRODUCT DEVELOPMENT

# SOCIAL MEDIA PRESENCE





# SOCIAL MEDIA PRESENCE







### Strengths

- time-management
- organized
- creative
- driven

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### Weaknesses

- busy schedule
- no job experience

W

### Threats

- high competition
- niche market
- time it takes to make products

T

### Opportunities

- unique selling point
  - customization
- quality product
- affordable price
- market's predicted to increase

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# LEARNING STRETCH

#1

Product  
development

#2

Time/financial  
management

#3

Business  
plan

# CONTACT US

Thank you for your time!  
We hope to connect soon!

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