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2. Project Abstract

This project delves into the issue of food waste, with a particular focus on the overlooked problem of spice and seasoning waste. Spices and seasonings, while not perishable like dairy products, degrade over time, losing their flavor and potency. This project discusses how this issue contributes to the massive food waste problem in the United States, where nearly 40% of all food is wasted. The project proposes a solution in the form of MiniMixes, single serve seasoning modules designed to reduce food waste, enhance convenience, and encourage home cooking, particularly for single individuals. The project aims to explore the viability of MiniMixes, focusing on a primary target market of consumers of any age looking to increase convenience and flavor in their meals. This project outlines a comprehensive plan, from market research to branding, e-commerce launch, product definition, and sustainability goals. The project also highlights the importance of ethical sourcing, collaborations, and the alignment of MiniMixes with contemporary consumer demands for sustainable and health-conscious choices.

3. Project Description

The spice rack can be the graveyard of flavor. The place where dried herbs and spices go to die. While they don't go bad, per se in the sense that milk spoils, they do lose their potency over time. Think of whole seasonings as an apple. When you cut an apple in half, it immediately starts to degrade. Oxygen starts to turn the flesh brown, and the sharp aromas and flavors slowly escape out into the world. Oxygen does the same thing to spices, diluting them until they exist as only a shadow of their former, exciting selves. The longer spices exist, the less flavorful they are. You wouldn't eat a cut apple that had been sitting out for two years, so why would you eat your seasonings in this manner?

While you may be tempted to go running to your spice cabinet, to dump out every expired seasoning inside, you may feel bad contributing to the annual 119 billion pounds of food waste produced from the United States. Shockingly, nearly 40% of all food in America is wasted. Purchasing seasonings in bulk only for them to go bad and get thrown away, greatly adds to this problem. Over the past few decades, serving and container sizes in the United States ballooned. Many food retailers offer such large containers of seasoning that they cannot possibly be used before losing potency. While there has been an effort from sustainably minded consumers to package their own seasonings at home, this is simply too much of a time and resource waste for the majority of consumers.

Speaking of a time and resource waste, COVID and rising restaurant prices over the recent years have led people to cook at home more often. Larger quantities can be an issue for solo cooks. The majority of food products are packaged for a family of four, causing a serious issue in reducing food waste in homes of one. Over 90% of Americans cook a meal at home at least once a week, with 60% of Americans cooking at home

more than 5 days a week. Mothers spend an average of 68 minutes per day on meal preparation. However, many people who live or spend time alone don't cook for themselves. They hate it, or they think it isn't worth it, or they don't know how. But cooking at home has statistically proven it is worth it, for physical, emotional, and mental health benefits. Increasing convenience serves as a powerful inspiration for individuals to embrace home cooking more frequently and enjoy the rewards of a well-prepared meal.

Now, let's talk about the spice cabinet itself. A simple google search on organizing spice cabinets pulls up endless articles on how to save space and easily locating your spices within the cabinet. For individuals who live in small apartments, with small kitchens, it is often difficult to maximize storage space. Spice jars are typically all different shapes and sizes, making it difficult to fit them together appropriately. With the average kitchen cabinet size being 34"x24"x24" and the average seasoning container being 2" in diameter and 5" tall, it is easy to imagine how these cabinets easily become jumbled.

MiniMixes are specifically designed to reduce food waste and increase cabinet space while encouraging single individuals to cook at home more often. The unique delivery of spices in single-serve packaging allows for longer-term storage while serving as inspiration for meals.

4. Project Intent

This project will explore the viability of MiniMixes by testing consumer interest in single serve seasoning packets among my target audience of individuals of any age looking to increase convenience and flavor in their meals. Reducing food waste and cooking are two topics I am passionate about and enjoy spending time researching and exploring. The goal of my work from a consumer point of view is to create another option for seasoning sizes which will lead to increased awareness of food waste, seasoning consumption, and increase cooking patterns.

Over the course of this quarter, I will develop and execute a branding, marketing, and communications strategy, launch an e-commerce site, test viability based on sales, traffic, and engagement on social media, as well as gain a deeper understanding of my customer base. Throughout the course of the project, I will interview customers within my target market and examine the social media profiles of followers on social media to better understand their needs, wants, and interest in MiniMixes.

This project will be funded out of pocket. Anticipated costs include procurement of seasonings, development of packets, packing of seasoning packets, website fees, social media management platform costs, photography, and marketing material expenses. As I do not intend to ship MiniMixes initially, I will not have to worry about shipping costs. A recent cost that has emerged is distributor costs, such as farmers market vendor fees, and percentages paid to local distributors. Another recent cost that has emerged is

licensing and certificates to legally sell a food product. I had to get a food handler's certificate, which cost \$15.00. I may have to get a Cottage Food License, depending on where I decide to sell MiniMixes, which costs \$100.00 annually. Another cost to keep in mind is general Business License cost and Business Insurance costs. Business Insurance is crucial, especially for businesses selling consumable products, as it provides protection against potential risks such as product liability, ensuring financial security and peace of mind in the event of unexpected challenges or legal issues related to the products offered.

I plan to move forward with MiniMixes after this project. I will pivot and tweak offerings based on the lessons learned from this project. I expect to register as a Limited Liability Corporation with a focus on gaining B-Corp status. To attain B-Corp certification, MiniMixes will have to undergo a comprehensive assessment and meet specific criteria set by B Lab, the non-profit organization that oversees the B-Corp certification process. The general steps include completing and receiving the minimum score on the B-Impact Assessment, provide supporting documentation and legal verification, sign a Declaration of Interdependence, and an assessment review and verification by B Lab. Once MiniMixes is B-Corp certified, I will have to recertify every three years to ensure MiniMixes continues to meet the evolving standards of social and environmental performance set by B Lab.

The goal of this project is to create a more sustainable way to season food. This will make it easier for my target audience to cook for themselves. Ultimately, this will lead to healthier and more sustainable lives for my consumers. On a larger scale, MiniMixes will reduce food waste and provide a better option for my target audience.

MiniMixes mission is to enhance culinary experiences by offering single-serve seasoning options that empower individuals to enjoy convenient, waste-minimized, and flavorful cooking, ultimately creating a more organized and environmentally friendly kitchen. MiniMixes vision is to be the leading provider of single-serve seasonings, setting the standard for freshness, variety, and convenience in seasoning while reducing food waste and promoting responsible consumption. We aim to inspire and enable our customers to savor each meal with confidence, knowing they are making a positive impact on their lives and the environment. MiniMixes core values are quality, convenience, sustainability, diversity, and responsibility. MiniMixes has a deep passion for food and its ability to bring people together. We aim to share our love for cooking and seasoning with our customers, encouraging them to savor every bite.

The first step of the process for my final project is to develop market research and branding through target audience identification and profile development, brand development, and competitor analysis. The next step is to perform research on popular seasoning blends and meals and create a menu of MiniMixes seasoning blends. Then, packaging prototypes and designs will be developed while research is performed on packaging options. Once the menu and packaging have been selected, the e-commerce

site will be developed and launched to include domain name purchase and hosting, e-commerce platform research and selection, and website design and content creation. Finally, the last steps of my final project will be to build a social media presence and communicate with local, Savannah-based, small distributors in order to receive letters of intent to distribute or allow for distribution. Subsequent steps will involve implementing MiniMixes marketing and sales strategies, driving traffic to the e-commerce site, and measuring the success of efforts through sales, traffic, and social media engagement.

The ultimate goal of the work I will do for my final project is to create all necessary foundations for MiniMixes. My secondary goal is to receive my first purchase of MiniMixes through a local, Savannah-based, distributor. While I may not see revenue during the duration of the final project, I will obtain letters of intent stating the intent to distribute or allow for distribution of MiniMixes.

I know that the skills I have learned throughout my time at SCAD as both an Undergraduate and Graduate student will help me to lead MiniMixes and create lasting change in the food waste and sustainability industries. Ultimately, this final course will lead me to discover if my idea will be successful, needs to pivot, or needs to be forgotten.

5. Project Justification

a. Literature Review

Throughout the duration of my research process and proving MiniMixes is a viable business, I reviewed many sources including theories, lectures, case studies, other businesses, and how current seasoning companies are packaging their products. Additionally, I have talked to many potential customers and users regarding spice usage, cabinet space, and cooking habits to attain both primary and secondary research. Through my research, I uncovered several insights that are critical in shaping MiniMixes.

The most important insight that demands MiniMixes attention in today's business landscape is the consumer desire to support and purchase from sustainable and ethical companies. This shift in consumer preferences highlights a growing awareness of the historical issues that have plagued many industries, including the spice trade. For centuries, the spice trade was known for unethical practices, including colonial exploitation, unfair labor conditions, and environmental degradation. These historical problems cast a shadow on the way spices and seasonings have been sourced, processed, and distributed. The modern consumer, increasingly informed and socially conscious, favors businesses that uphold ethical standards, prioritize sustainability, and ensure fair labor practices. The demand for transparency in the supply chain, fair treatment of workers, and eco-friendly packaging is a sign that MiniMixes must not only meet the demands for quality but also strive to create a positive impact.

A second, very important insight that came from my research was the importance of collaborations and partnerships. Collaborations and partnerships have emerged as powerful strategies to leverage MiniMixes strengths and broaden its reach. Many successful seasoning companies have demonstrated the potential of such alliances. Trader Joe's has collaborated with various seasoning and sauce producers to create unique and exclusive products, resulting in a diverse range of high-quality and affordable seasonings. Urban Accents, a specialty seasoning company, has partnered with meal kit delivery services like HelloFresh and Blue Apron to provide their unique spice blends to customers. These collaborations offer the benefit of cross-promotion and the ability to tap into complementary expertise, ultimately creating a win-win scenario for both parties. Collaborations with meal kit services, eco-conscious food brands, or cooking influencers can help amplify MiniMixes' brand impact and spread across a broader audience, sharing the vision of reducing food waste and promoting mindful cooking practices.

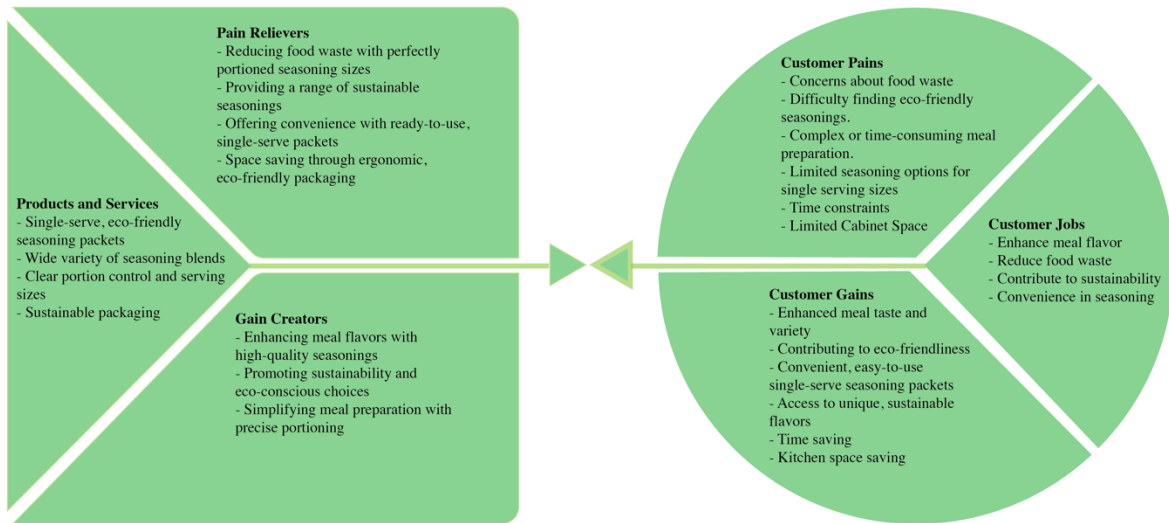
b. Market Opportunity & Proposed Solution

The problems addressed in the project description section of my work plan above are the primary problems MiniMixes is setting out to solve. MiniMixes is a sustainable and convenient solution uniquely capable of addressing the industry-specific problems referenced above. It will be built to be fully compliant with FDA regulations and health standards. MiniMixes is specifically designed to reduce food waste and simplify cooking while promoting environmental responsibility and healthier consumption habits.

There are several distinct user categories that will purchase MiniMixes. These users are single individuals, travelers and campers, eco-conscious consumers, kitchen novices, and gourmet retailers. To better document and understand these users' needs and further justify MiniMixes, I conducted interviews with several people from each user category and made as-is and to-be journey maps representing before and after using MiniMixes.

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c. Value Proposition Canvas



d. 7S Framework

Strategy:

- MiniMixes' strategy is to develop a diverse range of single-serve, eco-friendly seasoning products with compostable and minimal packaging waste. This strategy includes creating seasoning blends and packs, designing sustainable compostable packaging, and exploring innovative sourcing methods like organic and locally sourced ingredients.

Structure:

- MiniMixes has adopted a linear structure during ideation, which will expand to a matrix structure during operation, expanding parallel with business growth.

Systems:

- The product development process includes stages for research, ideation, testing, quality control, and sustainable sourcing checks. Systems for ingredient traceability and packaging waste reduction are important to integrate to ensure future product sustainability and transparency.

Shared Values:

- MiniMixes fosters a deep commitment to environmental responsibility demonstrated through waste and space reduction, sustainable and ethical ingredient sourcing, and promotion of eco-conscious practices both internally and externally.

Skills:

- MiniMixes currently only employs me, Izzy Miller. My skills include communication, graphic design, package design, advertising and branding, social media management, business design and development, business writing and copywriting, and overall visual and business design. As the team expands,

MiniMixes intends to hire food science experts, eco-friendly packaging design experts, sustainability experts, and supply chain management. These skills are critical to not only getting MiniMixes off the ground, but ensuring MiniMixes' development aligns with company goals.

Style:

- The leadership style at MiniMixes is currently characterized by authoritative decision-making. As the team expands, the leadership style will transition to collaborative decision-making between high-level employees. Leaders will encourage team members to contribute ideas for sustainable product innovation, creating an open and innovative work environment.

Staff:

- MiniMixes intends to hire a diverse team, including individuals with expertise in sustainability, eco-conscious practices, and culinary arts. This diversity will ensure that a wide range of perspectives and skills contribute to the company's success.

e. PESTLEE Analysis

Political Factors:

- Regulations and Compliance: MiniMixes must adhere to government regulations related to food production, labeling, and safety standards. Changes in these regulations can impact the business's operations and production processes.
- Trade Agreements: International trade agreements can affect the availability and cost of sourcing sustainable ingredients from other countries.
- Taxation: Tax policies, including tariffs and import/export duties, can impact the cost structure of MiniMixes.

Economic Factors:

- Economic Trends: Economic stability, inflation rates, and consumer spending patterns can affect MiniMixes pricing and demand for its eco-friendly seasonings.
- Currency Exchange Rates: As a business sourcing ingredient globally, fluctuations in exchange rates can impact production costs.

Social Factors:

- Consumer Preferences: MiniMixes' focus on eco-friendly sustainability aligns with the growing consumer demand for sustainable and environmentally responsible products.
- Health and Wellness Trends: The emphasis on healthy eating and clean-label products can be an opportunity for MiniMixes.
- Cultural Factors: Understanding cultural preferences and regional tastes is essential for product development and market entry.

Technological Factors:

- Technological Advancements: MiniMixes should stay updated on technology trends in food production, including sustainable packaging, manufacturing processes, and e-commerce solutions.

- Data Security: As an e-commerce business, safeguarding customer and business data and ensuring secure online transactions is crucial.

Legal Factors:

- Intellectual Property: Protecting unique seasoning blends and packaging designs through patents and trademarks is essential.
- Labeling Regulations: Compliance with food labeling laws, especially related to organic or eco-friendly claims, is crucial.

Environmental Factors:

- Sustainability Initiatives: MiniMixes' commitment to eco-friendly sustainability aligns with global environmental initiatives and consumer expectations.
- Climate Change: The impact of climate change on ingredient sourcing and supply chain disruptions should be considered.

Ethical Factors:

- Ethical Sourcing: MiniMixes' focus on sustainability should extend to ethical ingredient sourcing, ensuring fair labor practices and environmental responsibility.
 - Corporate Social Responsibility (CSR): Engaging in CSR activities, such as community involvement and waste reduction efforts, can enhance the company's image and reputation.
-

f. Sales Funnel

Awareness:

- Target Audience: In this stage, MiniMixes aims to create awareness of its brand and mission among its target audience. This audience includes environmentally conscious consumers, foodies, and eco-conscious retailers.
- Marketing Activities: MiniMixes can utilize content marketing, email blast, the website, social media, and eco-friendly forums to share its mission, eco-friendly values, and upcoming product launches. Content can include blog posts about sustainability, eco-friendly packaging, and waste reduction tips. Blog posts about sustainability practices and cooking videos utilizing MiniMixes seasoning blends are projected to be the most popular content.
- Key Metrics: Track website visits, social media engagement, growth of email subscriber list, and growth of product purchases.

Interest:

- Target Audience: In this stage, MiniMixes seeks to capture the interest of potential customers who resonate with its sustainability mission.
- Marketing Activities: Share informative content about the benefits of using eco-friendly seasonings, share stories of the company's eco-conscious journey, and provide sneak peeks of upcoming products. Encourage sign-ups for newsletters and offer exclusive eco-friendly tips.
- Key Metrics: Monitor the click-through rate on email campaigns, the number of engaged social media followers, and the number of newsletter subscribers.

Consideration:

- Target Audience: In this phase, MiniMixes aims to convert the interested audience into potential buyers by showcasing the unique features of its eco-friendly seasonings.
- Marketing Activities: Provide detailed product information, share customer testimonials, and offer limited-time promotions or exclusive pre-orders to encourage commitment.
- Key Metrics: Monitor the number of product inquiries, pre-orders, and conversion rates from interested leads to potential customers.

Intent:

- Target Audience: Here, MiniMixes focuses on those who have shown a clear intent to purchase.
- Marketing Activities: Provide incentives like bundles and discounts for new customers and make eco-friendly and sustainable aspects of the product clearly labeled and easily accessible to potential customers.
- Key Metrics: Track the number of incomplete versus complete purchases.

Purchase:

- Target Audience: At this stage, MiniMixes successfully converts potential customers into actual buyers.
- Marketing Activities: Provide smooth and secure purchasing experiences, offer multiple payment options, and ensure transparent policies.
- Key Metrics: Track the number of completed purchases and monitor customer feedback post-purchase.

Post-Purchase:

- Target Audience: Existing customers are the focus here, and MiniMixes aims to retain their loyalty and turn them into advocates for the brand.
 - Marketing Activities: Implement a loyalty program, encourage customer reviews, and offer incentives for referrals. Continuously engage customers with sustainability updates and new product launches.
 - Key Metrics: Monitor customer retention rates, the number of review and referrals, and repeat purchase rates.
-

g. Archetypes

Single Individual Archetype:

1. Young Professionals
 - a. Age 25 – 35
 - b. Focused on career advancement and personal growth.
 - c. Frustrations: Food waste, lack of convenience, and limited space
 - d. Goals: Health and wellness, Savings and financial security, Sustainability
2. Empty Nesters
 - a. Age 50 – 65

- b. Experiencing a change in living arrangements as children leave home.
 - c. Frustrations: Loneliness and food waste
 - d. Goals: Savings and financial security, Efficiency and convenience
3. Retirees
- a. Age 65+
 - b. Enjoying newfound freedom and flexibility
 - c. Frustrations: Food waste, lack of convenience, and loneliness
 - d. Goals: Social engagement, health and wellness

Traveler/Camper Archetype:

1. Young Adventures
- a. Age 18 – 35
 - b. Diverse income levels; Budget travelers to disposable income
 - c. Frustrations: Limited space, flavorless meals
 - d. Goals: Adventure and exploration, sustainability
2. Working Professionals
- a. Age 25 – 55
 - b. Moderate to high income; Invest in quality and eco-friendly products.
 - c. Frustrations: Environmental impact, flavorless meals
 - d. Goals: Social connections, Sustainability
3. Retirees
- a. Age 55+
 - b. Financial stability and savings for leisure and quality
 - c. Frustrations: Flavorless meals
 - d. Goals: Compact and lightweight gear, healthy and wholesome meals

Eco-Conscious Consumer Archetype:

1. Young Environmentalists
- a. Age 18 – 35
 - b. Entry-level to mid-range incomes; prioritize sustainable products and experiences.
 - c. Frustrations: Environmental Impact, Greenwashing
 - d. Goals: Minimizing Environmental impact
2. Working Professionals
- a. Age 25 – 55
 - b. Moderate to high income; Invest in sustainable and eco-friendly products.
 - c. Frustrations: Lack of sustainable options
 - d. Goals: Supporting sustainable practices
3. Eco-Focused Retirees
- a. Age 55+
 - b. Financial stability and savings for leisure and quality; Dedicated to environmentally responsible living.

- c. Frustrations: Environmental Impact
- d. Goals: Healthy living, Advocacy and education

Kitchen Novice Archetype:

1. Young Adults
 - a. Age 18 – 35
 - b. Just starting to navigate the kitchen and learn to cook.
 - c. Frustrations: Lack of culinary skills
 - d. Goals: Cooking confidence, exploration and creativity
2. Working Professionals
 - a. Age 25 – 55
 - b. Limited cooking experience due to busy work schedules
 - c. Frustrations: Overwhelming recipes
 - d. Goals: Quick, easy, and healthy meals
3. Retirees
 - a. Age 55+
 - b. Retirees that have not previously focused on cooking are now exploring during free time.
 - c. Frustrations: Waste of ingredients
 - d. Goals: Waste reduction

Gourmet Retailer Archetype:

1. Typically, specialty food stores or online marketplaces that focus on providing high quality, unique, and gourmet food products to customers. Includes gourmet shops, upscale grocery stores, and e-commerce platforms.
2. Gourmet retailers often have significant purchasing power due to premium product offerings and typically target affluent customers willing to pay a premium for gourmet and sustainable products.
3. Frustrations
 - a. Sourcing Challenges
 - b. Limited Variety
 - c. Compliance and Certification
4. Goals
 - a. Expectational Product Selection
 - b. Sustainability Focus
 - c. Unique Culinary Offerings
 - d. Customer Satisfaction

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h. Customer Profiles



"Being a young professional can be a real juggling act. I often wish there was something to make cooking healthier meals quicker and easier – because convenience matters when you're on the go."

Olivia Mitchell

Single young professional looking for ways to simplify her cooking process, reduce food waste, and make healthy meal choices.

Profile

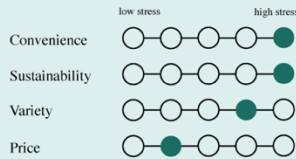
Age: 28
 Status: Single
 Marketing Coordinator
 Middle-income
 Combination of an "Achiever" and a "Creative"
 Driven and Goal-Oriented
 Hobbies of painting and writing
 Likes trying new restaurants and experimenting with diverse cuisines. She has a passion for exploring new places and immersing herself in different cultures, often seeking out local foods. She enjoys painting and creative writing, finding them to be relaxing and fulfilling pastimes. She values spending time in nature, whether hiking in nearby trails or simply having a picnic.

More about Olivia

Olivia Mitchell, a 28-year-old marketing coordinator, is a go-getter with a love for both her career and her creative pursuits. With a degree in marketing, she landed a job at a dynamic tech startup, where her role is a blend of analytical and creative work. In her free time, Olivia channels her artistic side by painting and writing, expressing her love for storytelling and visual art.

Olivia's passion for culinary exploration extends to her kitchen. She's always eager to try new recipes and experiment with different flavors. Her busy work schedule, however, often leaves her with limited time for cooking, which can be frustrating.

Troubles with Current Methods



Frustrations

Time Constraints
 Ingredient Waste
 Healthy Eating

Goals

Work Success
 Healthy lifestyle
 Creative Fulfillment



"We love the great outdoors and the freedom of camping, but space in our backpacks is precious. We've often wished for convenient, space-saving, and eco-friendly seasoning products to elevate our campfire cooking. It's not just about making the most of our adventures but also leaving the smallest footprint on the environment we cherish."

Ethan and Maya Reynolds

Couple with a shared love for the outdoors and a commitment to eco-friendly living.

Profile

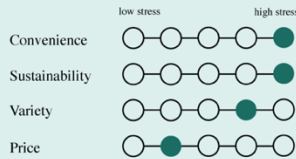
Age: 31 and 29
 Status: Married
 Environmental Scientist and Outdoor Educator
 Upper/Middle-income
 Ethan is a "Naturalist" and an "Innovator". He has a strong connection to nature, valuing sustainability and conservation, and also is interested in innovation and technology.
 Maya embodies traits of an "Adventurer" and a "Nurturer." She has a passion for outdoor exploration and is nurturing by nature, especially when sharing her love for the outdoors with others.
 Likes: Camping and Hiking, Environmental Conservation, Eco-friendly products, Education and Mentorship, Cooking and Culinary Experiments

More about Ethan and Maya

Ethan, a 31-year-old, environmental scientist, is deeply committed to his work and the environment. He holds a degree in environmental science and works for an organization focused on conservation and sustainable practices. He's an advocate for responsible living and seeks to promote eco-friendly solutions in various aspects of life.

Maya, 29, is an outdoor educator with a strong affinity for the natural world. Her work involved educating children and adults about the environment and outdoor skills. She cherishes every opportunity to impart her love for the outdoors to others, fostering an appreciation for nature.

Troubles with Current Methods



Frustrations

Space Constraints
 Lack of Eco-Friendly Options
 Limited Cooking Options

Goals

Environmental Impact
 Camping Adventures
 Eco-Friendly Living
 Outdoor Education
 Culinary Creativity



"Even though I'm young, I want to do my part to make the world a better, more sustainable place for when I grow up. Every small change matters, and I'm learning to be eco-friendly. I hope to inspire my family to join me on this journey. We can all make a difference by taking care of our planet, one step at a time."

Noah Greene

Despite her age, she is already making waves as a passionate environmental advocate.

Profile

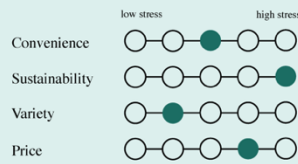
Age: 9
Status: Single
Environmental Advocate *Informal Role*
N/A (Due to age) Family is High-Income
Combination of an "Naturalist" and a "Champion"
Noah has a deep connection to nature and is enthusiastic about championing causes that she's passionate about, such as environmental conservation. Noah loves spending time outdoors, exploring parks, and observing wildlife. She enjoys expressing herself through art, often using her creative talents to advocate for environmental causes. She is an avid reader who seeks knowledge about the environment and sustainability.

More about Noah

At just 9 years old, Noah Greene has already established herself as a young environmental advocate. Her fascination with nature and concern for the environment began at a young age, thanks to the inspiration she found in her parents' nature documentaries and her own outdoor adventures. Noah's passion for sustainability emerged when she learned about the impact of climate change and pollution on the planet.

With a love for nature, a drive to learn, and a creative spirit, she is determined to make the world a better place by promoting eco-friendly practices and inspiring others to join her cause.

Troubles with Current Methods



Frustrations

Limited Influence
Limited Income (Due to age)

Goals

Environmental Change
Education and Awareness
Creativity and Art



"Being on my own is a big change, and I'm pretty stoked about it. Eating out all the time costs a fortune, so I'm ready to start cooking for myself. It's all about saving some cash and enjoying the process."

Mason Williams

Navigating the transition to adulthood, aiming to cook more at home to save money.

Profile

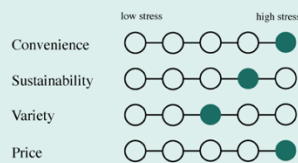
Age: 19
Status: Single
College Student (Major: Graphic Design)
Low-income; Part-Time job
Mason embodies the spirit of a "Creative Explorer"
Imaginative and open to new experiences
Challenges conventional ideas
Mason has a great appreciation for art and design. His major in graphic design reflects his deep passion for visual art and creativity. He enjoys playing the guitar, composing songs, and attending live music events.
Mason also enjoys outdoor adventures especially hiking, camping, and exploring nature.

More about Mason

Mason, at 19, is a college student majoring in graphic design. His fascination with art and design began during his high school years when he started experimenting with digital art and illustration. He's enthusiastic about learning more about design and exploring its various forms.

The prospect of managing his own space and finances is daunting, but Mason feels greater excitement. Mason soon felt the weight of restaurant bills and college expenses on his budget, which inspired him to cook more at home. He sees this as an opportunity for growth since he currently has limited cooking skills and views cooking as another canvas for his artistic expression.

Troubles with Current Methods



Frustrations

Financial Constraints
Limited Cooking Skills
Limited Cabinet Space

Goals

Graphic Design Career
Financial Independence
Culinary Exploration



Flavors & Elegance Emporium

Upscale gourmet retailer that harmoniously blends the world's finest culinary creations with ethical sourcing.

Profile

Age: 5
Status: Upscale Gourmet Retailer
High-Income

Flavors & Elegance Emporium appreciates the artistry behind fine foods and beverages.

They embrace a rich tapestry of international flavors and culinary traditions.

The business has a deep commitment to ethical sourcing, sustainability, and responsible business practices.

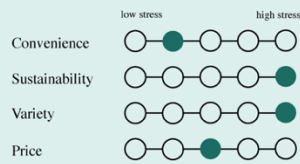
More about Flavors & Elegance

At Flavors & Elegance Emporium, our mission is to curate an exclusive selection of gourmet products that delight the senses, elevate culinary experiences, and promote ethical sourcing. We are dedicated to offering our discerning clientele a taste of the world's finest flavors while upholding our commitment to environmental responsibility.

We envision Flavors & Elegance Emporium as a culinary destination where epicureans gather to explore a world of taste and refinement. We aim to be the trusted purveyor of gourmet excellence, a haven for connoisseurs who value both opulence and ethical integrity. Our vision is to continually expand our portfolio of ethically sourced, exquisite products, leading the way in gourmet retail.

"At Flavors & Elegance Emporium, our product choices reflect our unwavering dedication to marrying gourmet excellence with ethical sourcing. We strive to provide a sumptuous yet conscientious culinary experience."

Troubles with Current Methods



Frustrations

Limited Supply Chain Transparency
Seasonal Availability
Market Competition

Goals

Sustainable Expansion
Enhanced Customer Experience
Global Sourcing
Product Discovery

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i. Influencer Map

Primary Influencers:

1. Eco-Food Bloggers
 - a. Food bloggers with a strong focus on eco-friendly and sustainable cooking.
 - b. May endorse MiniMixes as an eco-conscious choice for seasoning.
2. Nutrition Experts
 - a. Registered dietitians or nutritionists who emphasize sustainable and healthy eating.
 - b. They can validate the nutritional value and sustainability of MiniMixes' products.
3. Zero-Waste Advocates
 - a. Influential figures promoting a zero-waste lifestyle.
 - b. They can highlight how MiniMixes contributes to reducing food waste.

Secondary Influencers:

1. Health Influencers
 - a. Chefs, home cooks, and culinary experts who can showcase creative recipes using MiniMixes' seasonings and discuss benefits of the product.
 - b. They can inspire usage ideas.
2. Sustainability Enthusiasts
 - a. Environmental activists and sustainability advocates.
 - b. They can emphasize the importance of choosing eco-friendly seasonings.
3. Healthy Living Bloggers
 - a. Bloggers focusing on overall well-being, including healthy eating.
 - b. They can integrate MiniMixes into health-conscious meal plans.
4. Eco-Conscious Outdoor Adventure Influencers
 - a. Adventurers and hikers promoting eco-friendly practices.
 - b. Showcasing MiniMixes as sustainable seasonings for outdoor enthusiasts.

Tertiary Influencers:

1. Social Media Foodies
 - a. Social media users with a significant following who post about food.
 - b. They can introduce MiniMixes to a broader audience.
2. Cooking Show Hosts
 - a. Hosts of cooking shows on TV or online platforms.
 - b. They can demonstrate the use of MiniMixes in cooking.
3. Packaging Sustainability Advocates
 - a. Influencers who specialize in sustainability packaging and eco-friendly products.
 - b. They can highlight the packaging choices of MiniMixes.

j. Stakeholder Map

Keep Satisfied	Manage Closely
<ul style="list-style-type: none"> - Customers - Investors - Suppliers - Employees - Regulatory Bodies 	<ul style="list-style-type: none"> - Food Safety Watchdogs - Consumer Advocacy Groups
<ul style="list-style-type: none"> - Local Communities - NGOs (Non-Governmental Organizations) - Competitors - Media and Press 	<ul style="list-style-type: none"> - Food Bloggers and Influencers - Environmental Advocacy Groups - Health and Nutrition Experts
Monitor	Keep Informed

k. Ansoff Matrix

Market Penetration (Existing Products, Existing Markets)

- Increase the frequency of customer engagement by launching a loyalty program, offering rewards for repeat purchases.
- Collaborate with retailers to secure prominent shelf space for MiniMixes' products in existing markets.
- Expand the company's licensing, allowing an online and cross-state shopping experience; Offer subscription options for frequent customers.

Market Development (Existing Products, New Markets)

- Target new geographical markets with a strong focus on regions known for their eco-conscious consumer base, such as Northern California, Portland, or certain European countries.
- Customize product offerings to cater to the tastes and preferences of different regional markets, while maintaining the eco-friendly mission.
- Form partnerships with international distributors or retailers to enter foreign markets more effectively.

Product Development (New Products, Existing Markets)

- Introduce a line of organic seasonings, made from sustainably sourced ingredients, appealing to health-conscious customers in existing markets.

- Develop innovative, eco-friendly packaging solutions, such as reusable or compostable spice containers, reducing plastic waste.
- Offer limited-edition seasoning blends and collaborate with local artisans or chefs to create unique, market-specific seasonings.

Diversification (New Products, New Markets)

- Venture into eco-friendly kitchen gadgets and utensils, creating a MiniMixes-branded line of sustainable kitchen accessories.
- Develop partnerships with environmentally conscious restaurants to supply them with MiniMixes, unique seasoning blends and eco-friendly packaging.
- Launch an online platform or mobile app focused on food waste reduction tips, recipes, and eco-friendly kitchen practices to a global audience.

I. Porter's Five Forces

Threat of New Entrants

- *Moderate Threat:* Fresh ideas allow MiniMixes to emerge competitively. However, the seasoning industry's specialized knowledge and sustainable ingredient sourcing can pose barriers for newcomers, including MiniMixes. MiniMixes can establish a strong brand presence to deter potential entrants.

Bargaining Power of Suppliers

- *Low to Moderate Power:* MiniMixes can explore various suppliers and build relationships that align with our sustainability goals. Suppliers may have moderate power, but MiniMixes can still negotiate favorable terms by focusing on sustainability requirements.

Bargaining Power of Buyers

- *Low Power:* MiniMixes has yet to establish a customer base. Buyers have limited power as they are not actively seeking single-serving, eco-friendly seasoning options. However, as MiniMixes gains brand recognition, buyers' power may increase.

Threat of Substitute Products

- *Low Threat:* With the unique focus on single-serving, eco-friendly sustainability, there may be fewer direct substitutes. MiniMixes can use research and development phases to develop product differentiators.

Rivalry Among Existing Competitors

- *High Rivalry:* As MiniMixes is not yet operational, it does not face direct competition in the market. However, there are strong competitors that sell full-size seasoning that pose high rivalry for MiniMixes.

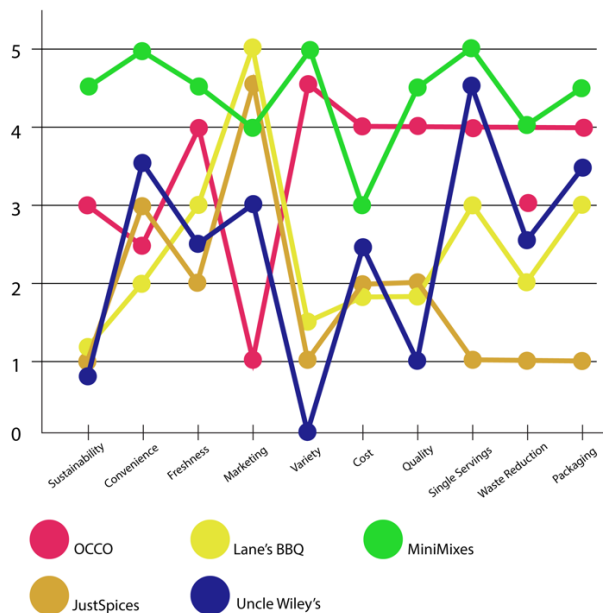
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m. Competitor Analysis

MiniMixes is facing minimal competition entering the single-serve seasoning market. There are a few competitors, namely OCCO, Just Spices, Lane’s BBQ, and Uncle Wiley’s. These competitors are explored in more below through detailed descriptions, a Blue Ocean Canvas, SWOT analysis, and a Competition Matrix.

- OCCO
 - Focus heavily on the expiration date of spices through the use of memes, large text, and imagery. Secondary focus on expanding flavor variety without having to buy an entire bottle of a seasoning that may never be used again. Tertiary focus on sustainability and small-scale spice merchants.
- Just Spices
 - Heavy focus on convenience through spice blends and ease of use. Idea originated in 2012 and went to market in 2014. Just started selling products in the USA in 2023. Values of pride, passion, courage, entrepreneurship, happiness, and family, appearing to have a big focus on comfort and community.
- Lane’s BBQ
 - Only sell seasonings for BBQ “Rubs” which is more a niche market for cooking. Well established and has a local business that hosts events.
- Uncle Wiley’s
 - Focuses heavily on southern style cooking and the negative consequences associated through healthy southern style seasonings. Featured on media and advertisements but has an extremely limited product variety.

n. Blue Ocean Canvas



o. SWOT Analysis

occo

<p>Strengths</p> <ul style="list-style-type: none"> Interactive Web Design Offered with recipes Strong packaging Newsletter 	<p>Weaknesses</p> <ul style="list-style-type: none"> Incredibly minimal socials Not widely offered Only offered in speciality stores
<p>Opportunities</p> <ul style="list-style-type: none"> Recipes from notable chefs Offer products in sets/bundles 	<p>Threats</p> <ul style="list-style-type: none"> May grow social presence Founder is knowledgeable

JustSpices

<p>Strengths</p> <ul style="list-style-type: none"> Powerful web design Highly interactive web design Spices went to market in 2014 Colorful, Bright Packaging Offer both full size and sample seasonings 	<p>Weaknesses</p> <ul style="list-style-type: none"> Don't specialize in single-serve Packages are an odd shape Not space saving 42 seasonings - small variety Only 8 are offered for sample Social media only in German???
<p>Opportunities</p> <ul style="list-style-type: none"> Customizable groupings Influencer marketing Partnerships Greater variety 	<p>Threats</p> <ul style="list-style-type: none"> May expand products May start offering more samples Lower pricing Stronger following Stronger establishment

Lane's BBQ

<p>Strengths</p> <ul style="list-style-type: none"> Started selling products in 2013 Products in US, Australia, Canada & the UK Free from preservatives, MSG, and gluten Local business and hosts events 	<p>Weaknesses</p> <ul style="list-style-type: none"> Didn't start as a spice company Primarily sell full-size Limited to BBQ Smaller social media presence
<p>Opportunities</p> <ul style="list-style-type: none"> Expanded variety of products International Expansion Composable/recyclable packaging Events 	<p>Threats</p> <ul style="list-style-type: none"> May expand variety of products

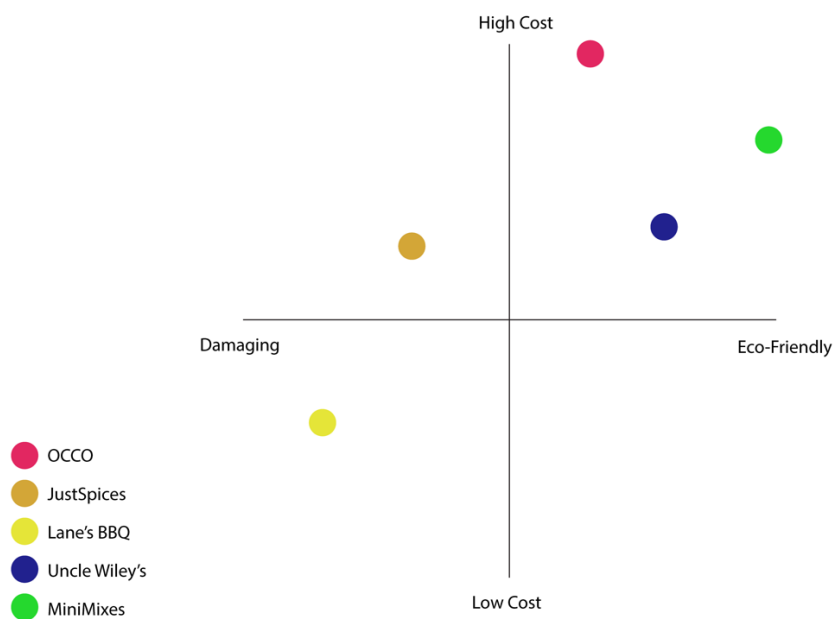
Uncle Wiley's

<p>Strengths</p> <ul style="list-style-type: none"> Featured on the news Featured in Kroger advertising Blog style website Extremely limited socials 	<p>Weaknesses</p> <ul style="list-style-type: none"> Poor Web Design Kinda Fat Shamey Overall weak design Only 7 products Limited to soul food seasonings
<p>Opportunities</p> <ul style="list-style-type: none"> Shape of packet design Use of blog style recipes Use of blog style stories 	<p>Threats</p> <ul style="list-style-type: none"> May expand variety of products

MiniMixes

<p>Strengths</p> <ul style="list-style-type: none"> <i>Compostable/Recyclable Packaging</i> <i>Transparency and Sustainable Eco-Friendly</i> <i>Large Variety of Products</i> 	<p>Weaknesses</p> <ul style="list-style-type: none"> <i>No social media presence</i> <i>Not an established business</i> <i>No reputation</i>
<p>Opportunities</p> <ul style="list-style-type: none"> <i>Influencer Marketing Events</i> <i>Ability to create strong social presence</i> <i>Strong web design</i> 	<p>Threats</p> <ul style="list-style-type: none"> <i>Limited income/resources</i> <i>Limited support</i>

p. Competitor Matrix



q. Project Design and Branding



MiniMixes



Hex: #782716 | #f2ca37 | #e86d44 | #aac953 | #bd9c53 | #782716 | #6c6445 | #d68e28 | #123c48

PF Scandal

Regular

Bold

Black

Spice Sustainably,
Season Sensibly.





6. Business Model Canvas

<p>KEY PARTNERS</p> <ul style="list-style-type: none"> Sustainable Ingredient Supplier Eco-Friendly Packaging Provider Retailers and Distributors Certification Organizations Verification Organizations Transportation Companies Environmental Organizations Environmental Nonprofits Sourcing Consultants Supply Chain Consultants Legal Consultant 	<p>KEY ACTIVITIES</p> <ul style="list-style-type: none"> Product Development Sourcing Management Supply Chain Management Packaging Development Marketing/Promotion Distribution/Logistics Customer Support Quality Control Feedback/Improvement Certifications/Compliance Research/Innovation Brand Building Collaboration <p>KEY RESOURCES</p> <ul style="list-style-type: none"> Eco-Friendly Packaging Brand Reputation E-commerce/Retail platforms Certifications/Verifications Networks Marketing Channels Customer Base Feedback Loop 	<p>VALUE PROPOSITIONS</p> <p>For Consumers:</p> <ul style="list-style-type: none"> Convenience Healthy Options Eco-Conscious Selection Variety and Flavor Transparency Portion Control Time Saving Customization Travel and On-the-Go Healthy Lifestyle Support Satisfaction Guarantee <p>For Retailers:</p> <ul style="list-style-type: none"> Differentiation Eco-Conscious Partnerships Consumer Demand Efficiency Customer Loyalty <p>Overall:</p> <ul style="list-style-type: none"> Sustainable Sourcing Reduced Food Waste Eco-Friendly Packaging Positive Environmental Practices Educational Outreach 	<p>CUSTOMER RELATIONSHIPS</p> <p>For Consumers:</p> <ul style="list-style-type: none"> Self-Service Responsive Support Feedback Loop Educational Content Subscription Services Recipe Ideas <p>For Retailers:</p> <ul style="list-style-type: none"> B2B Engagement Collaborative Marketing Performance Reviews <p>CHANNELS</p> <ul style="list-style-type: none"> Business Website Mobile App Email Marketing Social Media Paid/Influencer Advertising Online Advertising Online Marketplaces Brick & Mortar Stores Trade Shows and Events 	<p>CUSTOMER SEGMENTS</p> <ul style="list-style-type: none"> Single Individuals Travelers and Campers Eco-Conscious Consumers Kitchen novices Gourmet retailers Health Enthusiasts Gourmet Food Enthusiasts Eco-friendly Retailers Hospitality Industry Special Dietary Groups Cooking Institutions/Schools
<p>COST STRUCTURE</p> <ul style="list-style-type: none"> Ingredient Costs Packaging Expenses Production Costs Marketing/Advertising and Customer Acquisition Distribution and Logistics Personnel Certifications and Compliance Research and Development Utilities and Overhead 		<p>REVENUE STREAMS</p> <ul style="list-style-type: none"> Product Sales Subscription Models Merchandise and Branded Products Wholesale and Bulk Sales Collaborations and Partnerships Custom Seasoning Blends 		

Through the development of the MiniMixes business model, there have been several innovations. The most important fall within the value proposition, key partners, and key resources building blocks.

Starting with value propositions, the primary innovation is the combination of convenience, health-consciousness, and eco-friendliness. MiniMixes innovates for customers by providing an unparalleled level of convenience, as the single-serve packets simplify meal preparation while reducing food and packaging waste. MiniMixes offers a range of healthy seasonings, harnessing the latest nutritional insights and wellness trends, delivering a truly innovative health-conscious choice. Finally, MiniMixes commitment to eco-friendliness aligns with the growing environmental consciousness of customers, providing innovative solutions that minimize waste and our consumers' carbon footprints. By combining these value propositions, MiniMixes creates an innovate approach to seasoning that addresses multiple aspects of customer lives.

MiniMixes' eco-friendly single-serve seasoning packet business has fostered innovative key partnerships with sustainable ingredient suppliers. Instead of merely procuring ingredients, MiniMixes collaborates closely with partners to implement eco-conscious practices from field to packaging. This innovation allows MiniMixes to create a more direct and transparent supply chain, reducing environmental impact and ensuring ethical sourcing. Through these innovative partnerships, MiniMixes is at the forefront of sustainable ingredient sourcing, setting new industry standards.

Finally, MiniMixes key resources are inherently innovative as we aim to harness cutting-edge technology and practices to produce eco-friendly single-serve seasoning packets. MiniMixes plans to invest in state-of-the-art production methods that minimize waste, reduce energy consumption, and prioritize sustainable packaging materials. Additionally, MiniMixes commitment to research and development keeps us at the forefront of culinary trends and health-conscious seasonings. With skilled flavor experts, we innovate to craft unique and healthy seasoning blends. Our innovative key resources allow our company to not only meet but exceed the evolving expectations of our eco-conscious consumers.

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7. Hypothesis and Test Cards

I have established and plan to test five key hypotheses, which are listed below:

- Eco-Friendly Packaging Impact
 - I hypothesize that offering innovative, fully eco-friendly packaging will drive sales and customer loyalty.
- Price Sensitivity
 - I hypothesize that there is a specific price range that will incite customers to purchase MiniMixes.
- Effect of Sustainability Certifications
 - I hypothesize that displaying recognized sustainability certifications on MiniMixes packaging will boost consumer trust and sales.
- Variety Preference
 - I hypothesize that consumers are most likely to purchase protein seasoning blends, followed by starch blends, ending with vegetable blends.
- Partnership Impact
 - I hypothesize that collaborating with influencers will expand MiniMixes reach and boost brand awareness.

To test these hypotheses, I plan to perform one-on-one interviews with potential customers and users for the most in depth feedback and show videos of the developed prototypes. Ideally, users and interviewees would test the prototypes, however in person interviews are difficult given the wide variety of locations of potential users. Hopefully I will manage to land a few in person interviews where the users could test the prototype, and these tests paired with the virtual interviews will confirm the majority of my hypotheses. The new set of insights from the confirmed hypotheses will be listed below.

On top of continuing to interview potential customers and users and having them interact with the various prototypes, I also plan on finishing the site landing page for publishing. Once live, I will share the link through various social media outlets to monitor interest levels. Through the landing page, potential customers and users can sign up to receive more information, which will give me a very important benchmark regarding the amount of people who will be interested and open opportunities to make sales pitches and receive letters of intent.

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Test Card

 Strategyzer

Test Name Eco-Friendly Packaging Impact

Deadline 2/29/24

Assigned to MiniMixes Founder - Self

Duration 7 weeks

STEP 1: HYPOTHESIS

We believe that

Offering innovative, fully eco-friendly packaging will drive sales and customer loyalty.

Critical:



STEP 2: TEST

To verify that, we will

Perform 3 one-on-one interviews and develop a target audience survey to garner qualitative and quantitative feedback on their perceptions of eco-friendly packaging.

Test Cost:



Data Reliability:



STEP 3: METRIC

And measure

The success by analyzing the surveying responses and interview insights.

Time Required:



STEP 4: CRITERIA

We are right if

The target audience responses lean heavily towards preferring products that incorporate innovative, fully eco-friendly packaging.

Test Card

Test Name Price Sensitivity

Deadline 2/29/24

Assigned to MiniMixes Founder - Self

Duration 7 weeks

STEP 1: HYPOTHESIS

We believe that

There is a specific price range that will incite customers to purchase MiniMixes.

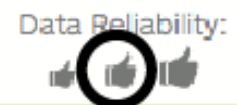
Critical:



STEP 2: TEST

To verify that, we will

Perform 3 one-on-one interviews and develop a target audience survey to garner qualitative and quantitative feedback on their willingness to purchase MiniMixes at different price points.



STEP 3: METRIC

And measure

The success by analyzing the surveying responses and interview insights.

Time Required:



STEP 4: CRITERIA

We are right if

The majority of participants express a strong inclination to purchase MiniMixes within the identified target price range, indicating that it aligns with their perceived value and willingness to make a purchase decision.

Test Card

Test Name Effect of Sustainability Certifications

Deadline 2/29/24

Assigned to MiniMixes Founder - Self

Duration 7 weeks

STEP 1: HYPOTHESIS

We believe that

Displaying recognized sustainability certifications on MiniMixes packaging will boost consumer trust and sales.

Critical:



STEP 2: TEST

To verify that, we will

Perform 3 one-on-one interviews and develop a target audience survey to garner qualitative and quantitative

feedback on the perceived impact of sustainability certifications on consumer trust and purchase decisions.

Test Cost:



Data Reliability:



STEP 3: METRIC

And measure

The success by analyzing the surveying responses and interview insights.

Time Required:



STEP 4: CRITERIA

We are right if

The majority of participants express increased trust and a higher likelihood of purchasing MiniMixes when sustainability certifications are prominently displayed on the packaging.

Test Card



<i>Test Name</i>	Variety Preference	<i>Deadline</i>	2/29/24
<i>Assigned to</i>	MiniMixes Founder - Self	<i>Duration</i>	7 weeks

STEP 1: HYPOTHESIS

We believe that

Consumers are most likely to purchase protein seasoning blends, followed by starch blends, ending with vegetable blends.

Critical:



STEP 2: TEST

To verify that, we will

Perform 3 one-on-one interviews and develop a target audience survey to garner qualitative and quantitative

feedback perceived preferences of consumers regarding protein, starch, and vegetable blends.

Test Cost:



Data Reliability:



STEP 3: METRIC

And measure

The success by analyzing the surveying responses and interview insights.

Time Required:



STEP 4: CRITERIA

We are right if

The majority of participants express a higher likelihood of purchasing proteing seasoning blends, followed by starch blends, and a lower likelihood for vegetable blends, aligning with our predicted consumer preferences.

Test Card

<i>Test Name</i>	Partnership Impact	<i>Deadline</i>	2/29/24
<i>Assigned to</i>	MiniMixes Founder - Self	<i>Duration</i>	7 weeks

STEP 1: HYPOTHESIS

We believe that

Collaborating with influencers will expand MiniMixes reach and boost brand awareness.

Critical:



STEP 2: TEST

To verify that, we will

Perform 3 one-on-one interviews and develop a target audience survey to garner qualitative and quantitative

feedback on the perceived impact of influencer collaborations on brand reach and awareness.

Test Cost:



Data Reliability:



STEP 3: METRIC

And measure

The success by analyzing the surveying responses and interview insights.

Time Required:



STEP 4: CRITERIA

We are right if

The majority of participants express an increased awareness of MiniMixes and a broader reach due to influencer collaborations, indicating a positive impact on brand awareness as anticipated.

8. Relevance to LEAD Program

This project is an exact definition of what the Creative Business Leadership program at Savannah College of Art and Design is preparing its students to do. I am building a creative business from the ground up using creative business practices and have identified a genuine problem that exists. Once solved, the solution will assist in creating a more sustainable and food conscious world. Furthermore, I am using my undergraduate degree from SCAD with this venture as well by acting as the lead graphic designer and advertising/marketing manager for MiniMixes, partnering with my development team for the easiest and best possible experience for users.

I decided to do this project because I want to inspire more mindful and eco-conscious culinary experiences, making a positive impact on both people's lives and the environment. This master's program has confirmed my passion for leadership and provided me with confidence that I can do anything I set my mind to.

Throughout my Graduate degree at SCAD, I have taken the below courses. Each one of these courses has taught me something that will contribute to this final project.

- Visual Communication and Presentation
- The Human Factor, Design Thinking
- Finance and Accounting for Creative Industries
- From Agoras to Digital Markets: Fundamentals of Business Design
- Game Changers: 10,000 Years of Leadership
- Methods of Contextual Research
- Calculated Risk: Quantitative Insights for Business Innovation
- Funding Creative Businesses: Financial Strategies for Sustained Success
- Design the Future: Entrepreneurship Principles and Practice
- GOOD 560 Greenbriar Rebranding Project
- Influencers and Innovators: Characteristics of Transformative Leadership
- Funding Creative Businesses: Financial Strategies for Sustained Success

9. Deliverables

The deliverables I plan to pursue for the project are as follows:

- Company Mission, Values, and Goals Statements
- Brand Guidelines Document
- Marketing and Sales Summary
- Detailed summary of 3 Distribution Categories and Licensing Requirements
- Executive Summary of Selected Distribution Category
- Pro Forma Cash Flow Statement
- Pro Forma Balance Sheet

- Pro Forma Income Statement
 - Pro Forma Budget
 - Finalized and Launched MiniMixes Landing Page with custom domain name.
 - Site Imagery Database
 - Key Decision Maker Pitch Transcripts and Analysis
 - Key Decision Maker Pitch Presentation Deck
 - Letter(s) of Intent to Distribute
 - Final Project Documentation
 - 3+ Digital Models
 - 3+ Physical Prototypes
-

10. SMART Goals

SMART Goal 1

My first SMART Goal is to determine three potential distribution channels for MiniMixes, providing a detailed summary of each distribution category along with licensing requirements. The purpose of this goal is to assess the feasibility of potential distribution channels for MiniMixes, allowing for informed decision-making and strategic planning. I aim to accomplish this goal by the end of the second week of the final project quarter, allowing ample time for communication with leaders within the selected distribution category.

Three objectives required to complete this goal are researching potential distribution channels, summarizing key details for each category, and identifying licensing requirements. Without thorough research, I won't have sufficient information to assess the feasibility of each distribution channel. Summarizing key details will help in presenting a concise overview of each option, facilitating better decision-making. Identifying licensing requirements is crucial to understanding the legal aspects and compliance needed for each distribution channel.

1. Research potential distribution channels
 - a. Explore online platforms such as Amazon, Etsy, and specialty food marketplaces to understand their suitability for MiniMixes.
 - b. Investigate partnerships with local grocery stores, health food stores, and specialty retailers to assess offline opportunities.
 - c. Analyze the potential of selling at local farmers markets, considering the direct-to-consumer model and community engagement.
2. Summarize key details for each category.
 - a. Compile a comprehensive summary of the pros and cons for online platforms, highlighting their user base, fees, and market reach.

- b. Create an overview of the advantages and challenges associated with partnering with local stores, considering factors like shelf space and customer demographics.
- c. Develop a summary of the benefits and considerations related to selling at local farmers markets, emphasizing community connections and immediate feedback.
- 3. Identify licensing requirements.
 - a. Investigate the legal and regulatory requirements for selling food products on online platforms, ensuring compliance with food safety standards.
 - b. Research the licensing and permits needed for MiniMixes to be stocked in local retail stores, considering regional variations.
 - c. Examine any specific licensing or compliance requirements associated with selling at local farmers markets, addressing health and safety standards.

SMART Goal 2

My second SMART Goal is to launch the MiniMixes website's landing page, which will serve as a platform to increase awareness about MiniMixes and generate a list of interested parties seeking more information. This launch can potentially facilitate connections with key decision makers, aligning with SMART goals 4 and 5. I aim to achieve this by the end of the third week in the final project quarter, ensuring that the site is live with a custom domain name attached.

To complete this goal, three essential objectives need to be met: creating engaging visuals to effectively showcase MiniMixes' products and how they address users' needs, completing the development work to bring the website to life and make it accessible to potential customers, and purchasing and connecting a custom domain to the website, ensuring ease in finding the website. Visuals are crucial for clear communication, development is the foundation for website accessibility, and a custom domain important to build customer loyalty.

- 1. Create engaging visuals.
 - a. Develop visuals that accurately showcase each brag point of MiniMixes.
 - b. Craft a concise and compelling script for a thirty-second advertisement, emphasizing MiniMixes' brag points.
 - c. Source and professionally edit stock footage and prototype videos for effective presentation.
- 2. Complete development
 - a. Utilize Wix to upload visuals to the website, positioning them appropriately next to brag points.
 - b. Ensure site responsiveness across various devices (desktop, laptop, tablet, and mobile) for a positive and user-friendly experience.

- c. Conduct a thorough review of SEO elements to optimize search engine visibility.
3. Purchase and connect custom domain name.
 - a. Explore domain name options and purchase a name aligned with the brand.
 - b. Complete the purchase process with reputable domain host server.
 - c. Ensure proper connection to the MiniMixes website.

SMART Goal 3

My third SMART Goal is to craft a minimum of three prototypes designed to elevate the effectiveness of my pitches. By the conclusion of the fourth week in the final project quarter, I aim to have successfully developed at least three prototypes.

To achieve this goal, three essential objectives must be met: firstly, planning the target audience for our pitches and brainstorming various models that are suitable for these presentations. This planning ensures that we are constructing models aligned with our pitch and MiniMixes' regular use. Secondly, the models need to be physically constructed to provide an interactive tool for our presentations. Finally, the prototypes themselves must be built to deliver a functioning version that showcases what MiniMixes has to offer to institutions.

1. Plan model creation
 - a. Using the list of potential customers, brainstorm at least 3 potential models that can be used in pitches.
 - b. Weighing time and ease of creation, select the best models for a minimum of three pitches.
 - c. Document logic behind model selection
2. Build models.
 - a. Use Adobe 3D software to build models.
3. Build prototypes.
 - a. Research key facts that can be used as info cards and hotspots for the models built.
 - b. Use Adobe 3D software to take models to life-sized prototypes.
 - c. Document prototype journey

SMART Goal 4

My fourth SMART Goal is to pitch MiniMixes to a minimum of three key decision makers. This will raise customer awareness around MiniMixes and help me gain more traction among customers. I am specifically mentioning key decision makers because they have the power to influence crucial business decisions. I can measure this goal by keeping track of the number of key decision makers I have talked to. I aim to achieve this by the end of the sixth week of the final project quarter.

Three objectives required to complete this goal are finding a minimum of 3 key decision makers to pitch to, creating a compelling sales pitch to use, and conducting the pitches. Without finding the key decision makers, I will be unable to pitch to them. Without a well-crafted sales pitch, my conversation with the key decision makers would be primarily informational and likely would not result in a letter of intent. Finally, without performing the sales pitches, there is no chance of securing a letter of intent or advancing to the next steps with the key decision maker.

4. Finding key network decision makers
 - a. Network on social media using LinkedIn and Facebook groups to find key decision makers or people who can put me in contact with key decision makers.
 - b. Utilize existing network of to access key decision makers.
 - c. Cold call and email “gatekeepers” who can put me in contact with decision makers.
5. Create a sales pitch.
 - a. Complete sales pitch should be a list of talking points in order as well as a deck for presentation.
 - b. Highlight problems users are facing.
 - c. Discuss the ways the users are facing these problems.
 - d. Introduce MiniMixes, highlighting preliminary problems and discussing specific features.
 - e. Describe MiniMixes value proposition.
 - f. Show prototype video OR pull up prototype (in-person pitches)
 - g. Discuss associated costs.
6. Perform a sales pitch.
 - a. Book pitch sessions with key decision makers within MiniMixes target market
 - b. Give pitches to various key decision makers within MiniMixes target market.

SMART Goal 5

The objective of my final SMART Goal is to secure a minimum of one letter of intent from leaders within the selected distribution category. This achievement is crucial as it will validate our product's traction and offer concrete evidence of customer interest to our stakeholders. Since MiniMixes are not yet available for direct sale due to product development, this letter of intent will serve as tangible proof of purchase intent. To track progress, I will monitor the number of received letters of intent, aiming to reach this goal by the end of the seventh week of the final project quarter.

Three essential objectives are integral to realizing this goal: conducting effective sales pitches tailored to leaders in the chosen distribution category, diligent follow-up with the prospects pitched, and playing the role of a customer service representative to

nurture potential relationships. The completion of sales pitches is essential to generate letters of intent, as they inform potential customers of our existence, services, and the value we provide. Subsequent to the pitch, following up with prospects is vital to initiate long-term relationships and be an accessible point of contact for inquiries and further assistance. Additionally, acting as a customer service representative post-pitch is crucial in building a strong rapport and creating a sense of belonging for potential customers. This approach will position MiniMixes as a responsive and amicable company, making decision makers feel more at ease when considering doing business with us.

1. Complete sales pitch
 - a. Book pitch sessions with key decision makers within MiniMixes target market
 - b. Give pitches to various key decision makers within MiniMixes target market.
2. Follow up after pitch.
 - a. Leave pitch by giving contact information to the potential customer.
 - b. Follow up with an email sent to the email address of the potential customer.
 - c. Be polite and make customer feel as though MiniMixes is there to help solve their issues.
 - d. Leave an open line of communication.
3. Act as customer service representative
 - a. Reply promptly to any questions or form of communication with potential customer.
 - b. Maintain an open line of communication.
 - c. Be polite and make customer feel as though MiniMixes is there to help solve their issues.

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11. Project Evaluation Metrics

SMART Goal 1 Evaluation Criteria: To assess the achievement of this SMART Goal, I will be tasked with the completion of research and documentation for MiniMixes' potential distribution channels, outlining the feasibility of each identified category. Evaluation will be based on the progress made, measured by the completion percentage of each objective by the specified end date. The goal will be considered accomplished once I have submitted the final documentation for review.

I will evaluate the completion of this SMART goal with the following KPIs:

		Student Success Scale: MiniMixes		
KPI	Poor (0-4)	Below Average (5-6)	Above Average (7-8)	Excellent (9-10)
Research on Distribution Channels	Less than 50% of the research on distribution channels is completed by the end of Week 2; No connection to MiniMixes' requirements	Between 50% - 75% of the research on distribution channels is completed by the end of Week 2; Slight connection to MiniMixes' requirements	Research on distribution channels is completed by the end of Week 2; Moderate connection to MiniMixes' requirements	Research on distribution channels is completed by the end of Week 2; Strong correlation between research and MiniMixes' requirements
Summary of Key Details for Each Category	Less than 50% of the key details for each category are summarized by the end of Week 2; No clear connection to feasibility considerations	Between 50% - 75% of the key details for each category are summarized by the end of Week 2; Slight connection to feasibility considerations	Key details for each category are summarized by the end of Week 2; Moderate connection to feasibility considerations	Key details for each category are summarized by the end of Week 2; Strong correlation between summaries and feasibility considerations
Identification of Licensing Requirements	Less than 50% of requirements are identified by the end of Week 2; No clear connection to MiniMixes' legal compliance	50% - 75% of requirements are identified by the end of Week 2; Slight connection to MiniMixes' legal compliance	Requirements are identified by the end of Week 2; Moderate connection to MiniMixes' legal compliance	Requirements are identified by the end of Week 2; Strong correlation to MiniMixes' legal compliance

SMART Goal 2 Evaluation criteria: To assess the attainment of this SMART goal, I must successfully launch the MiniMixes website’s landing page with a custom domain name, fostering increased awareness and generating a list of interested parties within the specified timeframe. Progress will be evaluated based on the completion of three crucial objectives, and the goal will be considered achieved once all elements are in place.

I will evaluate the completion of this SMART goal with the following KPIs:

		Student Success Scale: MiniMixes		
KPI	Poor (0-4)	Below Average (5-6)	Above Average (7-8)	Excellent (9-10)
Engaging Visuals	Engaging Visuals are incomplete or do not effectively showcase MiniMixes’ brag points by the end of Week 3	Visuals are partially complete with some showcasing of brag points by the end of Week 3.	Visuals are complete, accurately showcasing each brag point of MiniMixes by the end of Week 3.	Visuals are complete, and compelling, with a concise script and edited stock footage, enhancing MiniMixes’ appeal.
Development Completion	Development work is incomplete, and the website is not accessible or live with a custom domain by the end of Week 3.	Partial development is accomplished, but the website is not fully accessible, and the custom domain is not connected by the end of Week 3.	Development is complete, and the website is live, ensuring accessibility to potential customers by the end of Week 3.	Development is complete and optimized for various devices, ensuring a positive and user-friendly experience, with the custom domain successfully connected.
Custom Domain Purchase and Connection	No progress is made towards purchasing or connecting a custom domain by the end of Week 3.	Some progress is made towards exploring domain name options, but the purchase process is incomplete by the end of Week 3.	A custom domain is purchased and in alignment with the brand by the end of Week 3.	The purchased custom domain is not only aligned with the brand but also successfully connected to the MiniMixes website by the end of Week 3.

SMART Goal 3 Evaluation criteria: To assess the attainment of this SMART goal, I will strive to develop a minimum of three prototypes by the end of the fourth week in the final project quarter, enhancing the efficacy of my pitches. Progress will be assessed based on the completion of three fundamental objectives, and the goal will be deemed achieved when all three prototypes are successfully constructed.

I will evaluate the completion of this SMART goal with the following KPIs:

		Student Success Scale: MiniMixes		
KPI	Poor (0-4)	Below Average (5-6)	Above Average (7-8)	Excellent (9-10)
Models Planned	No planning is done for model creation, and no potential models are brainstormed by the end of Week 4.	Some planning is conducted for model creation, and some potential models are brainstormed by the end of Week 4.	Planning is thorough, with 1 or 2 potential models brainstormed, and a clear rationale documented by the end of Week 4.	Planning is comprehensive, and strategic, with three or more potential models brainstormed, and a well-documented rationale provided by the end of Week 4.
Models Built	No models are constructed using Adobe 3D software by the end of Week 4.	Some progress is made towards model construction using Adobe 3D software by the end of Week 4.	1 or 2 models are successfully built using Adobe 3D software by the end of Week 4.	Three or more models are built and refined to effectively showcase MiniMixes' features by the end of Week 4.
Prototypes Developed	No progress is made toward building life-sized prototypes using Adobe 3D software by the end of Week 4.	Some progress is made towards building life-sized prototypes, with at least one prototype under development by the end of Week 4.	1 or 2 prototypes are successfully developed as life-sized functioning versions, showcasing MiniMixes' offerings by the end of Week 4.	Three or more prototypes developed, and serve as impactful tools for presentations, effectively highlighting MiniMixes' features by the end of Week 4.

SMART Goal 4 Evaluation Criteria: To evaluate the achievement of this SMART goal, I will concentrate on presenting MiniMixes to a minimum of three key decision makers by the end of the sixth week of the final project quarter. Evaluation will be based on the successful completion of three key objectives: finding at least three key decision makers to pitch to, creating an impactful sales pitch, and conducting the pitches. Progress will be measured by the number of completed pitch sessions and the engagement of key decision makers. The goal will be considered achieved when I have successfully pitched to a minimum of three key decision makers.

I will evaluate the completion of this SMART goal with the following KPIs:

		Student Success Scale: MiniMixes		
KPI	Poor (0-4)	Below Average (5-6)	Above Average (7-8)	Excellent (9-10)
Key Decision Makers Identified	No key decision makers are identified, and less than two potential contacts are explored by the end of Week 6.	Some effort is made to identify key decision makers, with one potential contact explored by the end of Week 5.	Two key decision makers are successfully identified by the end of Week 6.	Three or more key decision makers are identified and chosen to align with MiniMixes' target market, by the end of Week 6.
Sales Pitch Created	No sales pitch is developed, and no progress is made towards creating a compelling presentation by the end of Week 6.	An initial sales pitch is crafted, covering basic talking points, but lacks depth and impact by the end of Week 6.	Comprehensive sales pitch is created, featuring a list of talking points, a presentation deck, + strategic highlights of value props by the end of Week 6.	Sales pitch meets the criteria and includes an engaging prototype video or demonstration, by the end of Week 6.
Pitch Sessions Conducted	No pitch sessions occur, and there is no interaction with key decision makers by the end of Week 6.	1 pitch session occurs, but the engagement level is minimal by the end of Week 6.	2 pitch sessions are successfully conducted, with moderate engagement from key decision makers by the end of Week 6.	3 or more pitch sessions are conducted, with a high level of engagement from key decision makers, by the end of Week 6.

SMART Goal 5 Evaluation criteria: To assess the achievement of this SMART goal, I will focus on securing a minimum of one letter of intent from leaders within the selected distribution category by the end of the seventh week of the final project. Evaluation will be based on the successful completion of three key objectives: conducting effective sales pitches tailored to leaders in the chosen distribution category, diligent follow-up with the prospects pitched, and playing the role of a customer service representative to nurture potential relationships. Progress will be measured by the number of secured letters of intent and the engagement of key decision makers. The goal will be considered achieved when I have successfully obtained a minimum of one letter of intent.

I will evaluate the completion of this SMART goal with the following KPIs:

		Student Success Scale: MiniMixes		
KPI	Poor (0-4)	Below Average (5-6)	Above Average (7-8)	Excellent (9-10)
Letters of Intent	No effort has been made to garner letters of intent by the end of Week 7.	Some effort has been made to garner letters of intent by the end of Week 7.	Significant effort has been made to garner letters of intent by the end of Week 7.	At least 1 letter of intent has been secured, and significant effort has been made to garner letters by the end of Week 7.
Sales Pitch Created	No sales pitch is developed, and no progress is made towards creating a compelling presentation by the end of Week 7.	An initial sales pitch is crafted, covering basic talking points, but lacks depth and impact by the end of Week 7.	Comprehensive sales pitch is created, featuring a list of talking points, a presentation deck, + strategic highlights of value props by the end of Week 6.	Sales pitch meets the criteria and includes an engaging prototype video or demonstration, by the end of Week 6.
Pitch Sessions Conducted	No pitch sessions occur, and there is no interaction with key decision makers by the end of Week 7.	1 pitch session occurs, but the engagement level is minimal by the end of Week 6.	2 pitch sessions are successfully conducted, with moderate engagement from key decision makers by the end of Week 6.	3 or more pitch sessions are conducted, with a high level of engagement from key decision makers, by the end of Week 6.

12. Milestones

Milestones	Date Due	Audience	Deliverables	Purpose
Determine 3 potential distribution channel categories and their licensing requirements.	Week 2	Review Committee and Project Manager - Self	Detailed summary of 3 distribution categories and licensing requirements.	Determine feasibility of potential distribution categories.
Launch the MiniMixes Website's Landing Page	Week 3	MiniMixes' audience	Live Landing page with Domain Purchase	Establish an online presence for MiniMixes and start building an interested audience.
Completed development of physical prototypes	Week 4	MiniMixes' audience and Selected Distribution Category	3 Physical Prototypes	Create tangible tools for presentations and pitches.
Plan and Conduct Effective Sales Pitches to Leaders of Selected Distribution Category	Week 6	Review Committee and Selected Distribution Category Leaders	Presentation Slides and Recordings or notes from pitches to leaders of Distribution category	Engage with leaders of distribution category and introduce MiniMixes
Secure a Minimum of One Letter of Intent to Distribute from Leaders of Selected Distribution Category	Week 7	Review Committee	1+ Letters of Intent	Obtain tangible proof of leader interest and product traction.

13. Project Challenges

As with any startup with deadlines, there are many challenges that can occur in the preparation to launch MiniMixes. Foreseen obstacles are listed below:

1. Sourcing Eco-Friendly Packaging
 - a. Sourcing eco-friendly packaging materials for MiniMixes can present several hurdles. One primary concern is the reliability of suppliers. Eco-friendly materials may not be as widely available as conventional packaging options, which can lead to delays in procurement. Additionally, the cost of eco-friendly packaging is often higher, which places strain on the project budget.
 - b. To address these challenges, conducting thorough research is essential. I will look for reputable suppliers who specialize in eco-friendly materials and have a track record of consistent delivery. Negotiating long-term contracts can help secure a stable supply chain and potentially reduce costs. I will consider the possibility of working with local manufacturers or small-scale eco-friendly packaging companies. By building strong partnerships and diversifying my supplier network, I can mitigate the risks associated with sourcing eco-friendly packaging.
2. Distribution and Logistics
 - a. Ensuring efficient distribution and logistics for MiniMixes is crucial, as any setbacks can lead to delayed deliveries, increased shipping costs, and potential damage or loss of orders during transit. Managing the logistics of shipping a sensitive product like MiniMixes requires careful planning and execution.
 - b. To tackle this challenge effectively, I will collaborate with a reliable logistics provider with expertise in handling sensitive products. Partnership with an experienced company can ensure that the distribution process is streamlined and optimized. Implementing robust tracking systems will allow me to monitor the progress of shipments in real-time, offering transparency. Providing customers with multiple shipping options allows customers to choose shipping methods within their budget and timeline. Optimizing the packaging design to ensure MiniMixes product is adequately protected during transportation is crucial.
3. Scaling Up
 - a. Scaling up the production and distribution of MiniMixes can present a variety of potential setbacks. As demand increases, there may be resource constraints, impacting product quality and customer service. Rapid expansion could result in decreased product consistency, and subsequently, customer satisfaction.
 - b. To address this challenge, I will prioritize maintaining the quality of MiniMixes and the overall customer experience. I will invest in additional

production facilities and personnel to accommodate increased demand along with a robust training program to ensure that new staff members uphold the same quality standards that make MiniMixes successful. I will develop and enforce strict quality control measures to monitor the production process closely and monitor customer feedback and review to identify any issues or areas for improvement, taking immediate action to address concerns. By focusing on quality and the customer experience during scaling, MiniMixes can grow successfully while maintaining high standards.

14. Project Future and Continuity

The work I am completing in this final project lays the essential foundation required for launching MiniMixes as a company. This isn't a one-time effort, but part of my long-term vision to make MiniMixes available for purchase nationwide, contributing to addressing America's food waste problem.

Upon completion of my final project, I will have theoretically covered all aspects of MiniMixes within my control, setting the stage for launch, operation, and growth. However, some elements remain beyond my direct control. I will remain actively involved in these processes. As the current President and CEO of MiniMixes, my aspiration is to see the company grow to a point where it becomes a full-time commitment.

This project is just the beginning for MiniMixes. The goal is to establish a brand that draws customers back for more through unique value propositions and customer relationships. Ideally, I aim to build a sustainable business that allows for expansion while remaining environmentally conscious and focusing on obtaining B-Corp Certification. Unless the launch and market viability tests prove exceptionally successful, I intend to balance MiniMixes as a side venture alongside other career pursuits or additional business endeavors.

This project presents a unique opportunity to create a brand from inception to fruition, serving as a valuable portfolio piece. It showcases my proficiency in conceiving a concept, formulating a marketing strategy from the group up, executing a successful launch, and demonstrating a profound understanding of overall business design. My objective is to showcase my capability to stay on the cutting edge of innovative concepts, cultivate a dedicated following, and deliver a seamless, effective business model.

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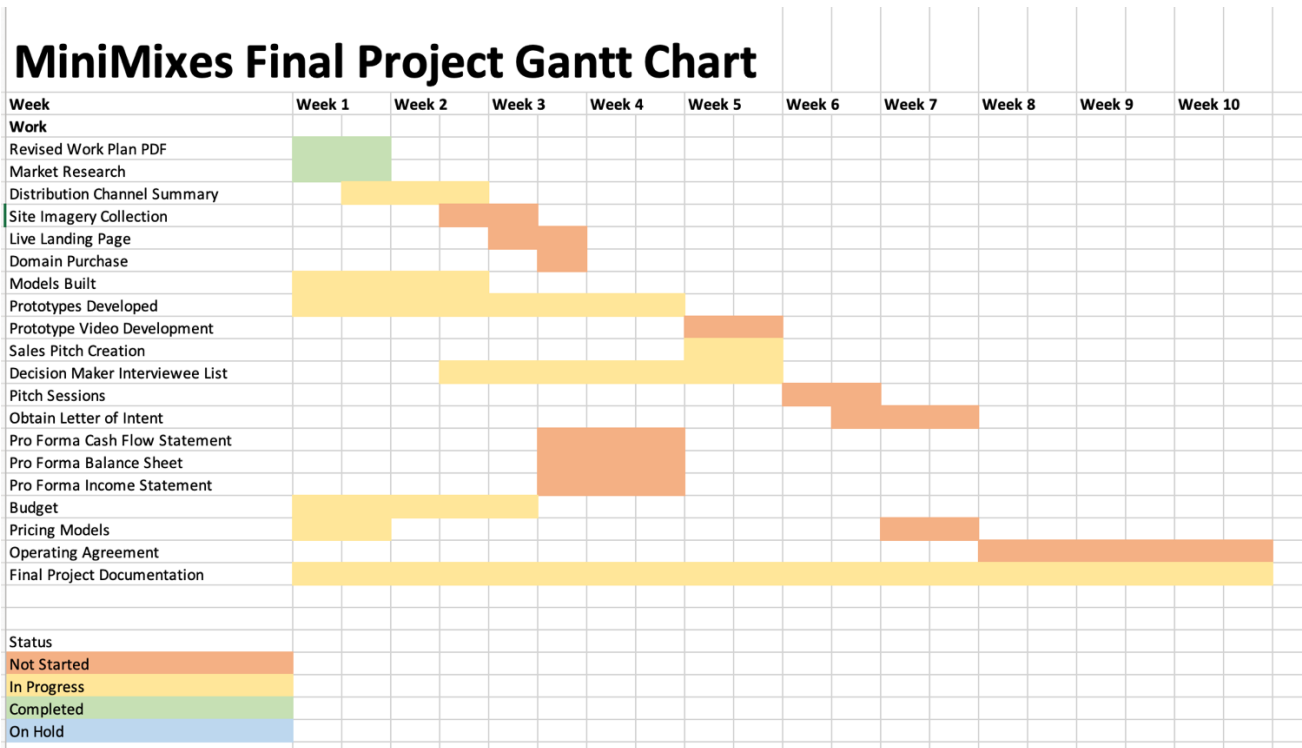
15. Conclusion

This project presents an exceptional opportunity to assess the feasibility of a business that deeply resonates with me and that I envision having a future. Devoting time to scrutinize my business model allows me to gain invaluable insights without incurring significant financial risks. It's a chance to determine if the model is viable, if adjustments are needed, or if alternative concepts need to be considered.

As I embark on my final project within the Creative Business Leadership program, I am building upon the groundwork I have laid for MiniMixes. This involves creating awareness for the product. The culmination of my work in this project, including well-defined marketing and sales strategies and the collection of letters of intent from prospective customers, enhances the appeal of MiniMixes to potential investors. It validates that while it's still in its conceptual stage, with the right financial support, MiniMixes has the potential to evolve into a viable business endeavor.

Thank you for taking the time to review my proposed work plan for MiniMixes and my final project. If there are any questions, I can be reached through email at imgraphicdesign00@gmail.com . I look forward to continuing conversations regarding MiniMixes.

16. Attachment A: Gantt Chart



17. Attachment B: Working Bibliography

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18. Attachment C: Final Project Documentation

Final Project Deliverables

- Executive Summary
- Title Page
- Table of Contents
- Company Mission, Values, and Goals Statements
- Brand Guidelines Document
- Marketing and Sales Summary
 - a. Executive Summary
 - b. Target Audience Summary
 - c. Value Propositions and Unique Selling Proposition
 - d. Pricing and Positioning Summary
 - e. Distribution Plan
 - f. Marketing Materials
 - g. Digital Marketing Strategy
 - h. Partnership Summary
 - i. Retention Strategy
 - j. Revenue Goals and Sales Objectives
 - k. Challenges and Obstacles
 - l. Target Audience Interview Results
 - m. Target Audience Survey Results
- Detailed summary of 3 Distribution Categories and Licensing Requirements
- Executive Summary of Selected Distribution Category
- Pro Forma Cash Flow Statement
- Pro Forma Balance Sheet
- Pro Forma Income Statement
- Pro Forma Budget
- Finalized and Launched MiniMixes Landing Page with custom domain name.
- Site Imagery Database
- Key Decision Maker Pitch Transcripts and Analysis
- Key Decision Maker Pitch Presentation Deck
- Letter(s) of Intent to Distribute
- Final Project Documentation
- 3+ Digital Models
- 3+ Physical Prototypes