

Cover Page

Product Name

Our products name is *Bell's Canned Delight*.

Group Members

Our group consists of Jordyn Richardson, Bell Ledford, and Bree Durham.

Date

The date this project was completed was 1-23-19.

ELA and World History

This project was completed for these two classes.

Part One of Business Plan

Executive Summary Components:

-Type of Ownership:

We have a partnership.

-Type of Business:

We have a manufacturing business.

-Business Formation:

Our business is a new independent business.

-Business Hours:

Our business is open 6 days a week, with Sunday off, and from 7 A.M. to 5 P.M.

-Business Purpose/Philosophy:

Our mission statement is to produce the longest lasting, most durable, canned items at a reasonable price for the community.

-Number of Employees Needed:

We will need about 278 employees.

-Positions of Employees:

We will need employees for job positions such as assembly line workers(150), assembly line managers(3), label stampers(20), label rollers(10), produce collectors that go to farms and collect the food(40), janitors who clean the floors and machinery(3), machine engineers that watch over production and check for overheating(2), and packagers who pack the cans and deliver them to the markets(50).

Product Development Components:

-Product or Service Offered:

We offer air tight sealed tin cans full of food like corn, green beans, carrots, peas, and turnip greens.

-Detailed Product Description:

Our products are ribbed cylindrical tin cans with a diameter of 7.3 centimeters and a height of 10.3 centimeters that have a sealed top and bottom. Wrapped around the outside of the can is a

paper label that shows the company name(*Bell's Canned Delight*), our logo, and a list of ingredients.

-Manufacturing Plan:

Our manufacturing plan consists of buying tin from other producers, bringing it to the factory and using machines to shape the tin into the shape of a can. Then, using the food that we bought and collected from farms in the Southern states bordering us, we have workers fill the cans to the brim. Next, the cans slide down the conveyor belt and meet machines that tightly press the top of the can and seal it air-tight. Once again, the tin cans slide down the conveyor belts and arrive at the labeling station, where workers place them through machines that wrap the label around the can. As this is happening, other employees work on stamping the paper with our logo and ingredients that are in the food. Lastly, the cans are boxed and shipped to markets and shops in the cities around us.

“WHY?” Summary

Customers should choose our product because our cans are the most durable, our food is the longest lasting and freshest, and we have prices that you can't beat!

Employees should choose to work for us because our factories are the cleanest, we have flexible hours, we respect our employees, and we pay more than the average factory!

Part Two of Business Plan

Promoting the Business - Marketing

Marketing Components

-Business Name:

The name of our business is “*Bell's Canned Delight.*”

-Business Logo:

Our business logo can be seen on paper.

-Slogan:

Our slogan is “Long Last Food Fast.”

-Location of Business:

Our business is located in Harrisburg, Pennsylvania. We collect our food from farms in Virginia and ship the cans to large cities within Pennsylvania and other Northern states.

-Trading Market:

Our trading market is more local. We deliver to other states around us, but we are not national.

-Target Customer:

Our target customer is a higher class individual who doesn't farm, and therefore needs to buy food at the market and needs to be able to store it for longer periods of time.

Advertising Components

-How to attract customers not in our target market:

To attract customers not in our target market we will advertise in newspapers that are sent to small towns. These advertisements will prove to farmers that our canned food will last much longer than their crop and that it will be beneficial to buy some canned goods to store for the harsh winter.

-Pricing Policies:

Our pricing strategy is to sell each can for \$0.15.

-Promotional Activities:

For promotions, we will advertise coupons in the store to get 3 cans for \$0.30. We will also pay the markets to put our cans in the front window to be seen by passerby. Additionally, we will put special and rare coupons in newspaper advertisements to get 5 cans for \$0.45.

-Who/what is our direct competition:

Our direct competition is other canned food companies that sell canned vegetables and food, such as *Richardson and Robbins*.

-Indirect Competition:

Our indirect competition would farmers who sold their crops to the public because during the harvest season, people might go to the source, rather than buying a canned version. Also, other companies that sell canned seafood or meat, like *Hovden Cannery*.