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BERKSHIRE ORCHARDS

EXECUTIVE SUMMARY

Berkshire Orchards uses local orchards to create organic apple juice with local apples. New England apples have a distinctive taste, and it is time that apple juice reflects that native spirit, too. This business will create a juice that is delicious, healthy and would keep money circulating around the Berkshires. We will start by approaching people around the county with abandoned orchards and ask if we can restore and harvest the apples from those trees. We will then use small churches, community centers and kitchens to start the production of the juice while keeping the cost relatively low to start. As we create an income stream, we will upgrade to a bigger kitchen with more juice presses to increase production capacity. As production capacity increases, we will buy out the orchards we are using and begin maintaining them, expanding them and creating a steady, dependable income stream.

Along with our juice being organic, we will make the container of our juice to be 100% recyclable. We will use recycled products for the container to reduce BPA (Bisphenol A) and chemical levels in our products.

Some of our local suppliers will include Windy Hill, Taft Farms and Hilltop Orchards. We will eventually get our own orchard and not need to rely on other sources for their products. People will buy our organic apple beverages because people like to try new things. People will buy our juice because it will look different. Our recyclable container will make our products stand out from other chemical infused juices.

To make our juice stand out from other apple juice companies like Old Orchard, Tree Top and Nature's Own, our main ingredient will be fresh apples. To add to the flavor of our apple juice and to make more of a variety in our products, we will use different kinds of apples (McIntosh, Red Delicious) in our juice. The difference between these apples is slim but noticeable and refreshing. To add even more variety to our apple juice, we will combine our apple juice with different spices and teas. Adding spices and teas to our juice will make our product something the local food market has never seen before.

TARGET MARKET

Our target market is other local businesses, with possible expansion to a much wider market. Our early targets for sales will be businesses like the Marketplace in Sheffield, Guido's, Taft Farms, small town restaurants and shops. This product will be approachable to these restaurants because they will have to pay very little for shipping due to the product being locally made and they will be supporting a local business. When selling from local businesses, the target market will be people of all ages who prefer locally made products as opposed to products made in factories by big name companies. Nine out of ten (89%) people consider where the product is produced when making food-purchasing decisions. 66% of people are willing to pay more for products that are produced close to home. Our target customers are parents and young adults. 87% of parents feed their children apple juice and apple products throughout their childhood. Apple products are popular in America and in the Berkshires due to our high quality variety of apples. We will target mothers and fathers while making our advertisements pleasing to the eye of a child. We will distribute our product to organic, local, independent stores and markets as our products gain popularity.

COMPETITION

Big company names will end up being our competition along with other more local companies that produce apple juice products such as Old Orchard, Tree Top and Nature's Own. Our biggest competitors by name would be Minute Maid and Motts because of their pre-established relationships with the companies we will try to sell to and because of their production capacity. Besides these obstacles, Berkshire Orchards Apple Juice has all the qualities of a successful product. We stand out from other orchards because there will be no other orchards that is quite as similar to Berkshire Orchards as opposed to Windy Hill and other orchards. We are different because we will sell local, healthy apple products in recyclable cartons.

TEAM

Abigail quenneville, Nathaniel Chase and Donovan Sawyer are working together as a team to achieve our goal of creating Berkshire Orchards. We will need to hire other employees to help us tend to the apple trees, utilize machines and manage finances. Other employees will help us fertilize apple trees, harvest the apples, tend to the apple orchard and help us to make the final product. They will help with advertising, marketing and sales.

SKILLS AND EXPERIENCE

Some skills and qualities that Abigail, Nathaniel and Donovan have are creativity, intelligence, positivity, people skills, realism and friendliness. We will always look for fun and creative new ways to market and advertise our apple juice. All three of us relate to people old and young, making customers gravitate towards our products. When our team thinks together, we come up with great possibilities that will give us advantages towards our business.

FINANCIAL DATA

Our up-front investment is going to include the prices of our startup equipment. (Apples, juice presses, bottles etc.) We figure that we can get apples for free, or limited cost from other local apple orchards. A juice press ranges between \$3,000 and \$7,000. If we buy our startup equipment the total start up expenses will come to about \$7,210. We will cover these expenses by selling a variety of products in various locations. (Farmers markets, local shops/ cafes). Our expenses over the course of a year is approximately \$44,470.