

Sample business plan: food for thought

[Food & Diet](#)



We all this product Happy Pastilles. Happy Pastilles, being distributed to retailers In sari - sari stores, would be more convenient and thus, will not require consumers to go somewhere else. Unlike other desserts, a piece of Happy Pastilles can be enough to lessen saltiness, spiciness or greasiness of meals remained in our taste buds. Happy Pastilles offers healthconscious consumers and dessert lovers a healthy and friendly local product called pastilles. Happy Pastilles Partnership will provide a combination of excellent dessert with affordable price, unique shape, and nutritious ingredients.

Happy Pastilles is the answer to the Increasing demand for craving a dessert after a meal with lower price. Our mission Is to serve customers great tasting nutritious dessert In today's highly competitive environment, it is becomes increasingly difficult to compare our product to the usual pastilles that consumers usually buy. Hundreds of retailers who are selling different pastries are evolving. Our initial target areas are Sat. Elena, San. Rogue, Stop. Ion, Clamping . As we grow, we will develop more kiosks within the city. Happy Pastilles are highly profitable In the first two years.

The Increasing probability is partly based on expectations. These forecasts are based on general trends in food industry. We have various promotional strategies for our company name awareness. The marketing campaign through product taste test and sampling, word of mouth will be highlighted as one of our strategies. Product Offerings Sometimes after a meal, people look for something else to eat. Salty, spicy or greasy foods make someone crave for desserts or some known delicacies or pastries just to lessen the unlikable tastes in our mouths.

Definitely, desserts need not be ere expensive like Ice cream, Lech flan, and the like and would require to go somewhere else, to answer the craving Happy Pastilles is a high-protein product because it is a milk-based dessert. This is a mixture of powdered milk, condensed milk, and refined sugar. To be unique in the market, crushed peanuts were added as well as the 'star' shape The product is a homemade dessert for health conscious consumers. Happy Pastilles is a milk-based product, so we can get different nutrients like protein, calcium, Vitamins A, D, E, K, and B.

Consumers within the age range of 18 - 30 years old are the next expected to consume the product. Consumers within this age range include the "growing kids" which are referred to as teens who tend to eat a lot. After eating a meal, they would really look for something else to eat and something that can lessen the unlikable tastes in their mouths. Consumers within the age range of 31 - 43 are like the previous age group who, after eating a meal, would also look for something else to eat.

Other than that, people within this age range tend to bring foods along with them especially when going to their workplace. Consumers within the age range of 44 - 56 are people who are quite practical and who would rather choose to buy an ordinary pastilles rather than Happy pastilles. His product. They are the most practical among the age groups who might just choose to buy the ordinary pastilles rather than Happy Pastilles or choose not to buy at all. SOOT Analysts We are in a highly competitive market in a rapidly growing economy.

We foresee our strength as the ability to respond quickly to what the market dictates and to provide quality desserts in a growing market. In addition, through aggressive marketing and quality management, we intend to become a well respected and known entity in our preferred industry. Our key personnel have knowledge on the coal market and expertise, which will go towards penetrating the market which will be the strength; however we acknowledge our weakness, to our limited start-up capital/ shares and the threat of competition in the industry.