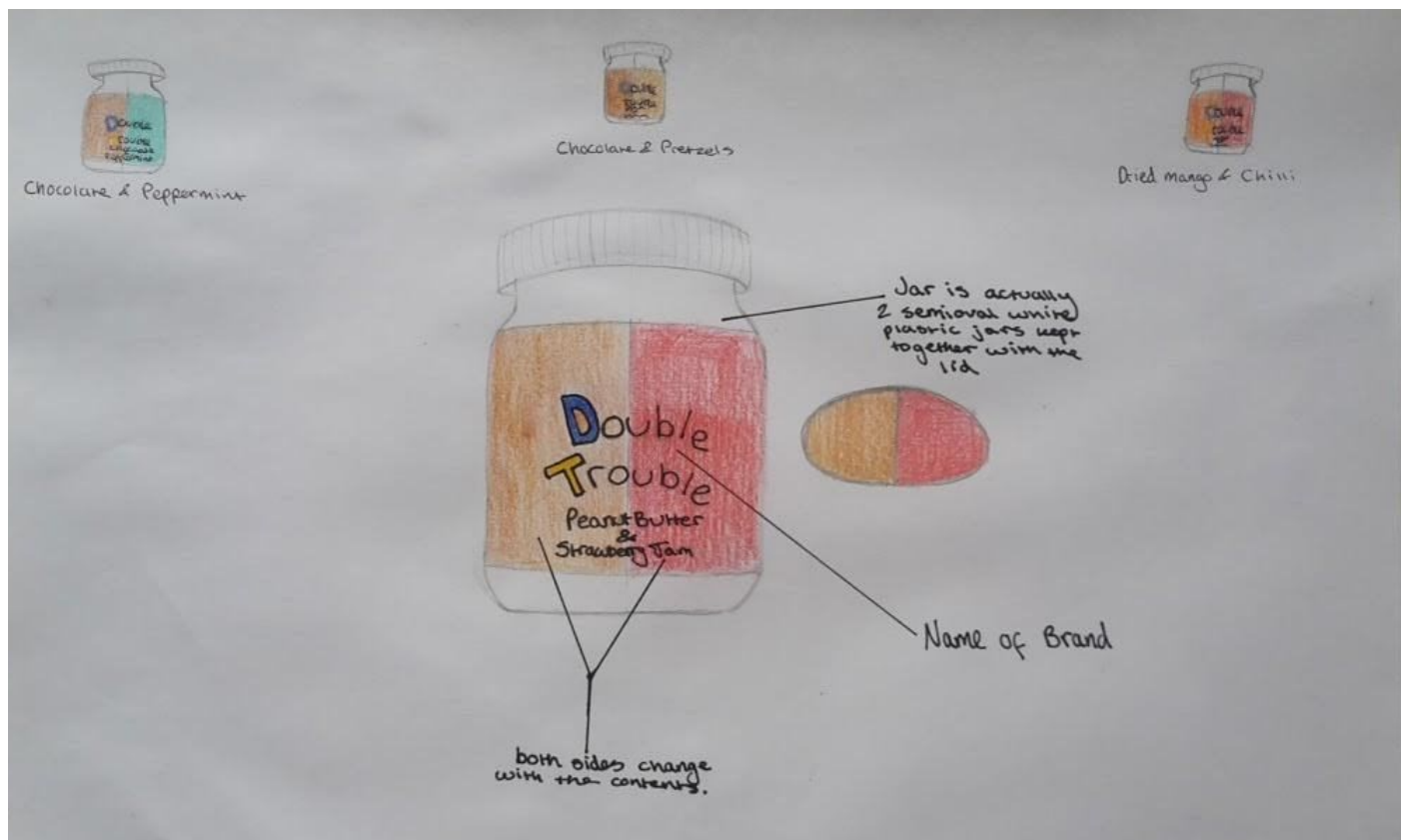


My Business Idea

My idea for a product or service

My Idea is to have two food items that are known to complement each other or are parts of a really well known snack, and put them in one jar. For example, Peanut Butter & Jam or Chocolate & Peppermint. It wouldn't only be spreads though. There could be jars that had solid parts of a snack as well, like chocolate & pretzels, cheese & crackers or dried mango & chilli. The jars would be split in half, with one part of the flavour duo on each side for ease.

Photos / sketches of my product or service



This is a good business idea because...

I think it is a good idea because instead of having to buy two separate items to make a snack you have to buy less, and it takes up less space. The brand would also make ones with both parts of small snacks e.g. cheese and crackers for on the go.

What is my Unique Selling Point (USP)

My USP is that the product is two different components of a snack in one container. I did some research before, and there were a few products similar to it, but none that have both components separately. Not only does it do that, but it would have multiple 'flavours' so the brand isn't confined to one category of taste.

Who is my market for this

I think parents might buy this for younger children because it is easier and maybe older people as well because of the same reason. People who live in smaller spaces like flats or dorms and don't have a lot of space for storage might also buy it because it takes up less space than two separate items for the same snack. I think people who would want something for cheaper would buy this because it is cheaper to buy this than two things as the cost ranges from £3-£4.

What risks there might be for this business idea

The risks of this idea is that it could cost a lot of money to make and then it wouldn't sell, which would leave me not only without profit, but I would have lost money.

People might think it's not a good idea and that it would be a waste of money. Another brand might hear of it and take my idea and develop it, sell it and get all the profit I should be getting. There might not be enough people who would want to buy it and it might be too expensive for those who do, so that is another way I could lose money from this idea.