

ROADMAP QUESTIONS

All answers are to be typed and presented in the style of a business plan answering each of the topics and sub-questions

1. Concept of your business

be specific, describe the brand in 1-2 sentences maximum.

Your concept should answer the following questions in a clear and concise manner

- a. *What makes your brand/product unique*
 - b. *what your company does*
 - c. *how it's done*
 - d. *why you make it or do what you do*
 - e. *why you? or why are you authentic?*
- ### 2. Exactly what are you making and how do you package it
- Please answer the following questions, be specific as this affects your licensing
- a. *Name the item(s) you are manufacturing*
 - b. *identify what the main ingredient(s) is*
 - c. *explain the packaging it will be in when the customer receives your product.
please state the type of vessel and sealing method(s)*
- ### 3. Product testing
- Answer and list
- a. *Who has sampled your product?
List them (friends, family, potential wholesale buyers)*
 - b. *How many potential customers do you think you will have?
List them*
 - c. *List who you believe will be your 1st customers*
- ### 4. Product Interest
- Answer and list, be specific with your answers
- a. *What kind of interest have you had from retail stores or other sales outlets?
Name the Outlets (neighborhood specialty stores, restaurants)*
 - b. *Those who have sampled your product, are they willing to pay your asking price?
List the F&F and what price they would pay for your product(s)
(What is the feedback on pricing from Friends & Family (F & F), 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 from others.
List and answer specifically the tools being used
- a. *List all the opportunities you will use*
 - b. *Describe the promotional tools in detail*
 - i. *Name: On-line partners, on-line advertising, 3rd parties, website,*
 - ii. *Name: Direct to Consumer market participation*
 - iii. *returning customer rewards, describe the program*
 - iv. *Name: gourmet stores, restaurants*

6. How will you distribute your product?

Please answer in detail, this is a licensing requirement

- a. Describe the various ways you will get your product to your customer?
- b. How will you deliver your product?

7. Marketing Strategies

Be specific and list the sales outlets

- a. Where do you plan to begin your sales outreach?
 - i. Name the on-line outlets
 - ii. Name the wholesale accounts targeted
 - iii. Name the Markets and direct to consumer outlets
 - iv. Name the friends and family that will continue to purchase from you
- b. Why have you chosen these outlets?
 - i. Be specific.

8. Projections & Outreach Goals

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

- a. Weekly plan, we are looking for your weekly time management
 - 1. number of cold calls, which days of the week (time spent)
 - 2. number of onsite visits, which days of the week (time spent)
 - 3. e-blast schedule (time spent)
 - 4. follow up emails to potential businesses (time spent)
 - 5. which days are market days (time spent)
 - 6. which days are for manufacturing
- b. Month 1: projection of sales, looking for \$ _____.__
- c. Month 1-3: projection of sales, looking for \$ _____.__
- d. Month 3-6: projection of sales, looking for \$ _____.__
- e. Month 6- 12: projection of sales, looking for \$ _____.__

9. Website/Brochure

- a. List your website: http://_____.com
you at least need a homepage with your logo, brand mission, menu & contact

10. Summary of owners/management team

- a. List Company titles/partners:
 - i. Their training; experience and skills

11. Number of Employees

- a. Do you have any Employees?
 - i. What are their functions, culinary, sales, website/social media?
 - ii. What skills do they currently possess?
- b. If you plan to hire, what experience are you looking for?
Culinary, Marketing, Sales, Social Media, Public relations
 - i. If you hire immediately, what skills are you looking for?

12. Expenses

- a. *A list of what you think your start expenses will be and how you will fund this. some are 1 time and others are monthly*
 - i. *Ingredients*
 - ii. *Packaging costs, including labels*
 - iii. *Marketing costs, logo design, website set up, social media*
 - iv. *Email hosting*
 - v. *Phone*
 - vi. *Car*
 - vii. *Equipment (knives, trays etc)*
 - viii. *Legal*
 - ix. *Accounting*
 - x. *Storage*
 - xi. *And additional cost (OTHER)*