

BigCo, Inc. Business Plan



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Overview

- ▶ Recent Losses
- ▶ Need Improvement in Multiple Areas
- ▶ Findings Found
 - ▶ Research
 - ▶ BigCo, Inc's History
- ▶ Technology
 - ▶ New App
 - ▶ New Website
- ▶ Structure
 - ▶ Centralized
- ▶ Location
 - ▶ Headquarters Building
 - ▶ Strategically Placed Facilities
- ▶ Competing with Competitors
 - ▶ Differentiation - Eco-Friendly

Company Description

- ▶ High Quality Produce
 - ▶ History & Reputation
 - ▶ Farmer relationships
-
- ▶ Market Share Dropped 30% in US
 - ▶ No Technology Use
 - ▶ Useless Offices
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- ▶ The Future:
 - ▶ New Technology
 - ▶ Mobile and Tablet Apps
 - ▶ Centralized Structure
 - ▶ Environmentally Friendly

Company Description Cont.

- ▶ Competition
 - ▶ Updated Technology
 - ▶ Additional Services
- ▶ BigCo - Imitate & Differentiate
 - ▶ Computers, Apps
 - ▶ More Services/Products
 - ▶ Environmentally Friendly = Differentiation



Industry Analysis

▶ Produce Industry

- ▶ Perishability
- ▶ Limited Storage
- ▶ Harvest
- ▶ Shipped Daily

▶ Trends

- ▶ Private Label - Trader Joes
- ▶ Children & Buying Power
- ▶ Mega-Retailer Threat

Target Market

- ▶ Ages 18 to 45
- ▶ Healthy lifestyle
- ▶ On the go people
- ▶ Being Green



Competitive Analysis

▶ Main competitors:

- ▶ Dole
- ▶ Ready Pac
- ▶ Fresh Express
- ▶ Store brand

▶ Our product

- ▶ Biodegradable
- ▶ Appealing to the eye
- ▶ Pieces sized to consumer preference
- ▶ Long shelf life (5 to 10 days)
- ▶ Branded
- ▶ Competitively priced

Scheduling

Months 1- 6

- Brainstorm who the target consumer is
- Brainstorm what the packaging will look like
- Brainstorm who the farmers will be
- Begin purchasing equipment
- Rough draft of packaging
- Begin branding
- Continue to check in with the growers
- Rough estimate of prices

Months 7- 12

- Decision of final price
- Contact stores and businesses to get product on shelves
- Pre -launch of package
- Gather feedback from consumers
- Fix errors
- Launch final product

Budget

- ▶ Total Price of Materials = \$20,585
- ▶ Total Price of Direct Labor = \$105
- ▶ Total Price of Overhead = \$26,000
- ▶ Total Price of G & A Costs = \$385,000
- ▶ Total Price of Marketing and Sales = \$31,000

- ▶ Total Price of all Costs = \$462,690

Operations

- ▶ Hand Pick All Fruits and Vegetables- Original Farmers
- ▶ 18 Wheeler Trucks to Transport Produce
- ▶ Factories Located in Strategic Locations
- ▶ Fruit and Vegetables Inspected and Washed in Factories
- ▶ Sent to Markets, Restaurants, Stores

Operations

Operating Expense	Amount Year 1	Amount Year 2
Delivery Trucks	\$10,000,000	\$3,000,000
Machinery & Equipment	\$23,000,000	\$15,000,000
Managment	\$40,000,000	\$41,000,000
Facilities	\$100,000,000	\$25,000,000
Utilities	\$50,000,000	\$60,000,000
Insurance	\$18,000,000	\$19,000,000
Taxes	\$17,000,000	\$17,000,000
Total Amount	\$260,000,000	\$180,000,000

Management and Organization

- ▶ Centralized Structure
- ▶ Headquarters Location
- ▶ Farm Inspections
- ▶ Managers to Focus
 - ▶ Transportation
 - ▶ Factory Operations
 - ▶ Marketing
 - ▶ Finances

Long-Term Development

- ▶ First: Focus Internally
- ▶ New Image
- ▶ Creating New Products
- ▶ More Customers through Our Locations
- ▶ Indoor Growing Facilities to avoid Weather Issues



Financials

- ▶ Produce Industry - \$70 Billion
- ▶ Profit Margin
- ▶ Last Year's Revenue
 - ▶ \$1.8 Billion
 - ▶ \$750 Million in Liquid Assets
- ▶ ROI ~ 16%
- ▶ Dole = Biggest Competitor
- ▶ Competition w/ Pre-packaging Goods
- ▶ Our Solution =
 - ▶ Follow Business Plan
 - ▶ Deliver to Customers
 - ▶ Improve Overall Company

Conclusion

- ▶ Secure Initial Capital
- ▶ Need to Develop
 - ▶ Business Infrastructure
 - ▶ Internally
 - ▶ Products
 - ▶ Marketing Strategies



Questions?