

Florida Gulf Coast University

Earthly Treats

Feasibility Analysis



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12/2/2010

Introduction

Proposed Business: Earthly Treats

Founders: Holly Gerber, Cindy Perez, Andre Leipner

Business Summary: Earthly Treats will be a café where our customers can buy healthy organic ice cream, pastries and baked goods. In the past few decades many whole food shops were founded because people want to live healthier. Our new business will meet the lack of health-orientated bakeries where people can sit down in a relaxing atmosphere and buy desserts of the same or higher quality as they are used to at home. But we also want to convince people, who normally don't buy organic food, of our healthier living motto. Each month Earthly Treats will teach the local community how to bake an item of the month in a healthier, organic manner. Our goal is to offer a wider variety of organic , healthier pastries, ice creams and baked goods. Earthly Treats will offer a higher quality of products, a better service and a relaxing atmosphere that people will love and set us ahead of our competitors.

PART 1: Product/Service Desirability and Demand

A. Product/Service Desirability

Business Concept Statement

-Product/Service

Earthly Treats will provide a healthier, organic dessert shop to the local Southwest Florida community. They will serve the following items: pastries, ice cream, chocolate, brownies, cakes, chocolate dipped fruit, scones, shakes, fruit smoothies, and cookies. Most of the ingredients that will be used to bake the treats will come from local producers and growers. Once a month, there will be a group class on how to teach customers to cook a healthier and organic item of the month. The local ingredients to make the item of the month will be sold in the store.

Earthly Treats will be located in Estero on Tamiami Trail near Coconut point mall. It will be in a 1,500 square foot store. The atmosphere will be calm and relaxing. The colors of the walls will set the mood. The walls will be painted with tans, hunter greens and burnt oranges. The furniture will be made with natural materials. All machinery will be energy efficient. The lights will be LED to save energy. All material will be recyclable and recyclable bins will be used throughout the store. Solar panels will be put on the roof to provide energy. Wi-Fi Internet will be available to customers.

-Target market

The target market will be individual with all types of income. Earthly Treats will attract those individuals who are looking for a healthier, environmental friendly, organic treats that cannot be found nearby.

-Benefits

Most of the American society is overly obsess. The majority of this has to do with lack of healthier options to eat, especially dessert. The organic industry has grown at a rapid rate because consumers want to change their lifestyle. Earthly treats will provide Southwest Florida consumers with organic, healthier options for dessert. Their main competitors are Coldstones and Starbucks but none of these competitor offer organic yet alone healthier options, so they are more of a substitute.

-Position

Earthly Treats will hold a special position in the Southwest Florida community by keeping a friendly relationship with consumers. The baking classes will get the community involved in their business and inform consumers of a new lifestyle.

-Management

Holly Gerber will be the general manager of Earthly treats. She has a business management major. She has a passion for living a healthy lifestyle along with baking. She loves fusing these two traits to create healthier, organic baked goods. Cindy Perez will be the Operating manager; she has nine years experience with operations in a business. Andre Leipner will be the assistant manager, he has several years experience in the bakery industry. There will be five employees to interchange shifts and one chef to teach the monthly baking class.

Business concept statement feedback

Strengths of the product or service idea

- products are healthier
- products are organic
- atmosphere will be differentiated from others
- gets the community involved
- carry local ingredients in the store
- offer promotion and discounts
- close relationship with repeat customers
- eco-friendly
- new idea for the surrounding area
- offers Wi-Fi

Suggestions for strengthening the idea

- Have a big grand opening
- Incorporate some regular products
- Have the customer pick the item of the month to make at the monthly workshops
- Decompose your recyclable or material items
- Use roof opening to give natural lighting during the day

Overall Feasibility of the product or service concept:

- C.Gerber- I think it is a good idea. It will succeed in the market today since the organic, healthier lifestyle is growing.

-F. Spera- I would love to have this in my surrounding community. It would also start to get the community involved in a healthier lifestyle.

-K.Martin- I love cooking and not only would it be a healthier dessert place but a learning experience for those that love to cook.

-V. Rodriquez- I have been looking for a healthier, organic option for dessert. I would love for this place to open around me.

-T.McCan- This is a great opportunity, no place around here offers a healthier, hangout option

B.Product/service demand

Buying intention survey

1. How often would you go to Earthly Treats?

4 people (26.6%) said they would go 5x a month

6 people (40%) said they would go 3x a month

2 people (13.3%) said they would go 2x a month

3 people (20%) said they would go 1x a month

0 people (0%) said they would go >1 a month

2. How likely would you go to Earthly treats vs. another bakery or ice cream shop (Ex. Coldstones)?

6 people (40%) Said they would definitely go to Earthly treats

4 people (26.6%) Said they would probably go to Earthly treats

3 people (20%) Said they would might go to Earthly treats

2 people (13.3) Said they would probably not go to Earthly treats

0 people (0%) Said they would definitely not go to Earthly treats

3. How likely would you attend the monthly workshop?

7 people (46.6%) said yes they would attend the workshop

6 people (40%) said possibly they would attend the workshop

2 people (13.3%) said No they would not attend the workshop

4. How likely would you purchase Earthly treats monthly products?

4 people (26.6%) Said they would definitely would buy

5 people(33.3%) Said they would probably would buy

4 people (26.6%) Said they would might or might not buy

2 people (13.3%) Said they would probably would not buy

0 people (0%) Said they would definitely would not buy

Conclusion

A. Product/Service Desirability

The overall feedback from consumers was positive. The people were asked a few questions regarding the Business concept statement on Earthly Treats and they responded with positive feedback. They had suggestions of what they liked and what could be improved upon. Consumers are looking for a healthy alternative to dessert treats. A healthier lifestyle is becoming more desirable these days and an organic healthy dessert shop would succeed.

B. Product/Service Demand

After asking consumers to give us feedback in regards to the business concept statement, we then again gave consumers a buying intention survey to find out the result of specific questions. The following questions were asked: 1) how often would you go to Earthly Treats? 2) How likely would you go to Earthly Treats vs. another bakery or ice cream shop (Ex. Coldstones)? 3) How likely would you attend the monthly workshop? 4) How likely would you purchase Earthly Treats monthly products? The overall responses for these questions gave us feedback that Earthly Treats was in demand in the Southwest Florida market. The idea is feasible.

C. Product/Service Feasibility (highlight the correct response)

Not Feasible

Unsure

Feasible

D. Conclusion

The business concept statement and buyer intention survey proves that Earthly Treats is feasible. The feedback from the consumers was positive. They gave some suggestions that will be incorporated into Earthly Treats to improve the business. But overall the business is feasible in the Southwest Florida area.

PART 2: Industry and Market Feasibility

- **Industry Attractiveness**
- **Target Market Attractiveness**
- **Timeliness of Entry into the Target Market**

Assessment Tools

A) Industry Attractiveness Assessment Tool

	Low Potential	Moderate Potential	High Potential
1. Number of competitors	Many	Few	None
2. Age of Industry	Old	Middle Aged	Young
3. Growth rate of industry	Little or no growth	Moderate growth	Strong Growth
4. Average net income	Low	Medium	High
5. Degree of industry Concentration	Concentrated	Neither	Fragmented
6. Stage of industry life Cycle	Maturity phase or decline	Growth phase	Emergence phase
7. Importance of industry's Products and/or services To customers	"Ambivalent"	"Would like to have"	"Must have"
8. Extent to which business And environmental trends Are moving in favor of the Industry	Low	Medium	High
9. Number of exciting new Product and services Emerging from the Industry	Low	Medium	High

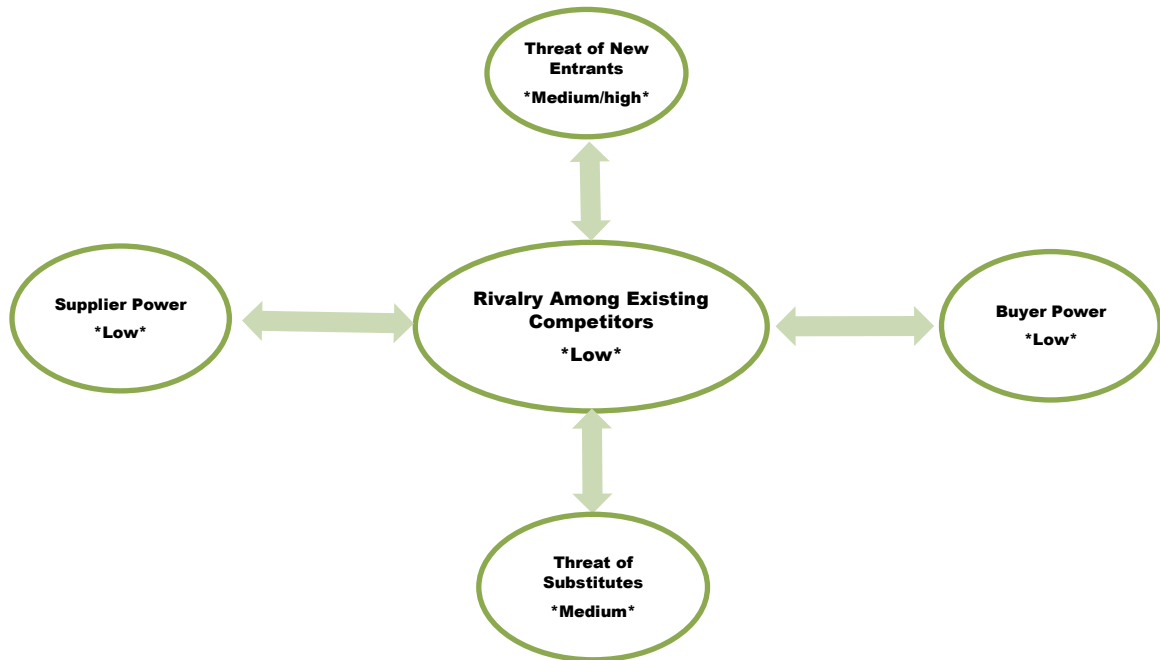
10. Long-term prospects

Weak

Neutral

Strong

Five Force Analyses



Threat of New Entrants

Threats of new entrants to the organic bakery/ice cream shop are at a medium to high level. The development of this industry has been constant. The growth is attributed to consumers redirecting their life styles to a more healthy conscious way of living. No legal barriers exist that limit a competitor to enter this industry. Skilled employees, proper networking, and a good product differentiation can assist in creating a barrier.

Buyer Power

The industry is at a low level. Current demand for organic food is increasing. Studies point to validation that consumers are Research has indicated that consumers are willing to spend more on organic goods because of all of the advantages that are characterized with these products.

Threat of Substitutes

The industry is at a medium level. Instead of consumers buying organic, healthier desserts they could go to a regular bakery or make it at home.

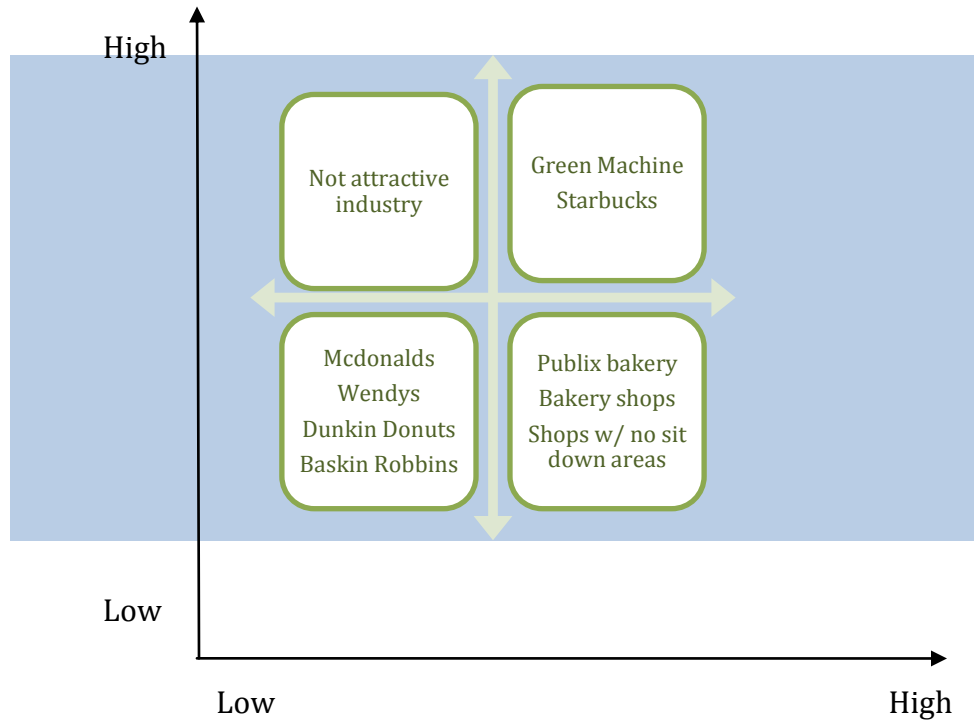
Supplier Power

The industry is at a medium level. We are supplying all of our products directly from local suppliers. If their cost increases then our cost will increase to consumers.

Rivalry among Existing Competitors

The rivalry among existing competitors is medium. Local competitors could start carrying organic desserts at their stores.

Positioning Map



B) Target Market Attractiveness Assessment Tool

	Low Potential	Moderate Potential	High Potential
1. Number of competitors In target market	Many	Few	None
2. Growth rate of firms in The target market	Little to no growth	Slow growth	Rapid growth
3. Average net income for Firms in the target market	Low	Medium	High
4. Methods for generating Revenue in industry	Unclear	Somewhat clear	Clear
5. Ability to create “barriers To entry” for potential Competitors	Unable to create	May or may not be able to create	Can create
6. Degree to which Customers feel satisfied By the current offerings In the target market	Satisfied	Neither satisfied or dissatisfied	Unsatisfied
7. Potential to employ low Cost guerrilla and/or Buzz marketing Techniques to promote The firm’s products or Services	Low	Moderate	High
8. Excitement surrounding New product/service Offerings in the target Market	Low	Medium	High
9. Number of exciting new Product and services in industry	Low	Medium	High

C. Market Timeliness

Market Timeliness Assessment Tool

	Low Potential	Moderate Potential	High Potential
1. Buying moods of Customers	customers are not in a buying mood	customers are in a moderate buying mood	customers are in an aggressive buying mood
2. Momentum of the Market	stable to losing momentum	slowly gaining momentum	rapidly gaining momentum
3. Need for a new Firm in the market With your offerings Or geographic location	Low	Medium	High
4. Extent to which Business and Environmental Trends are moving in favor of the target market	Low	Medium	High
5. Recent or planned Entrance of large Firms into the market	Large firms entering the market	Rumors that large firms may be entering the market	No larger firms entered the market or are rumored to be entering the market

Conclusion

A. Industry Attractiveness

The industry is attractive in the Southwest Florida area, especially Lee County. According to DemographicsNow the population is growing at 10.9% and is expected to reach 64,533 in year 2014. This means that the more people there are the more profits will grow. The consumer expenditure for food in the area of Tamiami Trail near Coconut Point Mall is growing at 6.2% according to DemographicsNow. There are many competitors that are substitutes such as Starbucks and Marble Slab but none sell similar products or have a similar concept of that of Earthly Treats.

The food industry is moving to organic, healthier options and by capturing this trend in the growth phase Earthly Treats will succeed. Consumers are becoming educated on how to live a healthier lifestyle and many dessert cafés don't aim at this trend. LOHAS states that the number of dollars going into the organic industry is \$355 and growing by ten percent each year.

According to an article in the Grocer written on October 30, 2010, the organic food and drink sector has experienced its highest four-week growth spurt for 18 months, sparking hopes that it could soon return to good health. This provides incentive for Earthly Treats to pursue entering the market and the industry.

B. Target Market Attractiveness

The fact that there is an increasing trend of people that want to change their life styles (becoming more health conscious), and they are becoming more aware of sustainability provides Earthly Treats with an opportunity to enter the market. Earthly Treats will be targeting customers in the Estero area in Southwest Florida. According to DemographicsNow, the population in this specific area was 38,074 in the year 2000. This total then increased to 57,347 in 2009 and there is a projected estimate of 63,533 by the year 2014. Clearly, the population is growing.

Earthly Treats has few competitors because there is yet to be a place established that offers what Earthly Treats is providing to the market in the area. There are current grocery stores in the surrounding area, such as Whole Foods and Publix, and multiple bakeries that can offer baked goods, but none of these establishments has a specialty in what Earthly Treats offers. Earthly Treats is focusing on a target market of all ages and incomes who want to lead a healthier life style but still want to enjoy baked goods, and provide an ambiance like no other.

According to an article written by Steven Hoffman in LOHAS, based on a survey conducted in 2006 by the Natural Marketing Institute, 52 percent of consumers choosing organic products indicated that "they are better for me and my family." Also, 51 percent of respondents choose organic to promote overall health, and 50 percent choose organic to "avoid additives, pesticides and toxins.

According to the Organic Trade Association, the sales that are accounted for in regards to the organic products have increased and have grown by 20 percent a year over the past two decades. This is an indicator that Earthly Treats has an opportunity to enter the market and continue growing.

The Progressive Grocer states that the female head of the household constitutes for approximately 69% of the sales in the baked goods industry. Because of this, Earthly Treats will ensure that their marketing efforts focus on the female population in the Estero area, which were 19,282 in 2009 and projected to be 22,711 in 2014.

Earthly Treat's ability to create barriers to entry is extremely limited. There are no legal actions that can prevent other businesses from opening and implementing the same concepts. However, as mentioned before, Earthly Treats will have the benefit of being the first organic bakery in the area, therefore giving them the first mover advantage in the market. Earthly Treats intends on forming loyal and long-term relationships with suppliers and consumers, which could hinder other entrant's opportunity. Although there are no actual barriers to entry for Earthly Treats, the organic industry is continuously developing and there are multiple opportunities for the business to be profitable.

There is a substantial amount of opportunities for guerilla marketing techniques to assist Earthly Treats in their venture. Earthly Treats can promote through Facebook and MySpace at no cost. Earthly Treats intends on promoting its services to local businesses, churches, and schools. They can also collaborate with local event planners for weddings, birthdays, or any other special event. Earthly Treats can also collaborate with local nursing homes to promote healthier lifestyles for the elderly community. Mail listings, coupons, surveys, and giveaways will all help in building the customer base and creating relationships with the consumers.

C. Timeliness of Entry into the Market

After completing the assessment tool, it can be concluded that Earthly Treats has a moderate to high potential. Buyers are currently in a moderate buying mood because they are still concerned about the economy. Despite the concern, it is evident that the organic food industry is still growing at a steady pace and that many businesses are moving in a green direction.

There is an opening in the Estero area for this business because the want has yet to be satisfied in the market. From the local research that has been performed, it is evident that there is no other business that offers what Earthly Treats is offering. As the market for organic products and services increases, it is vital that the opportunity be seized immediately, especially because Earthly Treats will have a first mover advantage. If the proper steps are not taken in a timely manner, larger businesses could move in.

A. Industry/Market Feasibility

Not Feasible

Unsure

Feasible

The market for Earthly Treats is moderate to high and is feasible. Due to the rapid growth of the organic market and the lack of this type of business in the area, there is a big probability that Earthly Treats will prosper.

B. Suggestions for Improving Industry/Market Feasibility

Earthly Treats is aware that although there is current growth in the organic food industry, they still have to work hard to obtain a level of success. In order to maximize its potential, the members of management of Earthly Treats need to focus on building relationships with local restaurants, suppliers and consumers. This can be done by collaborating with other local food restaurants for catering of birthdays, anniversaries, office parties, Holiday parties, weddings, etc. Maintaining loyal to their key suppliers can enforce their relationships with suppliers. As mentioned prior, Earthly Treats will conduct monthly cooking lessons in the facility and all members of the community will be able to sign up and learn how to make the special organic monthly treat. Earthly Treats can also look in to collaborating up with local schools to create awareness in eating healthy. They can also collaborate with local not-for-profit organization for charities and sell baked goods to raise money. It is important that members of management stay informed and continuously perform research and development efforts in order to adapt to market and consumer trends. These efforts will aid Earthly Treats in being the leading provider of healthy organic treats in the chosen market.

Part 3: Organizational Feasibility

A. Management prowess

B. Resource sufficiency

Management Prowess Assessment Tool

	Low Potential	Moderate Potential	High Potential
1. Passion for the business idea	Low	Moderate	High
2. Relevant industry experience	None	Moderate	Extensive
3. Prior entrepreneurial experience	None	Moderate	Extensive
4. Depth of professional and social networks	Weak	Moderate	Strong
5. Creativity among management team members	Low	Moderate	High
6. Experience and expertise in cash flow management	None	Moderate	High
7. College graduate	No college education	Some college education but not currently in college	Graduated or are currently in college

An explanation of the rating system used in the first portion of the table is as follows:

- 1 Available
- 2 Likely to be available: will probably be available and will be within my budget
- 3 Unlikely to be available: will probably be hard to find or gain access to, and may exceed my budget
- 4 Unavailable
- 5 NA: not applicable for my business

Resource Sufficiency Assessment Tool

Ratings					Resource Sufficiency
1	2	3	4	5	Office space
1	2	3	4	5	Lab space, manufacturing space, or space to launch a service business
1	2	3	4	5	Contract manufacturers or outsource providers
1	2	3	4	5	Key management employees (now and in the future)
1	2	3	4	5	Key support personnel (now and in the future)
1	2	3	4	5	Key equipment needed to operate the business (computers, machinery, delivery vehicles)
1	2	3	4	5	Ability to obtain intellectual property protection on key aspects of the business
1	2	3	4	5	Support of local and state government if applicable for business launch
1	2	3	4	5	Ability to form favorable business partnerships
Ratings: Strong, Neutral, or Weak					
Strong					Proximity to similar firms (for the purpose of knowledge sharing)
Neutral					Proximity to suppliers
Strong					Proximity to customers
NA					Proximity to a major research university (if applicable)

Conclusion

A. Management prowess

One of the major aspects of Earthly Treats is that they are highly motivated and absolutely passionate about opening this health-orientated bakery. Having worked in food industry before, Earthly Treats brings a moderate to high experience in this industry. Their prior job experience also comes along with contacts to experienced business leaders in the food industry which helps to build a professional network. The creativity among the team members is very high. Earthly Treats has many ideas on how to boost the business and keep customer retention rate high. The weakness of the team is their lack of prior entrepreneurial experience. But all the mentioned points will help to compensate this lack. And as every entrepreneur has to launch its very first business someday, it is clear that this is possible without prior experience.

B. Resource sufficiency

Earthly Treats conducted field trips and noticed that in many malls like Coconut Point Mall and their surrounding area there are several rental spaces available. All the ingredients and materials will be purchased either at wholesales, local farms or whole food shops – depending on the amount needed. These resources are already available. The key management employees will be the team itself and the key support personnel can be easily found on the labor market. To keep the launching costs low, the team will try to buy the key equipment from crashed restaurants and auctions. The major weakness is that the team can not obtain intellectual property rights as everyone could open a bakery with the same concept. Therefore, the team has to make sure that they will gain from the first mover advantage and to offer a better service and quality than its competitors. As the economy is weak in the moment, the chances are good to get some support by the local government (because they want to boost the economy).

C. Organizational feasibility

Not Feasible

Unsure

Feasible

D. Suggestions for improving organizational feasibility

Earthly Treats will have to keep up to date on currents trends in the dessert market to keep customers satisfied. Earthly Treats could perform more interviews with other restaurant and bakery owners to gain experience. A business consultant could also be very helpful, but the team has to deliberate about whether the benefits of a consultant justify the high costs.

Part 4: Financial Feasibility

Total Startup Cash

<i>Capital Investments</i>	<i>Amount</i>
Property	0
Furniture and fixtures	50,000
Computer equipment	6,500
Other equipment	70,000 economical
	New \$250,000
Vehicles	0
<i>Operating Expenses</i>	<i>Amount</i>
Legal, accounting, and professional services	\$3,000
Advertising and promotions	\$6,000
Deposits for utilities	\$2500
Licenses and permits	\$500
Prepaid insurance	\$500
Lease payments	3,000
Salary and wages	3,200
Payroll taxes	320
Travel	0
Signs	1,655
Tools and supplies	5,000
Starting inventory	\$4500
Cash (working capital)	20,000
Other expense 1	0
Other expense 2	0
Total Startup Cash Needed =	\$176,675
	\$356,675 for new equipment

Comparison of the Financial Performance of Proposed Venture to Similar Firms Assessment Tool

Annual Sales

Estimate of Proposed Venture's Annual Sales—Year 1	Explanation of How the Estimate Was Computed
Estimate of Year 1 Sales \$626,220 Summary: How proposed annual sales, on average, compares to similar firms (circle one) Below Average Average Above Average	The number of customers that Earthly Treats would attract in a fourteen hour day would approximately be an average of 1 customer every five minutes which totals to 252 customer per day. 252 customer per day x \$7 average amount spent per customer on products x 355 days = \$626,220
Estimate of Year 2 Sales \$752,95 Summary: How proposed annual sales, on average, compares to similar firms (circle one) Below Average Average Above Average	The estimate for the second year was assuming that after advertising/promotions, repeat customers and word of mouth our company customer base would grow by 20%. 303 customers per day x \$7 amount spend per customer x 355 days = \$752,955

Net Income

Estimate of Proposed Venture's Net Income—Year 1	Explanation of How the Estimate was Computed										
Estimate of Year 1 Net Income \$333,984 Summary: How proposed net income, on average, compares to similar firms (circle one) Below Average Average Above Average	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Sales</td> <td style="text-align: right;">\$626,220</td> </tr> <tr> <td>COGS</td> <td style="text-align: right;"><u>208,740</u></td> </tr> <tr> <td>EBIT</td> <td style="text-align: right;">417,480</td> </tr> <tr> <td>Taxes (20%)</td> <td style="text-align: right;"><u>83,496</u></td> </tr> <tr> <td>Net Income</td> <td style="text-align: right;"><u>333,984</u></td> </tr> </table>	Sales	\$626,220	COGS	<u>208,740</u>	EBIT	417,480	Taxes (20%)	<u>83,496</u>	Net Income	<u>333,984</u>
Sales	\$626,220										
COGS	<u>208,740</u>										
EBIT	417,480										
Taxes (20%)	<u>83,496</u>										
Net Income	<u>333,984</u>										

Estimate of Year 2 Net Income	\$401,576	Increase of 20%
		Sales \$752,955
Summary: How proposed net income, on average, compares to similar firms (circle one)		COGS 250,985
		EBIT 501,970
		Taxes (20%) 100,394
Below Average Average Above Average		Net Income <u>\$401,576</u>

Overall Financial Attractiveness of the Proposed Venture

Overall Financial Attractiveness of Proposed Venture Assessment Tool

	Low Potential	Moderate Potential	High Potential
1. Steady and rapid growth in sales during the first one to three years in a clearly defined target market	Unlikely	Moderately likely	Highly likely
2. High percentage of recurring income—meaning that once you win a client, the client will provide recurring sources of revenue	Low	Moderate	Strong
3. Ability to forecast income and expenses with a reasonable degree of certainty	Weak	Moderate	Strong
4. Likelihood that internally generated funds will be available within two years to finance growth	Unlikely	Moderately likely	Highly likely
5. Availability of exit opportunity for investor if applicable	Unlikely to be unavailable	May be available	Likely to be available

Conclusion

A. Total startup cash needed

The estimated start-up cash needed for Earthly Treats is approximately \$176,675. This cost was estimated by using the economical options of purchasing used furniture and equipment. The other options would be to purchase everything new and then the cost would rise to approximately \$356,675. Although this may seem like a high start-up cost for a bakery, this should not intervene in pursuing the venture. All three potential owners have the ability to access funds through their personal savings and intend on obtaining a small business loan for the remaining costs. It is also feasible to research grants. Based on the total fixed costs of \$176,675 divided by the sales \$626,220 minus the variable costs of \$208,740 the break-even point is estimated to be 0.42 years. $(\$176,675 / (\$626,220 - \$208,740)) = 0.42$ years

B. Financial performance of similar businesses

Earthly treats is expected to have above average financial performance compared to similar businesses in the area. The above average financial performance can be attributed to the location, the products and services offered, the hours of operation/ convenience, the lack of other businesses offering the same goods, and the excellent customer service provided by the team of associates working for the company. As mentioned before, the only similar competitors in the area are local Starbucks and Coldstones, with the exception of a few local bakeries. Even so, it is still unreasonable to compare financial performance to these competitors.

C. Financial feasibility (circle the correct response)

Not Feasible

Unsure

Feasible

Earthly Treats will be feasible because the start-up costs are minimal in comparison to the potential profitability of the business. With the projected figures of future profitability, Earthly Treats should not have any difficulties in repaying any funds that they acquired in order to open the establishment. A good portion of excess profit will go to continued research and development for the industry/target market/business development.

D. Suggestions for improving financial feasibility

Earthly Treats can improve on the financial feasibility by doing more research on small business loans and grants. They may also want to consider collaborating with other business owners.

Overall Feasibility: Summary and Conclusion

	Overall Feasibility of the Business Idea Based on Each Part		Suggestions for Improving the Feasibility
Product/Market Feasibility	Not feasible	<input type="checkbox"/>	Ensure that organic and sustainable practices continue throughout life of business. Make preparations for possible expansion. Continuously add to or revise products offered and add more monthly classes.
	Unsure	<input type="checkbox"/>	
	Feasible	<input type="checkbox"/>	

Industry/Market Feasibility	Not feasible Unsure Feasible	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Ensure that members of management focus of building relationships with the customers and also the suppliers. Ensure that proper networking is done throughout the area. Continuously be involved in local community activities and educate consumers on the health benefits of living an organic lifestyle. Periodically re-train employees and continue to provide excellent customer service to create customer loyalty.
Organizational Feasibility	Not feasible Unsure Feasible	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Continuously update all software and/or machinery that are used in the business. Stay informed and current with all aspects of the organic food industry. Continuously find new ways to promote sustainability in business and throughout community.
Financial Feasibility	Not feasible Unsure Feasible	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Possibly look for potential partners or more experienced individuals in the industry.
Overall Assessment	Not feasible Unsure Feasible	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Overall assessment of venture is feasible. More in depth research should be conducted for a business plan.

Conclusions—briefly summarize your justification for your overall assessment. Based on this feasibility analysis performed by the potential members of management of Earthly Treats, it is proven that this venture is feasible in all four areas of the feasibility analysis consisting of product, service/industry, and market, organizational and financial. Earthly Treats should prosper quickly and the differentiation of the products and services they offer should give them in advantage in the market.

Work Cited

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http://www.lohas.com/journal/proven_organic_better.html

<http://www.lohas.com/journal/changing.html>

Appendix

Total Start-Up Cash Needed Estimate Sources and Calculations	
Property	There is not property cost since they are leasing the space
Furniture and fixtures	The cost of purchasing eco-friendly and recyclable furniture and fixtures came from Creative Living and food show cases
Computer equipment	Estimate for a one register, one computer, All- in- one printer
Other equipment	Estimate from Artisan Bakery set-up cost of getting used items from bakeries going out of business; ice cream and bakery cases from Marc Refrigeration in Miami
Vehicles	No vehicles necessary
Legal, accounting, and professional services	The cost of having Brian Peters legal services help build a contract and take care of other aspects
Advertising and promotions	Estimate for advertising in value pak, in the media(radio) and internet advertising
Deposits for utilities	Estimate from FPL and South Florida Water Management for utility deposits.
Licenses and permits	The cost is by the Florida Department of Agriculture
Prepaid insurance	The cost of the deposit to establish a small business policy
Lease payments	The lease payment is a estimate from a building on 41 near coconut point mall that was listed with a realtor
Salary and wages	The cost of paying four employees eight dollars an hour for 30 hours a work week and three manager fourteen dollars an hour for a forty hour work week to set-up the store and train them to operate the business. The chef will be paid \$100 per class which is once a month; doesn't need

Payroll taxes	to be included in the startup cost. Estimate from 10% of salary and wages for social security tax, Medicare tax, etc
Travel	There is no travel expense
Sign	Estimate from www.signsrus.com a 8ft by 20ft colored sign
Tools and supplies	The cost of bakery tools and supplies from www.pristineplanet.com
Starting inventory	The cost of ingredients and products ;estimate from Artisan Bakery
Cash (working capital)	The businesses current assets minus its current liabilities.