



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 lowercalorie 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 GH-CALORI

HIGH-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

tunch: 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

MODERATE-CALORIE AND CARBOHYDRATE

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

DAY 3

LOW-CALORIE AND CARBOHYDRATE

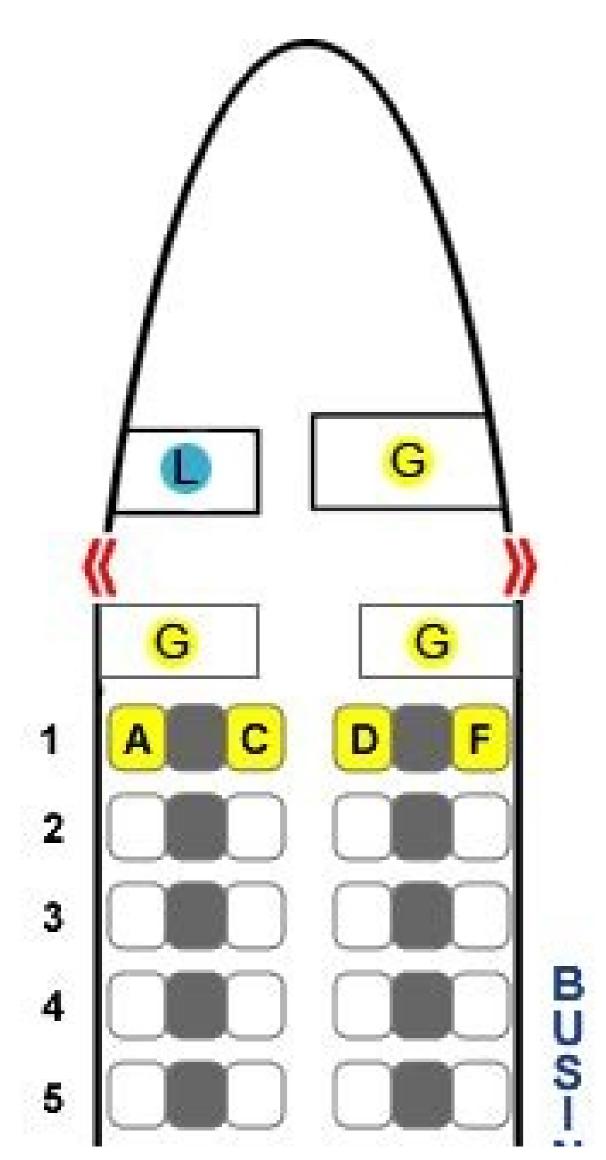
BREAKFAST: veggie omelette (use spinach, bell peppers, chives) with 1 omega-3-enriched egg and 1/2 cup egg whites + salsa to top

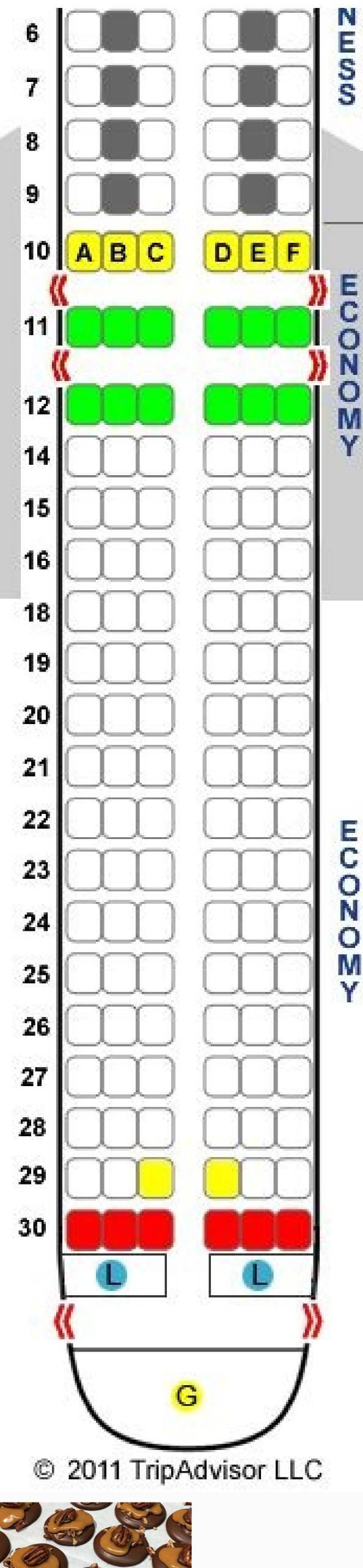
SNACK: 2 oz nitrite-free deli turkey slices + 1 string cheese + cucumber slices LUNCH: Spinach salad with spiced pork tenderloin +

ginger dressing SNACK: pistachios

DINNER: baked salmon fillet seasoned with dill and mustard + steamed green beans ⊙









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" delicacywhile 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 it in a refrigerated truck during a specific time period. Zimmbacker Cheesecake Bar Spring, 2011 lkllllll For the Period: June 1, 2011 - Dec 31, 2011 Selling Price (P): \$ 3.19 Break-Even Units (X): 2 units Break-Even Units (X): 3.19 Break-Even Units (X): 2 units Break-Even Units (X): 3.19 Break-Even Units (X): 3 Supplies \$ 0.20 Taxes (real estate, etc.) \$ 0.10 Utilities \$ 0.03 Other (specify) Total Fixed Costs Variables Costs based on Dollar Amount 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 per unit Sum: 35.00% 0.49 Total Variable Cost per Unit (V) \$ 1.41 Contribution Margin per unit Sum: 35.00% 0.49 Total Variable Cost per Unit (V) \$ 1.42 Contribution Margin per unit (CM) = P - V \$ 1.78 Contribution Margin per unit (V) \$ 1.41 Contribution Margin per unit (V) \$ 1.42 Contribution Margin per unit (V) \$ 1.43 Contribution Margin per unit (V) \$ 1.44 Contribution Margin per unit (V) \$ 1.45 Contribution Margin per un Net Income Targeted Net Income Before Taxes (NIBT) \$ - Units required to reach targeted NIBT, X = (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 Revenue Profit (Loss) 0 1.80 1.80 - (1.80) 0.2 Total Revenue 0.6 1.80 2.64 1.91 (0.73) \$10 0.8 Prof it (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 3.83 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 4.35 5.74 1.41 \$42 1.80 4.61 6.38 1.77 2.2 1.80 4.80 5.18 7.02 2.12 \$2 2.4 1.80 4.81 5.18 7.02 2.12 \$2 2.4 1.80 4.81 3.19 3.12.12 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. 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 productsinto 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 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 Production Production will take place at the current Poudre River Foods factory. Grocery stores are now investigating ways to track customer purchases and analyze patters 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 and 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: Theoperational 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 offthe major brands. Zimmbacker 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 Costs Development Costs Development (t): 7.00 months Break-Even Sales: \$ 797,493.62 [42] Fixed Costs Start-up / Development Costs Development 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 Recur 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 (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 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. Groupon - Groupon 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 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. Thecheesecake 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

99,218 34.1 0 Gross Profit 28,009 66.4 28, 0.4 150 0.4 1,050 0.4 Taxes (real estate, etc.) 881 2.1 881 2. 2,826 6.7 1,648 4.0 1,648 unparalleled experience in a purely simple and delicious form. 23 25. Social Media Facebook-Facebook is free for its most common usage of product pages. Pay-per-Click ads A \$300 budget for Google AdWords will buy an estimated 3,000 clicks at a reasonable bid of \$.10. Adam- Marketing knowledge and event planning. Company Strengths and Core Competencies. This may seem like more beneficial, but it is important to remember that pay-per-click ads hold much more weight than pay-per-impression. 525 cheesecake bars are produced every hour and the rate is consistent. Barriers to Entry Consumer acceptance and brand recognition is a huge barrier facing Poudre River Foods. (Zimmbacker 562 100.0 562 10 362 0.8 362 0.8 362 0.8 362 0.8 362 0.7 362 0.7 362 0.7 362 0.7 362 0.7 362 0.7 362 0.8 362 0. 1,250 22644.9 1, $3,428 \ 6.1 \ 3,428 \ 6.1 \ 3,428 \ 6.1 \ 3,428 \ 6.1 \ 3,428 \ 6.1 \ 3,428 \ 4.7 \$ $0.3\ 200\ 0.3\$ 200 0.4 200 0.4 200 0.4 200 0.3 200 0. etc.) 881 1.6 881 1.6 881 1.6 881 1.6 881 1.6 881 1.6 881 1.6 881 1.2 12,294 16.7 259,331 32.3 29 31. 27 29. The supplier is Dawn Foods who is also located in Denver, CO. Break Even Analysis Break-Even Analysis Poudre River Foods Inc. Managing Your Accounts Receivable Total Current 10 Days 60 Days Over 90 Days Over 90 Days Over 90 Days Over 90 Days Accounts Receivable Aging 100% Managing Your Accounts Payable Total Current 30 Days 60 Days 90 Days Over 90 Days Accounts Payable Aging 100% 18 20. YouTube - The only cost associated with this form of advertising is the product price and shipping. Additionally, targeted customers will be those with median-level incomes and potentially engage in travel activities (there is a potential to invest this product via a broker in the cruise ship industry). Although this product has been on the market in Southern Florida for years, it has not been released outside of that area. Both of these resources are within a reasonable distance of Poudre River Foods. Startup Expenses and Capitalization 35% between 2000 and 2010. 3 IV. Cruise ships would buy the cheesecake bars and sell them either included in the travel package or just an option to buy during the cruise. This will reach the largest number of potential customers at the lowest cost. The goal is to be featured on popular blogs which is fairly simple to do. Table 1: Competitive Analysis IMPORTANCE ME Haagen FACTOR STRENGTH WEAKNESS Dove TO CUSTOMER 10 = highest Products 10 x 1 Price 8 x s s 2 Recognition Availability 8 x s s 3 Recognition A N/A 5 Advertising 8 x s s 2 Image 8 x s s 2 9 11. Brochures Brochures will be the initial marketing tool used to reach out to the already present customers. 6 V. Mark Keifer is the CEO of Poudre River Foods Inc. Another proposed location is at sporting events, and places like fairs and carnivals. Treat your taste buds. An incentive or reward is most likely to be offered by the blogger for the mention of the product through a comment, Facebook post, or tweet. You will not believe how good this tastes. is offering a unique frozen slice of cheesecake that can be enjoyed anywhere in any capacity. 16 VII. This is a fairly accurate price compared to the competitive analysis. 11 13. 1000 brochures will cost slightly more than \$300dollars. 7 9. They both have their benefits if implemented correctly. Then, a 5% brokerage fee, freight fee and approximately a 30% retail margin is added to equal \$3.16. Blogs - Blogs are basically a free source of advertising. Furthermore, the products made to equal \$3.16. Blogs - Blogs are basically a free source of advertising. by competitors. Industry The industry The industry that this product will be entering into is very stable. Customers will find the item to be unique and worth the reasonable price. An individual that makes routine frozen novelty purchases would get a coupon for thecheesecake bar, making it ideal for them. Creating a consistent product is what the customers expect, and having those consistent products at all the locations is a must. This equates to \$2,000 to \$10,000 to 30,000 unique visitors. 20 1 3. Setting a lifetime budget of \$500.00 with a max bid of .48 per 1000 impressions. They really help internal communications with employees While basic varieties lead sales in the ice cream category, Mintel Market Research found that other frozen products, such as frozen novelties, frozen product has a unique quality and will be very appealing during the summer season when customers are in need of a refreshing treat. However, if expanding to Facebook ads, costs will be added to the marketing budget. Thebar will sell for a price that is much lower than the already present competition because of the scale of business. Training for the hourly employees is comprised of food safety, health standards and production procedures. It is then packed in a plastic wrapper and finally in the box. 16 18. This product is going to be marketed under the Zimmbacker brand name and will be the first product of its kind to be manufactured at the bakery. Appendices does not have a single person to manage the business on a day-to-day basis. The cheesecake bar is quality at its finest. It is made with the best ingredients and you can taste the difference in each bite. This cost can increase to \$3.99 depending on the store profit margin. General Company Description Poudre River Foods (PRF) intends on successfully creating a product introduction plan for the new key lime frozen cheesecake bar uniquely offers value to the customer through the quality ingredients and care that goes into every bar at an affordable price to the customer. 5 7. carefully and will go unchanged with this addition. Specifically, the cheesecake bars will be available in the novelty section of the stores next to products of the same type. This retail item is a chocolate-covered slice of cheesecake that will come in four different flavors including key lime, chocolate, peanut butter and mint. Projected Cash Flows Profit and Loss Projection (24 Months) Poudre River Foods Inc. PRF's main compete with them for certain products such as decadent novelties other than ice cream. Incorporating PRF's idea of "taste the old world artistry" will be used to make the frozen cheesecake bars a part of the legacy. Wherever there are available places for the product is where they will be placed in the novelty section. The bar tastes exceptional due to its high quality ingredients and is like no other cheesecake bar in the market. Pay-per-Click (PPC) and Pay- per-Impression (PPM). The ingredients in the cheesecake bar are rich and genuine. The history with these suppliers is a positive one. Set up a product distribution system that offers flexibility and reliability to PRF customers. 25 27. High production costs are the major deterrent for large companies entering this market. This targets a specific group of people, a necessity when marketing a product such as the cheesecake bar. Trucks have the ability to drive up to the cargo doors for easy loading of the products. The zoning is considered light commercial. Technology as time goes on will allow PRF to obtain and retain customers. Additionally, PRF would like to introduce cheesecake bars as a dessert option on cruise ships. Market The cheesecake bar will be marketed towards the mid-aged generation and mothers in the middle to high income range. You can take this delicious treat with you anywhere without the worry of a mess. Although, with price comes effectiveness of the ad. You deserve the effortless, delicious treat of a Poudre River cheesecake bar. Credit Policies Poudre River Foods sells on a ten day credit period which is beneficial for the business. Strategy Promotion The marketing mix for the Key Lime Cheesecake Bar will consist of numerous mediums of advertisement including brochures, online banner ads, social media and pay-per-click ads. Competitors like Haagen-Dazs and Dove have already cemented themselves into the market and found a place in the everyday shopper's cart. Experience using Social Media to expand business visibility. Otherwise, grocery sales of one product cannibalize another. Miles Kiefer is the production manager and ensures that all standards are being met while employees produce the goods. While customer service when the opportunity arises. Ingredients, packaging and labor cost \$.27, \$.096 and \$.063, respectively. Twitter cannot be routed the opportunity arises. Ingredients, packaging and labor cost \$.27, \$.096 and \$.063, respectively. Twitter cannot be routed the opportunity arises. be used in a manner similar to blogging. Banner ads Banner ads are a much more expensive way to advertise. The rate that the cheesecake bars are produced is comparable to the industry will be a slower as the product is first introduced to avoid having an excess in supply. There are expected seasonal buildups whenthe 17 19. Personal Financial If not, take time to write some. Lightly dipped in chocolate, this "plate-less" indulgence on a stick is the perfect way to treat yourself while traveling anywhere. The credit policy for each of the suppliers is a ten day period. Establish a partnership program that generates increased exposure and income for PRF and provides additional services for potential customers. The dessert is a truly enjoyable way to cool off during the summer months with its unique high quality ingredients and availability in 4 delicious flavors. Experienced in search engine optimization. If shipped to 25 well-known bloggers the price would be around \$79.00 for the product (3 bar box) and an estimated \$400.00 for shipping (including dry ice). 22 24. Banner ads are another online marketing tool that are most effective in the form of PPM. There are no shortcuts taken when it comes to the cheesecake bar's production. The hourly staff will increase during fall and winter months due to the higher product demand. So the product will essentially be placed right next to the competition. The buzzword in 2000 was "healthful"; manufacturers had to devise products with lower fat and sugar content. The cheesecake bar is simple decadence. They have the ability to mass product will essentially be placed right next to the competition. The buzzword in 2000 was "healthful"; manufacturers had to devise products with lower fat and sugar content. which in turn can drive down the selling price of their products. Poudre River Foods Inc. Features The most intriguing feature of the PRFcheesecake bar is that it is on a stick that consumers can hold and eat with one hand. Product The PRFcheesecake bar is that it is on a stick that consumers can hold and eat with one hand. Product The PRFcheesecake bar is that it is on a stick that consumers can hold and eat with one hand. moods of all customers. 6 8. Competition Although there is not asimilar company in grocery stores that offers the same product as the PRFcheesecake bar, there is competition throughout the novelty section. Marketing Plan ... covered cheesecake bar. The cheesecake is sliced into eight pieces; a stick is inserted in the bottom, it is dipped in chocolate and flash frozen to preserve the quality of the bar. The benefit is an inexpensive form of advertising that targets a large group of people. PRF will be competing against widespread, well-established brands that have the most advertising that targets a large group of people. prominent positions in stores. Majority of selling will occur in the summer; however there is a possibility that flavors such as mint will be introduced during the holiday season. A small amount of space will be allocated for the equipment needed in the production of the cheesecake bars. Production begins with the spreading of the crust in a pan using a possibility that flavors such as mint will be introduced during the holiday season. A small amount of space will be allocated for the equipment needed in the production of the cheesecake bars. Production begins with the spreading of the crust in a pan using a possibility that flavors such as mint will be introduced during the holiday season. machine than sweeps it into the perfect shape. LA Paper and Box also supplies packaging from Las Angeles, California. This clean image has been created with the use of white boxes and simple design techniques. Profit and Loss January 2010-December 2010 20 22. is offering a unique frozen slice of cheesecake that can be enjoyed anywhere, in any capacity. The Poudre River cheesecake bar is everything one would expect from a piece of cheesecake and more; richness with no mess. The dessert is a truly enjoyable way to cool off during the summer months with its unique high quality ingredients. General Company Description include the pie crust, cream cheese, butter and chocolate. Supplies include sticks, packaging, and boxes. 24. Financial Plan Average 13 15. Blogs - Blogging is a very inexpensive and effective way to spread the word about a product. The positioning of the products on the shelves will not be determined by PRF but by the grocery store. 20 IX. It will be a special treat during the summer months to give customers a delicious "break". Poudre River Foods, LLC Key Lime Cheesecake Bar Brad Perkins | Chantelle Battista | Shannon Hageman | Adam Hilker Poudre River Foods | 611 8th St. No. 1 | Greeley, CO 80631 970-339-9003 | info@cckitchens.net 4/27/2011 2. Twitter - Twitter is a free source of advertising. Develop a management structure that is able to operate the business of the new cheesecake bars efficiently and profitably. The cheesecake bar is a unique product that requires an equally unique marketing 8 10. Distribution Channels The majority of the sales will be in Kroger and Trader Joe's grocery chains. 2 III. Every person that tweets about the product is entered into a drawing for a reward. 21 23. 1. Market presence will be a challenge to overcome when breaking into this market. In this case, customer service is an indirect but essential piece to providing a quality product. The flavored cheesecake filling and graham cracker crust will set it apart from comparable products. Promote the cheesecake bar on already existing flyers and pamphlets for fundraising to obtain extra exposure. 20 XI. Profit and Loss Projection (24 Months) Poudre River Foods Inc. They are usually more expensive than other ads so the use of them will be infrequent. Implement additional social media into the current business as needed. The product will be available in the market in 4 delicious flavors- key lime, mint, peanut butter, and chocolate. You will not be disappointed. The most obvious and viable available nationally in Kroger and Trader Joe's grocery stores. There is also a 10% brokerage fee and freight will cost about \$.15 for a pack of three. Located in Denver, Dawn Foods supplies the ingredients and Katzke Paper supplies packaging. Brand is one of the most important determining factors in which novelty product to purchase. Suppliers Poudre River Foods receives goods from three different suppliers. This amount will increase if the bid amount decreases due to an effective ad. With this information, coupons can be created to tailor individual needs and desires. The bar will be lightly dipped in chocolate and presented on a stick to appeal to customers who are "on-the-go" and enjoy delectable frozen cheesecake incorporated into the American busy lifestyle. The unique appearance of the product gives PRF a distinct difference from its competitors; while also producing it at a relatively cheap price. In addition to the traditional uses of Facebook, easy to use and cost-effective ads can be created to market the product to a select group of potential 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 Variable C Overhead \$ 0.10 per unit Other (specify) \$ 0.10 per unit Sum (Vd): \$ 0.29 Variables Costs based on Percentage Commissions 35.00% per unit (V) V = Vd + (Vp*P) \$ 0.45 Contribution Margin per unit (CM) = P - V \$ 0.00 Contribution Margin Ratio (CMR) = 1 - V / P = CM / P 0.0% Break-Even Point Break-Even Price (P) P = (1/(1-Vp))*(Vd+(TFC/X)) \$ 0.45 Break-Even Sales (S) S = X * P = TFC / CMR \$ 111,541.23 Targeted Net Income Before Taxes (NIBT) \$ 0.54 Sales required to reach targeted NIBT, S = X * P = TFC / CMR \$ 111,541.23 Targeted NIBT, S = X * P = TFC / CMR\$(50,000) \$ 0.65 1.80 111,541.23 161,734.78 50,193.55 \$ 0.69 1.80 111,541.23 162,000 \$ 0.78 1.80 111,541.23 163,000 \$ 0.78 1.80 111,541.23of advertising because it targets the product's main demographic, women in the mid to upper income range. Objectives: Deploy new graphicsof the cheesecake bar on the website to create exposure. Sales Forecast (7month) Fiscal Year Begins Jun-11 7-m onth sales forecast Annual Jun-11 Jul-11 Aug-11 Sep-11 Oct-11 Nov-11 Dec-11 Totals Cat 1 units sold 73,000 73,500 73,500 10,000 5, LLC. A small section of the 20,000 square feet warehouse will be allocated for the few new machines needed to product. 7 VI. 2 Minute Pitch Poudre River Foods Inc. 19 VIII. Whether you are looking for a treat to cool off in the hot weather, an on-the-go treat to pack in your lunch bag or a simple dessert to have after a meal, this frozen delicacy will not disappoint. However, at the same time, sales of premium and super-premium products continue to accelerate sonsumers sacrifice more-healthful eating for sumptuous flavor. The Poudre River Foodscheesecake bar is filling an empty area in the market. The customers will be expecting to see the product generally in the same area of the grocery store and by selling them in the novelty section this should take care of that. Niche The Poudre River cheesecake bar will be free as well. At these locations they will be sold through vendors with all the available flavors or hand. Overall, the proposed location for the PRF cheesecake bars is to sell them nationally in Kroger and Trader Joe's grocery chains, as well as establishing them as a product to enjoy on a cruise, and at locations such as sporting events and fairs. This customer purchase tracking technology will allow PRF to focus their marketing techniques on customers that are most likely to become repeat buyers. Brad - Extensive technological skills and IT management skills. Promote PRF frozen cheesecake bars selectively in traditional and on-line media. Facebook is a very simple tool that can reach a large number of people at no cost to the user. Supply costs are steady and should not be a problem in the short term. Products and Services Key Lime Cheesecake Bar \$3.99 Poudre River Foods will be introducing a cheesecake Bar to the grocery market. 26 28. This creates a competitive advantage over companies such as Haagen- Dazs that could possibly spend millions of dollars on research and development and marketing to take the majority of the market share. Continued growth of novelty sales demands nearly constant innovation and a close watch on the marketplace. Table of Contents The product will come in packages of three and will be sold in the novelty items of the frozen foods section in grocery stores across the nation. The season will play a huge role determining the customers of the PRFcheesecake bar was determined by adding a 35% profit margin to the production costs. This cost could fluctuate based on the effectiveness of the ad. Poudre River Foods would be poised to take advantage of the high barriers to entry that comes with the production of the cheesecake bar. Augment the current website to increase load times, provide a dynamic experience, and further give visitors the information they need. mix. Experience in costs associated to selling, administrative work and event planning skills. Launch product samples in the form of small "bites" within local grocery stores for customers to further desire making purchases. Customers to further desire making purchases. Customers to further desire making purchases. source of news. The dessert is a truly enjoyable way to cool off during the summer months with its unique high quality ingredients. Its availability in 4 delicious flavors including key lime, peanut butter, chocolate, and mint will satisfy taste buds across the nation. 4 6. These employees are unskilled, thus easy to find. Raw materials are limited to sugar When demand for healthier ice cream products eroded, manufacturers increased the offerings of indulgent, super-premium products and met with good results. Poudre River Foods does require outside sourcesincluding an accountant and a lawyer. Lightly dipped in chocolate, this "plate- less" indulgence is the perfect way to treat yourself. Price is not a competitive factor when purchasing an item such as the cheesecake bar. He has a Bachelor's Degree and understands the intricate operations surrounding the bakery Top Management CEO - Mindy Kiefer CFO - Mindy Kiefer C Clark Professional and Advisory Support Packaging - Katzke Paper (Denver Colorado) Packaging - L A Paper Box (Los Angeles California) Ingredients - Dawn Foods (Denver Colorado) Shipping - Diversified Transfer and Storage (Denver Colorado and Billings Montana) Packaging Graphics Designer - Benitez Graphics (San Francisco California) Attorney - Tom Hellerick (Greeley Colorado) Accountant - Anita Meis (Greeley Colorado) 19 21. Payback Period Poudre River Foods Inc. Minimal costs come with shipping samples of the product to the blog authors. Personnel Poudre River Foods Inc. Minimal costs come with shipping samples of the product to the blog authors. .. Overcoming the Barriers Brand awareness through marketing techniques will help overcome the barrier of brand acceptance and recognition. Customers The customers of the PRFcheesecake bar are individuals seeking a delicious, affordable, frozen novelty treat. The cost per coupon is not a determinate in the usage of this form of social media. The target consumers are younger to mid-aged individuals ranging from ages 25-40 and 50-70 years old. Additionally, they tend tocome from middle to upper income range households. Even though a target market has been designated, anyone in the store is a potential customer. There are specific standards for each product produced and each employee must be able to perform within these standards. The Poudre River cheesecake bar is everything one would expect from a piece of cheesecake and more: richness with no mess. Competitive Analysis Poudre River Foods creates a competitive advantage with a clean image and a high quality cheesecake bar unlike competitor's products. 14 16. Table of Contents I. The competitive advantage PRF will have is the ability to sell the product on a larger scale. Its availability in 4 delicious flavorsincluding key lime, peanut butter, chocolate, and mint will satisfy taste buds across the nation. Smaller companies are much more likely to succeed due to their focused product line. Finished goods are kept and stored for a short amount of time before they are shipped on Friday. The startup cost of \$98,835 will include the additional equipment needed, marketing and packaging design. Products and Services. product will be sent to a few popular blogs and the blogger will review the product. Additionally, a forecast for the plan's implementation throughout the state, and eventually the nation, will be drafted. Business Philosophy: Poudre River Foods takes great pride in providing customers with a high quality cheesecake bar at an affordable price. The frozen cheesecake bar is not a familiar product to consumers.

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