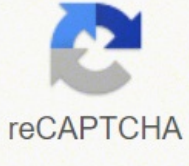




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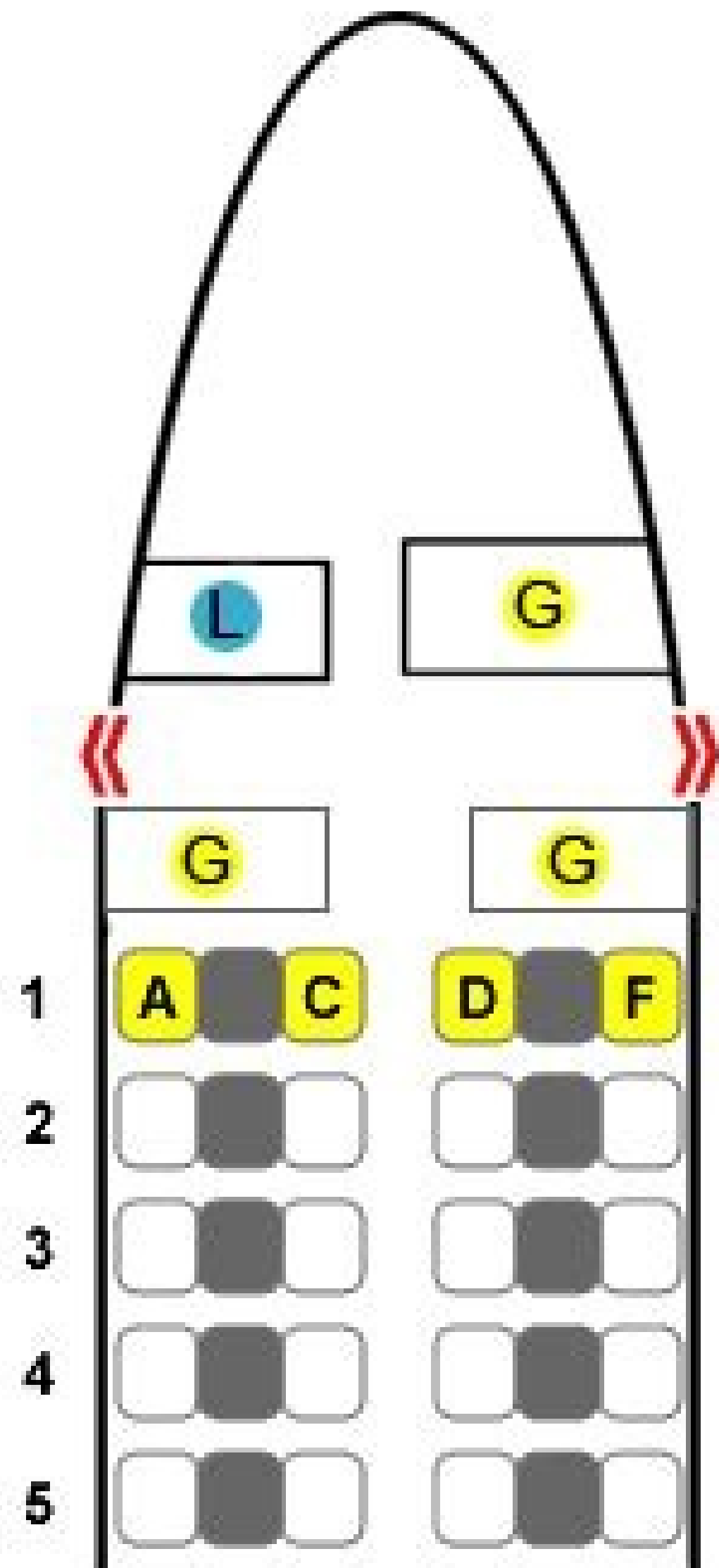
Whey Protein 1 serving = 19 grams protein 100 calories 1g fat	Low Fat Chocolate Milk 2 cups / 16 ounces = 16 grams protein 260 calories 5g fat	Fresh Fish 3.5 oz / 100g = 25 grams protein 129 calories 6g fat
Lean Steak 4 oz = 28 grams protein 204 calories 6g fat	Skinless Chicken Breast 3.5 oz / 100g = 21 grams protein 114 calories 3g fat	Pork 3.5 oz / 100g = 20 grams protein 148 calories 7g fat
Peanut Butter 4 tablespoons = 24 grams protein 364 calories 45g fat	Mixed Nuts 3/4 cup / 100g = 17 grams protein 617 calories 56g fat	Fresh Eggs 4 eggs = 24 grams protein 300 calories 20g fat

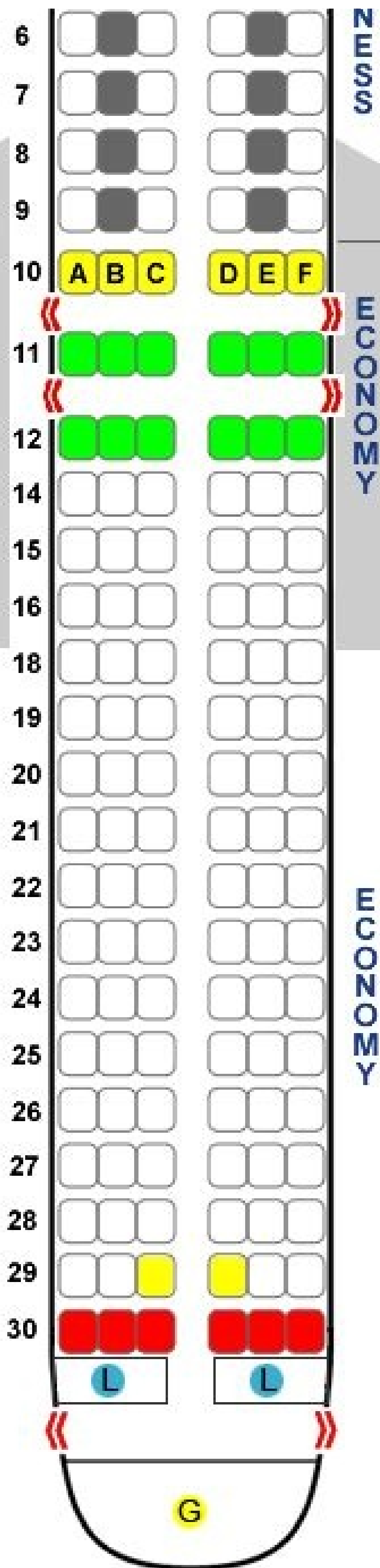
Week 4 • Try Carb Cycling

Bodybuilders and fitness models do it all the time to stay lean: strategically plan high-calorie days (e.g. holiday parties!) between lower-calorie days by cycling their carbohydrate and fat intake. For example, your boyfriend's mother has invited you to dinner next week,

and she doesn't take "no" for an answer. To offset the inevitable calories and promote storage of extra calories in your muscles instead of as fat, keep your calories and carbs on the lower end (see Day 3 below for a meal plan) on the day before the visit. Here's a sample three-day cycle:

DAY 1 HIGH-CALORIE AND CARBOHYDRATE	DAY 2 MODERATE-CALORIE AND CARBOHYDRATE	DAY 3 LOW-CALORIE AND CARBOHYDRATE
BREAKFAST: 2 slices sprouted grain bread + 1 tbsp coconut oil + 1 tbsp sugar-free fruit spread + 1 turkey sausage SNACK: whey protein powder mixed in water + 1 medium orange LUNCH: Greek salad with turkey + olive oil dressing + medium organic pear SNACK: 1 can light tuna mixed with olive oil mayonnaise + baby carrots DINNER: cod + sweet potato fries + steamed asparagus	BREAKFAST: 1/2 cup (dry) cooked rolled oats + 1 scoop whey protein powder (mixed into oats after cooking) + fresh or frozen berries to top SNACK: hummus + mixed veggies LUNCH: low-calorie Buffalo chicken salad with fresh baby spinach SNACK: strawberry whey protein smoothie DINNER: orange beef (lean) + broccoli + mixed greens salad + olive oil and balsamic vinegar dressing	BREAKFAST: veggie omelette (use spinach, bell peppers, chives) with 1 omega-3-enriched egg and 1/2 cup egg whites + salsa to top SNACK: 2 oz nitrite-free deli turkey slices + 1 string cheese + cucumber slices LUNCH: Spinach salad with spiced pork tenderloin + ginger dressing SNACK: pistachios DINNER: baked salmon fillet seasoned with dill and mustard + steamed green beans





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Business plan for peanut butter processing.

Delicious simplicity. 1 II. Cheesecake bars would fit well into these locations because this is a place where people want a product that can be plate-less along with something that is classified as a novelty item. It allows for a "plate-less" delicacy while giving the customer more than they could get from an average dessert. Shannon - Focusing on inexpensive marketing techniques to fit the small to non-existent marketing budget Chantelle- Extensive financial knowledge and field experience working with large manufacturing firms. Ensuring the quality of the cheesecake bar is keeping it in a refrigerated truck during a specific time period. Zimmbaker Cheesecake Bar Spring, 2011 Iklilllll For the Period: June 1, 2011 - Dec 31, 2011 Selling Price (P): \$ 3.19 Break-Even Units (X): 2 units Break-Even Sales (S): \$ 3.22 [42] Fixed Costs Advertising \$ 0.10 Accounting, Legal \$ 0.25 Depreciation \$ - Interest Expense \$ 0.01 Insurance \$ 0.01 Manufacturing \$ 0.10 Payroll \$ 0.20 Rent \$ 0.80 Supplies \$ 0.20 Taxes (real estate, etc.) \$ 0.10 Utilities \$ 0.03 Other (specify) Total Fixed Costs (TFC) \$ 1.80 Variable Costs Variables Costs based on Dollar Amount per Unit Cost of Goods Sold \$ 0.02 per unit Direct Labor \$ 0.07 per unit Overhead \$ 0.10 per unit Other (specify) \$ 0.10 per unit Sum: \$ 0.29 Variables Costs based on Percentage Commissions 35.00% per unit Other (specify) per unit Sum: 35.00% 0.49 Total Variable Cost per Unit (V) \$ 1.41 Contribution Margin per unit (CM) = P - V \$ 1.78 Contribution Margin Ratio (CMR) = 1 - V / P = CM / P 55.9% Break-Even Point Break-Even Units (X) X = TFC / (P - V) 2 units Break-Even Sales (S) S = X * P = TFC / CMR \$ 3.22 Targeted Net Income Targeted Net Income Before Taxes (NIBT) \$ - Units required to reach targeted NIBT, X = (TFC + NIBT) / (P-V) 2 units Sales required to reach targeted NIBT, S = (TFC + NIBT) / CMR \$ 3.22 Rate of return on sales before taxes = NIBT / S 0.0% Tax Rate (T) 25% Net Income After Taxes (NIAT) = (1-T)*NIBT \$ - Rate of return on sales after taxes = NIAT / S 0.0% Chart Break-Even Point Units (X) \$14 Fixed Cost Total Cost Total Revenue Profit (Loss) 0 1.80 1.80 - (1.80) 0.2 Total Cost 1.80 2.08 0.64 Total Revenue 0.6 1.80 2.64 1.28 (1.09) Total Revenue 0.6 1.80 2.64 1.91 (0.73) \$10.8 Profit (Loss) 1.80 2.93 2.55 (0.37) 1 1.80 3.21 3.19 (0.02) \$8 1.2 1.80 3.49 3.63 Total Cost 0.34 BEP 1.4 1.80 3.77 4.47 0.70 \$6 1.6 1.80 4.05 5.10 1.05 Profit (Loss) 1.8 1.80 4.33 5.74 1.41 \$42 1.80 4.61 6.38 1.77 2.2 1.80 4.89 7.02 2.12 \$2.4 1.80 5.18 7.66 2.48 2.6 1.80 5.46 8.29 2.84 \$-2.8 1.80 5.74 8.93 3.19 3 0 11.80 2 6.02 3 9.57 4 53.55 3.2 \$ (2) 1.80 6.30 10.21 3.91 3.4 1.80 6.58 10.85 4.26 3.6 \$ (4) 1.80 6.86 11.48 4.62 3.8 1.80 7.14 12.12 4.98 Units (X) 4 1.80 7.43 12.76 5.33 30 32. They will be released with the fundraising products and feature a section about the newest addition, the key lime cheesecake bar. Changes in the industry over the short term include ever evolving novelty products. 3.5. Management and Organization Although the price is higher than the competitors, the quality is also held to a higher standard. Long term changes include increased popularity of the cheesecake bar and other companies introducing substitute products into the market. The cheesecake bar is guaranteed to give you an unparalleled experience in a purely simple and delicious form. Financial Statement Poudre River Foods Inc. The distinguished ingredients that the bar contains provide customers with a unique product and experience. The cheesecake bar is quality at its finest. The greatest benefit is in the form of "digital word-of-mouth" advertising that is sparked by the followers of the blogs. 24 26. The pay structure consists of both hourly and salaried wages. These opportunities may be in the form of plant, warehouse, and office tours. Executive Summary Poudre River Foods Inc. PPC ads are a relatively inexpensive form of advertisement that quickly reaches a large market. They will be used because they only cost 12 14. They usually sit at the top of a web page and provide wide exposure to products and services. Poudre River Foods' business hours will operate from 8am- 5pm. Have you drafted job descriptions for employees? In addition to being the only cheesecake bar of its kind, it will be conveniently located in grocery stores for easy access by anyone. The same budget would cost approximately 1,200,000 impressions. Company Goals and Objectives: Goals: Update PRF's website to include a range of top quality PRF-made cheesecake bars that customers will want to buy. Benefits The PRF-made cheesecake bar gives the customer an experience like no other. The factory has an adjoining office and is located in a commercial area. Operational Plan Another machine then pours the cheesecake filling into the crust. A disadvantage PRF faces is the lack of reputation and recognizable name to go along with the cheesecake bar. The Poudre River cheesecake bar is everything one would expect from a piece of cheesecake and more: richness with no mess. Operational Plan Production will take place at the current Poudre River Foods factory. Grocery stores are now investigating ways to track customer purchases and analyze patterns in purchasing behavior. Promotional Budget Brochures On average, brochures cost about \$.30 each if 300+ are bought, packages consist of 100,000 impressions that cost \$20 to \$100 per \$1000 clicks. Inventory The inventory will consist of raw materials, supplies, semi-finished and finished goods. The cheesecake bar market is a niche market because they are expensive and time-consuming to make. Larger companies such as Dove, Haagen-Dazs, Walls, Dreyers, and Breyers offer somewhat similar products at competitive prices. Access: Diversified Transfer and Storage, located in Denver, CO and Billings, MT, ships the raw materials. 1 Minute Pitch. Cost: The operational cost of production will remain unchanged. temperature increases. Social Media Facebook - Various avenues of social media can be used to market a product successfully. The appealing manner in which it is presented to customers on a stick helps to incorporate this "desert on-the-go" mentality. YouTube - Products can be sent to Phil Lempert the "Supermarket Guru" for review and presentation to the public. This mix must be achieved with a marketing budget much smaller than that of the major brands. Zimmbaker Cheesecake Bar Spring, 2011 Selling Price (P): \$ 3.19 Number of Units Sold (x): 35,714 per month Payback Period (t): 7.00 months Break-Even Sales: \$ 797,493.62 [42] Fixed Costs Start-up / Development Costs Development \$ 12,090.00 Labor \$ 1,000.00 Other start-up costs \$ 2,028.00 Total Startup Costs (SC): \$ 15,118.00 per month Recurring Costs specified as \$ per Month Advertising \$ 40.00 Web Host Fees \$ 12.00 Other recurring costs \$ - Recurring Costs (RC): \$ 52.00 per month Total Recurring Costs: \$ 364.00 Total Fixed Costs (TFC) = SC + RC * t \$ 15,482.00 Variable Costs Variables Costs based on Dollar Amount per Unit Cost of Goods Sold \$ 0.02 per unit Direct Labor \$ 0.07 per unit Overhead \$ 0.10 per unit Other (specify) \$ 0.10 per unit Sum: \$ 0.29 Variables Costs based on Percentage Commissions 35.00% per unit Other (specify) 0.00% per unit Sum: 35.00% Total Variable Cost per Unit (V) \$ 1.41 Contribution Margin per unit (CM) = P - V \$ 1.78 Contribution Margin Ratio (CMR) = 1 - V / P = CM / P 55.9% Total Variable Cost (TVC) = V * x t \$ 351,622.19 32 34. and will work closely with the development of the cheesecake bar alongside with the CFO, Mindy Kiefer, and COO, Tim Tomasovich. Poudre River Foods Inc.'s Production Manager is Miles Kiefer, the Distribution Manager is Caleb Clark, and quality control is completed by Marlys Clark. Future potential customers include but are not limited to: mothers who are doing most of the grocery shopping for their households and pick up the product in the novelty section. Group - Group stores can be created and marketed on company websites for easy access to coupons. Location Physical requirements: Poudre River Foods' current location will suffice for production of the cheesecake bar. Legal Environment The only legal requirement in the development of this product is the trademark of the name used on the package. The grocery industry usually only expands with population growth. This mix provides reach to the best demographic for the cheesecake bar. The goal of the following marketing mix is to generate buzz using a trendy approach to promotion. Poudre River Foods will have various indirect competitors such as Dairy Queen, and other ice cream shops. The cheesecake bar's chocolate coating is one major similarity to its competitors. Mission Statement: To be the most successful bakery providing high quality plate-less desserts to customers around the nation. There is large growth potential and opportunity for PRF entering the novelty frozen goods market. Pitch 30 Sec. This will eliminate the need for a risky deal that could cause more damage than provide benefit. Miles Kiefer monitors the production of all goods and which includes about 15 employees. Appendices Facebook page example Facebook ad Brochure A Facebook "Like" button will also be added to the brochure with a URL to the fan page. The new product, a cheesecake bar on a stick, will be a summer favorite for various targeted customers, as well as a year-round enjoyment. The business money when they are clicked. Each box will cost

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