

CONFIDENTIAL

Beck's Confection Business Plan

"QUALITY IS OUR MAIN INGREDIENT."

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Executive Summary

Who We Are

Untitled Item

Beck's Confections is a manufacturing / wholesaler, located in Ridgeland, MS. Our focus and goal is to capture the interest of not only the local market, but also the national, and international customer base with our made- from- home creations . We provide a continuum of services ranging from the best quality in products, a non compromising constitution, and the up most in excellent customer services.

Born in raised in a small town of North Mississippi, cooking has always been a family staple. No matter the circumstances food with love made everything alright.

Practically raised in the kitchen my grandmother took me at age 9 to seriously begin my toturledge into my unforeseen life long future. From needing dough for homemade biscuits, smothered with buttermilk fried chicken gravy, and dumplings for stews, and buttery, sweet peach cobbler. To even standing on a old straw woven chair, over the stove staring milk not to scores to make custard for the pies... Just like her mother taught her, it was continued tradition that I was now receiving. At the time I did know or even realize that one day I would embrace these skills of preparation and techniques in such fonder, laid in generations long before me...

Therefore it does me proud to be able to share our long line of family traditional cooking with you, here at BECK'S CONFECTIONS.

We are truly proud to serve you with quality standards, and ingredients.

We pride ourselves in making specialty items, that are made for quality, and not quantity, and we're confident you'll taste the difference.

What We Sell

Embracing our southern orientation, Beck's Confections upholds the made from scratch concept. We pride ourselves on maintaining traditional, southern fresh home baked products at its best. We also maintain a keen sense of versatility, not just in baked goods alone, but other products as well. Such as seasonings, purées, and custards just to name a few. We are constantly exploring new concepts to make

you the customer the HERO. While yet upholding quality, value, excellence in service, and a health conscious approach.

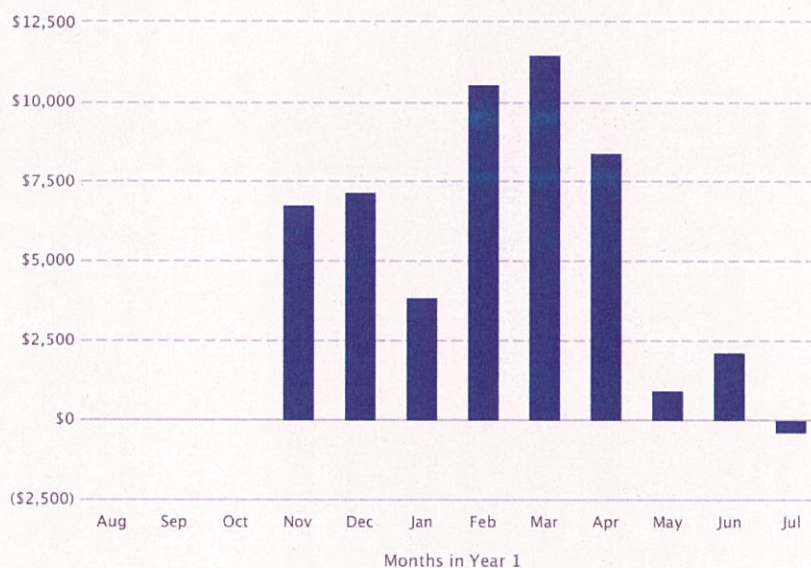
Who We Sell To

Beck's Confection aims to offer its products at a competitive price to meet the demands of the middle-to-higher income markets. With tenacity, ambition, and a unique product line that propels us to that goal. It is our focus to continue to earn the business of our local markets and grow our e-commerce market more aggressively. While cultivating new relationships with on-line grocery stores entities such as: Peapod.com, Gluten free.com, and Amazon.com. We also remain committed to earning the attention of more brand name markets such as: Publix, Wholefoods, Fresh Market and HEB, but we are truly proud of our present client base that includes: Corner Market, McDades, Krogers, Winn Dixie, and MGM Grand Casinos just to name a few.

Financial Summary

Financial Highlights

Net Profit (or Loss) by Month



Company

Company Overview

Beck's Confection is umbrellaed under Beck Lewis LLC, that gained it's corporate status in March 2013. It is founded and operated by Annie Beck. Your small company concept, hinged on a greater business perspective, and that is to simply serve quality products, without compromise.

Beck's Confection has proven its viability in the wholesale market place, based on its demand, sale through, and overall market quality in the one years time of operation. We are growing and now entering into our next phase for greater stabilization. We realize that a strong product alone is not enough, that we require assistance in the critical growth period of business. To bring it to a more stronger, stable, and efficient status.

Management Team

Beck's Confection is managed and operated by the owner and founder, Annie Beck. She has been in the retail world for 20+ years, she has had the awesome opportunity of owning and operating a Subway franchise, that concluded in her with making her first million within the first year and a half of being in business. She also built a local popular restaurant from the ground up. She contributes her strong entrepreneurial spirit from a strong family background and 20 years of service in service to the Wal Mart culture. Her decication and persistence to WOW!! people remains her motivating force. Included in this venture, is the excellent cooperative of working with seasoned companies that are already successful in this arena. Also bringing aboard strong, driven, believers in ours mission of "Quality is our main ingredient" to assist in propelling us forward.

Products and Services

Products and Services

Beck's Confections maintains traditional, homemade baked quality products at it's best. Items such as our sweet potato pies are made with homegrown Mississippi sweet potatoes from Byram, MS. Our pies have NO PRESERVATIVES, NO FILLERS, NO ADDITIVES, just pure homemade goodness. Which also contributes to the healthy aspect of our products. We also produce our South Mississippi Sweet Potato in SUGAR FREE, and EGG FREE pies as well. This is another of our goal, and that is to always encourage eating well and maintaining the healthy initiative, without substituting the expectations of a great quality product.

Competitors

Due to the care and quality we have put into our product, we have managed to produce a product that will stand on its own merits of quality. We thrive to be that premier dessert supplier of taste, and quality of food suppliers in the world. To propel this initiative forward we aim to exceed the expectations of our customers on quality, taste.

Target Market

Market Overview

Untitled Item

Beck's Confection potential customers are divided into the following groups as shown in the market analysis:

High-Income Households: Annual household income of over \$100,000 in the state (80% of which consist of two adults).

Medium-Income Households: Annual household income of \$50,000 to \$100,000 in the state (50% of which consist of two adults and 50% of which consist of one adult).

Neighboring Town High-Income Households: Annual household income of over \$100,000 in the five cities within 50 mile radius of the states line (80% of which consist of two adults).

Caterers: Upscale catering businesses in a 150-mile radius.

Restaurants: Upscale restaurants in a 150-mile radius.

Market Needs

Beck's Confections entire concept is based upon quality and not quantity. We want to bring real products to peoples tables. Products that are true to form in taste, product quality, and the up-most in service. In order to demonstrate this philosophy, it is essential that we lay the strong foundation of marketing, and branding.

Our market is made up of consumers who have busy schedules, but yet want to be the HERO when it comes to family time. They have a desire for quality, along with a disposable income.

Strategy and Implementation

Marketing Plan

Overview

Positioning

For busy, mobile people whose time is already at a premium, but desire a refreshing, high quality baked item while commuting to or from work or school.

Pricing

Beck's Confection adheres to higher quality standards, the price of our products are slightly higher than the market average.

Promotion

Promotion will be initially spearheaded by public relations because of its low cost, and then through advertising once the company begins to increase cash flow to an acceptable figure.

Distribution

Beck's Confection is primarily a manufacturing company. We service a wholesale market. All deliveries are set up on a DSD system. All shipping and freight cost will be incurred by the client. Minimum are also set on shipping on items. Online orders will be available.

Milestones

Milestone	Due Date	Who's Responsible	Details
Beck Pies	March 25, 2013	Annie Beck	Locate a site of operation, and commence to servicing local markets by the 2013 November, and December Holidays
Beck's Confection Phase 1 Complete	September 01, 2014	Annie Beck	Re-locate to a permanent facility, gain at least 75 stores to support this effort.
Beck's Confection Phase 2 Begins	January 02, 2015	Annie Beck	Expand product line, gain more stores, increase revenue flow