

## **My Business Idea**

### **My idea for a product or service**

My idea is to create a vending machine where you can create your own chocolate bar. All you would need to do is press the ingredients you would like to include (the more ingredients the more expensive the product will be) and then the machine creates it and you can add a personalized message on the packaging if you wish ( would cost extra= profit). You would then collect it out the bottom just like a normal vending machine.

### **Photos / sketches of my product or service**



It would be similar to this design and would be a touch screen however would have chocolate bar ingredients on the front not drinks. Also on the sides would be the brand logo and on the front would be opportunities for other companies to advertise their company and this would create more profit opportunities.

### **This is a good business idea because...**

I think it would be a very successful idea as it works with all ages and everyone loves a treat once in a while and this would be a unique experience and would also work for gifts due to the personalized option. Overall I think it would be very successful and loved by all customers no matter their age.

**What is my Unique Selling Point (USP)**

My usp would be that I haven't seen this unique idea before and it also wouldn't be too expensive opening up more customer opportunities as people are more likely to buy if it's an affordable price. Also there would be special sales at certain occasions in the year making it more likely to be bought for little gifts etc.

**Who is my market for this**

Another unique part of this product is that it would be open to all genders, ages etc. This is because there is nothing aimed at one type of customer. Anyone could buy it and it can be sold all year round.

**What risks there might be for this business idea**

It might not be liked, as some parents might not want to encourage their kids to eat chocolate they may have preferred a healthier option. The machine may also be complicated to build, making the idea unable to work and therefore no product would be sold.