

### **Executive Summary**

It is almost impossible to maintain a healthy, but convenient diet nowadays, especially when it comes to breakfast.

Bread, fried food, and sweet pastries have always been the norm when it comes to breakfast -- they are fast and convenient to eat before individuals begin their busy days. Finding the right type of bread with high nutritional content at low costs can be a challenge. That is about to change with [NAME OF ENTERPRISE] has come up with economical yet nutrient-rich bread that people will enjoy.

[NAME OF ENTERPRISE] has been in the bread-making industry for [NUMBER] of years. Founded by [NAME OF OWNER], the company started at [BUSINESS ADDRESS] and has since gained a reputation for creating quality bread made from the best ingredients. Today, the Enterprise is proud to present [NAME OF FOOD PRODUCT], organic bread free from Genetically Modified Organism (GMO) by-products.

[NAME OF PRODUCT] features low sugar content with a healthy amount of fiber, amino acids, and protein. It aims to target vegans, health-conscious individuals, and ultimately, every busy household in the country who is aiming to transition to a healthier lifestyle. These pre-packaged bread may be sold in loaves at [ESTIMATED RETAIL PRICE PER LOAF] or in slices at [ESTIMATED RETAIL PRICE PER SLICE].

[NAME OF ENTERPRISE] shall use effective operational methods and organic ingredients to produce the products. Projected sales for the first three months will be at [ESTIMATED PROJECTED SALE REVENUE]. To monitor the growth of the business, monthly and annual reports shall be made. Total operational sales will also be taken into account to ensure clean profit margins.

The first day of sales shall be scheduled to begin on [DATE], with the products displayed and sold from stalls in groceries and farmers markets.

### **Proponent Background**

[NAME OF ENTERPRISE] is a sole proprietorship enterprise recognized by the Federal and State laws, operating at [ENTERPRISE BUSINESS ADDRESS] and has been in the food enterprise business for [NUMBER] of years.

[NAME OF COMPANY] has participated in numerous trade and fair events in the country, garnering a reputation for using organic ingredients and creating innovative, high-quality food products at low prices. It prides itself on using all-natural ingredients, taking into consideration the nutritional value of the products, as well as their affordability upon reaching the market.

Below are the some of the food products from [NAME OF ENTERPRISE] over the years.

|  |  |
| --- | --- |
| **Food Product** | **Year Distributed to the Market** |
| 1.  |  |
| 2. |  |
| 3.  |  |
| 4. |  |
| 5. |  |

### **Product Proposal**

Individuals today have adopted a fast-paced lifestyle, making it less and less likely for young adults and professionals to cook for breakfast, opting for more compact and convenient food choices.

The majority of the population in highly urbanized areas are geared toward convenience, but with more and more health-conscious consumers hitting the market at a time where healthy options are scarce, it is high time to introduce organic and nutritious bread to the market.

Food forecasts indicate that by the year 2024, baked goods and bread will dominate the food market. However, whether a fad or a new lifestyle that is here to stay, consumers now prefer gluten-free food products and low-carbohydrate diets, making it necessary for those in the food industry to produce competitive products that would be of interest to the new market.

The increasing number of health-conscious individuals have given rise to the interest of dark bread in the market. However, the extra costs that come with consuming darker, healthier bread make them less affordable to the market, which is why [NAME OF ENTERPRISE] takes upon itself to produce high-quality bread at more cost-effective prices.

### **Product in Focus**

**Recipe and Quality**

[INSERT PRODUCT IMAGE]

Figure 1

[NAME OF PROPONENT] has come up with a highly nutritional type of bread that caters specifically to health-conscious individuals without breaking their bank. The new product called [NAME] is flavorful bread with a soft center. It does not contain Monosodium glutamate or GMO, making it healthier compared to other bread in the market.

|  |
| --- |
| **Ingredients:** |
| Granulated yeast |
| salt |
| Organic Olive Oil |
| Wheat organic flour |
| [insert additional ingredients] |
| [insert additional ingredients] |

|  |  |  |
| --- | --- | --- |
| **Nutritional Content:** | **Average quantity per serving** | **Daily Intake per serving Percentage** |
| Fiber |  | % |
| Amino Acid |  | % |
| [insert nutritional content] |  | % |
| [insert nutritional content] |  | % |

**Display and Packaging**

[INSERT IMAGE OF PREPACKAGED LOAF]

Figure 2

[INSERT IMAGE OF PRODUCT SLICES]

Figure 3

[NAME OF PRODUCT] shall be prepacked and sold by loaf weighing 500 grams and shall be prepacked in paper bags. Each loaf should be consumed within a week to avoid spoilage and to ensure its freshness and quality.

Each loaf shall be sold at [ESTIMATED RETAIL PRICE]. However, it shall also be made available in slices at a more budget-friendly cost. Each prepackaged slice or loaf shall be meticulously checked and secured in airtight paper bags to help maintain its freshness.

[Name of product] has been approved by the Food and Drug Administration (FDA), assuring customers that every slice and loaf meets the required standard and under sanitary conditions before consumption.

### **Product Marketing**

The product, if marketed to the right audience, has the potential to become a best-seller in groceries, stalls, and markets, thanks to its high nutritional content and cost-effective prices.

[NAME OF PRODUCT] is predicted to be very competitive in the market due to its rich flavor and texture that will make it suitable for different types of palettes. Production of bread will begin on [TARGET DATE] and shall be available in the market for three months to serve as the promotional period for the product.

[INSERT MORE MARKETING DETAILS AS PLANNED]

At the end of the three-month promotional period, bookkeeping services shall be utilized to properly conduct an investigation and take into account all the costs and revenues, to be handled by a professional accountant.