

Section V – Marketing Plan

Products/Services

Describe each product/service you will sell. List each quarterly.

Healthy Doughnuts will offer an assortment of freshly-baked fresh donuts, muffins, danishes, and cookies. Our main products donuts will come in a variety of flavors, toppings, and fillings. Among many flavors, we plan to offer mocha infused donuts, raspberry filled donuts with a dark chocolate ganache, and lemon glazed donuts.

Our muffins will also come in a variety of flavors from the most popular ones like chocolate, blueberry, and poppy seed to more exotic flavors like pumpkin berry, currant, java chips, and peanut butter.

What is special or unique about the product/service you offer?

What makes our products unique and special is the fact that we only use natural and organic ingredients that are free from any preservatives, dyes, high fructose corn syrup, and chemicals. We also offer a variety of healthy choices including whole wheat flour options and vegan choices.

What benefit does the customer get from your product/service?

Customers who come to our bakery are assured a healthy product that is not only tasty but also healthy. Our customers no longer have to worry about high sugar content, saturated Fat and trans Fat, or cholesterol in their donuts and baked goods.

Who will your primary suppliers be? Will you have credit terms with them?

We are pledging to purchase most of our ingredients, raw materials, and supplies from local suppliers and merchants. We will also use local farmers to purchase milk, eggs, and flour to bake our goods. We plan on having good relationship with our suppliers and if needs be we will have credit term with them.

Customer Analysis

Describe the people buying or who are most likely to buy product/service. (If you have more than one target market, describe each). HINT: Resist the urge to say "everyone". Some people will use the products/service more often or in larger quantities than others.

Our target market is mainly comprised of customers who are health conscious, value good quality products, and are willing to pay small premium for healthy products.

Provide a customer profile including: gender, age, income, occupation, education and family status, or if selling to other business, provide an organizational profile including: purchasing decisions and procedures for buying.

Our target customers are well-educated men and women, with an established career, and good disposable income. They follow a healthy diet, live a fit life, and exercise regularly. They are well-rounded individuals who have an active social life and enjoy spending time with friends and family.