

CHICAGO GUMMY BEARS

BUSINESS PLAN

EXECUTIVE SUMMARY

Chicago Gummy Bears is a startup company that aims to provide high-quality, natural gummy candies to customers in the Chicago area and beyond. Our product line will consist of a variety of flavors and types of gummy candy, including fruit-flavored gummies, sour gummies, and vitamin-enriched gummies.

Our mission is to offer a healthier and more delicious alternative to traditional gummy candies, which are often loaded with artificial ingredients and preservatives. We believe that by using only natural ingredients and flavors, we can offer a product that not only tastes better but is also better for our customers.

To achieve our goals, we plan to invest heavily in research and development to continually improve our products and expand our offerings. We will also focus on building strong relationships with local suppliers and retailers to ensure that our products are always fresh and readily available to customers.

To finance our startup, we are seeking \$500,000 in seed funding from investors, which will be used to cover product development, marketing, and initial operating expenses. We anticipate that our business will be profitable within the first two years of operation, with strong growth potential in the years to come.

Overall, we believe that Chicago Gummy Bears has a unique and exciting opportunity to bring a fresh and innovative product to the candy market, and we are committed to making our vision a reality.

DESCRIPTION

Chicago Gummy Bears is a startup that aims to bring innovative and unique flavors of gummy candies to the market. Our mission is to become a household name in the confectionery industry, providing our customers with a delightful, fun and tasty experience.

Our products will be made with high-quality ingredients and we will prioritize sourcing from local suppliers whenever possible. Our company is dedicated to sustainability and

ethical practices, and we aim to be environmentally responsible throughout our operations.

We will initially launch with three distinct product lines, including traditional gummy bears, sour gummies, and gummy fruit slices. Our target market is consumers of all ages who are seeking a fun and delicious treat to enjoy.

Chicago Gummy Bears is headquartered in Chicago, Illinois, but plans to expand into other cities and regions in the coming years. Our team is passionate about confectionery and has extensive experience in the industry, from production to distribution and marketing. We are excited to bring our vision to life and create a lasting impact in the candy industry.

MARKET ANALYSIS

Chicago Gummy Bears will be operating in the confectionery industry, which is a large and growing market. According to [IBISWorld](#), the US confectionery industry is valued at approximately \$36 billion and is projected to grow at a CAGR of 3.2% over the next five years.

The target market for Chicago Gummy Bears will be consumers who enjoy sweet treats and are looking for a fun, unique, and nostalgic product. This includes children, teenagers, and young adults who have a love for gummy candies and are willing to pay a premium for high-quality, locally produced products.

To successfully reach this target market, Chicago Gummy Bears will focus on building a strong brand and marketing campaign that highlights the company's unique flavor offerings and local roots. The company will also leverage social media platforms to build a following and create buzz around new product launches and events.

Competitive analysis:

Chicago Gummy Bears will be competing with established confectionery brands such as Haribo, Trolli, and Albanese. However, the company's focus on unique flavors, locally sourced ingredients, and small-batch production will set it apart from its competitors. To stay competitive, Chicago Gummy Bears will continuously innovate and release new flavors to keep its product line fresh and exciting for its target market. Additionally, the

company will focus on building strong relationships with local retailers and distributors to ensure its products are readily available to consumers.

PRODUCTS

Our main product offerings will be a line of premium, all-natural gummy candies in a variety of flavors and shapes. Our gummies will be made with real fruit juice and organic ingredients, appealing to health-conscious consumers looking for a fun and guilt-free treat. Our initial product line will include classic fruit flavors like strawberry, raspberry, and cherry, as well as unique combinations like mango-chili and blueberry-lavender. In addition to our standard product line, we plan to offer seasonal and limited edition flavors to keep our customers coming back for more. We will also explore the possibility of expanding our product line to include other candy types and related products like gift sets and accessories.

We believe our all-natural ingredients, unique flavors, and eye-catching packaging will set us apart from our competitors in the crowded gummy candy market. By offering a high-quality product that meets the demands of health-conscious consumers, we aim to capture a significant share of the growing gummy candy market.

MARKETING & SALES STRATEGY

The marketing and sales strategy for Chicago Gummy Bears will be focused on building brand awareness and driving sales through a multi-channel approach.

To build brand awareness, we will initially focus on social media marketing campaigns to target our key demographics. This will include Instagram and Facebook ads that highlight our unique flavors, eye-catching packaging, and the fun and playful nature of our brand. We will also engage with customers through social media platforms to build a strong online community and encourage user-generated content.

In addition to social media, we will participate in local events and fairs to increase visibility and reach a wider audience. We will also partner with select retailers to carry our products, starting with specialty candy stores such as Dylan's Candy Bar and other specialty shops in the Chicago area.

To drive sales, we will offer discounts and promotions to incentivize first-time customers and encourage repeat purchases. We will also implement a referral program that rewards customers for referring friends and family to our products.

As we grow, we will continue to evaluate and adjust our marketing and sales strategy based on customer feedback, industry trends, and overall business performance.

MANAGEMENT & OPERATIONS

Chicago Gummy Bears will be led by a team of experienced professionals, including former and current Chicago Bears superstars. The management team will be responsible for overseeing the day-to-day operations of the business, ensuring that it runs smoothly and efficiently.

The management team includes:

- Jerrett Payton, President and CEO
- Brian Urlacher, Chief Operating Officer
- Dick Butkus, Chief Financial Officer
- INVESMITH, Operations Management

Together, the team brings a wealth of experience and expertise to the business, including leadership, finance, marketing, and operations.

In terms of operations, INVESMITH will be responsible for managing the day-to-day activities of the business, including production, distribution, and logistics. With years of experience in managing complex operations, INVESMITH will ensure that Chicago Gummy Bears runs like a well-oiled machine overseeing the management of Operations personnel.

To ensure that the business operates efficiently, the management team will implement a number of best practices, including:

- Regular staff training and development to improve skills and knowledge.
- Continuous improvement of operations to optimize efficiency and reduce costs.

- Adoption of new technologies to streamline processes and improve productivity.
- Strong communication and collaboration between departments to ensure that everyone is aligned and working towards the same goals.

By leveraging the experience and expertise of the management team and implementing best practices in operations, Chicago Gummy Bears will be well-positioned for success in the competitive candy market.

FINANCIALS

Revenue Projections:

The revenue projections for Chicago Gummy Bears are based on a conservative estimate of sales volume, pricing strategy, and market share. In the first year of operations, the company expects to generate \$1,000,000 in revenue, with a 20% increase in the second year and a 25% increase in the third year.

Cost of Goods Sold:

The cost of goods sold includes the direct costs associated with producing and selling the product. For Chicago Gummy Bears, this includes the cost of raw materials, labor, and overhead costs. Based on market research and supplier quotes, the company estimates a cost of goods sold of \$600,000 in the first year, with a 15% increase in the second year and a 20% increase in the third year.

Operating Expenses:

Operating expenses include all costs not directly related to the production of the product, such as marketing, rent, salaries, and utilities. For Chicago Gummy Bears, the company expects to incur operating expenses of \$300,000 in the first year, with a 10% increase in the second year and a 15% increase in the third year.

Net Income Projections:

Based on the revenue projections and cost of goods sold and operating expenses

estimates, Chicago Gummy Bears expects to generate a net income of \$100,000 in the first year, with a 25% increase in the second year and a 30% increase in the third year.

Cash Flow Projections:

The cash flow projections for Chicago Gummy Bears take into account the expected timing of revenue and expenses. The company anticipates that it will need to invest significant amounts of cash in the first year to purchase raw materials and equipment, but expects to generate positive cash flow by the end of the second year.

Overall, Chicago Gummy Bears expects to have a positive cash flow and generate a profit in each of the three years of operation. The company plans to reinvest profits back into the business to support growth and expansion.

Funding Request:

Chicago Gummy Bears is seeking an initial investment of \$500,000 to launch the business and cover initial expenses. INVESMITH will be investing \$250,000, and we are seeking an additional \$250,000 from external investors.

The funding will be used for product development, marketing and advertising, leasing and renovating our manufacturing facility, hiring and training staff, and covering other startup expenses.

We anticipate a return on investment within three years and project a steady increase in revenue as we expand our product lines and grow our customer base.

We are confident that our experienced management team, quality products, and effective marketing strategies will result in a successful and profitable business. Thank you for your consideration.

APPENDIX

A. Chicago Landmarks Influencing Our Gummy Flavors

- Navy Pier Lemonade Burst Gummies
- Willis Tower (Formerly Sears Tower) Cinnamon Crunch Gummies
- Wrigley Field Bubblegum Blast Gummies

B. INVESMITH's Role in the Creation of Chicago Gummy Bears

- Investment Details and Timeline
- Collaboration and Partnership Agreement

C. Candy Industry Trends and Research

- Top Selling Gummy Candy Brands in the US
- Consumer Preferences and Purchasing Habits

D. Bears Superstars on the Chicago Gummy Bears Management Team

- Jerrett Payton, CEO
- Dick Butkus, COO
- Brian Urlacher, CMO

E. Production and Distribution Logistics

- Manufacturing and Packaging Partnerships
- Supply Chain and Logistics Management
- Marketing and Advertising Campaigns