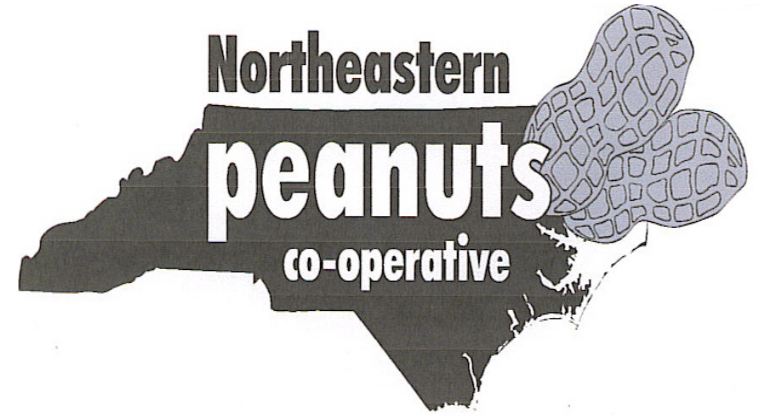


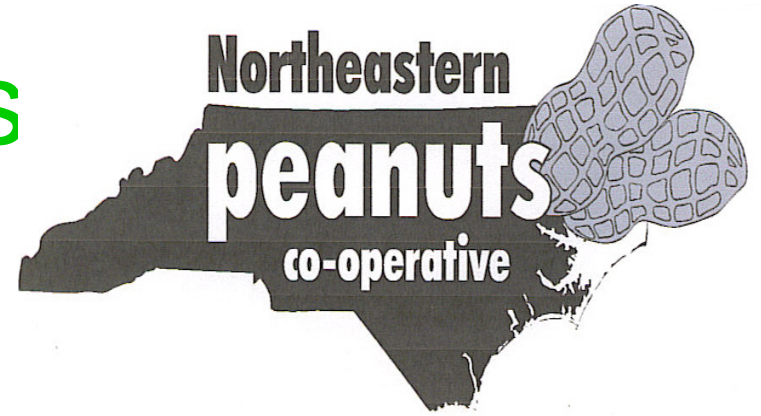
Group 11

Agenda



- Northeastern Peanuts Co-operative History
- Marketing Practicum
 - Marketing Analysis
 - Business Proposition
 - Strategies and Action Plan
 - Projected Budget
 - Evaluation
 - Legal Issues
- Conclusion
- Team Members

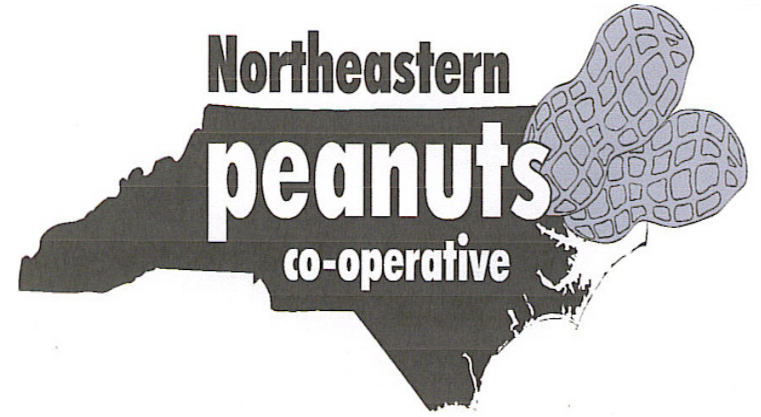
Northeastern Peanuts Cooperative History



- Member of CMC Small Farm Co-operative
- Established in 2004
- 10 small farm families in Northeastern NC
- Purposes
 - Establish end to end capabilities (vs. just growing)
 - Develop alternatives to tobacco growing (due to quota reductions)

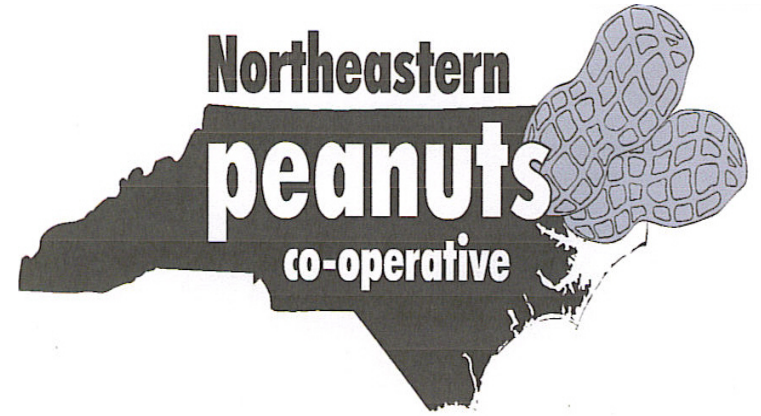
Marketing Analysis

Where are you now?



- Industry Trends
 - Recreational activities (athletic games, fairs, etc)
 - Sealed bags
- Customer Profile
 - Middle Aged
 - Health conscious
 - Product experience

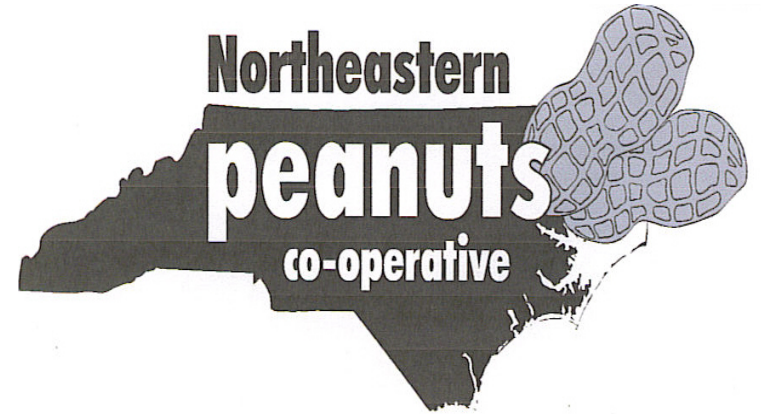
Business Proposition



Northeastern Peanuts will sell value-added peanuts to:

- NC Historically Black Colleges and Universities (HBCU)
 - Pilot: (3) HBCU's
 - NC A&T State University
 - Winston Salem State University
 - NC Central University
 - Rollout: (5) additional HBCU's
- NC State Fair & Various County Fairs in NC

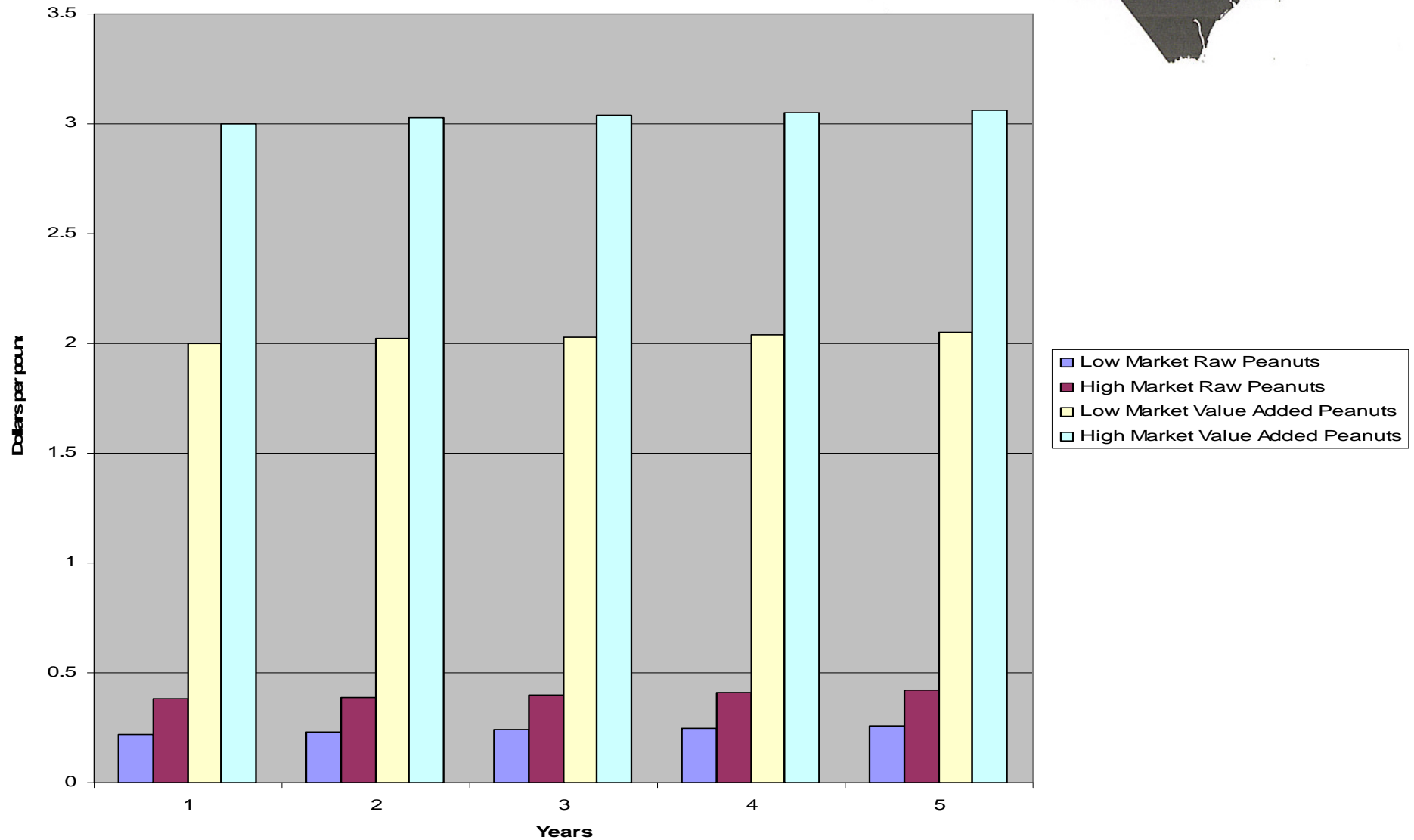
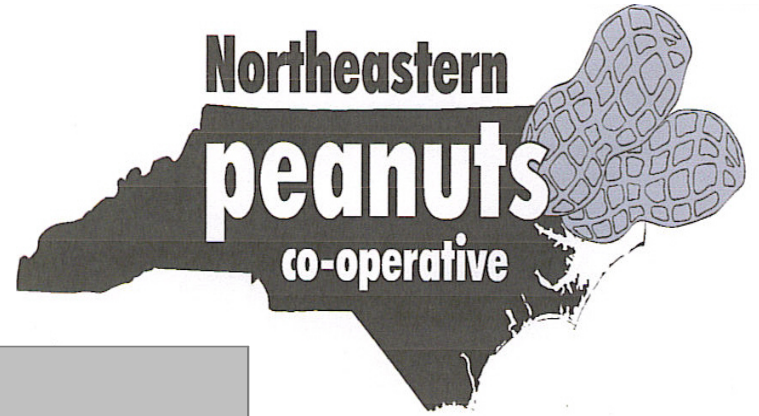
Business Proposition



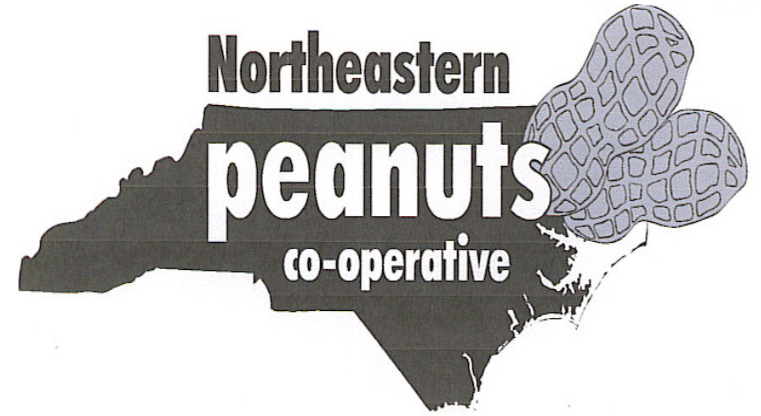
	Strengths	Weaknesses
Competition	Volume Multiple Products	No Warm Peanut “Outsider”
Northeastern	Unique Product: Warm Peanut Community Recognition	Volume Single Product

Business Proposition

Value Comparison

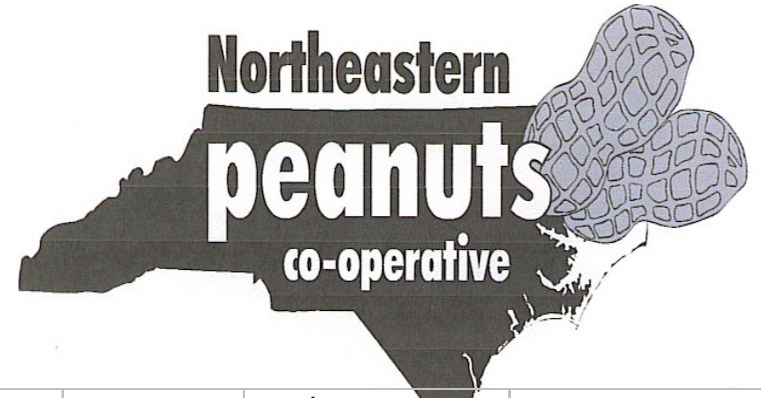


Strategies & Action Plan



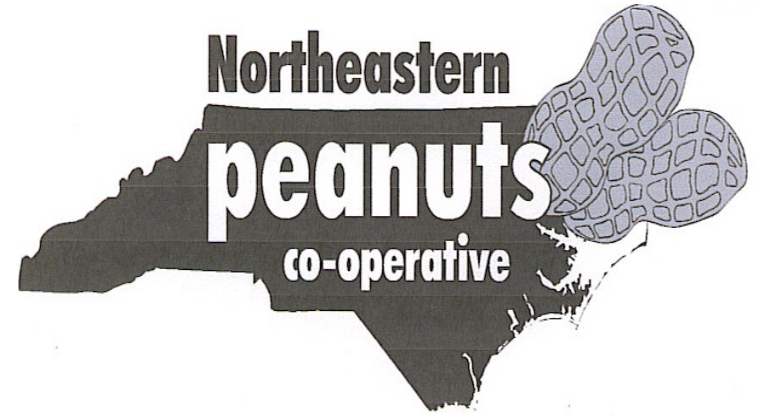
- Complete HBCU pilot
- Complete HBCU rollout
- Expand further market opportunities to include civic group, churches, and organizations that promote healthy living
- Expand community presence via advertising through Goodness Grows, Peanut Association, NCDA(General Store).

Projected Budget



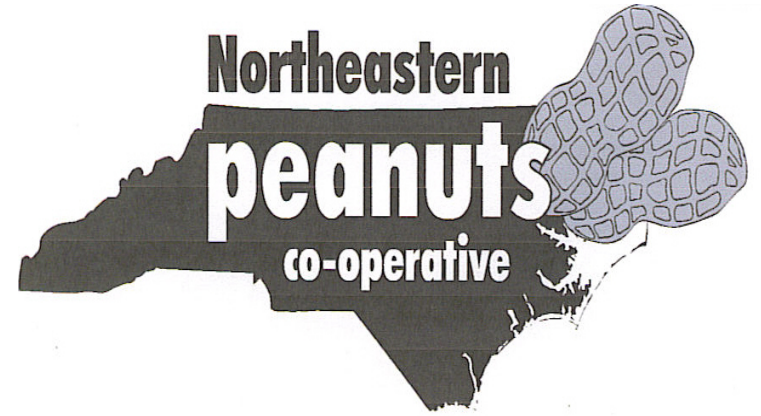
Northeastern Co-op Initial Self Funding		\$8,000	\$56,074	
Grant Funding		\$36,394	\$20,000	
Total		\$44,394	\$76,074	\$90,974
<u>Projected Expense</u>				
Materials	20 bags (Peanuts) 50lb bags @\$35per bag	\$700	\$875	\$1,094
Administration	240hrs@ \$8 per hr	\$1,920	\$2,400	\$3,000
Marketing & Sales	Radio spots, Flyers, Samples	\$4,000	\$5,000	\$6,250
Equipment	2 portable roasters @ \$1100 ea.	\$2,200		
License	Regulatory fees	\$1,000	\$1,000	\$1,000
Labor	Athletic events, State fair, etc	\$5,500	\$6,875	\$8,594
Total		\$15,320	\$16,150	\$19,938
<u>Projected Sales</u>				
	24 events = 50,000 total pop.	\$27,000	\$31,050.00	\$35,707.50
	18% of total pop. = purchasing pop. = 9000			
	\$3 per bag			
Operating Capital				
		\$56,074	\$90,974.00	\$106,744.00

Evaluation



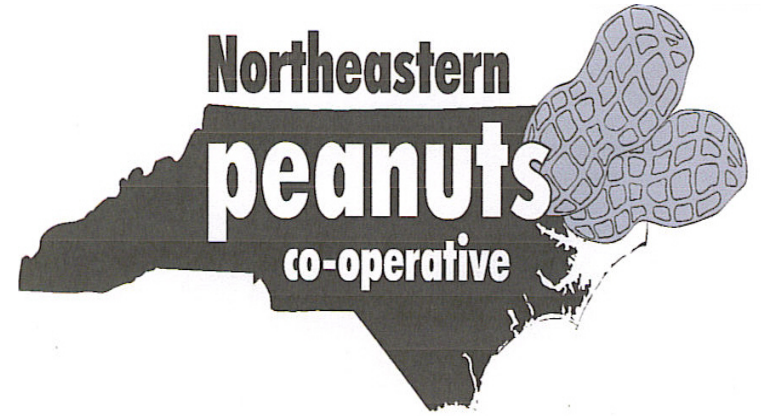
- Sales reports
- Changes in production cost
- Changes in marketing
- Review of marketing plan
- Customer survey

Legal



- Review NCDA&CS rules/regulations.
- Review state health dept rules for selling goods.
- Acquire proper licenses.
- Purchase liability insurance.
- Be aware of peanut allergy!!

Conclusion



- Market Opportunity Exists
- Profit Potential Exists
- Keys to Success:
 - HBCU pilot evaluation
 - Management (Labor & Materials)
 - Hire admin and /or marketing support

Group 11 Team

- Bailey Turner-Rayford
- Kevin Hardison
- Joe Dickens
- Andrew Branan
- Morris Dunn
- Johnnie Jones
- Kelly Groves
- Trudy Lynn

