

Marlee Yerkes - Marlee's Vegan Market

<div>Key Partners</div> <div>Key partners include HEB & Anthony's Goods (for macaron ingredients), Barton Creek Farmer's Market, Posh Posh & One Long Table (pop-up collaborators), Bed Bath and Beyond (for fixed materials), Instagram, TikTok, and Facebook (for marketing).</div>	<div>Key Activities</div> <div>The most important activity we need to make the business work is the process of making and delivering the macaroons. Making the macaroons is relatively cheap, but it is time consuming and tedious. Delivery is not normally a hassle unless vehicles are inoperable. This makes these two activities the most important, and thus they need the most attention.</div> <div>Key Resources</div> <div>All resources/ingredients for the macaroons are purchasable at HEB or through Anthony's Goods. Equipment is fixed and already purchased from Bed Bath & Beyond. A car for delivering is also fixed and already paid for. No line of credit is needed. Maintenance of delivery vehicle, website, and pop-ups will be needed.</div>	<div>Value Propositions</div> <div>Marlee's Vegan Market offers vegan and gluten free macaroons to people with diet restrictions or healthy habits in the Austin area. We strive to provide a healthy but delicious dessert alternative made with organic, local, ethically sourced ingredients to allow for guilt free indulging.</div>	<div>Customer Relationships</div> <div>We "get" customers from promotion on social media and pop-up markets. Customers will be "kept" with excellent customer service, quality products, and by being the only macaron that is suitable for almost any diet in Austin (but tastes like the real thing). We "grow" customers by continuous promotion on social media and expanding pop-up markets.</div> <div>Channels</div> <div>Customers order online via website, social media, or direct message. Orders can be delivered or picked up, which ever is best for the customer. Austin is a young city and is tech savvy, being named the new silicon valley. Online/Social Media based channels were chosen as the best option because of this.</div>	<div>Customer Segments</div> <div>People in the Austin Area with diet restrictions and people fond of sustainable foods will be our main customer segments. Vegan/Health foods demand in Austin is increasing with the amount of people moving to the city. In addition, Austin is well known for it's health conscious culture.</div>
<div>Cost Structure</div> <div>Fixed Costs include equipment and machinery which totals at \$779. Variable Costs include the ingredients needed to make the macaroons, delivery, and marketing expenses which totals at \$189.54. Working Capital is estimated at \$968.33, and \$500 will be reserved for contingencies. This makes our total startup costs estimated around \$2,436.66.</div>	<div>Revenue Streams</div> <div>Each macaroon will be sold at \$3 each. A box of 3 macarons will be sold at \$9. A box of 6 macarons will be sold at \$16. A box of 12 macarons will be sold at \$30. A box of 24 macarons will be sold at \$65. The price was based upon what we believe the most quality macaron is in the area, which is Whole Foods, who sale their macarons for \$2 each, but they are not organic, vegan, sustainable, or gluten free. Considering that our macaroons have this added value, we reflect that in our price by charging \$3 per macaroon. The price is a reflection of the quality and value we bring to the table.</div>			