

## **Pretty Patties Business Plan**

### **Company Name and Team Members**

#### **1. Pretty Patties**

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### **Product Sold: Pretty Patties**

2. Pretty Patties™ is a unique brand of frozen patty that offers different color options. When most patty wholesalers say they sell red meat, they really mean brown. With Pretty Patties, you can finally have red meat that's really red- or whatever color you want. The base options include the six colors of the rainbow (red, orange, yellow, green, blue, violet), but we are currently experimenting with more elaborate color configurations (plaid, custom designs).

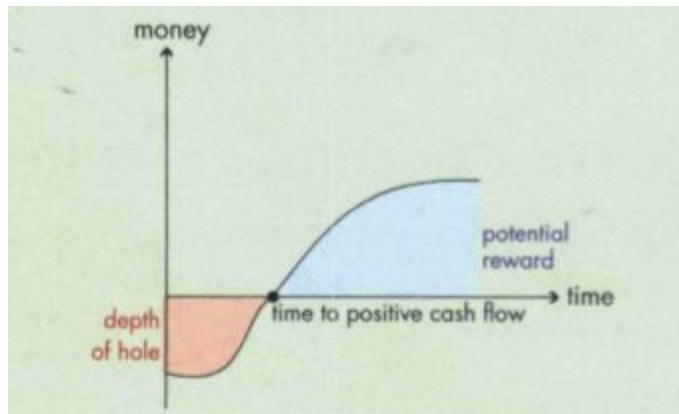
### **Why Pretty Patties will Likely Be Successful**

3. Most food we eat on a daily basis we never think about again. We cook it, we eat it, we forget about it. We want to revitalize the eating endeavour and make it more interesting and fun for the consumer. What makes the Pretty Patty different is 3-fold: color, quality, craftsmanship. The most striking thing about the Pretty Patty is the color, coming in a variety of different shades and patterns, you're bound to find one that suits your tastes. Our Pretty Patties are made using the safest food coloring the market has to offer and come in the most vibrant colors imaginable. The quality of our beef is second to none, as we source our beef from locally owned, grass-fed cattle farms where the animals are treated with dignity and respect. Our beef is hormone-free and antibiotic free meaning our beef is as natural as it comes. The craftsmanship of the Pretty Patty is worth noting as well, as every Patty is made by one of our excellently trained food specialists who carefully craft each Pretty Patty to harsh quality control standards to ensure high quality Patties. This is to ensure that each frozen Pretty Patty represents our business to the best of its ability and that no customer is dissatisfied with the quality of our product. Our product is designed with accessibility in mind and our ideal is to get Pretty Patties to a grocery store near you so the whole public can experience the joy and wonder of the Pretty Patty.

### **Hardware and Software Tools Necessary**

4. Overall, the electronic commerce portion of the business will be heavily software-focused. The website was written in HTML for universal modularity among our programmers. Version control is handled with GitHub. Website formatting is handled in CSS. PHP and MySQL help us with the back end of the website, and the user information will all be stored in a MySQL database. Necessary hardware is almost exclusively limited to the use of a few designated servers to be able to handle the web traffic that will be heading to our site.

### **Estimation of Customer Base in the First Year of Operation**



5. It is difficult to predict accurately the cash flow we will find a year from today. Initially, there will be heavy purchasing required for the start of our business. For example, we will have to grind the meat ourselves and add the special formulas to change its color contents. We will be outsourcing distribution to a refrigerated trucking distributor. We are saving much of the up-front cost by purchasing beef from our local, organic producers (as opposed to buying the farms). Down the line we hope to be able to vertically integrate and purchase the farms directly. Our goal is to increase sales enough to be picked up by a grocery store, preferably whole foods for their amazon grocery service. 1 grocery store with around 35,000 customers. This is a reasonable estimate given a few facts and a few assumptions: (1) that there are about 38,000 grocery stores in the US<sup>1</sup>, (2) the number of people who acquire food without a grocery store is negligibly small, and (3) each US citizen could be considered a customer to about 3-4 stores. The US population is about 326 million.

### **Delivery of Delicious Patties**

6. Since the Pretty Patties are frozen hamburgers, they will need to be transferred on refrigerated trucks kept to a temperature of 41 degrees fahrenheit or below to ensure the safety of the Patties. In the ideal world we are moving pallet after pallet of Pretty Patties to grocery stores across the nation for them to store on their shelves, but before all that we'd like to get in one of the main chains in order to access a broader consumer base.

### **Pricing**

7. In order to pull in and maintain a large customer base, our patties will have to compete with the name brand, dull, hamburgers on the market. As such, our base model patties will begin at the same price point. According to a study reported by the New York Times, the average price of a hamburger is about \$4.49.<sup>2</sup> More specialized versions of the product, such as plaid patties, will be offered at a significantly higher price due to their ability to differentiate from other name brand hamburger options. Additional profits will be created from the extra coloring options given to the customer. Similar to how at frozen yogurt restaurants, toppings like cereal, sprinkles, and syrup are offered on top of the regular ice cream. Our goal is to entice customers with our initial small cost, and hopefully inspire them to make their own creation. We will save money by the bulk production of our patties and the ability to ship them frozen.

## References

1. <https://www.creditdonkey.com/grocery-shopping-statistics.html>
2. <https://www.nytimes.com/2014/07/16/opinion/the-true-cost-of-a-burger.html>