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| **Morgan's Specialty Snacks, LLC** |
| *Healthier Options, Healthier You!* |
| **Business Plan** |
| Prepared November 2015 |
| **Contact Information**  Taylor Hall  taylor@mssnacks.com  757-652-3046  www.morgansspecialtysnacks.com  One Columbus Center Suite 600  Virginia Beach, VA 23462 |

We are distributors of organic, kosher, vegan, non-GMO, and gluten-free, snacks seeking a $100,000 investment to support expansion into vending machine snack marketplace. 

**Technology/Innovation & Special Know-How**

MSS is to offer specialty snacks through vending machines equipped with smart technology, Wi-Fi connection for Social Media advertising, touch screen use, ADA Compliant, wireless product sales management, Apple pay, credit card payments. Machines to be placed in densely populated areas, shopping centers, amusement parks, and entertainment venues where more educated, health conscious consumers shop. Locally, 248,400 households purchase gluten-free products. However, Hampton Roads residents do not have access to these specialty snacks, on the go, unless purchasing from a grocery store. We will right that wrong by placing our line of tasty, nutritional snacks within vending machines. We believe this offering will address the need for 35% who buy GF for healthier options, 27% to manage weight, 21% for low carb diet, 15% of those with a member of household who consumes GF, and the 7% diagnosed with Celiac Disease.

**Business Model**

MSS vending machines offer multiple revenue streams. Our flat screen creates an avenue for social media connections. Social media will continue to draw traffic to our vending locations. Advertising, reading product labels and nutritional tables will keep the consumer returning to our type of machines purchasing our specialty snacks.

**Customers**

The gluten-free consumer suffers from food allergies, is active in finding a solution to reliable snack on the go. We will service those who are gluten intolerant, business entities to include but not limited to: organizations for profit or not for profit, NGOs, amusement parks, Federal, State, local and governments. Many need what we are offering. Buying decisions are made based on health concerns, need for healthier options on the go, introduction to such specialty products because a family member must eat such. Research also shows that female Urbanites 35 and young strongly prefer gluten-free, non-GO, organic, kosher and vegan foods and beverages. Please see business plan for details on customers.

**Competition**

Shop owners, specialty food and beverage vendors and distributors, Peninsula Vending Services, and those focused on delivering snacks in the same locations we seek. The status quo is not a viable solution for the customers we seek. Most of our customers already purchase gluten-free, non-GMO, organic, kosher and vegan snack options. They just find it impossible to locate this same food and drink options exclusively in local vending machines. This is why we strongly believe our business model will work!

**Strategic Partners**

Presently we are working with 11 different vendors who provide us an array of products. Together we strategize working together to create what generates new and tastier products that sell. We always seek professional relationships with those who share in our vision to grow Morgan’s for longevity and sustainable profits. We have our first vending location where three machines will be placed in Pembroke Mall, Virginia Beach VA.

**Marketing and Distribution**

As vending locations are secured our products will be delivered via cargo trucks. We will monitor needed products by use of advance product tracking software installed in each machine. We will market our products through social media and through our website by incorporating an aggressive year round SEO and SEM program.

**Company Status and Milestones Accomplished**

MSS is a distributor. We have garnered partnerships with vendors allowing us to sell their products under our corporate umbrella. This has been an exciting milestone for our company. We are an approved vendor for Sage Dining Services servicing 11 schools, we have our first vending machine location, and we’ll distribute products to the Sheraton Hotel Virginia Beach Oceanfront and The Adventure Park in Virginia Beach, VA.

**Amount Invested to Date**

$100,000.00

**Financing Sought and Use of Funds**

Morgan’s Specialty Snacks, LLC seeks a financial investment of $100,000.00. If chosen the money will be utilized for: purchasing cargo delivery vans, vending machines, hiring drivers, satisfy Purchase Orders, and hiring an attorney.

# Executive Summary

## Executive Summary

For years I suffered from debilitating migraine headaches that prevented me from working, kept me in bed numerous hours of the day and interfered with my role as wife and mother.  I made a drastic, yet wise decision and changed my eating habits.  Today, I no longer take medication to treat migraine headaches.  In fact, overall I am almost 100% FREE of migraine headaches; I accomplished this extraordinary vestige by removing gluten, genetically modified organisms, additives and preservatives from ALL things I eat and drink.  Since making the change my hypertension medication is reduced to 5mg two times weekly.  Those steps have transformed me into a new woman, a woman with a mission which is to distribute organic, kosher, vegan, non-GMO, and gluten-free foods and beverages through a group of business enterprises destined to create new and additional revenue streams for myself and investors.  But also my business model will create jobs.

I Founded Morgan’s Specialty Snacks, LLC and Morgan’s Distribution, LLC to facilitate my business plans.  I create partnerships with food and beverage vendors who in turn develop products that are organic, kosher, vegan, non-GMO, and gluten-free.  Today we work with Sage Dining Services as an approved vendor to schools offering nutritional snacks.  Currently Sage Dining services over 200 schools in the U.S. and soon Canada. We too are distributing products to The Sheraton Hotel Virginia Beach Oceanfront and The Adventure Park at The Virginia Aquarium.     **Morgan’s Specialty Snacks, LLC is our vending services line**.  We connect directly with the consumer by offering specialty snacks through a sleek line of technologically advanced vending machines. Pembroke Mall has approved our first location providing three vending machines to be in place before the holiday season.  By use of a touchscreen buyers can read food labels and nutritional tables while connecting to Social Media creating a direct source for advertising our new line of vending machines and snack options.

# Opportunity

## Problem & Solution

### Problem Worth Solving

Morgan's Specialty Snacks, LLC is doing something rather unique.  We are addressing this issue of not finding healthier snacks options on the go.  Gluten-Free, non-GMO, organic, Kosher and vegan products are not readily available in vending machines throughout any given area within Hampton Roads, VA.  Again, we'll address this by offering a select line of 'free of' foods and beverages in vending machines commencing with Pembroke Mall December 2015.

This problem is worth solving primary because 45% of all households within Hampton Roads have Gluten-Free products in the home. And 44% of those consumers eat these foods and beverages because they desire to avoid gluten-free while another 7% have to avoid gluten-free products due to medical reasons such as Celiac Disease and good allergies.

### Our Solution

To provide on the go organic, kosher, vegan, non-GMO, and gluten-free foods and beverages to consumers through a line of vending machines.

## Target Market

### Market Size & Segments

The gluten-free market within Hampton Roads consists of 248,400 households. Approximately twenty-one percent of those consumers purchase and use gluten-free products because studies show they choose gluten-free foods for nutritional reasons.  Lastly, approximately 12 percent of those households have members within their home that must eat Gluten-Free due to medical issues such as Celiac Disease and or other food allergies.

## Competition

### Current Alternatives

Peninsula Vending Services, Coke and Pepsi vendors are our direct competitors.  They are our top competitors because they have product name recognition and market penetration. However, our advantage is that we will provide ,exclusively, food and drinks options that are organic, kosher, vegan, non-GMO, and gluten-free.  Neither PVS, Coke nor Pepsi vendors provide our five specialty snack produces we Morgan's Specialty Snacks, LLC.

Morgan's Specialty Snacks, LLC is the alternative to healthier options for a healthier you!

### Our Advantages

The overall advantage for Morgan's Specialty Snacks, LLC is that our company will create, on the go, snack items that are organic, kosher, vegan, non-GMO, and gluten-free available to the consumer via our line of smart technologically wrapped vending machines strategically placed in locations the market and consumer deem appropriate.  In other words where economic factors and consumer income support our type of specialty snack products.

# Execution

## Marketing & Sales

### Marketing Plan

Products/Services:  At Morgan's Specialty Snacks, LLC we believe our products and pricing reflect what consumers who already purchase specialty foods and beverages, demand.  They want tasty options, we offer tasty snack options.  They want some of the same products available at their preferred grocery store, organic, kosher, vegan, non-GMO, and gluten-free.  We offer products minus gluten, GMO's, additives and preservatives.   Our specialty line of products, we believe, will not remain in the vending machines long because they are tasty and in demand.

Customers will have access to these specialty products: organic, kosher, vegan, non-GMO, and gluten-free though our line of technically advanced vending machines.  Three machines are scheduled for placement in December 2015 at Pembroke Mall, Virginia Beach, VA.  **Our objective with these machines is trifold: provide healthier options in as many locations as possible, make a sizable profit while developing a prototype to launch a franchise servicing, initially, the Mid-Atlantic States before creating franchise and employment opportunities nationwide.**

**Pricing:**  Based on specialty snacks our products are priced from average to slightly above average.  However when comparing to drinks and snacks in traditional vending machines we are significantly higher. But industry research shows our target customers are willing to pay a premium to get what they want from ingredients they believe are better for their mind, body, and spirit.   On average our snacks and beverages are priced from $2.50 to $4.75.  Our direct competitor in Pembroke Mall only sells Pepsi drink products.  Their prices are $.99 to $1.99.  The racks in their machines are partially filled, light bulbs are blown out, and the consumer cannot determine if the machines actually work.  The General Manager of the Mall shared with MSS they are not renewing the contract with their Pepsi vending machine vendor.

**Promotions:**We are excited about our promotional plan for this mall location.  Each time we enter into a new vending location we will launch a 10-12 day social media add campaign inviting friends, employees, new shoppers of Pembroke Mall and those connected to social media account (Facebook, instagram, and twitter) to join in a grand opening or welcoming of our machines.  We'll do this each time we have new machines in place.  We too will verbally invite friends while sending a press release to all forms of media, we'll confirm maximization of SEO and SEM to guarantee the public is informed of each and every location.  Our vending machines and their contents will be a first for Hampton Roads.  Research finds when the consumer is aware of the location(s) for specialty snack options they show up and 80% return.

**Distribution:** Our customers will have access to our organic, kosher, vegan, non-GMO, and gluten-free snacks and drinks each and every time they enter into Pembroke Mall and future sites.  As our vending machine line expands we will provide more products and services to areas whether they are shopping centers, amusement parks, automotive dealerships, restaurants, and hotels, etc.

**The pitch** we believe will resonate with the consumer who desires and demands access to specialty products that are organic, kosher, vegan, non-GMO, and gluten-free. We are distributors of organic, kosher, vegan, non-GMO, and gluten-free snack options seek **a $100,000 investment for entry into the vending machine marketplace**. What makes MSS unique, presently there isn't another vending service company offering what we have to offer.  No other vending company within Hampton Roads is offering the combination of: touch screen, Social Media connection, an ability to read product ingredient labels, nutritional tables prior to making a selection for securing organic, kosher, vegan, non-GMO, and gluten-free snack options.  Product sales and customer demand prove overwhelming support for our business model.

Prior to placement of our first machine we will bring about more products befitting locations. We seek these business, vendors, who have a tasty product we've sampled, can show they want to work within the fast demanding pace of vending sales, and have the business acumen and desire to grow and prosper alongside Morgan's Specialty Snacks, LLC.

### Sales Plan

**Sales Plan:**  As Morgan's Specialty Snacks, LLC grows our management team is abreast and understands we will need a team partners who will work together as a team.  The teams consists of a territorial sales representative and product delivery driver.  This team will support one another in all aspects of the definition of team.  We can offer bonuses if and only if the team exceeds its quota in new locations and product delivery.

It is the responsibility of sales representatives and their delivery to make telephone calls, access leads available on social media sites, tap into past client relationships as they search for locations where new machines will and can be placed.  MSS will provide a script to assist in communicating but we will also allow sales associates to converse with a potential client in a manner tried and true to their style which supports the close. MSS will have ongoing training related to, but not limited to, automated machine development, growth and consumer demand in specialty snacks, product ingredients, consumer demands, vendor suggestions and recommendations, the importance in having all product ingredients placed on labels, best practices in generating maximum sales, and farming that supports our line of products to name a few.

**Delivery** drivers will fill the machines with products as well as our Founder/CEO and COO.  Internal sales will be comprised of a team with experienced representatives (employees) knowledgeable of organic, gluten-free and free of market, have experience in sales with a proven track record regarding exceptional closings, knows how to generate new clients/customers and revenue for Morgan's.  We seek employees passionate about healthier eating alternatives.  Employees will communicate routinely with prospects to and maintain professional relationships while creating new opportunities.

**Team members** will solicit restaurants, hotels, amusement centers, automotive dealerships, faith based organizations, athletic venues, schools, churches, other businesses and non profit organizations, federal, state, and local government locations that already approved vending services.  It is our job and responsibility to educate all within these business enterprises of the benefits to offering with a desire to place our vending machines offering organic, kosher, vegan, non-GMO, and gluten-free snack items. Our management team will work diligently, consistently to grow smart talent from in-house yet building and adding to a succession plan.

Sales associates of Morgan's Specialty Snacks, LLC will be encouraged to attend industry EXPO's and conventions, we will also provide in-house training hosted by industry professionals centered around our mission and our vision.

Members within **Human Resources** will have a strong working knowledge and understanding of employment, labor laws, organizational change, and leadership to assist me (Founder/CEO) in maintaining and attracting smart talent. HR will also be allowed to introduce and implement approved strategies for positive change for Morgan's Specialty Snacks that support our mission and our vision.

**Our budget** we believe in appropriately stacked offering at a minimum $5000.00 annually for marketing, SEO, SEM, and sales preparations. Keep in mind the majority of all marketing will exist via social media allowing Morgan's Specialty Snacks, LLC to better manage and control costs associated with marketing and sales.

## Operations

### Locations & Facilities

Our initial approved facility is Pembroke Mall, Virginia Beach, VA.  Our goal is to expand into shopping centers where statistics reveals our customers shop.  We are marketing to Lynnhaven Mall, MacArthur Center, Patrick Henry Mall, The Town Center Virginia Beach, Peninsula Town Center Hampton, Peninsula Town Center Newport News, Busch Gardens, Water Country USA, the Prime Outlets in Williamsburg  & Norfolk, The Virginia Marine Science Museum in Virginia Beach, VA just to name a few. We never cease marketing and ways to strengthening our desire to grow Morgan's Specialty Snacks, LLC vending services.

We anticipate expanding also in to the following areas: Virginia Beach oceanfront, Ocean View Farm Fresh Shopping Center, Shopping centers where there is a Target, Harris Teeter, Farm Fresh, Kroger, Trader Joe's, and Whole Foods within the vicinity.  Additionally we'll target the Virginia Beach Amphitheater, Virginia Beach SportsPlex, select locations with Portsmouth, and the newly proposed $200 million dollar sports arena for Virginia Beach.

This list continues to grow.  We firmly believe that new hires, and those already purchasing organic, kosher, vegan, non-GMO, and gluten-free will fully support the contents within our line of vending machines.

### Technology

Morgan's Specialty Snacks, LLC is currently working with a vending machine manufacturer and vending engineers to incorporate proprietary technology to become part of a vending machine we'll use for the launch of our vending franchise system offering organic, kosher, vegan, non-GMO, and gluten-free.

Our machines are customized, come equipped with inventory management software system yet offers the following in technology.

Credit card, Apple pay, google acceptance

Email, texted receipts

Wireless internet capability

Social Media connections

Touch Screen user interface

SecureVend guarantee product delivers

Elevator delivery

Remote backend monitoring

Software for product management

Coupon acceptance

Advertising

ADA Compliant

# Company

## Overview

### Ownership & Structure

Morgan’s Specialty Snacks, LLC is a family owned and operated business.

Taylor Hall: Founder/CEO

Gary L Whaley: Chief Operating Officer.

Tracey Hall: Marketing & Research Specialist

Brian Martin: Director of Marketing, Internet and Social Media.

Kristen Osborne: Food Allergy Research Advocate & Public School Food Allergy Counsel

Stu Davis: Business Advisor.

### Company History

Morgan's Specialty Snacks, LLC was birthed after the owner, Taylor Hall, was diagnosed and healed of debilitating migraine headaches.   It was her frustration in locating snacks on the go that she c could eat that created a vision for a distribution company offering select specialty snacks by means of smart technologically infused vending machines.

This business model, vending services, is not just for our Founder, Owner.  Morgan's Specialty Snacks, LLC is for the 248,400 locals (and future customers) who do not have access to these snacks outside of grocery stores.  We anticipate creating job opportunities for those passionate about gluten-free, free-of foods and beverages, those who want to be ahead of positive change as it relates to nutrition.  We will create job opportunities not just for women but for those with a thirst and desire in becoming entrepreneurs and franchise owners.

We know Morgan's Specialty Snacks, LLC will draw a dedicated following but we also believe it is crucial to remain competitive understanding consumer trends can and will drive the market.  We understand the importance in networking, removing ourselves from the daily grind in order to learn what other successful companies are implementing to increase sales, create new jobs, make a sizable profit yet follow changes in technology to be used in newly designed vending machines.

We want to become more than successful entrepreneurs we want to create a visible footprint within all communities we claim to be an MSS marketplace.  We want to have a visible role witan our communities giving back showing that helping those within need is best for all.

## Team

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# Attachments:

# Cash Flow Statement 2016

# Cash Flow Statement 2017

# Cash Flow Statement 2018