

Example of business plan on elevator pitch

[Business](#), [Company](#)



DateElevator Pitch

My business is called Fro to Go. It is a yoghurt processing small sized company targeting the middle and low income earners in society. It fills the void left out by the big players in the market. The business controls almost 20% market share and has employed more than twenty people.

The company utilizes novel approaches in developing the product thereby making it price competitive while maintaining high quality standards. We have therefore maintained our initial customers who often promote the company through word of mouth advertising to their colleagues and friends. You may be wondering how we train our personnel in all areas of the business. We have a team of three committed and experienced employees who offer induction and training sessions to every new recruit. This is normally done over the weekends and after work.

We aim at increasing our impressive growth by targeting new customer segments such as wedding parties and corporate entities. We believe we can get impressive business from these customers when they hold their parties. This is because our products are popular with the youth and children of all ages.

Have you ever purchased yoghurt online? This is our ultimate target in the near future as the company grows. Based on our impressive performances across all fronts, we are targeting the bigger market in order to add value to most of our current and potential customers. It makes our customers access the product anywhere. However, we know that this comes with challenges which we shall surmount given our success so far and the nature of our

business model. If need be we may seek strategic investors in various locations who can act as agents for our business.