



CAMPUS CRAVINGS



OUR NEXT STEPS

We will begin our operations on a small scale, making sure that the company concept works on a basic level. We want to ensure that the company is receptive within the University of South Carolina. If people are interested in the idea of our dessert mug delivery service, then we will consider expanding to other campus locations. We can easily take our business model and apply it to other university locations. Additionally, we can add more recipes to the menu, featuring more than just cookies, cakes, and brownies options. We would have to hire more chefs to test out and refine the recipe formulas to make sure that the perfect dessert is made each time. Along with more food options, we can increase the variability of packaging options, creating customizable choices and tailor made sizes.

COMPANY PROMOTION METHODS



FACEBOOK

targets the older demographic of buyers (ex aunts, parents, grandparents)



INSTAGRAM

targets student group of consumer.



UNIVERSITY SPONSERSHIP

Advertisements and features from university platforms (ex. Daily Gamecock)

MAJOR CHALLENGES



COMPETITION FROM OTHERS

- Competition in the delivery sector from established groups like uber-eats and grubhub.
- Other mail-in care-packages that customers have loyalty to.



FINANCING OUR COMPANY

We face the challenge of getting the word out for our company. If we do not market well or receive sales, then our company will not see any success or growth.



GAINING POPULARITY

We will need help getting all the necessary resources and funds. It would be beneficial to have the assistance of someone knowledgeable in the market to help guide us.



THE RISKS

PRODUCT APPROVAL

As with any company, there are certain risks we need to consider. We will have to get products approved by the FDA and other food sale standards. If our product does not comply with these standards then we will lose face with customers.

PATENT ACQUISITION

We will also face risks of other companies copying our ideas. We might be interested in pursuing a utility or product patent. This will ensure that others cannot steal our company model.

TRANSPORTATION DAMAGES

Lastly, we may face risks in products being damaged or spoiling during the shipping process. As a company, we will need to ensure that we have quality standards for our products. We will also need to provide different warranties and delivery promises that products will arrive on time and in pristine condition.

