

## **Autobiography of Me – Nicole Hart**

My name is Nicole Hart, and if there's one thing you should know about me, it's that I believe life is sweeter when you add a little spice, just like my Pine & Ginger Coconut Drops. I'm a 21-year-old college student who loves outdoor adventures, good vibes, and creating treats that remind people of home, warmth, and joy.

I grew up surrounded by strong Caribbean flavors, where every gathering had a story and every recipe carried a memory. From an early age, I discovered that I loved experimenting in the kitchen just as much as I loved being outside climbing hills, exploring beaches, or enjoying a sunny day with friends. Mixing flavors felt like another type of adventure, one I could take right inside my own home.

The idea for my product didn't come from a business class or a fancy plan, it came from pure curiosity and creativity. One afternoon, while snacking on traditional coconut drops, I wondered, "What if these had a little more excitement... a little more personality?" That's when I reached for two bold ingredients: pineapple and ginger.

The moment I tasted that mixture, sweet coconut, bright pineapple, and the warm kick of ginger, I knew I had created something worth sharing.

As a college student studying business, I've learned a lot about branding, consumers, and marketing. But the most important lesson came from this project: people buy stories, connection, and authenticity, not just products. That's why every batch of my Pine & Ginger Coconut Drops carries a piece of who I am, my outdoor spirit, my Caribbean roots, and my love of simple pleasures that bring people together.

Looking back, I realize that every experience, my childhood memories, my creative experiments, my love for nature, even my late-night study sessions, guided me to this moment. I didn't just build a product; I built a piece of myself that others can taste, enjoy, and share.

Today, as I take this step into entrepreneurship, I'm excited to share more than a snack. I'm sharing a feeling: comfort with a kick, tradition with a twist, and sweetness with a spark of adventure.

Thank you for being part of my journey. I hope when you try my Pine & Ginger Coconut Drops, you feel the love, vibe, and creativity that inspired them. Here's to good food, good memories, and the bold flavors that make life unforgettable.

Definitions :

**E-business (Electronic Business):**

The use of the internet and digital technologies to conduct business activities, including buying and selling, customer service, marketing, and internal operations.

**M-commerce (Mobile Commerce):**

The buying and selling of goods and services using **mobile devices** such as smartphones and tablets, often through apps or mobile websites.

**Cybercrime:**

Any illegal activity carried out using computers, digital devices, or the internet, such as hacking, online fraud, identity theft, or spreading malware.

**Mobile Money:**

A digital financial service that allows users to **store, send, and receive money** and make payments using a mobile phone without needing a traditional bank account.

**Web 2.0:**

The second generation of the internet that focuses on **user interaction, participation, and content creation**, including social media, blogs, wikis, and online collaboration platforms.

## **Legal Issues**

### **Food Safety & Proper Labeling**

Tropical Treats follows national food-safety guidelines to ensure our Pine & Ginger Coconut Drops are prepared, handled, and packaged safely. All ingredients, especially allergens like coconut, are clearly listed so customers know exactly what they're enjoying.

### **Honest Advertising & Product Claims**

We are committed to truthful marketing. Any benefit we highlight, such as "natural energy," reflects the real ingredients in our product. We never exaggerate or mislead, our customers deserve honesty from start to finish.

### **Customer Privacy Protection**

If we collect information through our website (like for orders or newsletters), we keep it safe and secure. Customer data is never shared without permission. Your trust matters to us.

## Educational Issues

### Promoting Healthier Snack Choices

Many students rely on sugary, artificial snacks. Tropical Treats encourage better eating habits by raising awareness about natural ingredients and how foods like coconut, pineapple, and ginger can support focus and energy.

### Supporting Student Learning & Wellness

Because our product was designed with students in mind, we highlight the role of good nutrition in better studying. Natural energy can help students stay alert during classes, group projects, and late-night study sessions.

### Encouraging Student Entrepreneurship

Tropical Treats began as a college business idea, and now it's a real product. By sharing our story, we hope to inspire other students to explore innovation, creativity, and entrepreneurship as part of their educational journey.

## Health & Nutrition

Tropical Treats: Pine & Ginger Coconut Drops are made with **natural ingredients** such as:

- Real coconut
- Fresh pineapple
- Ginger
- Sugar

Our product is not a medical item and is not intended to diagnose, treat, cure, or prevent any illness. When we describe the drops as providing “natural energy,” this refers to the natural fats in coconut, the natural sugars in pineapple, and the stimulating properties of ginger, though individual results may vary. Because the product contains coconut, individuals with nut or coconut allergies should avoid consuming it. Customers are encouraged to enjoy the snack in moderation as part of a balanced diet, and those with dietary restrictions, diabetes, allergies, or sensitive health conditions should consult a healthcare professional before trying new foods. All nutritional and health-related information provided on our website is based on general knowledge of the ingredients and should not be considered medical advice.

## **Product Life Cycle (PLC) Projection Plan**

**Product: Tropical Treats – Pine & Ginger Coconut Drops**

**Packaging Sizes:**

- **Small – \$150**
- **Medium – \$250**
- **Large – \$350**

### **1. Introduction Stage (Months 1–3)**

At this stage, the product is newly launched and awareness is growing.

- **Goals:** Create interest, reach students, build brand recognition.
- **Strategies:**
  - Free tasting on campus
  - Social media promotion (TikTok, Instagram)
  - Flyers, posters, classroom promotions
- **Expected Sales Projection:**
  - Small: **60 units/week**
  - Medium: **40 units/week**
  - Large: **25 units/week**
- **Reason:** Students will likely try the cheaper size first before upgrading.

### **2. Growth Stage (Months 4–8)**

Brand awareness increases and demand begins to rise.

- **Goals:** expand distribution, improve packaging, build loyalty
- **Strategies:**
  - Add bulk purchase deals (study groups)
  - Partner with school events or clubs

- Introduce loyalty punch card (“Buy 5, get 1 free”)
- **Expected Sales Projection:**
  - Small: **80–100 units/week**
  - Medium: **70 units/week**
  - Large: **50 units/week**
- **Reason:** Repeat purchases from students who like natural energy snacks.

### 3. Maturity Stage (Months 9–14)

The product is widely known and sales are stable at their peak.

- **Goals:** maintain popularity, introduce small improvements
- **Strategies:**
  - Add new flavors (e.g., chocolate ginger, lime coconut)
  - Discount bundles (mix 3 sizes)
  - Sell at community events, supermarkets, or mini marts
- **Expected Sales Projection:**
  - Small: **120 units/week**
  - Medium: **100 units/week**
  - Large: **80 units/week**

### 4. Decline Stage (Month 15 onward)

Sales may slow due to competition or changing preferences.

- **Goals:** refresh interest or slowly phase out
- **Strategies:**
  - Relaunch with limited-edition flavors
  - Special promotions
  - Reduce inventory of slow-selling sizes
- **Expected Sales Projection:**
  - Small: **70 units/week**
  - Medium: **50 units/week**
  - Large: **40 units/week**

### Summary Table (Optional for your assignment)

PLC Stage	Small (\$150)	Medium (\$250)	Large (\$350)	Notes
Introduction	60/wk	40/wk	25/wk	Awareness building
Growth	80–100/wk	70/wk	50/wk	Demand rising
Maturity	120/wk	100/wk	80/wk	Highest sales
Decline	70/wk	50/wk	40/wk	Market shift

## Marketing Strategy

### 1. Product Strategy

Tropical Treats offers a unique, all-natural snack made with real coconut, pineapple, and ginger, available in **three sizes (small \$150, medium \$250, large \$350)**. The product appeals to students looking for a **healthy energy boost** during study sessions or hangouts. Packaging and product images on the website and social media will clearly display ingredients, benefits, and size options, emphasizing freshness and natural energy.

### 2. Price Strategy

Online pricing mirrors affordability and convenience for students:

- **Small – \$150**
- **Medium – \$250**

- **Large – \$350**

Promotions include:

- **Study group bundles** (e.g., 3 packs at discounted rates)
- Limited-time online discounts for first-time buyers
- Free shipping or delivery promotions for orders over a certain amount

### **3. Place (Online Distribution Strategy)**

My website and social media platforms serve as the main points of sale. Key strategies:

- **Website** – user-friendly e-commerce platform for browsing and purchasing
- **Social Media Shops** – Instagram Shop integration for direct purchases
- **Delivery Options** – local courier or student-run campus delivery for quick access
- **Online Order Management** – WhatsApp or direct messaging for easy customer interaction

The goal is to make Tropical Treats **easy to order online**, with fast delivery and clear product information.

### **4. Promotion Strategy**

Online promotion focuses on engagement, brand awareness, and conversions:

#### **a. Social Media Marketing**

- **Instagram** : Fun videos, product demos, and behind-the-scenes content
- **Stories & Reels**: Highlighting energy benefits, student-friendly lifestyle, and the natural ingredients
- **Hashtags**: #TropicalTreats #NaturalEnergySnack #PineGingerCoconut

#### **b. Influencer & Peer Marketing**

- Partner with student influencers or campus leaders
- Encourage reviews, unboxing videos, and testimonials
- Referral programs to incentivize sharing among friends

#### **c. Email & Messaging Marketing**

- Weekly newsletter with study tips and snack promotions
- WhatsApp broadcast for flash deals and exam-season bundles

#### **d. Content Marketing**

- Blog or posts about “healthy snacking for students”
- Tips on studying, natural energy, and wellness that align with your product benefits

### **5. Branding & Storytelling**

- Emphasize your story: **“Created by college students, for college students”**
- Use tropical colors, fun fonts, and the slogan:  
**“Coconut, Pine & Ginger – A Match Made Heavenly”**
- Highlight benefits: energy, studying, natural ingredients

#### **Overall Goal**

To become the **#1 online natural energy snack for students**, build a loyal following, and drive consistent online sales through digital engagement, convenient ordering, and strong brand storytelling.

Business card





# Tropical Treats



## Tropical Treats

## Pine & ginger coconut drops

Tropicaltreatsja@yahoo.com  
kingston, Jamaica  
IG: tropicaltreatsja  
(876)123-4567



Tropical Treats Alert! 🌴 Indulge in our delicious Pine & Ginger Coconut Drops, made with love in Kingston, Jamaica! ✨

*Small: \$150 | Medium: \$250 | Large: \$350*

**DM us on Instagram (@tropicaltreasja) to place your order.**

We deliver in Kingston and surrounding areas.

*Email Us at [tropicaltreasja@yahoo.com](mailto:tropicaltreasja@yahoo.com)  
or visit our website <https://tropical-treats.static.domains>*



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