

Nat's Organic Snacks

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1.) Executive Summary

Business Description: Nat's Organic Snacks strives to help the environment and humans health through gluten-free, vegan, organic, snacks that are made with locally sourced ingredients. A countless amount of hazardous chemicals end up in the food that people eat, but Nat's Organic Snacks contains no chemicals in the snacks nor in the process of creating the snacks.

Market Opportunity: Nat's Organic Snack's main goal is to reduce the amount of harmful chemicals that are released into the environment and into human bodies. The target market for Nat's Organic Snacks is students and residents of the Bay Area. There is an extremely high demand for organic snacks in the Bay Area and especially in Marin county. People in Marin County are mostly interested in purchasing and consuming Nat's Organic Snacks so they can better their health as well as the health of the environment. Since Organic Snacks are gaining popularity internationally, there are numerous companies that are similar to Nat's Organic Snacks, but they do not have the mission to reduce chemicals in the environment and in human bodies. Some also don't make their snacks vegan, gluten-free, organic, and with locally sourced ingredients.

Marketing Strategy: Nat's Organic Snacks is devoted to creating tasty snacks that will appeal to a variety of people while also benefiting the health of the consumers and the environment. For as long as Nat's Organic Snacks exists, it will help work towards making the environment thrive. If Nat's Organic Snacks had to be condensed into three words, they would be: passionate, healthy, and reliable because we care about creating quality snacks that taste delicious while also being beneficial.

Operations: For the first six months, Nat's Organic Snacks will operate from my kitchen at home because it is a sanitary and spacious area that is perfect for making snacks. After the first six months, if Nat's Organic Snacks is successful, it will operate from a rented out space with about 4-5 employees, to help ensure that the business runs smoothly.

Management Plan: Key positions of Nat's Organic Snacks are product creators, product distributors, marketers, sustainability supervisor, customer service and manager. All of the people who are in these positions should be energetic, enthusiastic, cooperative, and patient.

Financials: Nat's Organic Snacks income statement is that it will make \$37,722 annually, and this is after other expenses. In order for Nat's Organic Snacks to reach its break even point, we must sell 83 snacks every month. The start up expenses of my business for the first year include, \$120 for the ingredients and \$50 for the equipment, reaching a total of \$170.

2.) Business Description

a.) Positioning Statement: Nat's Organic Snacks create snacks for people seeking sustainable energy for their day. The snacks will benefit the environment and people's health by reducing the amount of harmful chemicals that are put in a majority of snacks today.

b.) Business Description: My name is Natalie Darren and I am seeking to change how people in my community and at my school snack. The majority of snacks today are filled with artificial sweeteners, high fructose corn syrup, synthetic trans fat, and many more ingredients which contain chemicals that are harmful to our bodies and the environment. I plan to create snacks that are all natural, organic and have nutritional value to provide people with sustainable energy. The ingredients for the snacks will be bought from local businesses and they will be gluten free and vegan so a variety of people will be able to enjoy them.

3.) Market Opportunity

a.) Snacks today that people consider to be healthy are actually filled with processed ingredients that contain harmful chemicals. Nat's Organic Snacks don't contain any harmful chemicals nor any traces of harmful chemicals.

b.) Target Market: Customers of Nat's Organic Snacks will be students and staff at Terra Linda High School, as well as people in my community and local grocery stores. The clients will be the same as the customers, excluding local grocery stores.

Persona Profile: An average member of my Target Market is married 35 year old Christian, mixed race female democrat with two children. She is a lawyer who lives in Marin County, California and her income every month is \$10,000. She likes yoga, hiking, health and nutrition. She dislikes junk food, harmful chemicals, gluten because she has a gluten allergy, and animal products because her diet is primarily vegan. She is happy and cheerful at times, but during work she is often stressed and exhausted. Her favorite hangout spots are the Farmer's Market, Sprouts and Whole Foods markets, and her yoga studio. When she is purchasing a product, she pays a large amount of attention to what is in it and how it is made. A statement that she would say is: *"I want healthy snacks that are gluten free and vegan for my whole family to enjoy. I would love to buy these snacks at the farmer's market and my local neighborhood market. I also want these snacks to provide enough energy for my children when they go to their extra-curricular activities and for my husband and I when we are at work."*

c.) Market Demand: By looking at the populations at my school and in Terra Linda, I saw that my target market is 10,000 people. I then estimated the amount of people from my target market who will actually be a customer and I said 10%. By turning 10% into a .10 and multiplying that by 10,000 I found that I would have 1,000 customers. If each customer purchases 5 snacks a month, then the average revenue will be \$180 per customer each year, meaning that the total revenue from all the customers will be \$180,000 each year.

d.) Market Research: To gather more information about how I can better my business I did primary and secondary research. The following results are from a survey that I created about my product and the people who took it are students and community members: 83.3% snack all the time, 16.67% snack sometimes, 16.67% only eat healthy and organic snacks, 33.33% eat healthy and organic snacks most of the time, 16.67% sometimes eat healthy and organic snacks, 33.33% rarely eat healthy and organic snacks, every person who took the survey was interested in buying my snacks because they want to be more healthy and they said that they would pay \$1.50 to \$3.50 for one snack. Within my secondary research I found potential places where my snacks could be sold, and those places are: Scotty's Market, Andy's market, Good Earth market, Marin

Civic Center farmers market, and the 4th street San Rafael farmers market. One of the most helpful pieces of information that I found is that there is a very strong demand for organic foods in the Bay Area and especially in Marin.

e.) Competitive Analysis: Though my business does have unique aspects, such as the snacks being vegan, gluten-free, organic and made with locally sourced ingredients; there are many other existing businesses who sell similar snacks. These businesses are *Lara Bar* (vegan and gluten-free) which creates snack bars made of four ingredients only, *This bar saves lives* (Gluten free) which is a regenerative business that create granola bars, *Kind Bar* (dairy-free and gluten-free) which creates granola bars that are made with wholesome ingredients, and *RX Bar* (dairy-free and gluten-free) which creates protein filled snack bars. Though these businesses are well-known and successful, they do not use locally sourced and all organic ingredients, unlike my business, which does.

f.) A strength of my business is that the ingredients that the snacks are made with are vegan, gluten-free, organic, and locally-sourced. My snacks will also not only benefit the health of the people who consume them and local businesses, but also the environment. A weakness of my business is that ingredients at the farmer's market are more expensive than other grocery stores, so if not enough people purchase my snacks then the business would be losing money. An opportunity that my business has is that the snacks could eventually be sold to students and staff at high schools around Marin and even the Bay Area. A threat to my business is that many schools may have a strict policy for what snacks can be sold, so there may be issues with administration. My business would be negatively affected if it doesn't expand to schools in addition to stores because then it will never reach its break even point. My business will be positively affected if it expands to schools all around the Bay Area because then I could also sell my snacks at grocery stores in places other than Marin.

4.) Marketing Strategy

a.) Mission, Vision, and Values:

Mission: Nat's Organic Snacks is on a mission to create healthy and delicious snacks that help the health of people and the environment.

Vision: Nat's Organic Snacks is devoted to helping transform multiple aspects of the Planet's health, so it can thrive. We guarantee that we will work towards our vision for as long as our snacks are sold.

Values:

- Adventurous: Exploring a wide range of possibilities
- Compassionate: Spreading love and care
- Faithful: Trustworthy and loyal
- Honest: Remaining truthful

b.) My brand name is "Nat's Organic Snacks". The words that accurately describe my business are: Healthy, reliable, and passionate. The slogan that I created is: Eat Nat's Organic Snacks for healthy energy that will last. My goal for my logo is that when people see it, they will get an optimistic and warm feeling which is why my logo is thriving pink flowers and a bright orange sun. I want people to associate "Nat's Organic Snacks" with comfort and friendliness, so if a

customer ever needs help, they can call or email the business contact information and they will be politely greeted by a staff member, so they feel that they can express their comments and concerns without any complicated robots answering.

Logo:



c.) MOST Grid:

Objective:

-Sell 150 snacks per month for the first 6 months of my business

Strategies:

-Do tabling

-Promote my product

-Contact information

-Attend larger events

Tactics:

-Go to local markets and hand out samples of my snacks to people.

-Use social media to provide people with information about my product.

-If anyone has comments or questions regarding my product then I can give them a business card so they can contact me by phone or email.

-Give people samples of my product at the Marin Civic Center Farmers.

5.) Operations

a.) For the first six months of my business through June 2019, I plan for it to operate from my kitchen at home because it is a medium sized space and it has the equipment that is necessary for making the snacks. I will not deliver the snacks directly to customer's houses, but they will be sold at markets. Once my business begins to pick up after the first six months, it will operate from a professional kitchen space that can be rented out. I will also have a large car or van to deliver the snacks to markets in. Of course I cannot do all of this alone, so I will employ as many people as needed to help me create and deliver the snacks.

6.) Management Plan

a.) Key positions that are crucial for making my initiative sustainable are creators of the product who make the snacks and put them in their packaging, distributors who transport the snacks from the kitchen to markets, Marketers who promote the product and create new flavor and snack ideas, a sustainability supervisor who ensures that the process of creating the product is sustainable and also finds new ways to make the business more sustainable, customer service who enthusiastically helps customers, and lastly the manager who overlooks and supervises the entire business.

b.) A creator of the product should be quick and caring about how well the product is made. Distributors should be kind and respectful so they make a good impression on the markets they bring the snacks to. Marketers should be inventful and creative because they have to come up with unique ideas for promoting the business and new delicious flavors for the snack. A sustainability supervisor should be an excellent leader and creative because they have to think of new ways to make the business more sustainable as well as make sure that the business remains sustainable. People in customer service should be very enthusiastic, friendly, empathetic, and patient because they will be helping different people with a wide range of comments and concerns. The manager should be capable of multi-tasking and overlooking multiple jobs. In closing it is essential for every business, especially mine to have skilled and qualified employees.

7.) Financials

In order to smoothly and successfully run a business, it is crucial to calculate specific costs that affect it. To ensure that my business won't be losing money and that it will have potential to become profitable, I found that I will have to sell 83 snacks in a month, in order for my business to reach its break even point. My business's income statement is that my business will make \$37,722 annually, and this is after other expenses like operating and supply fees. The start up expenses of my business for the first year include, \$120 for the ingredients and \$50 for the equipment, reaching a total of \$170. After finding the costs of the ingredients going into my snacks which is \$1.25 for 3 snacks, I was able to determine the appropriate sales price for 3 snacks (which is how they will be sold) which is \$3.00. If my business runs as planned, then I will need approximately 4 part-time employees and each will get \$11.00 an hour and they will work 10 hours a week, I will get \$15.00 and I will work 14 hours a week. All of the salaries combined will annually be \$33,800. My business will not run into any operating fees because the snacks will be made in the kitchen space in my house, therefore no other spaces will be rented out. To conclude, after completing many calculations for my business, I have found that it will be successful and profitable if all goes as planned.