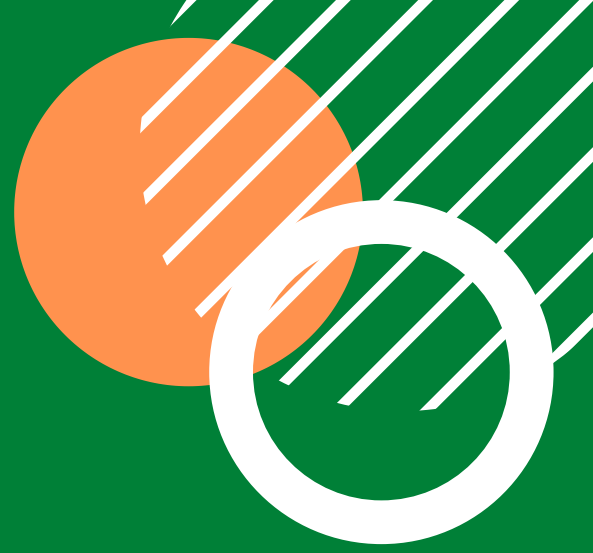


# HEALTHY HOTSPOT

## MARKETING PLAN

Ava Caughron, Alyssa Schweitzer, Eliana Cadena



# DID YOU KNOW?



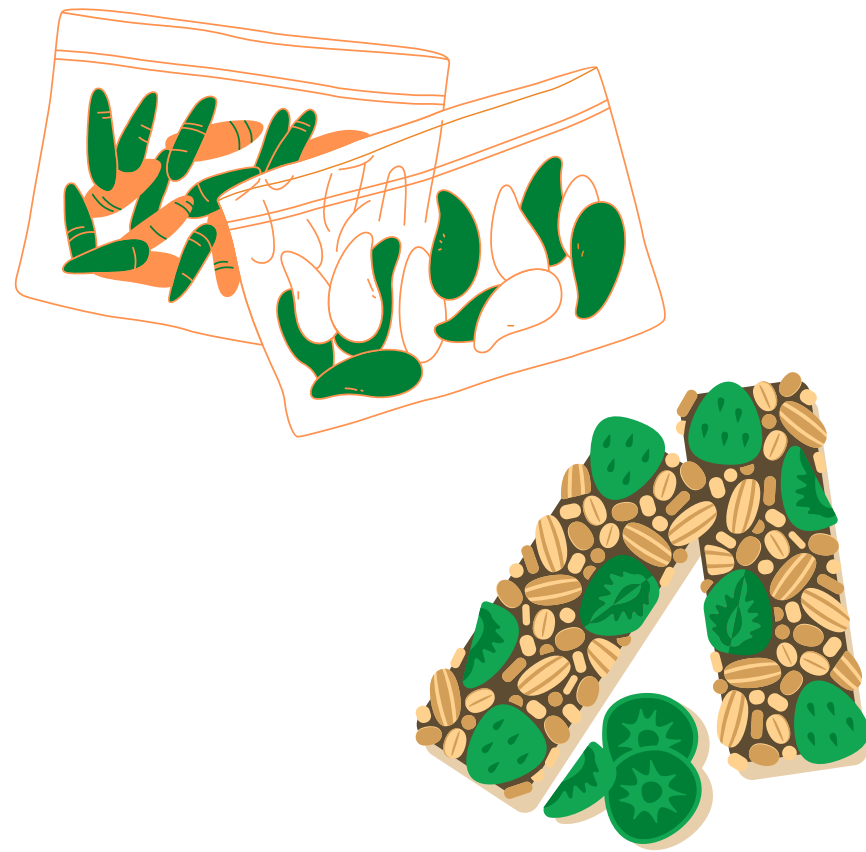
93%



50%



# COMPANY OVERVIEW & MISSION STATEMENT



At Healthy Hotspot, our mission is to provide authentic, hearty, and convenient food alternatives, eradicating bad eating practices one snack at a time.



# PROBLEM

## PITCH/PROBLEM



Busy Schedules



Inaccessible Health Stores



Lack of Knowledge



# SOLUTION

## PITCH/PROBLEM



Catalyst to increase awareness







Provider of accessible healthy food



# TARGET MARKET

## INDIVIDUALS AND FAMILIES



-  20–35 years old
-  Rural Area
-  Busy Individuals/Families
-  Married or Single



# TARGET MARKET

## FIRMS AND TEAMS



Large Groups



Long Workdays



Busy Schedules



Gamedays



# MARKETING PLAN

## MARKETING MIX



Product

\$	Sizzling Starter
	\$65.99
	Lively Littles
	\$65.99
	Scorching Squad
	\$149.99
\$	

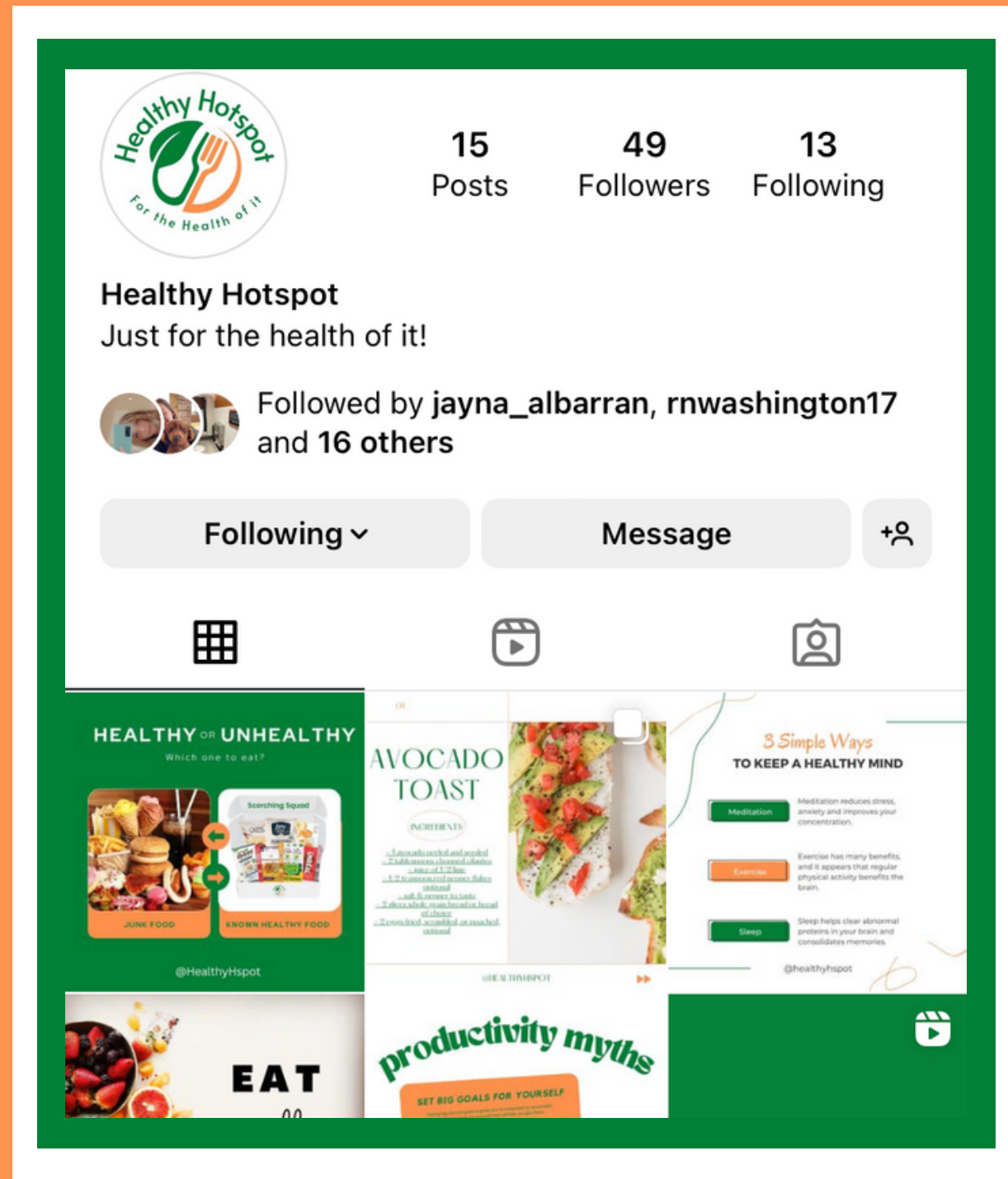
Price



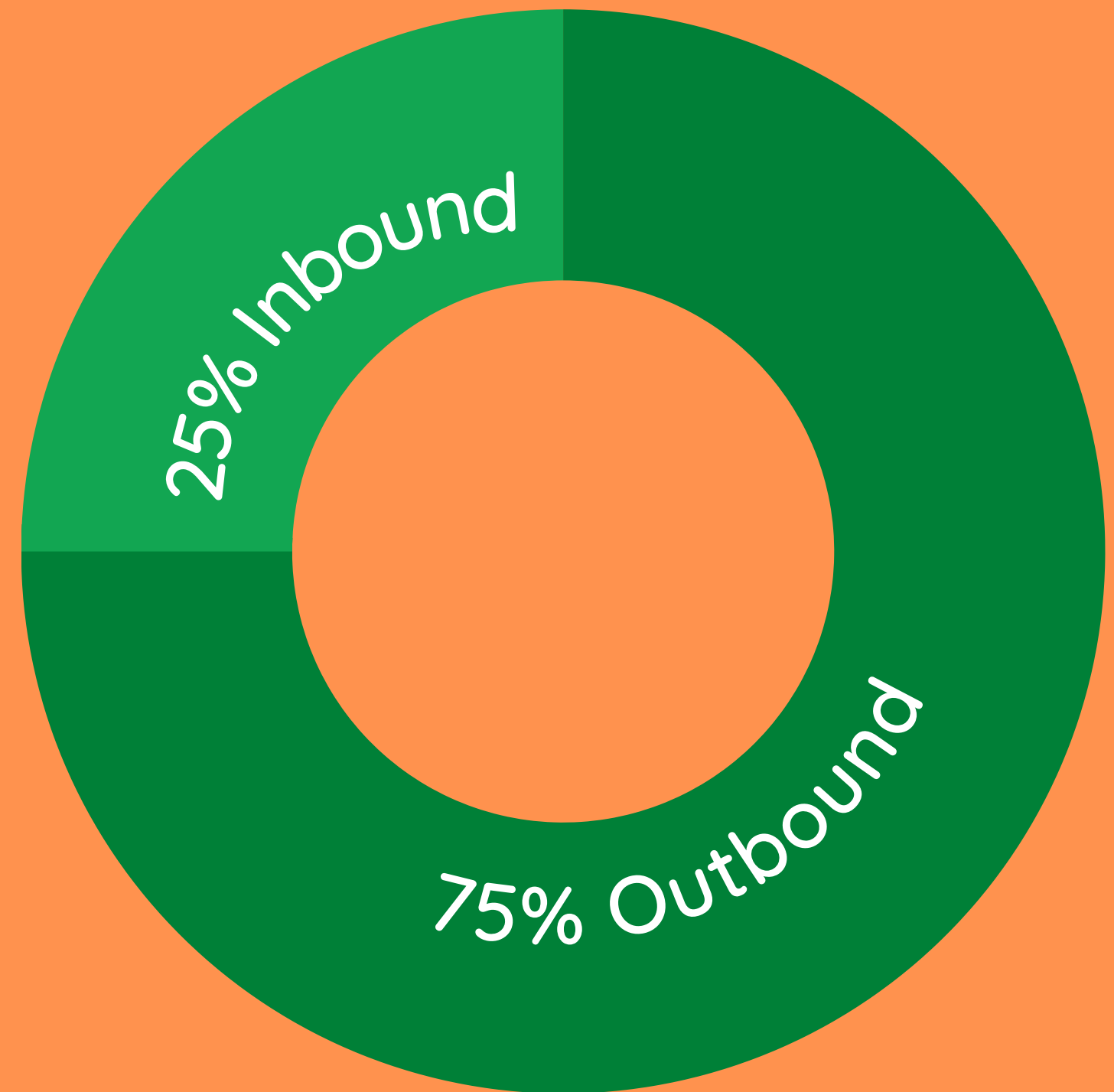


# MARKETING PLAN

## MARKETING MIX



Promotion





# MARKETING PLAN

## MARKETING MIX



RUMSEY CONSTRUCTION



Place



Positioning



# TRADE SHOW

## RESULTS

November Tradeshow Projections v. Results



First Tradeshow Sales

**\$200,000**

Second Tradeshow Sales

**\$248,000**

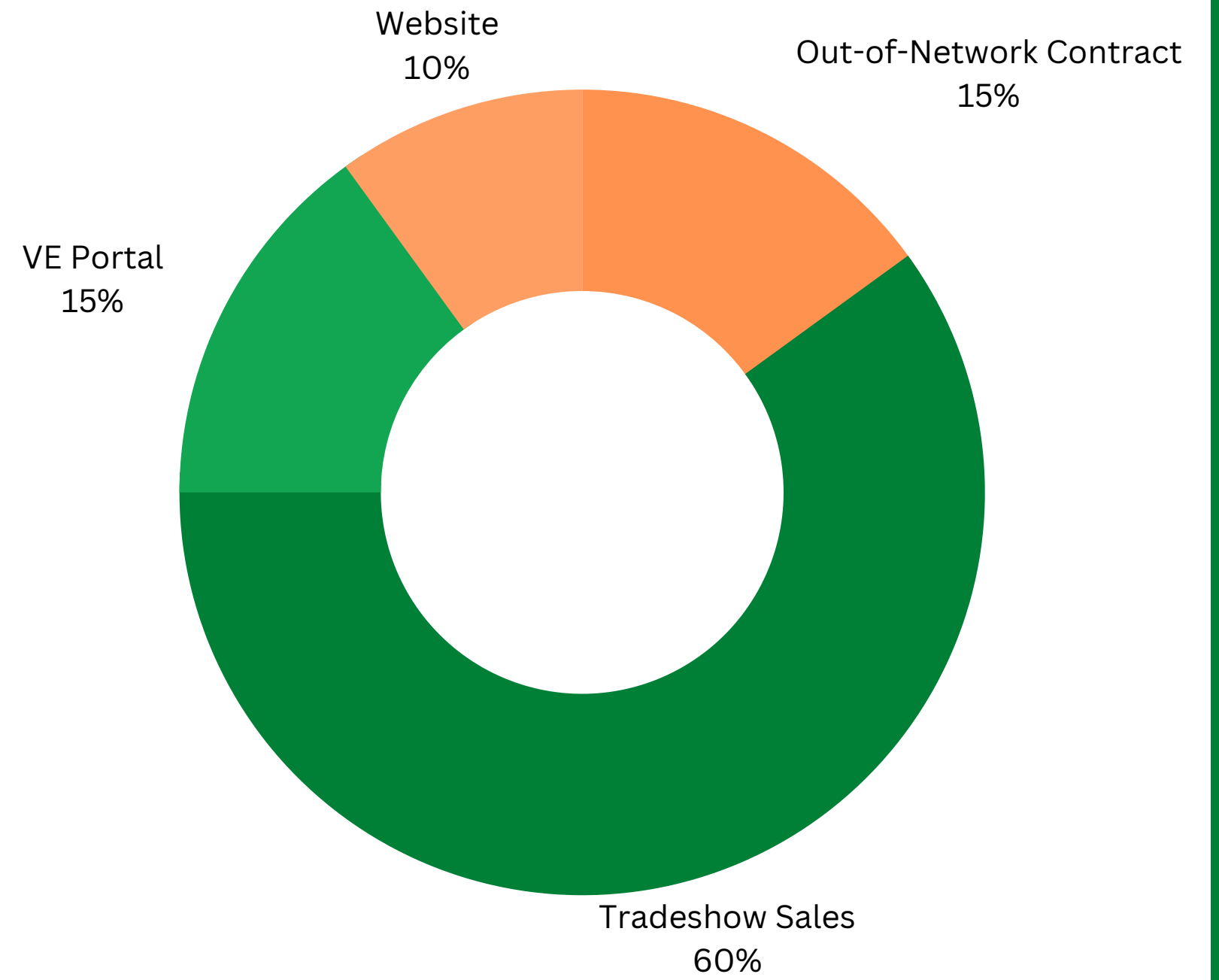
Total Tradeshow Sales

**\$448,000**

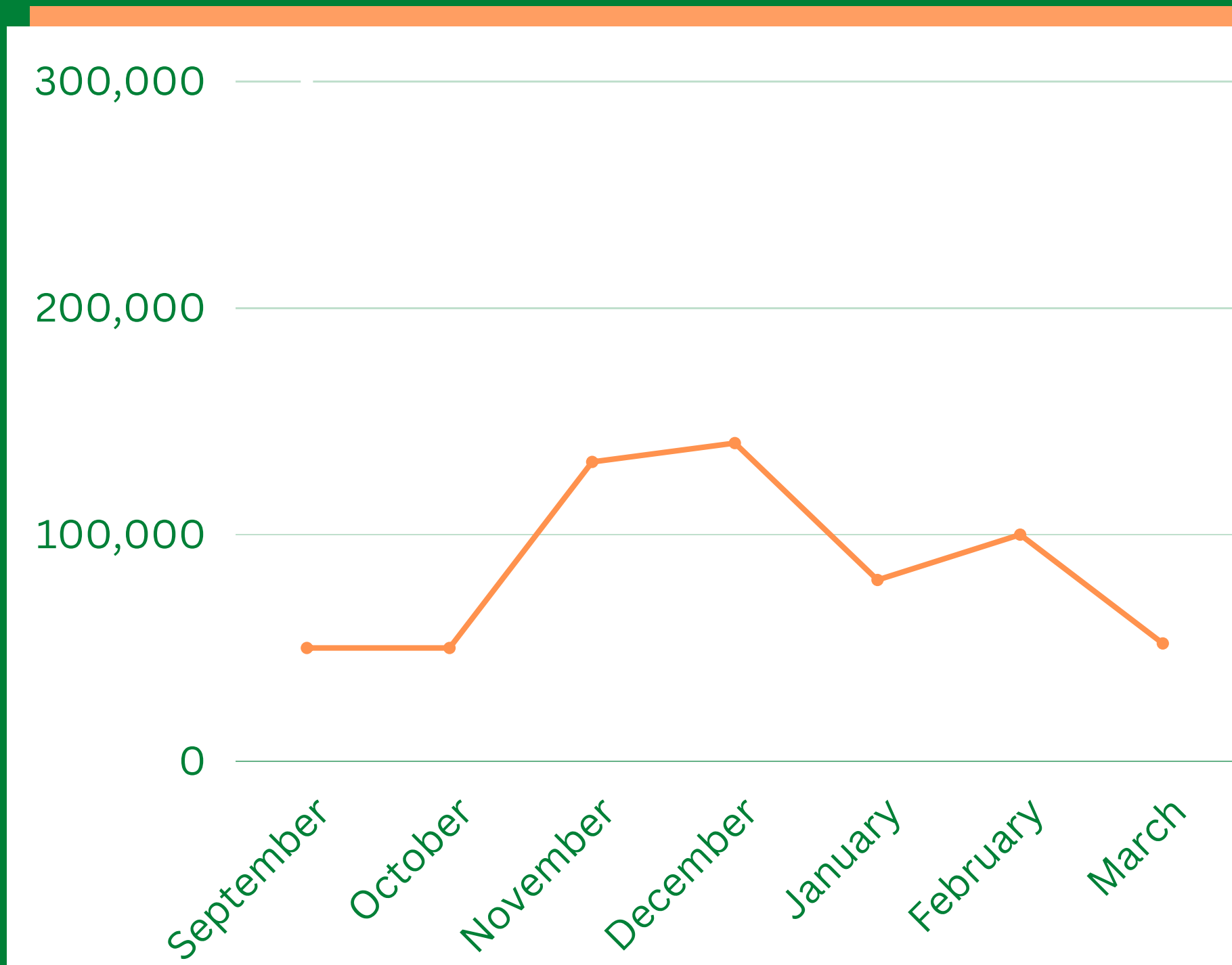


# OUT-OF-NETWORK RESULTS

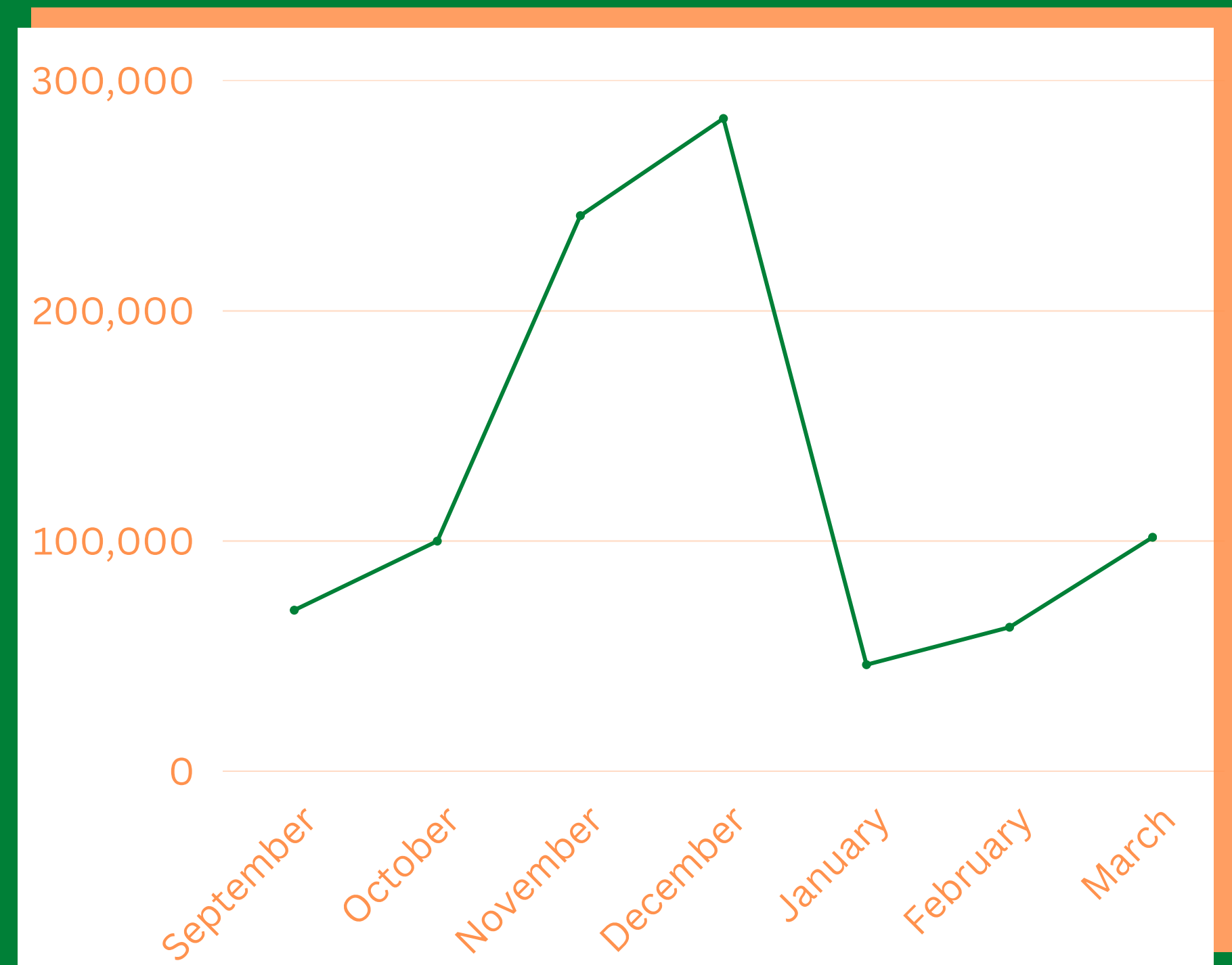
Company	# of Packages	Monthly Revenue
Rumsey Construction	20	\$3,100
Creativity Inc.	152	\$23,560
Eaton Football	19	\$2,945
Eaton Athletic Training	16	\$2,480



# SALES PROJECTIONS



# SALES RESULTS



# HEALTHY HOTSPOT

JUST FOR THE HEALTH OF IT

