

SAMPLE OF COMPLETED - Final Business Plan Submission Form

Team Name: The Mad Sausage Gang	Reference Number: GD0001a
School Name: St Joseph's, Rathoath, Co Meath	Contact E-mail: John.murray@hotmail.ie
Project Title: Create a high quality Mexican flavoured sausage range for sale in retail and foodservice	

Name of the Proposed Company: The Mad Sausage Company
Executive Summary: (2 lines max per question)
<p>1) What is your product or service?</p> <p>High Quality Flavoured Sausage.</p>
<p>2) Who your target market (potential customers) is?</p> <p>Adult shoppers in medium to large supermarket and stores.</p>
<p>3) What price (if relevant) will you hope to sell your product or service for?</p> <p>€2.99 for pack of 6 and in restaurants, delis etc. it depends on how they are served.</p>
<p>4) How big do to you think this product or service could be?</p> <p>Could be a global product and could replace the current hot-dog format with a Mexican dog (Mexican flavoured sausage, with salsa and sour cream, wrapped in a tortilla).</p>
<p>5) Other points your wish to make?</p> <p>The product will be made from 75% pork, with a Bord Bia Quality Assured mark which will give it a significant marketing advantage in terms of quality.</p>
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Detail of the Product or Service? (Max 300 words)**a) What is it?**

A high quality Mexican flavoured sausage in a retail and foodservice pack.

b) What will make the product/service unique or different?

It will be a Quality Assured sausage, meaning it has the highest standard in regard to meat quality and traceability. It is also a new exciting flavour.

c) How will it be differentiated from other similar products or services?

The meat content of a quality assured sausage is 75% and this is largely above that of the majority of sausages in the Irish market, giving it a better eating quality. Also the flavour, Mexican, is already very popular in the Irish market as we have seen in chicken and beef products, so extending it into the gap in the sausage market is a natural fit.

d) What are the benefits you will offer to customers?

This product will offer consumers:

- Increased choice for meals when shopping
- A new and innovative flavour option for sausages
- Peace of mind for our customers in the form of the Bord Bia Quality Assurance mark
- Competitively priced against the other products in the market

The Market & the Competition? (Max 200 words)**a) Who will you be targeting with your product or service?**

Initially Irish retail and food service will be the main market, and target groups will be young adults looking for fast convenient and relatively low cost products such as reformed meat products and sausages.

b) What is the size of your customer base (market) segment and your intended share of it?

Currently there are over 30 different types of sausage packs available in our local shops and supermarkets. Sausages make up 15% of all the space given to meats, therefore it is a large market (*a shop survey will tell you this, or alternatively Google it for an actual value if available*). Our objective is to achieve a 5% share of the flavoured sausage market by the end of year one.

c) Who is the main competition if any, and how will your product fair against them?

There are no Mexican sausages flavours to our knowledge on the market at the moment. Mexican is a proven flavour profile in other meats such as beef and chicken, which a significant portion of the public enjoys. With the right marketing of the products, we believe it can be a huge success as there are no other competing sausage flavours.



Visualise the Future?

a) How do you intend to grow your business?

We believe if we target and capture supermarkets and shops and then focus on global fast food companies we can achieve on-going sales growth as the product expands across Europe.

A proportion of the profits could be reinvested in new products for the breakfast range.

Other Information which you would like to include (max 200 words)

None

Please return (preferably typed) to office@agriaware.ie or **Agri Aware, Waverly Office Park, Old Naas Rd., Dublin 12, before the 26th February 2010**

If you have added any necessary drawings, plans, etc, to this plan please tick here .