



NEW PRODUCT SOON ON SALE

SAUCE PEN



Ana Gomes | Catarina Camarate | Luis Silvano

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OUR BUSINESS IDEA

The portable pen contains multiple spaces for different sauces. The goal is to facilitate the process of transporting and using sauces and make it more sustainable and fun than using simple sample bags.

MEET THE TEAM



Ana
Gomes

**Sauce Pen
Founder and
Marketing
Department**



Catarina
Camarate

**Commercial and
Administrative
Departments**



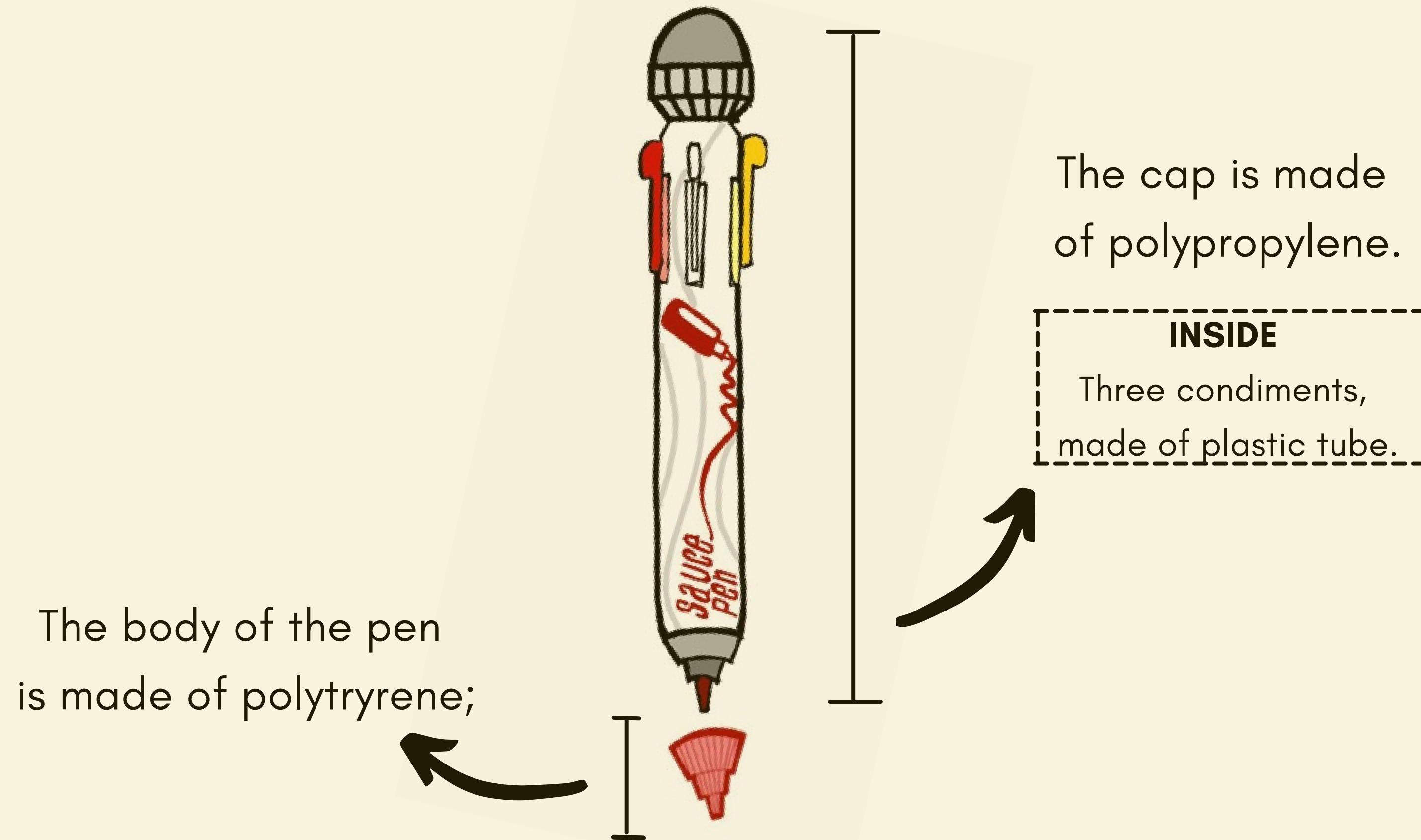
Luis
Silvano

**Human Resources
and Finance
Departments**



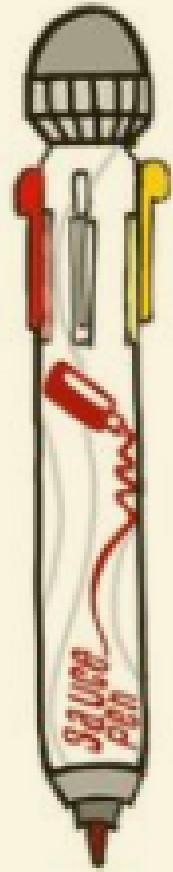
OUR TEAM
All students from
Nova University,
Portugal

MATERIALS



SIZES AVAILABLE

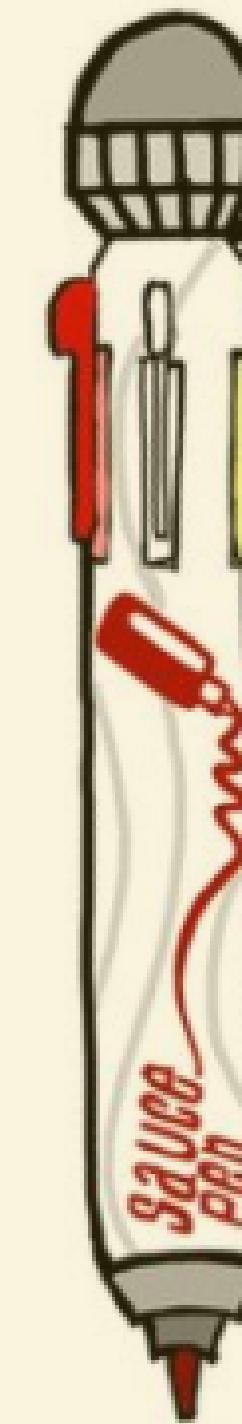
"Just for one" "Feed the table" "Sauce for everyone"



15 centimeters

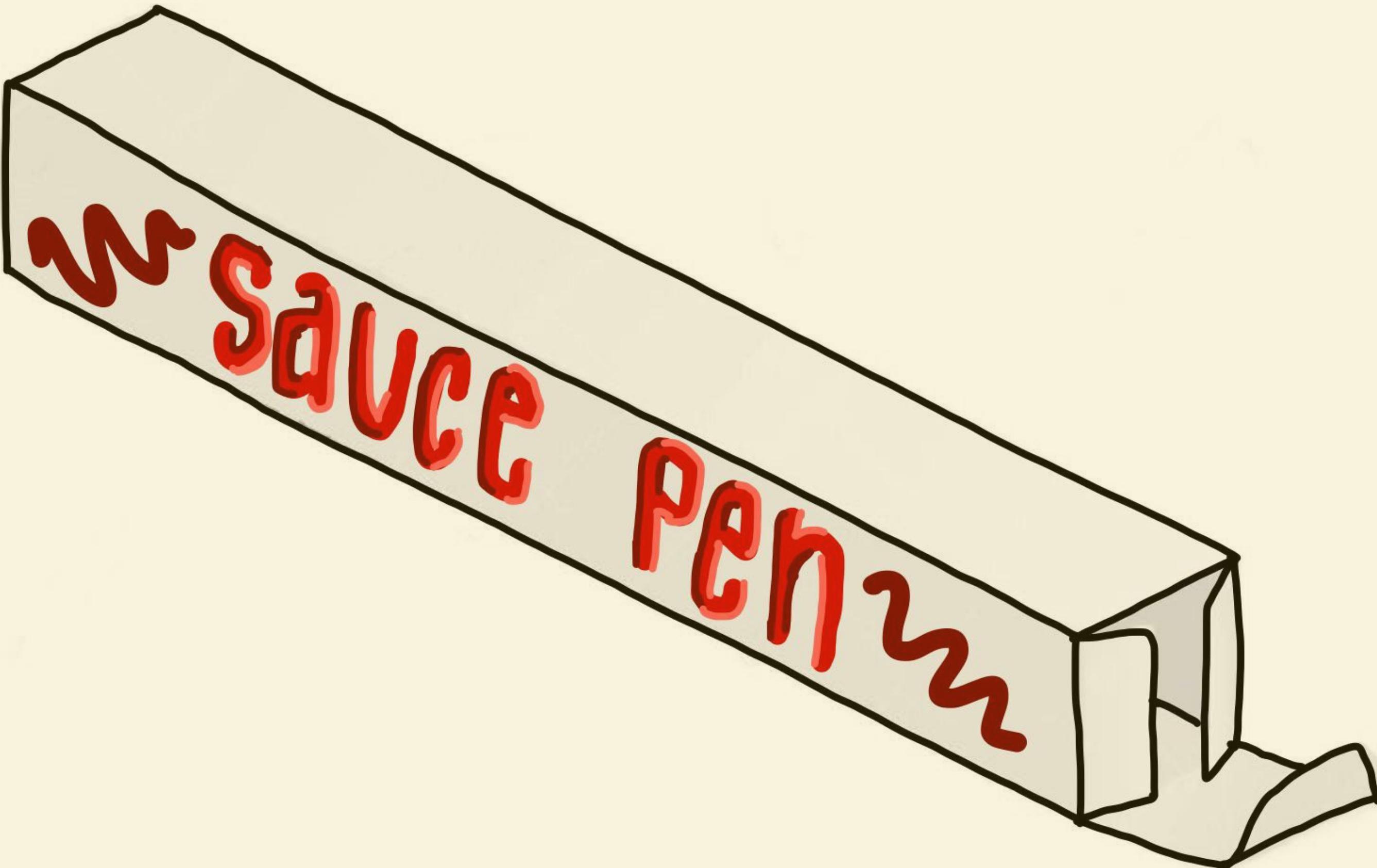


25 centimeters



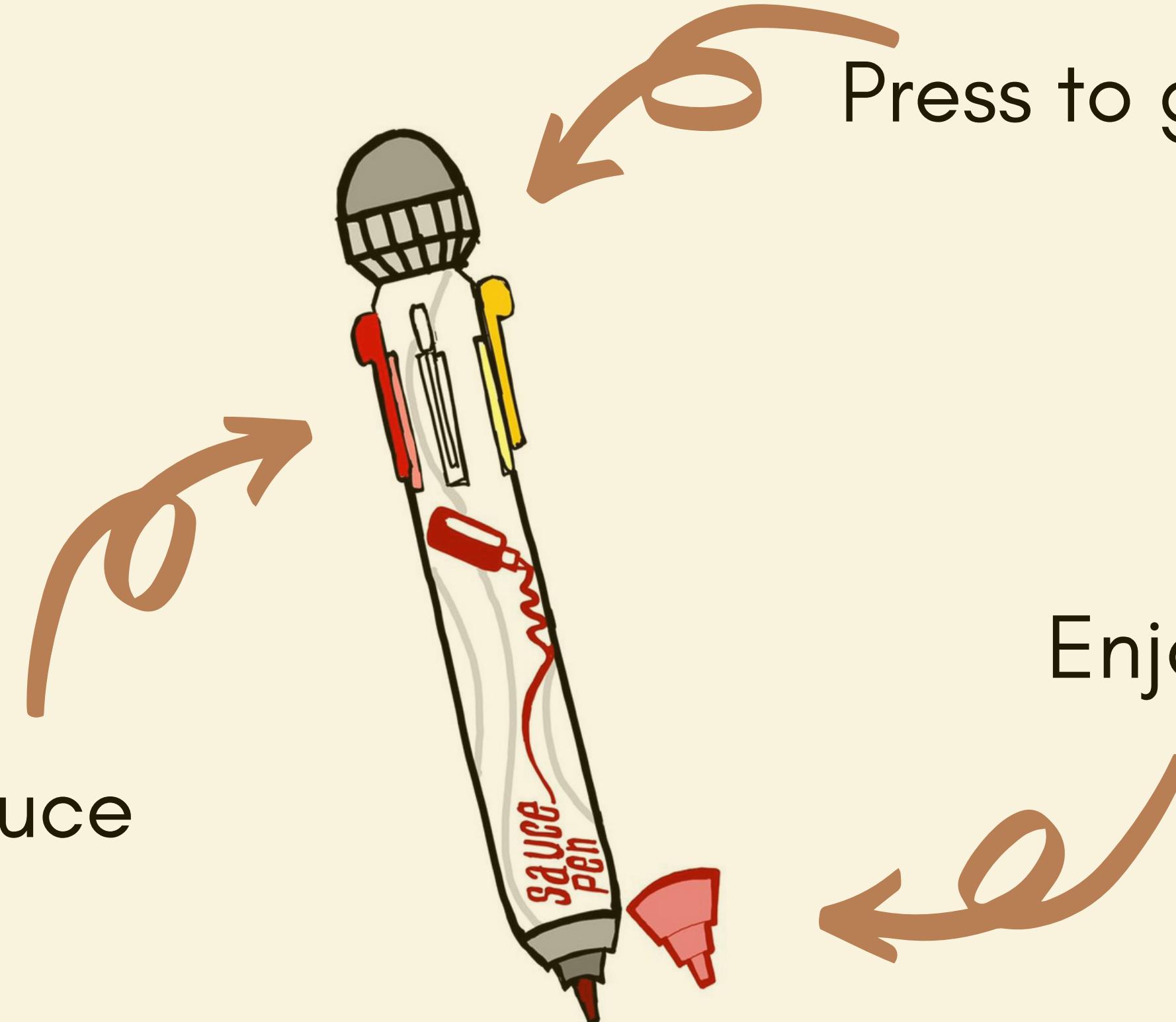
35 centimeters

PACKAGING



HOW IT WORKS?

Choose your sauce



Press to get the sauce

Enjoy!!!

INFLUENCING TRENDS



- SUSTAINABILITY
- SOCIAL MEDIA
- COVID-19
**(MORE WILLINGNESS
TO TRAVEL)**



- INFLATION
- HEALTH
- TRENDS

CUSTOMER AND VALUE PROPOSITION

Sauce Pen Value Proposition?

Offering **high-quality and innovative pens** and a **large variety of sauces refills** for those pens.

Customer's Jobs

Save time on meal preparation

Enjoy delicious and authentic cooking in any place

Customer's Gains

Cost Production Savings in Sauce Companies

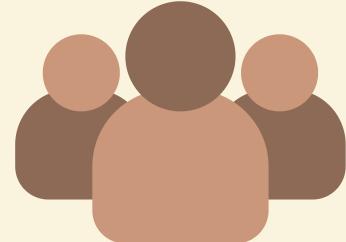
The Sauce Pens are Reusable

Customer's Pains

Are not able to use more than one sauce at the same time

Ordering or Physically Buying Sauce Pens Refills

CLIENT SEGMENTATION



Who are the Clients?

The clients are single moms, single dads, couples with kids, childless couples, older couples people, and couples with several kids.



Who needs your Product?

Every person that will use Sauces for cooking. These people can use our sauce pen product to have an efficient and sustainable way of cooking their meals.



Who are the most important Clients?

Couples with several kids will use them several times the sauce pen. This means in the long-term our company will have profit from them because they will consume in the future the sauce recharges.



Why would they buy?

The **main reason the clients buy our product is reusable**, we can use it more than once. It **is efficient** we do **not waste time** using all the sauces at one single time, and it **is sustainable** we do not need to use more plastics to keep the sauces.

CUSTOMER PERSONA

Our **Customer Person** will be:

All families who are looking for an easier way and want to save their precious time cooking their respective meals using sauces.

Characteristics:



Demographic: Couples in their 30s with **three children** (age's higher than 6 years).

Education /Carrer: Student (children)/ Employees (Couples).

Gender: Female and Masculine.

Interests: Home Cooking and Family Meals.

Geography: Europe and the United States.

With this target audience, we can only expect success.

CUSTOMER RELATIONS

What is the Type of Relation with the Customer?

The type of relationship that Sauce Pen has with its customers is

long-term and dedicated personal assistance. The company interacts with its customers, using the next platforms:



Customer Service Calling

In the **Customer Service Calling**, the objective is to **assist the customers** when they have any product issues using the telephone. This could be ordering Sauce Pen products issues on online platforms or if they have any questions related to Sauce Pen products.

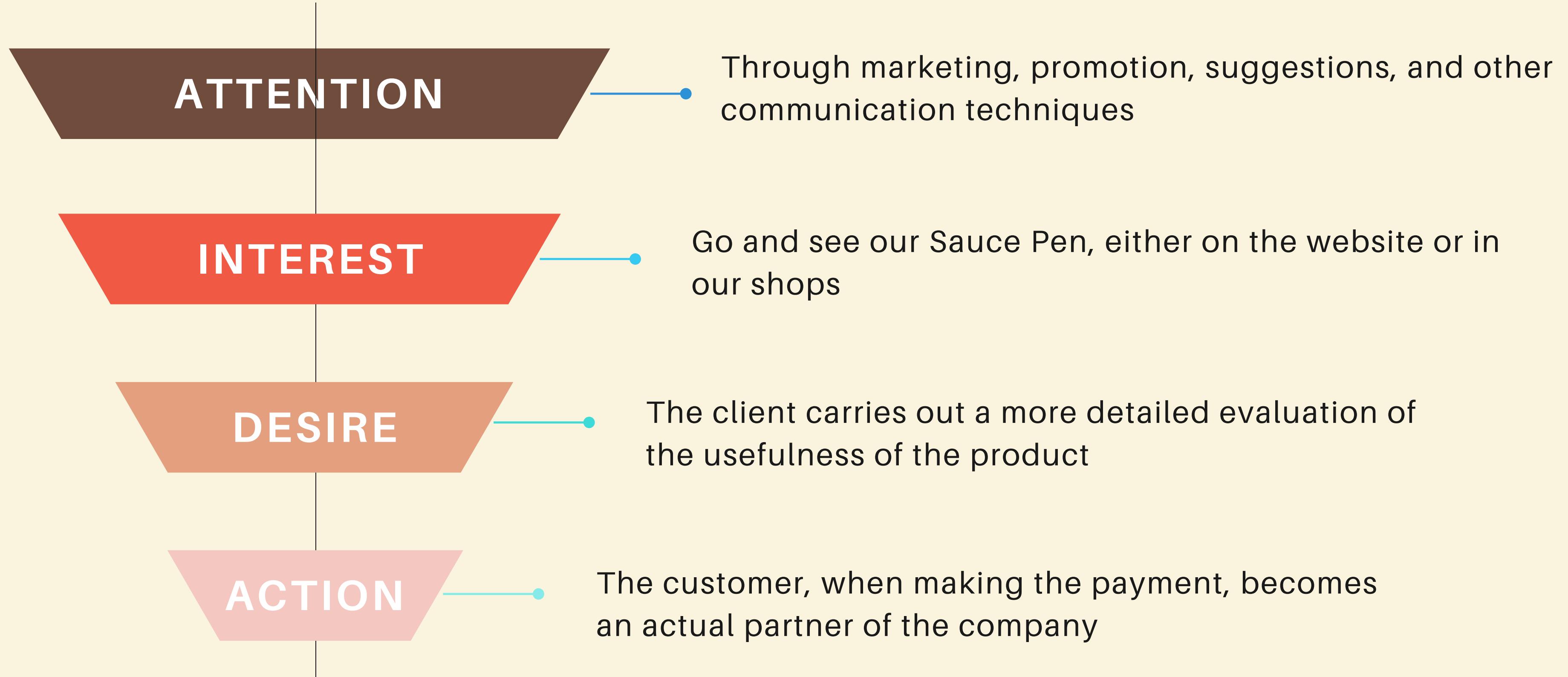
Email and Website Marketing

In the **Email-Marketing**, the objective is to promote to customers the new Sauce Pen promotions or their new products using e-mail platforms. **Website Marketing** is promoting to customers the products using websites.

Also, our customers can find us:



Sales Funnel



Key Resources

Physical Resource

The Sauce Pen company will use **Distribution and Logistics Infrastructures** and **Manufacturing Facilities: Vehicles that will transport Sauce Pen products** from their warehouses **to supermarkets or** will transport directly **to their customers** and will use **production facilities** to make the Sauce Pen sauces.

Intellectual Resource

The Sauce Pen company will use **Strategic Partnerships and Alliances:** Will have **strong relationships with their supplier** for the production of sauce Pens (FlashBay) and also will have a **strong relationship with Portuguese** (Continente, Pingo Doce) and **International** (Lidl, Carrefour) **supermarkets.**

Financial Resource

The Sauce Pen company will use **Financial Guarantees:** The Sauce Pen **will ask for an initial investment from investors, giving a percentage** of the company.

Main Competitors

Kraft Heinz



- 5th largest food and beverage company in the world
- 8 \$1 billion+ brands

Unilever



- Hellmann's is the World's nº 1 mayonnaise
- 14 \$1 billion+ brands

Competitive Advantage

1

-Unique flavor profiles

2

-All natural ingredients

3

-Locally sourced and sustainable ingredients

4

-Personalized customer experience

5

-Agility and innovation

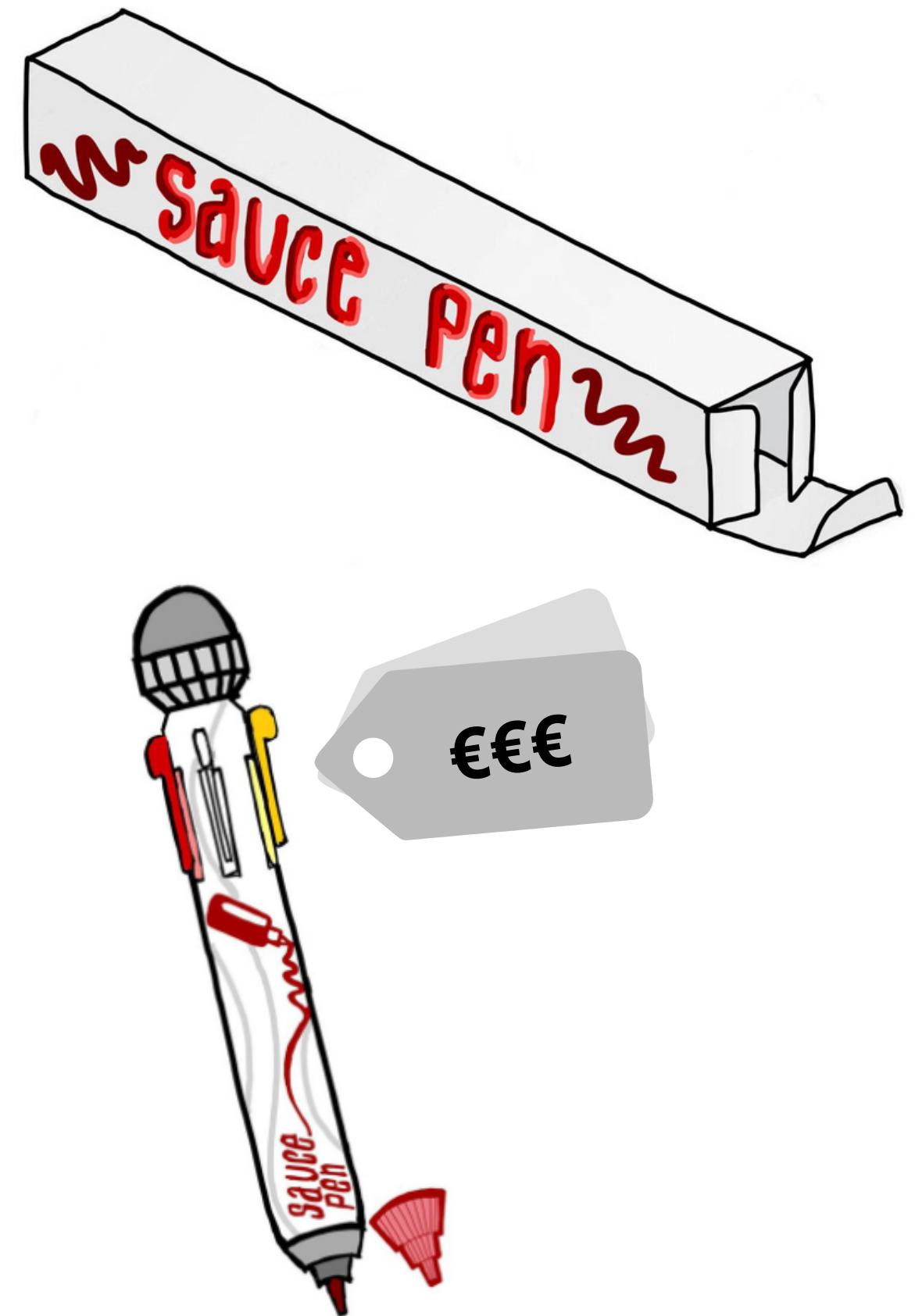
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-Direct-to-Consumer Sales



THE PRICE

- "Just for One" - 15 cm..... 30zl
- "Feed the Table" - 25 cm..... 40zl
- "Sauce for everyone" - 35 cm.... 50zl



Financial Activities

AVERAGE TIME	Cost of production per unit (average)	Price of sale (average)	Profit per unit sold (average)
Pen	1 pln	40 pln	39 pln
Sauce	20 pln	25 pln	5 pln
Total	21 pln	65 pln	44 pln

Financial Activities



Trade Credit: The FlashBay fits with our idea because has enormous diversity, and personalized products, is a small Portuguese Pen Company, and does not give decision power to a third party.

So, they will benefit in the long term with Sauce Pen company because they help each other in the way Sauce Pen buys their pen products, and FlashBay receives money from Sauce Pen.

We are estimating producing and selling 100 000 pens in the first year.

Financial Activities

Costs Category	Description	Amount (zł)
Fixed Costs		
Staff Salaries	Salaries for the workers in factories	21000 zł
Warehouse Rent	Annual Rent Costs for Warehouses utilization	54000 zł
Marketing	Promotion of the company	34000 zł
Website	Costs for Website Utilization	62000 zł
Package	Costs per pen and Souces Refills	30000 zł
Variable Costs		
Customer Support	Costs related to customers support	12500 zł
Marketing	Special compaigns	41000 zł
Machine maintenace	Costs for maintain machines working	20000 zł
Total Costs		463.500 zł

Financial Activities

New Investors: The Sauce Pen will ask for funding from investors, to begin the business.



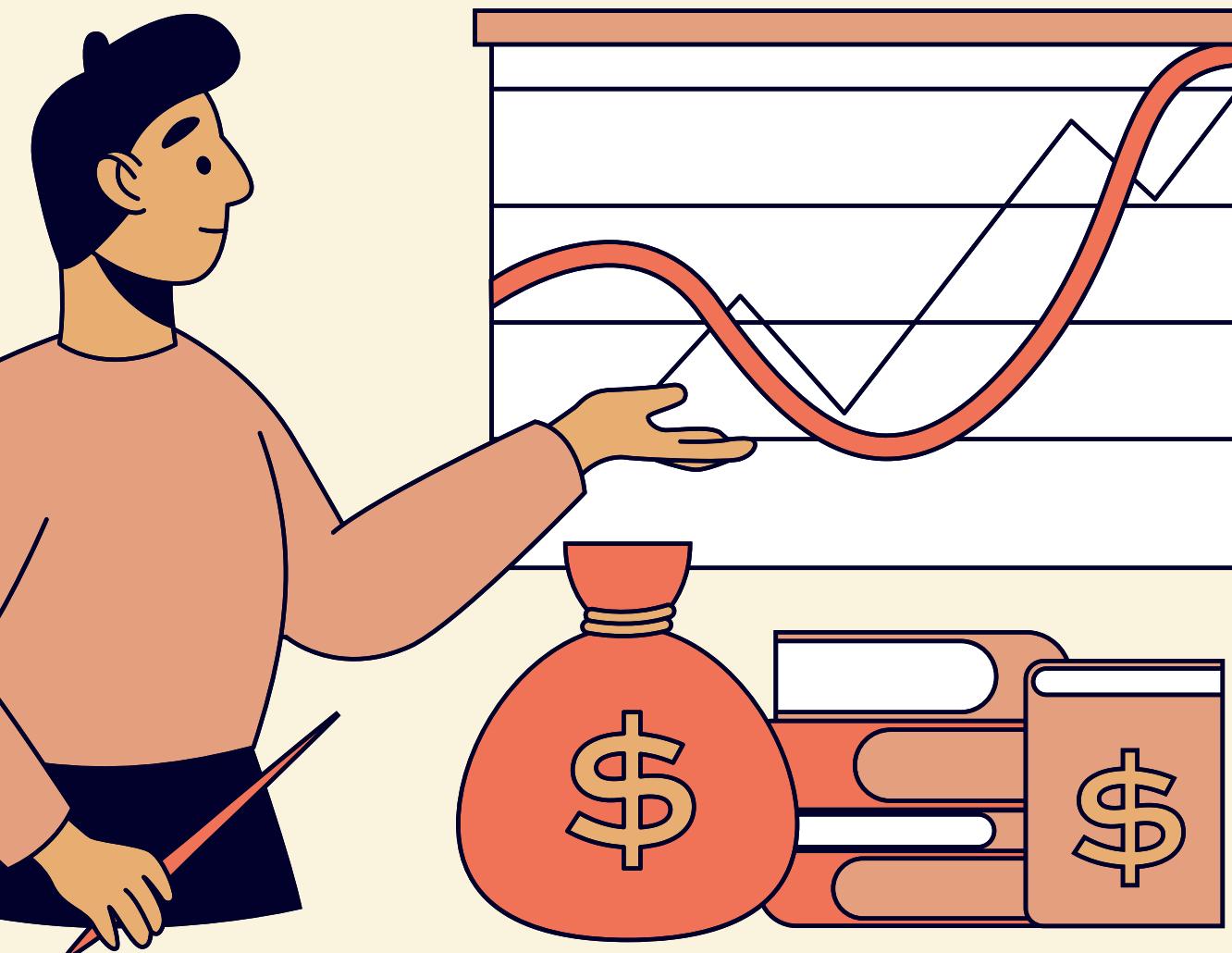
Total Costs: 463.500 pln

Break-even point = $390\ 000 / (25 - 0.735) = 16\ 072.53$ units of sauce

We would have to sell 16 073 units of sauce to have profit

Financial Activities

New Investors: We are asking for 500 000 pln from our investors



Profit = total revenues - total expenses
= 4 400 000 - 463 500 =
= 3 936 500 pln

Thank you for your attention

If you have doubts please contact us



Sauce Pen 

We look forward to see you!!