



Client: Larry (Redacted)

Team 1: (Redacted)

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## **Letter of Transmittal**

April 5, 2019

Mr. Larry **(Redacted)**

Destiny Meats

**(Redacted)**

Dear Mr. Larry **(Redacted)**,

It was a great pleasure for us to be able to create a formal report for you and a small business such as Destiny Meats. This report consists of an internal and external analysis and an executive summary of where you are today and other possibilities to explore. We would like to take this time to thank you for allowing us the opportunity to work with you and Destiny Meats. As a group, we have collected a small amount of your knowledge about the pork and hog industry, along with pig genetics.

When we first began analyzing Destiny Meats, we thought that expansion would ensure a strong presence in the industry that you operate in. Throughout the semester, we learned that expanding would not be the best option. After meeting with you, we were informed that expanding to Champaign, IL was not successful due to the number of well established pork suppliers. Also, we understand that you had interest in owning and operating a delivery truck. However, we believe that you should focus on developing Destiny Meats online presence and eliminating unsuccessful products to bring additional value into your business.

We hope that you will find this formal report worth reading. If you have any questions or need clarification on any section, please feel free to contact us. Thank you for your time and patience. We wish you success on your future endeavors.

Best Regards,

**(Redacted).**

### **Executive Summary**

Our team has identified the issues Destiny Meats is seeking assistance for, which include, reconstructing the website so it is more user friendly, growing the business, especially in meat sales, and show customers more about Destiny Meats and where business is done. This report consists of an analyzation of the pork industry, Destiny Meats competitors, as well as their position in the market, and lastly, our recommendations for Destiny Meats to address the issues previously stated.

Destiny Meats is a pork distribution company that sells hog meat, as well as hog semen for breeding purposes. Destiny Meats competes with several other businesses in the meat industry in the Central Illinois region, but stands out due to their non-hormonal, antibiotic free

meat. We believe that Destiny Meats is positioned well in the industry with fair pricing strategies.

We have begun the process of providing Larry (**Redacted**) with a redesigned website that will be more user friendly than the current website he is using. This website is very engaging for the customer, and allows them to navigate around easy. Nice colors and design features are attractive to the eye, and valuable customer information is easy to access site-wide. By improving the website, Destiny Meats customers will be more familiar with the company, what they do, sell, and stand for.

The growth of Destiny Meats is also very important to Larry (Redacted). Our group has designed surveys for customers to take so Destiny Meats can have a better idea of customer's wants and needs. There are two surveys, a customer interest survey, and a post-purchase survey. This will give Destiny Meats great insight on how to better improve the business to satisfy customers and grow their market share.

Lastly, our group has come up with recommendations on creating a video for Destiny Meats. The purpose of the video would be to show customers directly about Destiny Meats. This would include the customers being able to meet the team of Destiny Meats, show the customers the farm, and lastly, explain how business is done. This is a great way to be direct with customers, and is also a very personable way to interact with them.

We have thoroughly enjoyed the opportunity of working with Larry this semester and coming up with great recommendations to help fix some of Destiny Meats recognized issues.

## **External Analysis**

### Competitors:

Destiny Meats caters to a niche market by producing a product that is non-GMO fed and preservative free. With this considered, Destiny Meats has minimal direct competitors. Direct competitors include competitors that sell their meat in similar locations as Destiny Meats, or are also located in central Illinois. Both Meats Plus, inc. and Yoder's Meat and Cheese Co. sell their products at the College Hills Meat Shop. It can be said that out of these two competitors that supply to the College Hills Meat Shop, the Yoder's Meat and Cheese co. is a stronger competitor because they are providing pork that similarly to Destiny Meats is "grown naturally on local farms without added growth hormones, steroids, or by-products, and are also free of any antibiotics" (Yoder Meat and Cheese Co). In regards to the other direct competitors, Witzig Farms is located in Gridley, Illinois, and Twin Oak Meats is located in Fairbury, Illinois. Witzig Farms is a close competitor of Destiny Meats because they also raise organic, hormone free, and non-GMO meat. However, it should be noted that in addition to pork they also grow crops and

raise cows. Witzig Farm's pork can be purchased at their store in Pontiac, the Joliet Junior College farmers market, Common Grown in Bloomington, Illinois, and Naturally Yours in Normal and Peoria. One major difference between Destiny Meats and Witzig Farms is the type of pig. Destiny Meats breeds Durocs and Hampshire's, while Witzig Farms breeds Yorkshire sows. In regards to Twin Oak Meats, they are a strong direct competitor not only due to being located in central Illinois, but also by specializing purely in pork.

Indirect competitors include grocery stores such as Jewel Osco, Hy-vee, Target, and Walmart. Also, member-only grocery stores such as Sam's Club and Costco are considered indirect competitors. These retailers all supply pork, yet they are not as niche as Destiny Meats as they carry both organic and non-organic pork. In addition, mass producing meat corporations such as Perdue Farms, Tyson Food, and Jimmy Dean can be considered an Indirect competitor. Their products can be found inside of grocery stores and member-only grocery stores. What differentiates these competitors from Destiny Meats and their direct competitors is strategy. Destiny Meats and their direct competitors have a competitive strategy of supplying a niche product of high quality, while indirect competitors strategize by producing in high volumes in order to provide customers with more options and lower prices. Indirect competitors also have the advantage of being able to provide locality and convenience. This is something that Destiny Meats and their direct competitors are unable to provide due to only selling in select locations, with random hours of operation and only sell one product (meat).

#### Competitor Ranking:

It is difficult to give Larry a direct ranking of his competitors due to the fact that he is in a niche market and not a mass meat market. Due to the analysis of the other meat companies in the competitors section, we have created our own ranking of whom we believe Destiny Meat's top

competitors are. The rankings are broken up into several categories, including; direct, indirect, member only, and mass producing meat corp competitors.

**Direct:**

1. Yoder's Meat and Cheese Co. (sold at College Hills Meat Shop)
2. Witzig Farms (located in gridley, IL)
3. Meats Plus, Inc. (sold at College Hills Meat Shop)
4. Twin Oak Meat (Fairbury, IL)

**Indirect:**

1. Hy-Vee
2. Jewel
3. Walmart
4. Target

**Members only:**

1. Costco
2. Sam's Club

**Mass Producing Meat Corps:**

1. Perdue Farms
2. Tyson Foods
3. Jimmy Dean



### Market Size (local):

Destiny Meats, as it stands currently, is located within Central Illinois, and as far as today, deals most of their business within the Central Illinois area. Illinois is made up of many rural areas, Destiny Meats being in the center of one is an advantage geographically to reach the markets of towns that may not be saturated with other companies. Central Illinois has a population roughly of 750,000 people, a great many of them in their late 40's and mid 50's. Being that the majority of the population is this age, it stands to reason that they are looking for the more organically raised and grown product, products like from Destiny Meats. All generations are starting to look for foods that are more organic, rather than store bought frozen foods, and this is the market where Destiny meats can capitalize on. A second market to keep in mind is that Destiny Meats also buys and sells hog DNA. After some research it seems like only a select few companies that are within competitor distance also sell their hog DNA. These prices are similar across the board, only increasing or decreasing if there is an outlier like an unnaturally large large hog to breed. Aside from that market, food will be Destiny Meats main point of focus, and thus should spend the most time catering to those customers needs. According to a poll from Gallup News, around 45% of people are actively seeking and eating organic foods in their diet, giving Destiny Meats an easy way into that market. If we were to put the factors into numbers I'd say we could estimate that around 250,000 people in the Central Illinois market Destiny Meats could expect profit from, with even more room for growth.

### Hog/ Pork Industry Value Chain Analysis:

#### *Primary Activities:*

1. Input - Feed, Genetics, Veterinary Services
2. Production - Farrow to Feeder, Feeder to Finish, Farrow to Finish
3. Processing & Distribution - Prepare Meat, Package Meat, Wholesalers
4. Marketing - Supermarkets, Restaurants, Food Suppliers to Institutions

#### *Support Activities:*

1. Infrastructure - Maintaining Land & Facilities
2. HR Management - Supplier & Consumer Relations

### Five Forces Analysis:

#### ● **Bargaining Power of Buyers (Low)**

- Buyers of specialty pork have low power since they do not dictate the price. The low amount of suppliers in the market is also a major contributing factor.

#### ● **Power of Suppliers (High)**

- Suppliers of quality meats and genetics have high power due to the low availability of hogs with a strong pedigree.

#### ● **Threat of New Entrants (Moderate)**

- Pigs are relatively inexpensive to keep thus making new entrants possible. However, government and sanitation regulations keeps the volatility of the market low.

- **Threat of Substitutes (High)**

- The threat of substitutes is great due to the wide variety of meats available to consumers such as chicken and beef. Lower quality pork is also an alternative since its price may be lower and it may be more available than specialty pork.

- **Overall Competitive Rivalry (Low)**

- Overall competitive rivalry for premium pork producers is low due to a low concentration of producers and the fact that all producers compete solely upon price.

Key Success Factors:

1. Governmental regulation
2. Advertisement and social media presence
3. Extreme weather conditions
4. Price of corn

*These are a few key success factors we found to be involved with the hog farming industry.*

Government regulation is constantly in flux and has an effect on every industry, but it is essential to the hog farming industry because we consume pork. A savvy hog farmer should ensure that they are meeting all regulations, if not they can face serious penalties such as financial losses and possible shut down. Also, they should regularly check for future and new changes and adhere to those changes. Consumers need to know about one's business therefore

advertising and having a strong social media presence is vital to the success of a business.

Almost all buyers will have some type of social media, not so much elderly buyers, but knowing about the product, seeing the product, and reading reviews could significantly help a business.

The third key success factor is being able to maintain throughout extreme weather conditions.

Some extreme weather conditions include, below zero cold weather, flooding, extreme heat, and drought. Weather in the Midwest is temperamental. Extreme weather has an impact on crops, equipment, and the hogs themselves. The last key success factor is the price of corn. Corn is the main source of food for the livestock which is why it is so important. If corn prices increase so does the cost of raising a pig. We believe that two factors drive the price of corn. Government shutdown affected the agricultural industry because farmers had limited market information as they rely on government report to manage their businesses. Anytime something fails within the government, the agriculture industry will be negatively affected. Secondly, the weather and climate change can reduce access to food, and affect food quality and availability.

## **Internal Analysis**

Resources: Tangible and Intangible

There are many resources that Larry (Redacted) can call upon for his business. To start with, we can look at a few of the tangible resources he has. These tangible resources include the farm itself, the hogs that he has on his farm, the equipment needed for the raising and butchering of the hogs, the employees that he has working on his farm, and the food for the hogs themselves like corn, oats, and wheat. Moving on, we can take a look at a few of the intangible resources that Larry (Redacted) has at his disposal. For starters, Larry has been in the meat processing and hog breeding industry for nearly 25 years, so Larry has a large amount of experience to aid him in his business. Being in the business for so long, Larry has also gained a number of connections. A few of these connections would be butcher shops to sell his product, other farms to work with, and a number of markets to sell at. These markets may include the Bloomington Farmers Market, and the Four Sisters Farmers Market. All of these resources, both tangible and intangible, have what allowed Larry (Redacted) to continuously provide services over the years.

#### SWOT Analysis:

**Strengths** - Destiny meats has a very strong foundation due to the owner's expertise in pig genetics, which allows him to produce preservative free, non-gmo, Duroc pork which is incredibly hard to imitate. Being able to produce a product of this quality is difficult to imitate due to the knowledge required to make it, as well as the specific genetic stock needed to breed these hogs can be difficult to acquire. Destiny meats also maintains a good relationship with their business partners and customers. Providing meat to local businesses like College Hills Meat Shop and Greentop grocery allows the business to reach a broader market. While Destiny Meat's constant presence at local farmers markets allows customers to build a more personal relationship with the owner who can address all of their questions and concerns in person.

**Weaknesses** - The first and foremost issue with Destiny Meats is its small size. At its current size, Destiny Meats does not have the capacity to produce enough meat to expand into other markets or stores. Compounding this issue is how localized the company is. Destiny meats is currently restricted to Bloomington-Normal and the immediate area surrounding it. This problem can be solved over time as Destiny Meats continues to grow and expand into other neighboring markets. One issue that may be hindering the company's growth is the Destiny Meats website. The website is not very user friendly as the products tab is not very user friendly and the website focuses more on the genetics than the product. We recommend that viewing and ordering products be more streamlined to allow customers to view and order meats quickly. We also recommend making the genetics sales its own website as this distracts from the product most consumers want to buy and may reduce sales.

**Opportunities** - There has been a growing demand for better quality food whether it is meat, produce, frozen foods, and seafood; this is an opportunity for Destiny Meats to expand and grow. Customers look for quality, transparency, and nutritional value when determining what foods to purchase. Destiny Meats have taken pride in offering these features which will keep them operating at capacity, maximizing revenue, and appealing to new customers. Another opportunity is offering a delivery service. The delivery service will be convenient to customers who do not have transportation or simply do not have time to drive to the physical location. Although Destiny Meats is into selling cuts of porks and hog genetics, investing in a food truck could increase profits and bring new customers.

**Threats** - Government regulations and large competitors from the pork industry are Destiny Meats biggest threats. Government regulations are put in place to ensure food safety for consumers rather than hurt a business. When businesses do not adhere to regulations and laws

they are held accountable for extra fees and fines which have the potential to affect profitability. This includes: High inspection costs, licenses, and changing FDA and sanitation standards. We recommend that Destiny Meats be attentive to the changes in regulations so that it does not have that negative impact on business. Due to the size and the fact that they are local, Destiny Meats are already at risk to be pushed out of the market by larger companies. Brand Loyalty is not enough if large competitors offer lower prices and a more efficient production.

#### Capabilities:

The strengthening of Destiny Meat's capabilities is a huge possibility for the company. These capabilities that can be improved include: the companies social network, increasing sales volume, increasing promotional efforts, increasing the number and scale of retailers. In addition, it is arguable that Destiny Meat's has already perfected the capability of producing pork without the use of added hormones and antibiotics, as well as collecting genes (of high quality) and selling it to other hog farmers.

#### Credentials:

Destiny meats has a great amount of experience in the pork industry primarily due to the owners, Larry (Redacted), 25+ years in hog breeding. From farm boy to professional hog breeder he's always taken an interest in developing high quality pig breeds that he had shown off in competitions in the past. He followed that interest and turned it into a passion by receiving his Bachelor's Degree in Agricultural Science. His expertise in pig breeding lead him to be a judge in National Livestock Contests and to work alongside some of the best certified breeders in the America.

## **What We have Provided the Client**

### Proposal #1: Mock website

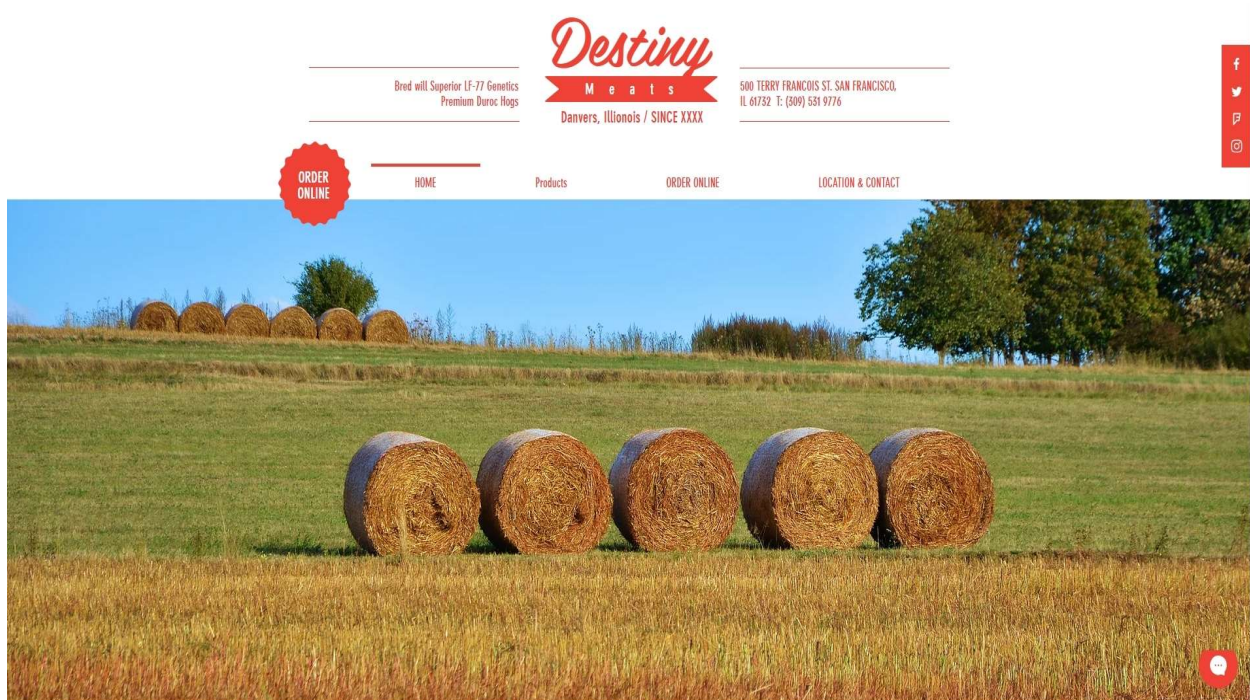
For our first proposal we suggested that Destiny Meats reconstruct certain aspects of their website to make them more user friendly. In our first meeting with Larry (Redacted), he established that this was a mutual goal of his. We decided that the key areas of improvement would be the separation of the meat and genetics businesses, a total revamp of the products page, and the addition of online ordering.

As our time with Destiny Meats was fairly short we were not able to achieve these goals for the client's actual website. However, we drew up a mock website on Wix.com that outlined some of the desired changes that Destiny Meats wanted to see. As neither the client, nor our group had access to the company's actual website to make edits we recommend that the next



group to consult Mr. (Redacted) follows through on our suggestions outlined in the following images from the mock website.

## Home Page



## Brand Value and Contact Information

## What We Stand For



I'm a paragraph. Click here to add your own text and edit me. Let your users get to know you.



I'm a paragraph. Click here to add your own text and edit me. Let your users get to know you.



I'm a paragraph. Click here to add your own text and edit me. Let your users get to know you.

## LOCATION & CONTACT

EMAIL: [info@mysite.com](mailto:info@mysite.com) TEL: 123-456-7890

address and operation hours

## Menu and Product Information

NEW! BORN AND RAISED IN THE U.S. 100% PREMIUM Duroc Hogs

MEATS  
Danvers, Illinois / SINCE XXXX

NEW! FAMILY FARMERS OF ALL TYPES & BREEDS  
IL 61732 T: (309) 531 9776

ORDER  
ONLINE

HOME

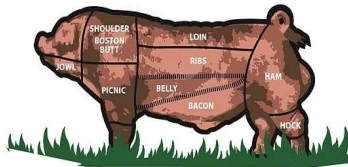
PRODUCTS

ORDER

CONTACT US

## DESTINY MEATS

Where destiny meets reality!  
We feed all of our livestock non-GMO Corn.  
Quality and Nutrition are the main focus of our products!



### SAUSAGES

Bulk Breakfast Sausage — \$7.25/lb.  
Breakfast Sausage Links — \$7.25/lb.  
1/2 lb. Breakfast Sausage Patties — \$7.25/lb.  
Bulk Ground Chisico — \$8.00/lb.  
Bulk Italian Sausage — \$8.00/lb.  
Bulk Ground Pork — \$7.00/lb.  
Ground Pork Patties — \$7.50/lb.

### BRATS\*

Preservative Free Brat — \$7.25/lb.  
Mustard & Swiss Brat — \$7.25/lb.  
Jalapeno & Cheddar Brat — \$7.25/lb.  
Honey Beer Brat — \$7.25/lb.  
Preservative Free Brat Patties — \$7.25/lb.  
Beacon Brat Patties — \$8.00/lb.  
Autumn Harvest Apple Brat — \$7.25/lb.  
Pork Sausage — \$7.25/lb.  
Cajun Brat — \$7.25/lb.  
Bacon & Cheddar Brat — \$8.25/lb.  
Old Fashion Hot Dogs — \$7.25/lb.

\* Brats come 8 to a pig.  
Weight varies between 1.2lb - 2lb

### HAM & BACON

Ham Steak Bones — \$8.50/lb.  
Spiral Sliced Honey Ham\* — \$8.50/lb.  
Fresh Belly — \$8.00/lb.  
Bacon Ends — \$8.00/lb.  
Traditional Sliced Bacon — \$9.00/lb.  
Cottage Bacon — \$9.00/lb.  
Jowl Bacon — \$9.00/lb.

### PRE-COOKED ITEMS

Summer Sausage — \$12.00/lb.  
Honey Ham Steak — \$15.00/lb.  
Hawaiian Stick — \$15.00/lb.  
Del Sliced Ham — \$7.25/lb.

### LOIN CUTS

Butterfly Chop — \$8.75/lb.  
Americas Cut — \$8.75/lb.  
Bone-In — \$8.50/lb.  
Pork Tenderloin — \$11.00/lb.

### RIBS

Baby Back — \$8.25/lb.  
Spine Ribs — \$7.50/lb.

### ROASTS & STEAKS

Loan Roast\* — \$8.00/lb.  
Pork Steak — \$9.50/lb.  
Bone-In Boston Butt\* — \$7.50/lb.  
Boneless Boston Butt\* — \$8.00/lb.  
Ham Hocks — \$7.50/lb.  
Boneless & Rolled Whole Hog Roast — \$7.25/lb.  
Fresh Ham Roasts — \$8.00/lb.

ALL LOCALLY RAISED Duroc AND HAMPSHIRE QUALITY PORK PRODUCTS!

\*Special Orders (all prices are subject to change)



## Recipes for Menu Items



### POLISH SAUSAGE

\$7.25/lb

Recipe: Italian Sausage Soup

#### Ingredients

1 pound Italian sausage  
1 clove garlic (minced)  
2 (14 ounces) canabref broth  
1 (14.5 ounces) canabref-style stewed tomatoes  
1 cup carrots (sliced)  
1 (14.5 ounce) canabref Northern beans (undrained)  
2 small zucchini (cubed)  
2 cups spinach (packed, rinsed and torn)  
1/4 teaspoon black pepper (ground)  
1/4 teaspoon salt

### BONE-IN SHOULDER ROASTS

\$6/lb

Recipe: Smoked Pork Shoulder Archives

#### Ingredients

3 tablespoons Butter  
3 tablespoons Vegetable Oil  
6 tablespoons Apple Cider Vinegar  
3 tablespoons BBQ Rub

[Click Here For The Full Recipe](#)



### OVEN BAKED PORK CHOP

\$7.50/lb

Recipe: Easy Oven Baked Pork Chops (Bone-In)

#### Ingredients

2 pork (chops, bone-in)  
1/4 teaspoon salt  
1/8 teaspoon black pepper (fresh ground)  
2 teaspoons brown sugar

[Click Here For The Full Recipe](#)

## Destiny Meats Product Locations



### DOWNTOWN BLOOMINGTON FARMERS MARKET

#### Location

Downtown Bloomington - Historic Museum Square

#### Hours

7:30 a.m. to noon every Saturday morning from May through October

### COLLEGE HILLS MEAT SHOP

#### Location

1522 E College Ave, Normal, Illinois 61761, United States

#### Hours

Monday - Saturday:  
8:00 AM to 7:00 PM  
Sunday:  
9:00 AM to 6:00 PM



### FOUR SISTERS FARMERS MARKET

#### Location

719 E State St, Cherry Valley, Illinois 61016, United States

#### Hours

Weather Permitting  
Thursday 12:00PM-5:00PM  
Friday 12:00PM-5:00PM  
Saturday 12:00PM-5:00PM

### Proposal #2: Survey

Our team and Larry (Redacted) have decided that the creation of a survey will be beneficial to the growth of Destiny Meats. More specifically, the meat sales side of the business. We have decided to create two surveys. The first survey will be a product interest survey, and will be tailored towards the business's Facebook and other social media followers. The second survey will be a customer satisfaction survey, and will be tailored to customers after they have made a purchases from the business. The first survey for facebook will help Larry understand what his customers want and expect from his business and its products. The second survey will provide the customer with post-purchase support and allow the business to receive feedback on how to improve the product, customer service, and overall business.

In addition to this I also created a mock online survey through *SurveyMonkey.com*, so that I can show Larry how an online survey format would look, and how the results are analyzed. In addition, I jotted down some general assumptions that can be drawn from each survey

question. The goal of these assumptions is to help Larry make the changes/ improvements that customers desire in order to better his business and overall profitability.

### Survey 1: Product Interest

- Where are you taking this survey?
  - Facebook
  - Our Website
  - Other : \_\_\_\_\_
- Have you purchased for from Destiny Meats in the past?
  - Yes
  - No
- If you have purchased in the past, would you purchase again?
  - Yes
  - No
    - Why not?
- How Important is to you that your pork is farm raised, and non gmo corn and soybean fed?
  - Very high
  - Relatively high
  - low
- What would it take for us to gain you as a customer
  - Cheaper product
  - Delivery

- ☐ Wider Variety of Products
- What additional products would you like us to offer?
- Who do you usually purchase your pork from?
  - ☐ Grocery Store
  - ☐ Farmers Market
  - ☐ Other Pork Farmer
- Have you ever visited our Website?
  - ☐ Yes
  - ☐ No
- If you have visited our website, did you find it easy to operate?
  - ☐ Yes
  - ☐ No
  - ☐ I have never visited your website
- Would you like to be added to our email list and receive updated information on our products and promotions?
  - ☐ Yes
  - Your Email:
  - ☐ No

### Survey 2: Customer Satisfaction

- How long have you been a customer of Destiny Meats?
  - ☐ This is my first time
  - ☐ Less than 3 months

- ☐ One year
  - ☐ Three years
  - ☐ Five years
- How often do you purchase our products?
  - ☐ Once a year
  - ☐ Twice a year
  - ☐ Four times a year
  - ☐ Monthly
- Which of our products is your favorite?
- What is one thing you like the most about us?
- What is one thing that you would like us to change or products you would like to add?
- Since your last purchase, how has our performance or product changed?
  - ☐ Worse than before
  - ☐ Same as before
  - ☐ Better
- What do you find the most attractive about our company?
  - ☐ Price
  - ☐ Product
  - ☐ Customer Service
  - ☐ Location
- Would you recommend us to your family and friends?
  - ☐ No
  - ☐ Maybe

- ☐ Definitely
- How do you compare the value we provide against our competitors?
  - ☐ The competitors are better
  - ☐ Same as competitors
  - ☐ You provide better value
- Which competitor do you like the most besides us?
- How did you hear about our company?
  - ☐ Word-of-mouth
  - ☐ Newspaper
  - ☐ Internet
  - ☐ Social Media
  - ☐ Other
- Would you like us to expand to social media sites outside of Facebook (i.e. Instagram, Twitter, Yelp)?
  - ☐ Not really
  - ☐ Maybe
  - ☐ Absolutely

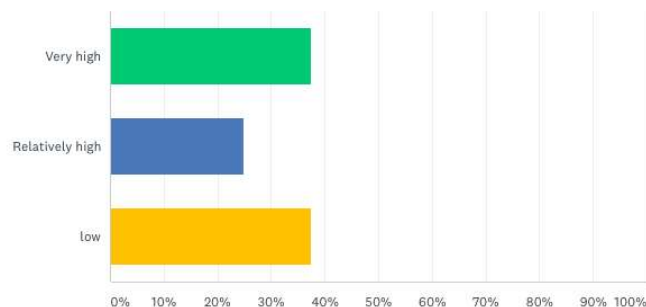
I also took the initiative of making a mock survey through *SurveyMonkey.com*. I decided to use the customer satisfaction survey, as the majority of survey makers have not tried Destiny Meat's products. The point of this mock survey was to show Larry (Redacted) how to operate the survey, how the data is collected, and what assumptions can be collected from various survey questions. I have included screenshots of the feedback collected from two different questions in



order to explore the assumptions Larry can make. In regards to the first screenshot, “How Important is it to you that your pork is farm raised, and non-gmo and corn/ soybean fed?”, Larry is able to see that results are widely dispersed. However, he can conclude that at least ⅔ or responders said that the importance was somewhat high. In regards to the second screenshot, “Would you like to be added to our email list...?”, I was able to collect over 30% of responders emails, and each of these responders had never purchased from Destiny Meats in the past. Therefore, this tells Larry that there is large potential for gathering customers emails, maintaining further contact, and finally achieving a sale and a valuable customer. As I mentioned, this is just an example of the data collected from two prominent survey questions, out of the total twelve questioned that were asked.

How Important is it to you that your pork is farm raised, and non-gmo and corn/ soybean fed?

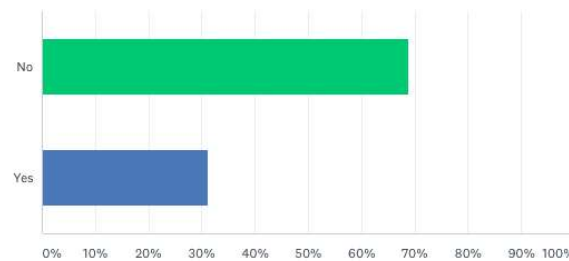
Answered: 16 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very high	37.50%	6
Relatively high	25.00%	4
low	37.50%	6
TOTAL		16

Would you like to be added to our email list and receive updated information on our products and promotions?

Answered: 16 Skipped: 0



ANSWER CHOICES	RESPONSES	
No	68.75%	11
Yes	31.25%	5
TOTAL		16

### Proposal #3: Video

Our final proposal that we have provided Larry, is an advertisement video, which goes hand in hand with the creation of a new website. The video will include the introduction of a short, 2-3 minute video on the front page of the new website. Many companies are starting to include a short video on the homepage of their website that customers can take a look at if interested. The reason that including this video is important for Destiny Meats is that we feel it would be a great way for him to connect with the customers and show them that Destiny Meats is a personable place that likes to get to know their customers. Having this personal connection to the customers through this short video is a great way to show customers where Destiny Meats does their business, as well as put a face to a name.

This short video would be mainly focused around showing customers the farm on which Larry does his business. We figured having the video go around showing different important sections of the farm is a great way to show customers exactly what kind of business they are purchasing from. This is also a great opportunity to have all of the Destiny Meats staff and family say hello to the customers, showing that Destiny Meats treats all their customers like

close friends and family. The first step in the making of the video is to decide on the kind of videographer that Destiny Meats would like to hire in order to create this video. Videographer prices vary depending on the skill of the individual who would be making the video. At times these prices can become very expensive if you are looking for a very skilled video, one that includes all the extras like chopping and editing. This is something that Destiny Meats will have to decide when they choose who does the video. On the other hand, recent film school graduates may be a cheap way to have a nice short video done without all of the extra costs. However, as one might guess going this route may run the risk of having a poorly made video done, and if we have this video on the front page of the website it is crucial that it is professionally executed as it is the first thing customers look at when navigating our website. Some newly graduated film students can go for rates as low as \$25 an hour, which depending on their price fluctuations for including chopping and editing, could be looking at a very inexpensive video. However, as mentioned above, the problem with this option is that they are newly graduated, so they do not have the experience of someone who has been doing this for many years, and they also lack the equipment of a videographer who has been in the trade for many years. This brings us to our second option which is going for a videographer who is experienced and has been in the business for many years. With this route Destiny Meats is sure to get a well done video, however the prices now change ten-fold. From what we could gather, an estimate of what an experienced videographer would charge is somewhere along \$250 an hour, however with chopping and editing included you could be looking at an even higher price. Depending on the amount of work they do this could be a hefty price. For comparison, I have called and discussed this with my friend who has his own successful videography and social media marketing company. I asked him, for comparison, how much does he charge base price for all of the services that were

discussed above and his prices start at \$1500 and then charge around \$350 hourly. As you can see this is a very high price that would need to be considered, something that may not exactly be an option. That being said, going with the more expensive videographer leads you to end up with an extremely well done video. We feel that including a video is a very nice touch Destiny Meats should include on their website, so the next step to consider is exactly how much is Destiny Meats willing to spend on this video.

## **Appendix**

Quarnstrom, Casey, et al. (2019, March-April) “Interview with Larry (Redacted).”

“Destiny Meats.” (n.d.). *Destiny Meats*. Retrieved April 29, 2019, from  
[www.destinymeatsillinois.com/](http://www.destinymeatsillinois.com/).

Fresh Pork from Farm to Table. (n.d.). Retrieved April 23, 2019, from

[https://www.fsis.usda.gov/wps/portal/fsis/topics/food-safety-education/get-answers/food-safety-fact-sheets/meat-preparation/fresh-pork-from-farm-to-table/CT\\_Index](https://www.fsis.usda.gov/wps/portal/fsis/topics/food-safety-education/get-answers/food-safety-fact-sheets/meat-preparation/fresh-pork-from-farm-to-table/CT_Index)

Riffkin, R. (2014, August 07). Forty-Five Percent of Americans Seek Out Organic Foods.

Retrieved April 23, 2019, from <https://news.gallup.com/poll/174524/forty-five-percent-americans-seek-organic-foods.aspx>

“Yoder Meats and Cheese”, <http://yodersmeatandcheese.com/>

<https://www.surveymonkey.com/r/5CL9CB9>

### **Assumptions**

1. It is assumed that the target market of Destiny Meats is male, between the ages of 35-55.
2. It is assumed that a more pronounced social media presence will help facilitate the sales funnel, increase revenues and give Destiny Meats more market share.
3. It is assumed that roughly half of the U.S. population actively seeks out to include organic food in their diet.
4. It Is assumed that sales from Destiny Meats originate within local areas surrounding Bloomington-Normal.

## Destiny Meats Proposal Letter

From our preliminary analysis of information for Destiny Meats, our team has agreed upon the following objectives to aid in the success of our client. First, we intend to provide the information needed to accomplish the owner's goals of having a food trailer, providing free delivery during certain week days, revamping the website, and expanding into the Champaign Farmers Market.

Based on our first meeting we understand that you need help working on the following issues:

1. Determining the feasibility of a food truck or trailer.
2. Gaining a share of the Champaign farmers market.
3. Developing a stronger online presence.
4. Entering local grocery chains, such as Hy-vee.

We Propose to assist you in the following:

1. Provide financial analysis and other resources to show whether or not a food truck will be feasible.
2. Proposal for a revitalization of the company website.
3. Provide information outlining the viability of entering the Champaign farmers market.

We look forward to developing our relationship further and assisting you to the best of our abilities.

Sincerely,

Casey Quarnstrom

Alex Maltese

Payton Deady

Breyonna Dobbs

Claire Turk

Chad Pearson

Time Log: 1/14/19-2/2/19

Group #1

Destiny Meats

**Date: 1/23/19**

Payton emailed Business owner to set up a meeting time to discuss the business with the owner and get an idea of where this business needs consulting. There was no response. Here is the email:

“Good Afternoon,

We are the group that was selected to work with your business for Dr. Hoelscher's class. We would like to set up a time to get to know you and your business. Please let me know of a date and time that works for you. We can come out to your business or meet you here at the College of Business. Please let me know what works best for you. We look forward to meeting you!

Regards,

Payton Deady

**Follow up:** Payton will call the business owner on 1/29.

**Client Time:** 5 min

**Date: 1/29/19**



Payton called business owner to set up a meeting time; however, there was no answer, so she left him a message. The team plans on giving the business owner another call next week, if he has not returned our call by then. If we still have not heard from him by next Monday we will get in touch with Dr. Hoelsher for assistance in reaching the businesses owner.

**Follow up:** We will decide our next move based on whether or not we receive response from the business owner.

**Client time:** 2 min

**total client contact time = 7 min**

**total project time = 0 min**

Time Log: 2/2/19-2/9/19

Group #1

Destiny Meats

**Date:** 2/6/19

Due to still being unable to get in contact with Larry (Redacted), Dr. Hoelsher called Larry and left him a message about getting in contact with our group. In addition, we reviewed two past reports on the business to better familiarize ourselves with the business.

**Follow up:** We will wait to hear back from Larry, and in the meantime use the information that we have from the reports.

**Client time:** 2 min

**Project Time:** 30 min

**total client contact time = 9 min**

**total project time = 30 min**

Time Log: 2/10/19- 2/16/19

Group#1

Destiny Meats

**Date: 2/11/19**

Our group has yet to talk with Larry (Redacted) after repeated attempts to contact him. Dr. Hoelscher has presented us with two past years reports in order for us to move forward with the project. We will be working on our proposal letter and external analysis now that we have the reports.

**Follow up:** Continue to attempt to contact Larry, and we will carry on using the reports for the time being.

**Client time:** 0 min

**Project time:** 30 min

**Date: 2/13/19**

Our group continued to work on an external analysis and finished up the proposal letter for Destiny Meats based off of previous student report, due to still not hearing from Larry (Redacted)e.

**Follow up:** We will continue working off of the student reports until we get in contact with Larry.

**Client time:** 0 min

**Project time:** 30 min

**Total client contact time:** 9 min

**Total project time:** 90 min

Time Log: 2/17/19 -2/23/19

Group #1

Destiny Meats

**Date:** 2/18/19

We still have not heard from the owner of Destiny Meats, so we are continuing on with the internal analysis (now that the external analysis is complete), based off of past reports. We have attempted to reach Larry (Redacted)e again through email.

**Follow up:** We will continue to wait and hear back from Larry, and in the meantime work on the internal analysis.

**Client time:** 2 min

**Project time:** 30 minutes

**Date:** 2/20/19

We still have not made contact with Larry (Redacted)e. We have emailed him and called him since 2/18, but have not heard anything back. Today, we are continuing to finish up the internal analysis.

**Follow up:** We will continue to wait and hear back from Larry, and work on our internal analysis.

**Client Time:** 5 minutes

**Project Time:** 60 minutes

**total client contact time = 16 min**

**total project time = 3 hours**

Time Log: 2/25/19 -3/2/19

Group #1

Destiny Meats

**Date:** 2/25/19

We still have not heard from Larry (Redacted)e; however, we are continuing to work on the project. We are brainstorming new ideas for Destiny Meats off of past student reports and

trying to think of new ideas not yet thought of. We hope to hear from Larry soon in order to hear his feedback on our ideas, and what he thinks is feasible for him and his business.

**Follow up:** We will continue to wait and hear back from Larry, and in the meantime work brainstorming on new and existing ideas.

**Client time:** 0 minutes

**Project time:** 30 minutes

**Date:** 3/2/19

Since we are still unable to contact Mr. (Redacted), Dr. Hoelscher will stand in as our client for consulting purposes. Our team has decided to move forward with the objectives laid out in our proposal letter and will continue to seek guidance from Dr. Hoelscher.

**Follow Up:** Continual work on our goals laid out in the proposal letter.

**Client Time:** 15 Minutes

**Project Time:** 60 Minutes

**total client contact time = 31 min**

**total project time = 4.5 hours**

Time Log: 3/3/19-3/9/19

Group #1

Destiny Meats

**Date 3/3/19**

We have begun working on our final project for Destiny Meats. So far, we have completed an outline and began copying over previous work onto the final document. We still have not heard from Larry (Redacted)e, but will continue to make progress without him by using Dr. Hoelscher as a client. From now on our focus will be on the final project.

**Follow Up:** Continue working on the final project and the goals laid out in the proposal letter, as well as using Dr.Hoelscher as a client.

**Client Time:** 0 Minutes

**Project Time:** 60 Minutes

**total client contact time = 31 min**

**total project time = 5.5 hours**

Time Log: 3/10/19-3/23/19

Group #1

Destiny Meats

**Date 3/18/19**

We have begun transferring over previously completed work onto the final assignment document. In addition, we have begun formatting and have assigned different sections to different members of our group. We found out that Larry (Redacted) has finally gotten in contact, and have contacted him to schedule a meeting time.

**Follow up:** Contact Larry (Redacted) to set up a meeting time, and continue to work on the final assignment.

**Client Time:** 10 Minutes

**Project Time:** 60 Minutes

**Date 3/20/19**

We have set up a meeting time with Larry (Redacted) for next monday the 25th at 7pm. In addition, the members of our group have been informed on which section of the final assignment they are responsible for. After we meet with Larry we will have a better understanding on work that is to be done.

**Follow up:** Meet with Larry next Monday. From then, we will have a clearer idea of what to work on.

**Client Time:** 10 Minutes

**Project Time:** 60 Minutes

**total client contact time = 51 min**

**total project time = 7.5 hours**

**Date 3/30/19**

We met with Destiny Meats to establish desired outcomes for the project. We decided on helping the client redo their website and social media presence. We set another meeting with the

client two weeks after the last where we will present to them our progress towards their desired goals.

**Follow Up:** Meet with Destiny Meats on Monday, April 8th.

**Client Time:** 30 minutes

**Project Time:** 2 hours

**Total Client Contact Time = 81 min**

**Total Project Time = 9.5 hours**

**Date 4/3/19**

We currently in development of rough drafts of company websites and customer satisfaction surveys to present to the client at our meeting on Monday night.

**Follow Up:** Revise drafts

**Client Time:** 10 minutes

**Project Time:** 2 hours

**Total Client Contact Time = 91**

**Total Project Time = 11.5**

Time Log: 4/7/19-4/13/19

Group #1

Destiny Meats



**Date: 4/8/19**

We have finalized our powerpoint, and are making the final arrangements for our final project. We were supposed to meet with Larry (Redacted) today, but he rescheduled for Wednesday.

**Follow Up:** Make final touches to projet

**Client Time:** 0 minutes

**Project Time:** 2 hours

**Date: 4/10/19**

Today we worked individually outside of class and then met with Larry (Redacted)e in the afternoon to go over final touches. He seemed happy with our progress. We plan on seeing him once more before the end of the class.

**Follow Up:** Finish up the project

**Client time:** 30 minutes

**Project time:** 2 hours

Time Log: 4/14/19-4/20/19

Group #1

Destiny Meats

**Total Client Contact Time = 2.01 hours**

**Total Project Time = 11.5**

**Date: 4/20/2019**

Our final presentation was critiqued by Dr. Hoelscher as well as our entire class. We have edited our presentation based upon their feedback and we are ready to present to Destiny Meats.

**Follow Up:** Arrange final meeting with Destiny Meats

**Client Time:** 15 minutes

**Project Time:** 2 Hours

**Total Client Contact Time = 2.16 hours**

**Total Project Time = 11.5**

Time Log: 4/21/19-4/27/19

Group #1

Destiny Meats

**Date: 4/22/2019**

We have finished our powerpoint presentation, and are now working on making final touches for the paper. We have not yet heard back from our client about a set presentation time.

**Follow Up:** Arrange final meeting with Destiny Meats

**Client Time:** 15 minutes

**Project Time:** 2 Hours

**Date:** 4/24/2019

We are almost done with the final paper, and just need to edit the formatting, sources, and other miscellaneous errors. We are still waiting to hear back from our client.

**Follow Up:** Arrange final meeting with Destiny Meats

**Client Time:** 0 minutes

**Project Time:** 1 Hours

**Total Client Contact Time = 2.31 hours**

**Total Project Time = 14.5 hours**