



CAMPUS CRAVINGS

Dear President Caslen,

As students here at the University of South Carolina, we have noticed the lack of fun, innovative, and efficient delivery services they offer here in Columbia. As freshmen, we do not have cars and this makes it extremely difficult to keep up with the things we need. Moreover, for the first time in our lives, we are living on our own and lack the home baked goods our families kept stacked around the house. Because of these factors, we came up with the business Campus Cravings. Campus Cravings is a subscription based service where customers can choose between an assortment of desserts. These boxes of desserts then get delivered weekly, biweekly, or monthly. However, to capitalize on convenience and feasibility, our desserts will be mug desserts. All the ingredients to make our delicious treats are enclosed in a small packet, made from eco-friendly materials. All students need to do to bring the ingredients to life is add water and microwave it for the time specified on the packaging. This ensures that students will be able to make these desserts because no other tools or ingredients are required, making it easy for those living in dorms.

Our company goals include objectives related to the environment, our customers, and our company as a whole. The objectives related to the environment include using all recyclable materials. Because our products are individually wrapped, we plan on having our packaging being made from recycled materials. Additionally, after students use them, they can be disposed of in a recycling container so our company has less of a negative environmental impact. We want to help eliminate waste in our environment. Our main objective is to be a reliable company for our customers and our planet. Since we plan to be subscription based, we want to make sure our customers have a reason to keep coming back and become loyal to our brand. Finally, looking ahead as a company, we hope to eventually grow to other college campuses. We want to get our footing down in Columbia first, but we plan to expand and provide delicious desserts to college students across the country.



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The location we will first be focusing on is Columbia, South Carolina. Our primary target market consists of family members of college students. We think this would be a better demographic for customers because parents or any other close relatives can better afford this subscription service. Students would be less likely to buy it for themselves than they would to receive it as a gift. However, we still think the students would be a good tool to help pass on information to our target market. Our basic financial context is made up of both one time and recurring costs. We will have one time expenses of security deposits but then recurring rent every month for our office and distribution place. Additional recurring costs include the packaging and materials that we use for our desserts. The last of our one time expenses will be the permits and legal fees we must pay as a new company. Another financial aspect of our company that is unique is the fact that we will have to buy more expensive materials because they have to be recyclable.

We are very excited to begin our journey and create the Campus Cravings brand. We are very confident in our brand, and know it has the potential to get customers excited and interested. Our eco-friendliness and mug desert ideas set us apart from other companies and we know it has the potential to spread across campuses nationwide.

Thank you for your time!

Sincerely,

The Campus Cravings Team

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