

Sweetness pitch

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Haohong Kuang

Pro. Alex

I am excited to take this opportunity to introduce my idea; the product I will be launching is "Sweetness", a soda drink similar to a Swig but with great taste and convenience. In the late 1880's Jacob Bauer invented the carbon dioxide canister, which led to the birth of the true soda fountain, and stores began to sell liquid carbonated soda drinks. Since the early 2010s, many popular soda stores, such as Fizz or Swig, have been established in 2009-2010.

I will be using a bundled pricing strategy to create more value for our customers by bundling sugar cookies and sodas. This is more convenient for our customers and buying both products at the same time will give them a "great value" feeling. Also, the product logos will be more modernized to represent a more "hip" age group. This will make our products really stand out. Orange is the color that we feel best suits our products as it is clean and vibrant.

Sweetness will fall under the category of a specialty retail store due to its specific product assortment. The store will be located on or near the UF and high school campuses. The store is located on a main street and will be easily visible to passing cars. This will attract our target customers and generate interest from passing cars and pedestrians. Displays should be placed behind the cash register so that customers can see all the products as they order, also, there are some posters on the display racks to introduce our products and current special offers.

Still worried about how to attract customers? We will highlight new products in front of the cash register and the lighting for the product displays will be the brightest in the store to attract customers' eyes and encourage them to try them, that they would like to try it because it is new, not he really needs it. To do so, when our customers walk into the store, they will be able to smell the aroma of freshly baked sugar cookies and vanilla extract filling the store. This will give the customer an experience of coming into the store and buying the product.

Struggling with advertising? That's easy, in Instagram we will create a hashtag called "Take a Break" which is our slogan. We will simply display our logo, which will appeal to the students viewing the ad and will give them a sense of calm and peace when they see our ad and hashtag "Take a Break". In social media, every follower who subscribes and signs up for our email list will be entered into a random drawing. Five winners will be selected and will each receive a gift card valued at \$49, which will raise awareness and let people know we have a cozy place to "rest".

In conclusion, I believe my business plan will be successful because it is a perfect fit for the target audience and meets the wants or needs of many people. Sweetness values each one of our customers, and to make our prices affordable for all, we offer a rewards program to help you save even more money. Our mission statement is: "At Sweetness, we strive to provide members of our community with products that satisfy and delight us, as well as a place to relax and provide our loyal consumers with an environment that can be a second home."