

1. Type of business model

This storefront will be an online retailer that sells their own goods. No distributor or manufacturer involved. Product will ship from the store's address directly to the customer.

2. The name of the business

This business is named Dandy Candy.

3. A general description of the business, what it does, what it sells, etc.

Dandy Candy is an online storefront that sells an assortment of homemade candy and particularly known for taffy. All taffy and candy that is sold on the website is homemade. Dandy Candy also sells a few different cookbooks for candy recipes.

4. Identify and list the physical products offered in the storefront

The physical products sold will be many different assortments of homemade candy and taffy. The candy sold includes a variety of suckers, chocolates, mints, and gummies. The taffy sold will be salt water taffy will flavors ranging from orange, lemon, banana, chocolate, etc.

5. Identify and list the digital products offered in the storefront.

The digital products being sold here are a few different kinds of recipe books. The recipe books differentiate themselves base on degree of difficulty of the recipes. The recipes in these books include many of the same products that are sold on the storefront, and some recipes that are not.