

## Application

### Required documents checklist

- Business registration paperwork
- Receipt of Filing
- Certificate of Incorporation or Articles of Organization
- Operating Agreement
- Publication of the LLC Receipts
- Tax EIN Official Letter
- NYS Sales Tax Authority Certificate
- Emergency Contact Form
- Product Comparison Chart
- Pricing Sheet
- Road Map Questions
- Food Handler's Certificate
- Labels for packaged products (sample labels, do not print labels until approved by the licensing agency. You may send us a sample for review, prior to the application)

### Additional Required Documents for Some Food Products

- Scheduled Process (for jarred/bottled/products with liquid)
- HACCP (only for businesses required to have one, i.e. freshly squeezed juices, fermented products)

Date \_\_\_\_\_

Phone Number \_\_\_\_\_

Legal Name of Business \_\_\_\_\_

Trade Name (DBA) (if any) \_\_\_\_\_

Owner(s)' Name \_\_\_\_\_

Current Address \_\_\_\_\_

E-mail \_\_\_\_\_

Website \_\_\_\_\_

Social media sites \_\_\_\_\_

Additional Email/Contact Details \_\_\_\_\_

# PRODUCT COMPARISON CHART

*Directions: This comparison chart will assist you in creating your "Point of Differentiation". What makes you unique/special. You would compare one of your products against the competition already in the market place. You can find the other products online or possibly available in a store where you wish to be carried. You need to analyze what they say about themselves and use that information to position yourself to showcase how special you are.*

	product	price	size weight	description of packaging	Store name product location	special features (Buzz words or marketing terms used)
1						
2						
3						
4						
5						

## MARKETING BUZZ WORDS ABOUT YOUR PRODUCT (List 5 terms or 5 key marketing terms about your product)

1						
2						
3						
4						
5						

## Emergency Contact Form

The management at The Entrepreneur's Space needs this for our records.

We would like to have precise contact information on ALL OF our clients as well as their regular staff members.

Please fill out the following and include this with your signed application.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Title: \_\_\_\_\_

### Emergency contacts & their relationship to you (at least 3)

Name: \_\_\_\_\_ Relationship: \_\_\_\_\_

Home Tel: \_\_\_\_\_ Work Tel: \_\_\_\_\_ Cell: \_\_\_\_\_

Name: \_\_\_\_\_ Relationship: \_\_\_\_\_

Home Tel: \_\_\_\_\_ Work Tel: \_\_\_\_\_ Cell: \_\_\_\_\_

Name: \_\_\_\_\_ Relationship: \_\_\_\_\_

Home Tel: \_\_\_\_\_ Work Tel: \_\_\_\_\_ Cell: \_\_\_\_\_

Doctor's Name: \_\_\_\_\_

Doctor's Address: \_\_\_\_\_

Doctor's Tel: \_\_\_\_\_

Name of Hospital/Medical Group/Clinic: \_\_\_\_\_

Address: \_\_\_\_\_ Tel: \_\_\_\_\_

Medical Condition(s): \_\_\_\_\_

Allergies: \_\_\_\_\_

This information will be kept confidential. We just need to be sure that we can assist any person(s) injured or taken ill at our facility.

Thank you for taking the time to fill this out. It is for everyone's safety.



## Recipe Pricing Worksheet Instructions

- 1) take one of your recipes
- 2) list EVERY ingredient
- 3) list the amount required for every ingredient
- 4) compute the cost of what you use for each ingredient i.e. a 5 lb bag of almond flour is \$10; each bag holds 80 oz; the cost per oz is 13 cents; your recipe calls for 8 oz (8 oz X 13 cents=\$1.04) almond flour cost for this recipe is \$1.04. You do this with each ingredient.
- 5) how many units will you generate from this recipe? i.e recipe will yield 100 cookies; unit is 10 cookies per bag/box; you can make 10 units for sale
- 6) what is the cost of the packaging for each of these units? remember the cost includes the labels, boxes, cello bags, ribbons, anything used to get this package into the hands of the customer.
- 7) add the per unit cost of the packaging to the per unit cost of the ingredients
- 8) multiply that by 3-this is your wholesale cost which is what you would charge a gourmet store
- 9) multiply the wholesale cost by 2 and that is your retail cost what you would charge the consumer if you were working a street market or mailing it to them. If you follow this outline you will have the basis for your prices and you will make a slight profit on each sale remember to add the shipping costs on top of the retail cost when mailing.

For weight conversion, you MUST use a digital scale for accurate measure. You are converting from Volume (cups/tsp) to Weight (grams/ounces).

*You must have a profit for each unit. That profit will determine if you have a successful business.*

### Wholesale/retail pricing:

*Multiply the absolute cost by 3: **the first absolute cost amount** is what it costs you to pay for the ingredients used. **The second absolute cost amount** covers kitchen rental and labor (even if the labor is just you in the beginning). **The third absolute cost amount** will cover all incidental expenses (transportation, insurance, etc); it even includes a tiny amount as profit.*

*Multiplying the wholesale cost is what the stores would charge their customers-it is what you want to charge when people buy direct from you.*



## ROADMAP QUESTIONS

- 1. Concept of your business - be specific: describe your brand in 1-2 sentences maximum.**  
*What makes you unique, what your company does, how it's done, why you do it should be clear in this statement. i.e.: 1 Bringing sweet moments of Hershey happiness to the world every day. i.e.: 2 Our mission is to nourish people's lives by offering a wide variety of convenient, delicious, and affordable food choices that can help everyone enjoy a balanced, healthful diet.*
- 2. Exactly what are you making and how do you package it -**  
*Name the item(s), identify what the main ingredient(s) is and explain the packaging it will be in when the customer receives your product.*
- 3. Product testing -**  
*Who has sampled your product? (Friends, family, potential wholesale buyers)  
How many potential customers do you think you will have? Do you have a list of friends & family and stores that will be customers? List who you believe will be your 1<sup>st</sup> customers (i.e.: 10 neighbors at 649 2<sup>nd</sup> Ave have purchased from me at \$5 a piece; have gotten sales at Rockaway Brew Pub on a Saturday and sold out, each piece sold \$4 per order, gave many to friends and family).*
- 4. Product Interest -**  
*What kind of interest have you had from retail stores or other sales outlets? (Neighborhood specialty stores, restaurants) Those who have sampled your product, are they willing to pay your asking price? (What is the feedback on pricing from friends & family will they pay what you ask?)*
- 5. Describe how you will promote/sell your product -**  
*Using the comparison chart as research, what makes you different than others? List all the opportunities you will use. Describe the promotional tools in detail (Online partners, online advertising, 3<sup>rd</sup> parties (i.e. grubhub), website, market participation, return customer rewards, social media, gourmet stores).*
- 6. How will you distribute your product? -**  
*Describe the various ways you will get your product to your customer? How will you deliver your product?*

7. **Marketing Strategies - Where do you plan to begin your sales outreach? Why have you chosen these outlets? Be specific.**

*For example: 30% online (social, website, 3<sup>rd</sup> party partner) name specific outlets; 30% wholesale (name the stores, restaurant); 30% markets/direct to consumer; 10% friends and family*

8. **Projections & Outreach Goals -**

*Give us realistic projections of sales broken down by month to month; breakdown your week by the number of hours being spent on marketing, including new customer outreach (cold calls, store visits, etc).*

9. **Website/Brochure -**

*Website is the business card of today: you at least need a homepage with your logo, brand mission, menu and how to contact you.*

10. **Summary of owners/management team -**

*Company titles/partners: Their training; experience and skills (maximum 1 page)*

11. **Number of Employees -**

*(excluding yourself/partners) If you hire immediately, what skills are you looking for?*

12. **Expenses -**

*A list of what you think your start expenses will be and how you will fund this.*