



**Executive Summary**  
**Stella Propp**

**Key Information:**

**Instagram:** @ajcstreats

**Website maker we used:** Etsy

**Main goals:** Spread awareness about our chosen charity of the year, gain volunteers, raise a significant amount of profits, become well known in and out of the equestrian community.

**Owners and/or business partners:** Aerin Genatt, Stella, Juliette, and Clara Propp

**Range of costs (in general):** three pack of muffins for \$6, six pack of mini different shaped treats for \$4, and 12 pack of muffins for \$20-\$23.

**Ingredients: (ranging amounts)**

**Treats themselves:**

1. Molasses
2. Honey
3. Oats
4. Flour

**Icing:**

1. Water
2. Powdered Sugar

**Extra toppings:**

1. Sugar sprinkles
2. Sugar toppers

**Yearly chosen charity:** The Equus Foundation- horse rescue and shelter

## **1. OPPORTUNITY RECOGNITION & BUSINESS STRUCTURE**

### **What is your business opportunity?**

This formal business proposal should outline a well thought out plan to make the manufacturing, shipping, retail, and wholesale process easier and faster. Since AJCS Treats gives 100% of profits to charity, the goal is not to gain investors, but instead to brainstorm ways in which we could get friends, and then friends of friends, to volunteer to help us in all aspects of our company. If successful, our yearly earnings, and thus our charitable donations, should significantly increase.

### **Describe the problem need your business is solving?**

Our business only consists of four girls who are all full-time students and competitive horseback riders. We bake, ship, actively sell, and are involved in wholesales with a local tack shop. It is incredibly hard to find time to do all of the above due to our busy and stressful schedules.

### **1.1 Type of Business**

#### **What is your type of business? (Manufacturing, Wholesale, Retail or Service) Describe in detail why you chose this business type.**

We are 100% vertically integrated and handle all the manufacturing, wholesale, retail, and service aspects of our business in-house. We chose to vertically integrate so that we would never have to depend on anyone else but ourselves.

### **1.2 Type of Business Ownership**

#### **Which business ownership type did you select for your business? (Sole proprietor, Partnership, LLC, S-Corp, C-Corp) Describe in detail why you chose this business ownership structure.**

AJCS Treats is a partnership between three sisters and our best friend. We chose this business ownership structure because we all have incredible communication and teamwork skills.

#### **Why did you select this type of business ownership? Why does it make the most sense for your business?**

This ownership structure makes the most sense for our business because we all trust each other and know one another's strengths and weaknesses. We all are equally passionate about the treat making process and know we can always depend on each other.

### 1.3 Mission Statement

**Describe what your company does best and why in one-two sentences.**

Our company does best in great teamwork, excellent efficiency, and caring about social good because we are not in it for the profits, but instead for the fun we have together and for the good it does for animal foundations in need. Everyone currently involved in our company is not concerned about earning money for themselves, but rather helping others and doing what we love.

### 1.4 Social Responsibility

**How is your business socially responsible? Be specific.**

Our business is incredibly socially responsible. My partners and I have come to the decision that at the end of each year we donate all profits to a charity of our choice. Each year we choose a different charity usually in the "horse related world."

### 1.5 Qualifications

**What are your personal qualifications to run this particular business? (experience, certification, classes, skills) To complete this section refer to your strengths from your SWOT.**

My partners and I all are competitive horseback riders. We have been in the riding world for at least nine years each, so we have the inside scoop on what horses enjoy most AND what customers are more likely to buy vs. not buy. We know what ingredients are healthy or unhealthy for the animals. We also are very friendly, which makes the selling process super easy and successful.

**What qualifications would your team need to have?**

Our team members have to be willing to try their best at all possible times. They need to work hard, be friendly with the customers, and work well with everyone involved in our business. They would be volunteers as well, so they need to be on board with no pay.

### 1.6 a Geographics

**Where do your customers live, or where are businesses located?**

Our customers live all around the United States. We have a website that ships to anywhere in the US, so we tend to get customers from all over. Our business is located in our very own kitchen, but when we travel to horse shows we always are stocked with fresh baked treats to sell to riders.

## 1.6 b Psychographics:

### What are some psychological characteristics (attitudes, beliefs, interests, etc...) of your customers?

Our customers' main concern is the health of their horses. Some companies use cinnamon, which is an ingredient that is not good for a horse's health. We make sure to use the best ingredients possible for the trust of our customers and the good of their horses.

## 1.7 Competitors // Competitive Advantage

As for competitors, that has not been an issue for us. People love our treats because they are adorably decorated as well as made with all-natural ingredients. Customers also respect our business style and admire that profits go to charity.

### Competitor Chart:

	<b>AJCS Treats (our business)</b>	<b>Snaks 5th Avenchew (biggest competitor)</b>
<b>Factor 1:</b> Cinnamon	Cinnamon is not used	Cinnamon is used
<b>Factor 2:</b> Prices/ Package Sizes	Our prices are more affordable and there are a variety of different package sizes to choose from	Prices are very high and there are limited package sizes to choose from
<b>Factor 3:</b> Social Good	100% non-profit business	For profit business

### Explication for chart above:

**Factor 1:** Cinnamon is not harmful per se, but according to local veterinarians, horses should not have it often. Our customers reward their horses with treats 3-4 times weekly on average, so treats which do not contain cinnamon are considered superior.

**Factor 2:** Prices are very important because most customers are children from ages 4 and up. It is hard to get parents to buy expensive treats, which is why our prices are more affordable.

Package sizes are also very significant because customers like having choices on the amount of treats they are purchasing, as opposed to not having very many choices.

**Factor 3:** We completely understand that an adult owning a business needs to make a profit to support themselves and their staff, but what customers have said to us was that whenever they purchase from AJCS treats they feel confident where they are spending money. They know that They are buying cute treats for their horse or dog, but that some of their money is going to a good cause to help animals in need.

## 1.8 Business Growth

### What next steps would you take to grow your business and/or making it operational?

Our main goal is to increase our yearly profits in order to earn more money to donate to charity and to help us purchase better ingredients, etc. The idea is to get friends who competitively ride who are willing to volunteer and help us sell our products. We would teach them how to make, ship, and sell treats therefore increasing our profits.

## 1.9 Definition of One Unit

### What is one unit of sale? Remember that a unit of sale is what the customer actually buys from you, so it should be clear and easy to describe.

Our unit of sale is a package. Packages contain either three, six or twelve treats per package.

## 2. Production Process and Delivery of Service

### List all the steps it takes to get your product or service to your customer. Be specific and add lines if needed.

1. We check our website to see the quantity and type of treats our customer ordered.
2. We bake, frost, and decorate the treats in our kitchen.
3. We package the treats and send our customers photos and/or videos of their treats to let them know our progress.
4. We ship them out through our local post office and track the package to see when the treats will arrive.

## 2.1 Variable Expenses

### Chart correlates to a 12 pack of muffins (best seller):

Materials				
Material Description	Bulk Price	Bulk Quantity	Quantity per Unit	Cost per Unit
Molasses	\$3.24	12 oz	1 oz	\$.27
Powdered Sugar	\$2.94	2 lb	.5 lb	\$.74
Oats	\$3.98	42 oz	1 oz	\$.10
Honey	\$4.98	15 oz	1 oz	\$.32

The whole 12 pack is sold for \$20	

**Chart correlates to a 3 pack of muffins:**

<b>Materials</b>				
Material Description	Bulk Price	Bulk Quantity	Quantity per Unit	Cost per Unit
Molasses	\$3.24	12 oz	.25 oz	\$.07
Powdered Sugar	\$2.94	2 lb	.125 lb	\$.19
Oats	\$3.98	42 oz	.25 oz	\$.03
Honey	\$4.98	15 oz	.25 oz	\$.08
The whole 3 pack is sold for \$6				

**Chart correlates to a six pack of mini different shaped treats:**

<b>Materials</b>				
Material Description	Bulk Price	Bulk Quantity	Quantity per Unit	Cost per Unit
Molasses	\$3.24	12 oz	.2 oz	\$.05
Powdered Sugar	\$2.94	2 lb	.1 lb	\$.15
Oats	\$3.98	42 oz	.2 oz	\$.02
Honey	\$4.98	15 oz	.2 oz	\$.06
The whole six pack of mini different shaped treats are sold for \$4				

## **2.2 Marketing Plan**

### **Who are your target customers, and how will you use people to market your business to them?**

AJCS Treat's target customers are anyone who has a horse or a dog. We will use people who have friends, family, and connections that have a horse or a dog who live all around the world.

### **Where will you sell your product or service?**

We sell our products online and ship anywhere in the US right now, but we hope to make our business worldwide. We also sell at horse shows we go to all around the country and if we had horseback riders all around the world, they could help sell at their horse shows as well.

## **2.3 Promotion**

### **What advertising will you do as part of your promotional strategies? Why will this form(s) of advertising be effective for reaching your target market?**

We have a website, an instagram page, and friends who post all over social media about our business. This form of advertising our company is effective because most of our customers use social media and will be able to see new releases, what we have available, etc.

### **What visual merchandising will you do as part of your promotional strategies? Why will this visual merchandising be effective for reaching your target market?**

We always post photos on our instagram of our treats, we have images on our website, and we have a binder of all of our different designs that we take with us to horse shows to show people what we have available.

### **What sales promotions will you include as part of your promotional strategies? Why will these forms of sales promotions be effective for reaching your target market?**

Each holiday or recent trend has its own set of treats. For example, for Halloween, we had a series of themed treats for that holiday. This strategy will keep people interested and curious for our next releases because they will always be different and unique.

## 2.4 Extras

Below are two companies that have certain aspects of their business strategies that could be integrated into AJCS Treat's current style of business.

### **Tupperware (Earl Tupper):**

- Tupperware became well known because of the company's presentation strategy. Parties were held and they were called "Tupperware Parties." During those, tupperware of different kinds were shown to the guests. Sales would often be made at these parties and even if tupperware was not bought, there would still be a tremendous amount of advertisement for the company and its products.
- To this day Tupperware parties are still held. A host is asked to volunteer and plan a party with their friends and neighbors. In reward for hosting the gathering, the host receives some tupperware products for free.
- Mostly during the 1950's, women would sell and/or advertise tupperware at gatherings or events. They would bring some samples of different varieties of tupperware and would get to sell and advertise at an event that cost the company no money.
- There were paid workers, but there were also volunteers who lived all over the world went from house to house, marketing various products
- There are articles and social media spreading awareness about Tupperware and the perks of the products themselves as well as having a website with all products available.

### **What AJCS Treats already has (in reference to Tupperware and its business strategies):**

- We, the four current owners and employees of AJCS Treats will advertise and sell treats to our friends or neighbors.
- We already have a social media form of advertisement (instagram) and a website.
- Friends that volunteer to help us spread the word about our business.

### **What AJCS Treats wants to have (in reference to Tupperware and its business strategies):**

- Some form of a party or even a small gathering would be a great opportunity to advertise and sell our dog and horse treats.
- If we could get our friends to volunteer for our business that would make a big difference. We could send our products all around the world to different people and they would sell our treats without being payed.
- We would like a few articles or magazines to write a bit about our company (especially in horse or dog related magazines) for more publicity.



**Avon (David H. McConnell):**

- Beauty products are sold in over 100 countries.
- Avon uses door to door salespeople and make cheap brochures and paper ads for these women to pass out.
- There used to be several beauty ambassadors who were well known. They would promote the company in any way possible and serve as a great source of advertisement.
- Avon became involved in various Breast Cancer foundations and donated some of their profits to different charities. There were events and walks held by these foundations and Avon was advertised at those affairs where hundreds of people attended.

**What AJCS Treats already has (In reference to Avon and its business strategies):**

- We recently created business cards that us and our friends pass out as a form of advertisement for our company.
- We have “ambassadors” who are horseback riders that compete in horse shows weekly. They utilize their instagrams to post about us and our business, they are frequent customers of our products, and they spread the word about our business to friends and family to gain us more customers.
- At the end of each year, we will be donating 100% of our profits to a charity of our choice, so when we do, those foundations will advertise for us in exchange for our charitable donations.

**What AJCS Treats wants to have (In reference to Avon and its business strategies):**

- We want to eventually start selling and shipping worldwide.
- We want a number of volunteers who sell from door to door and hand out paper ads outlining our business and key information.
- Although we currently have ambassadors, they are not celebrities or incredibly famous. Some “well known horseback riders” have thousands of followers on instagram. If they could become ambassadors for us, our business could be better advertised and our company name and message could reach thousands of riders in the equestrian community.