Starting A New Food Business……..Where do I begin?

Step #1 – Develop your business idea into a Concept.
___Define the concept using the Concept Definition tool
___Discuss and review the tool with Product Center Staff
___Together identify areas which should be explored further
___Create a Plan of Work with actionable items

Step # 2 – Develop a Plan of Work
Part I – Business Planning
___Identify the business directions which are possible and select those which will be researched further for business direction
___What business plan tool will best meet your need to further justify the concept?
___Begin working on Business Plan sections relating to the business directions identified.
   ❖ Executive Summary
   ❖ Mission Statement, History and Objectives
   ❖ Background Information
   ❖ Organizational Matters
   ❖ Marketing Plan
   ❖ Financial Plan

Part II – Product Development
___Identify the regulatory agencies which will be required for legal sale of product. Learn of the requirements. Who? FDA or USDA and MDA
___Determine the food safety parameters of the product to ensure safe and wholesome distribution and sale of product. Test? pH, Process (Schedule) Authority
___Identity the proper packaging for maximum product shelf-life, cost, marketability and customer convenience. What? Material/Function
___Develop the product label for identification, nutritional information and retail sales/warehousing. Guidelines? MDA/FDA/USDA
___Determine the entity which will manufacture the product. ?Self or Co-packer
___Finalize formula (recipe) for commercial production, according to manufacturer. ?Ingredient additions for quality (shelf life) or food safety

Part III – Product Launch
___Determine volume production for product introduction. ?Units per case
___Prepare for product introduction meetings and develop sales packet.
___Develop target customer sales list, schedule meetings Target buyers (retail/food service)or food “events”
___Service the customer account to maintain product sales