Business Need

A man with a plan. Old Mansion expansion means leaving dry land. Old Mansion Spices offers a plethora of dry spices ready to order. A combination of the equipment, space and procedures required to handle this workload are currently implemented. Another dimension which has overlapping requirements to function would be the introduction of wet spices. The magnitude of need is best measured as a comparison of the successes of other companies in the industry already distributing wet spices. Another factor to consider is the low level of competition in the Virginia Market for wet spice versus dry. Finally, There will need to be an expansion of work force to run the machines. The machines and space are already acquired but the current production level only supports the dry spices that are currently produced. The implications of not adequately preparing for appropriate coverage could result in many problems. Primarily a shortage of product and strain on a workforce now handling an additional workload. Training, and procedures go hand in hand with an expansion of workers to avoid any inherent risks that come along with untrained staff.

Product Description

Introducing wet spices is a calculated risk and logical step. The space and equipment on reserve would fill the predicted needs to get started. Essentially using many of the resources in terms of machinery, space and vendors that are used now. The relationships with wholesale buyers would receive the same level of customization in their orders, along with convenience. Implementation will require minimal overhead and given the strategic regional advantage, the need for wet spice products can be met with minimal advertising.