1. **Marketing Plan**
   1. **Business Environment:** Our business is well adapted to any large changes in technology or in the economy. We plan to stock our business with the latest, yet affordable, technology including our ovens, computers, and any other technology needed in running a business. We plan to do our part in helping the environment by using as many “green” products as possible including our cleaning products, our light bulbs, using products that can be recycled or have been recycled, and anything else that can balance out our carbon emissions. We plan to keep our building up to any code standards and have annual inspections to make sure we are doing everything according to the law. Should the economy put a damper on our business, we will supplement any monetary issues by cutting our own salaries down because we will not cut corners in giving our customers the best grain-free, healthful products available. We will sacrifice ourselves before we sacrifice our product.

We plan to use competition-based pricing in that we will price our products in relation to any of our competition’s prices. We plan to stay on top of any deals our competition has and try to keep our edge in the pet food market. We will offer free shipping to our out-of-area customers when convenient and have periodic sales on our products to keep up with the competition. We plan to keep up with our target market and make any changes in our product line based on the changes in our target market, should the changes fall in our proposed budget. Our pride in our product and our efforts to make our product successful, even in these tough economic times, will help us keep our edge despite any difficulties and changes we may face.

* 1. **Market Segment Analysis:** 
     1. **Characteristics of your target market:** The primary users of our product will obviously be pet owners, but our product will uniquely target the pet owners who are also cautious of the diets and health of their pets. We do not plan to make our products high priced so it won’t be a burden on any one group’s income. Our typical customer will not be gender or age specific, but primarily any type of pet owner.
     2. **Size of this target market.** Because our product attracts such a broad range of people, it is hard to categorize our market, however, since our product is more “upscale, yet affordable”, our market would have to consist of working class/retired persons between the ages of 25-70 with a portion of their weekly budget set aside for their pet. This number is figured because our product could be considered a “gourmet” product and since it will not be initially found in every grocery store, our customers will have to look for our product. Therefore the customers with a working class budget with a portion set aside for their pet will be our customer range.
  2. **Market Mix**
     1. **Product Strategies:** Our Company prides itself on the quality of our product and the strides the company takes to ensure the customer they are getting the most healthful and quality product available. We will give our customers quality ingredients and the care that our furry customers deserve. We also pride ourselves in our commitment to customer service. Since our product is customer-driven, we plan to focus our efforts on making the customer happy by staying true to our recipes and making our product the best we can produce. We also pride our product with its fair pricing. Even though it will be a little more expensive to create these grain-free products, we plan to keep all pricing at a fair, competitive price and always give our customers the best deals. We plan to keep true to our original product and will expand the product should the need to desired. We want our customers to know we will never give them a less than quality product.
     2. **Price Strategies:** We plan to use competition-based pricing for a majority of our pricing strategies. We will compare the prices of similar products in the area and price our treats according to those prices. Our ultimate goal is to price our product below the competition pricing, but we may have to hold off until we have earned a profit. We will start our pricing, however, in direct comparison to our competition. We plan to buy our ingredients in bulk therefore making it cheaper to make each treat. We have three sizes that we will package our product in—small, medium, large sizes—and we will price each package based on the size. Our small size will be priced at $0.50, our medium size at $1.00, and our large size at $1.50. If our customer buys in bulk, we will offer a discount or free shipping. Bulk sized packaging will be priced according to the bulk size. Our main goal is to bring our customers back due to our quality product and fair pricing. We also will have a “frequent customer incentive” type deal that will allow them to receive a free product after the purchase of a certain amount of our product.
     3. **Distribution Strategy:** Our product will be primarily distributed in our stores, but there is also our online store where customers out of the area can order our product and have it shipped to their location. We plan to eventually expand our product to another store location and if that is successful, have our product sold in groceries stores across the country after it has gained some notoriety. We also plan to distribute our product to veterinarian offices in order to gain some more customers. We plan to use FedEx for our shipping because our product will be shipped in packages and boxes and our shipping costs will be added into our budget.
     4. **Promotion Strategy:** Our initial plan to draw in customers by advertising our new business in local newspapers and possible television commercials. We also plan to advertise at veterinarian offices since we plan to distribute our product there. Our website will also be a tool to gain some more attention due to its easy access to ordering our products and all our contact information in one sitting. We plan to offer periodic discounts, especially if we want to get rid of a certain product. We will advertise with coupons early on in order to gain some more customer attention and to let them get familiar with our product. We will have our business information available in the phone book and on the Internet, as was previously stated, along with ads in local newspapers in Branson and in Springfield. We want our information to be easily accessible, but we don’t want to our product to be overly saturated too early on. Any new offers or products offered will be freshly advertised in all the above-mentioned forms and we will have annual holiday sales.