

MarinSEL 2018 Sustainable Business:

# Fruity Love

Organic Dehydrated Apples and Bananas

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## Executive Summary

Currently many stores and people throw away fruits like bananas when they are brown and don't reach the standards for consuming. This causes many still edible and still good produce to be wasted. Fruity Love repurposes these over ripe bananas and apples or ones not found deemed to eat and dehydrates and turns them into into tasty, one ingredient fruit snacks. The process is sustainable, simple, and most important healthy for you. These dried fruits only contain one ingredient; organic apples or bananas. They are purchased from local markets and then sold to the community members providing a new tasty snack alternative.

Currently in today's busy food processing world, most dehydrated fruit companies add excess amounts of sugar and other unnecessary ingredients to their product. Fruity Love produces an alternative to the processed dehydrated fruits with organic fruits that have no added sugars or other harmful substances. Just purely dehydrated fruits. This would be perfect for both younger generations looking for healthy choices or parents searching for nutritious yet still appetizing snacks for their families.

The perfect target market goal of this business would be to reach the population of Terra Linda which is 9,000-10,000 people however realistically I would like to reach a target size of 7,000 people. This means advertising in several different areas to contact as many community members as possible. I plan to capture at the beginning around 20% of my target population which would equal around 1,400 people in the community. Once the business grows then I can expand on the outreach.

In order to see how people would react to my product I created a survey to get a better understanding on the average person's opinions towards Fruity Love. I asked a simple set of six questions which included some such as; Do people enjoy dehydrated fruits? Is a sustainable aspect more appealing? How much will people pay for my fruits? The data I received gave more a more specific ideas on how to shape business. From this I was able to get my pricing of \$7 per package and see what types of fruit people like.

Compared to other competitor brands Fruity Love is a local and organic option that makes it easier to choose and receive the products wanted. This adds to our strengths which include the simple one ingredient and all natural recipe, affordable pricing, and the overall benefit of not allowing food to go to waste. However we do lack the trust larger companies have built we still have a wide opportunity to grow and sell outside of local stores in different locations. We must be cautious of customers as their consuming fuels the business and we would not want to loose them to bigger brands.

In order to succeed we have strong missions and visions. Our mission is to reuse the fruit that are wasted by turning them into fresh dehydrated snacks with just one simple ingredient, organic fruit. Our vision is too create a sustainable practice that allows the public to purchase dehydrated fruit from us and to supply alternatives to junk food snacks such as chips. We will have a positive interface that encourages customers to try new things, be motivated, and most important eat clean and healthy. To insure customer loyalty and overall happiness will advertise through community hotspots. We will have ads on the Next Door server, craigslist, and stand with information outside store fronts.

Fruity Love will consist of a CEO to watch everything, market researcher, financial adviser, production manager, and community outreach/ organizer. Each person will have an

important role is running the business and work well together. At the overall unit cost of \$0.20 I will need to sell around 15 products to break even. From then on sales would need to continue to increase to make my business stronger. This company is ready for the challenge and is eager to begin on an exciting, sustainable, and healthy journey.

### Business Description

Positioning Statement: My business is Fruity Love that turns fruits that people find too ripe or not deem-able to eat into fresh dehydrated fruits that are fresh and healthy for you.

Hello my name is Zoe Hill and my business is Fruity Love. In my business I take both overripe and fruits that people don't find deem-able to eat and transform them into healthy dehydrated snacks. I simply slice the fruit place them in my dehydrator for 24 hours and out comes fresh dried fruits that are ready to eat. My business doesn't have any added sugar, chemicals, or harmful toxins..just pure fruit. Fruity Love provides clean and sustainable dehydrated fruits that are both delicious and good for you, buy them today!

### Market Opportunity

Most dehydrated fruit companies add too much sugar and other unnecessary ingredients to their product so my business provides an alternative to this by providing fresh dehydrated fruit with no added sugar and is just simple fruits. This would be perfect for both young people or people looking for healthy choices for their families. For example; Ava Litchfield is a white, 34 year old married women with 3 kids. She wants to feed her family healthy snacks and likes to support local businesses. She chooses Fruity Love because the ingredients are simple and fresh but remain an affordable price. She dislikes the waste of food and enjoys products that can help her achieve this.

### Market Demand

My size of target population would be around the population of Terra Linda which is a little of 9,000-10,000 people however realistically I would like to reach a target size of 7,000 people. I plan to capture around 20% of my target population which would equal around 1,400 people in the community. On average I should be able to make around \$36 per customer a year if they purchase my product every other month or \$72 if the purchase my products once a month. My total potential revenue per year would be around \$50,00 if customers purchased my products often but my estimated revenue per year is around \$9,000.

### Market Research

Survey Questions:

Do people enjoy dehydrated fruits?

Is a sustainable aspect more appealing?

Will customers share my business to others?

How much will people pay for my fruits?

Will people trust my business?

How often do people purchase dehydrated fruits?

According to my survey 50% of people enjoy particular dehydrated fruits, 38% claimed they like dehydrated fruits and the rest would tolerate it or dislike it. Sadly most people shared they would not share my business idea so I would need to find a way for people to promote my company. When figuring out pricing 61% of people said they would pay an amount between \$5-7 while 36% said they would buy it for under \$4 and only 2% said they would pay \$8-12. This helps me narrow the pricing range and have a better understanding on how much people would spend. When sharing my business I realized I needed to explain more details about my business so people could understand and support my mission. Lastly I needed to figure out how often people purchase dehydrated fruits, 27% of people claimed they purchase dehydrated fruits once a month, 41% said they purchase fruits every 6 months- a year, and 27% never buys it. This will challenge me to figure out a way to entice people to buy my goods.

### Competitive Analysis

One company called Fruit For Thought is my top competitor since its business design is very similar to mine. They sell dehydrated fruits that have one ingredient and are healthy for you just like my business. They sell 1 oz packets of fruits but in bundles of 12 for \$19.99 and they have a well organized website the clearly displays their products with a description of the products. The other three similar companies were Harmony House Foods Inc, Weaver nut Company Inc, and Chelmer Foods but all these businesses sell more than just dehydrated fruits. All of sell other goods as well as large quantities. Harmony House Foods Inc sells both non-gmo dehydrated and freeze dried fruits for a 3.5-6 oz box for \$19.95 which is a good deal. However they only sell in large amounts and have a slightly overwhelming website because of the amount of products they sell. Weaver nut Company Inc sells all types of snack food like nuts, chocolates, dehydrated fruits, and more. They sell only in bulk, you can purchase 14 pounds of dried banana for \$22.95 which is an amazing deal although most people do not wish to buy that amount of goods. Even with the good prices their website setup was very poor and have too many options that it makes the customer confused on what they want to buy. Lastly Chelmer Foods sells dehydrated fruits, nuts, and seeds but there is no pricing on the website. They have clear website other than with a variety of options that doesn't make one of overwhelmed. Chelmer is the most similar out of these three but a big difference is their products are not organic and all natural.

### SWOT Analysis

Fruity Love's strengths are its simple one ingredient and all natural recipe, affordable pricing, and its ability of helping food not go to waste in the community. However it lacks the trust that big name companies have and can not produce as fast compared to larger businesses. We have lots of room to grow in the community as many people like dehydrated fruits according to surveys and would like to support Fruity Love. We also have opportunities to sell at nearby markets to advertise to new clients. Our biggest threats come mostly from our customers. They control the business with their support so if they decide they like the bigger brands better than my company will slow down. Other businesses selling similar products such as Fruit For Thought pose a threat since our core values and goods are almost identical and they have a larger company with more power.

### Marketing Strategies, Tactics, and Objectives

Our mission is to reuse the fruit that are wasted by turning them into fresh dehydrated snacks with just one simple ingredient, organic fruit. We want not only provide healthy goods but to also educate the public on the the issue surrounding food waste.

Our vision is too create a sustainable practice that allows the public to purchase dehydrated fruit from us and to supply alternatives to junk food snacks such as chips. We want to get people strong, healthy, and motivated and our goods will do the job.

My business is called Fruity Love; Fresh and organic Dehydrated fruit, made simple! We are a loving and caring company that wants their customers to see their true intentions. We provide warm greetings to all customers and answer each question thoroughly and thoughtfully. This creates a welcoming and comforting atmosphere for community members and to gain trust. We encourage customers to try new things, be motivated, and most important eat clean and healthy.



Fruity Love's marketing objectives are to successfully reach our target customers through informational produce stands outside local markets and stores. I would like to have made \$2,500 within the first 6 months and try a make around \$400 per month. We want to set a good brand name to the public through the spread of word from loyal customers and marketing through online sources like Next Door. Each stand will provide free samples, signs, and we will be explaining our mission and vision to customers interested in purchasing fruits. To ensure we continue to have loyal customers we will offer deals on packs of dehydrated fruits after a certain amount of purchases or with each purchase putting the customer's name into a lottery pulled for fun prizes like gift cards ot free products.

<b>Objectives</b>	<b>Strategies</b>	<b>Tactics</b>
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<p>-make around \$400 per month or \$2,500 in the first 6 months</p> <p>- Interest customers enough so they spread my business to friends and family</p> <p>- Retain an average of 10 loyal customers each month and sell to 20 new customers each month</p>	<p>- Sell outside store fronts in local businesses to reach the community</p> <p>- Each stand with be educational and share the company's mission value and statement with potential customers</p> <p>- Market through online sources such as Next Door and Craigslist to reach more customers</p>	<p>-When customers purchase a certain amount of products they will be entered in a raffle to have the chance to win prizes such as free products</p> <p>-Create a punch card for loyal customers and when they purchase a certain amount of products such as 10 bags they get one free</p> <p>- Create pop ups in different areas of the community to reach all different people</p>
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### Operations

For the first 6 months of my business:

Contact local stores interested in supporting my business→get packaging→ make samples and educational sings→ contact friends and family to spread the word→ create products→ sell at stores→ create a name for my company→ educate the community→ make \$2,500

Following 12 Months:

Contact local stores interested in supporting my business→get packaging→ make samples and educational sings→ contact friends and family to spread the word→ create products→ sell at stores→ create a name for my company→ educate the community→ make \$2,500 → contact more stores to donate fruits→ create a website→ rent a space to make products to keep up with demand→ have stores sell my fruits→ become an efficient business

### Management Plan

The key positions to keep a smooth running business would be a CEO to watch everything, market researcher, financial adviser, production manager, and community outreach/ organizer. Each one of these people should have the basic qualities of being a hard worker, an understanding of the business and goals, and experience in some type of work. The CEO will be a person who truly works hard and will be able to manage several different tasks and people. For a market researcher is important they have the ability to provide feedback from customers and gear the product to fit the majority need of the consumer. A financial adviser must have a good understanding of how to spend and receive money. This person will be advising us on where to spend money and how much to spend along with guiding us to get more money from clients. A production manager has to be a hard and motivated worker to make sure all the dehydrated fruits are produced and sold efficiently. They will be over seeing other production workers and will able to keep production running smooth. Finally the community outreach/ organizer will be in charge of reaching out to stores





