

E-commerce for Start-ups

Characteristics of the new product. Manufacturing process

Secondary Vocational School of Economics

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Hello!

We are students from The Secondary Vocational School of Economics “Prof. Dr. Dimitar Tabakov”- Sliven, Bulgaria.

We want to introduce
our company

ENERGY FOR LIFE

and our new product

HEALTHY BITES

Our new product **HEALTHY BITES**

- ❑ **Healthy Bites** is a new snack, that is the result of the research our company has made;
- ❑ It is a combination of dried fruits and nuts;
- ❑ A large amount of the raw materials is produced in the orchards of our region.



Need natural food ?

- ❑ **Healthy Bites** contain nothing but natural, unprocessed ingredients of organic foods and are handmade;
- ❑ **Healthy Bites** are 100% natural, raw, gluten-free, dairy-free, vegan, non-GMO, and no added or refined sugars.



Need a quick snack?

- ❑ **Healthy Bites** make the perfect snack for a mid-morning or a mid-afternoon pick-me-up;
- ❑ Enjoy for breakfast, in between meals or outdoors!
- ❑ **Healthy Bites** is the perfect healthy snack on-the-go!



Need a quick energy boost?

- ❑ **Healthy Bites** increase your energy levels for a longer period of time than sugary snacks do;
- ❑ Great for a quick energy boost before and after workouts;
- ❑ **Healthy Bites are** energy capsules to face fatigue and increase optimism.



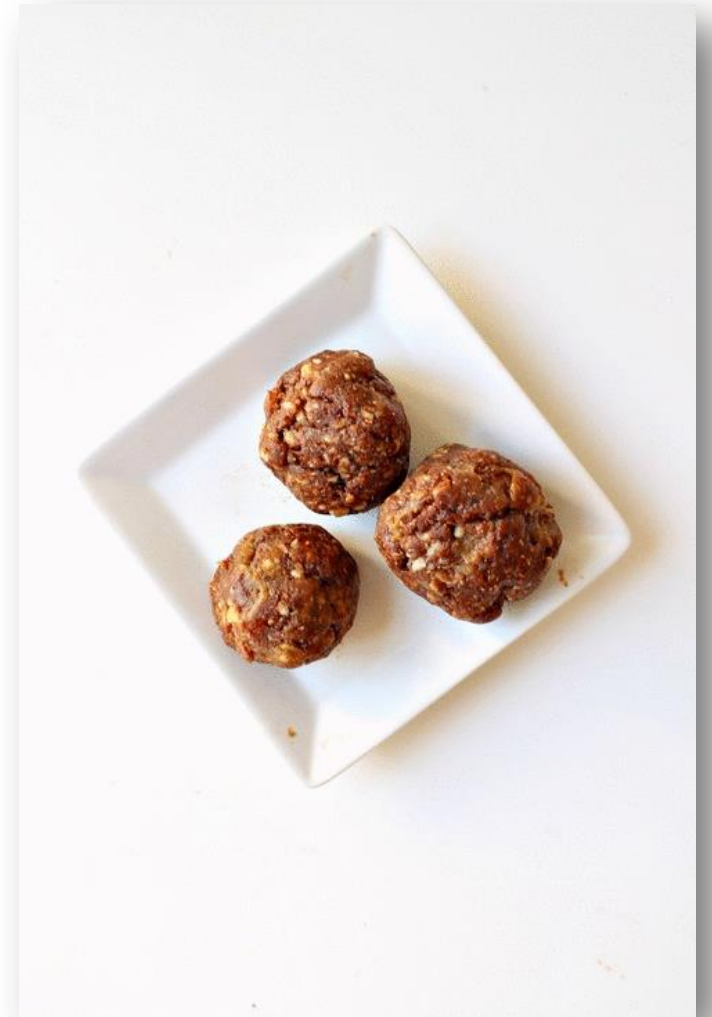
Need to eat healthy?

- ❑ **Healthy Bites** are trend in healthy eating in between meals to replace the harmful sweet food and satisfy the hunger;
- ❑ Give the body a lot of essential vitamins, minerals, fibers, healthy unsaturated fats, proteins and antioxidants;
- ❑ **Healthy Bites** can be part of a healthy diet to maintain or even lose weight.



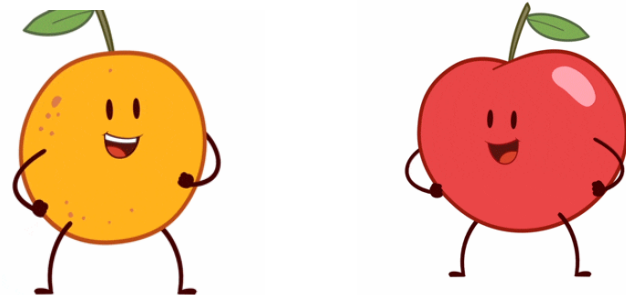
How many *Healthy bites* per day?

- ❑ “Everything in moderation” said Oscar Wilde;
- ❑ Too much of anything is never good for your body, so make sure you don’t overeat energy balls even though it’s healthy.



Why Healthy bites?

- ❑ This sweet, but diet-friendly temptation contains a big part of your daily needed vitamins, minerals and Omega fatty acids;
- ❑ It will satisfy your cravings and leave you with long lasting energy and fullness.



Why *Healthy bites*?

- ❑ Delicious, nutritious and convenient snack option;
- ❑ Tasty, handy, portable;
- ❑ All ingredients 100% natural.



Variety of Healthy Bites

We offer our customers 3 types of **Healthy Bites** to satisfy the different tastes:

HEALTH

ENERGY

POWER



HEALTH BITES *recipe*

For 3 bites:



- ✓ 8 g prunes
- ✓ 8 g dates
- ✓ 8 g brown raisins
- ✓ 9 g desiccated coconut
- ✓ 5g almonds
- ✓ 5 g grounded linen seeds
- ✓ 5 g honey
- ✓ cinnamon for taste



ENERGY BITES recipe

For 3 bites:



- ✓ 4 g blueberries
- ✓ 12 g figs
- ✓ 12 g raisins
- ✓ 5 g chia
- ✓ 4 g walnuts
- ✓ 6 g oat
- ✓ 5 g honey
- ✓ lemon juice for taste



POWER BITES recipe

For 3 bites:



- ✓ 16 g apricots
- ✓ 8 g yellow sultanas
- ✓ 10 g sunflower seeds
- ✓ 4 g sesame
- ✓ 5 g wheat germs
- ✓ 5 g honey



Manufacturing process

The process is the same for all three types of bites.



- ❑ Soak the dried fruits for about half an hour, after which drain them;
- ❑ Put the seeds and nuts in a food processor and pulse until roughly chopped;
- ❑ Add the dried fruits;
- ❑ The honey is added to stick together all ingredients.



Manufacturing process

All ingredients are in the food processor.



- ❑ We process for 2-3 minutes until the mixture is formed;
- ❑ It should look and feel like cookie dough;
- ❑ We place the mixture in a refrigerator for 30 minutes to set;
- ❑ This makes the balls easier to roll later on;
- ❑ Each one of the balls is 16 grams.





SWOT analysis



STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Most of the ingredients are local, ecologically clean	Expiry date	Opportunity to produce environmentally friendly products in Bulgaria	Companies imposed on the market, well known by the customers
Easy to make, low price, high profitability	Packaging should be carried out in an oxygen-free environment to extend the shelf-life	EU promotion of the development of small and medium-sized enterprises related to the processing of local products	Unfair competition of producers with unproven quality of production
100 % natural	Our company is new to the market, unknown to consumers	Changing consumer attitudes towards using natural products	Frequent change of legislation in the economic sphere in Bulgaria
No added sugar		Possibilities for export	
Healthy			
Handy pack			



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