

1 BUSINESS PLANNING & REGULATIONS

RESEARCH, RESEARCH, RESEARCH
Is your product idea viable?

Are their products like yours in the marketplace? Consider conducting survey's with your target audience to see if they want/need your product.

S.W.O.T ANALYSIS
Who is your product for? What makes you stand out?

Does your market NEED your product?

COMPETITOR ANALYSIS
Conducting an analysis of your top 3 competitors can assist with product viability

You'll need to take in to account cost of goods , come back and tweak this when you have a final product

PLANNED TO PERFECTION
Have you written a business & marketing plan including calculating costs?

LICENCES & REGULATIONS
Do you have a food license or completed a food handling course?

Is your product home-based or a commercial facility?

If you are manufacturing a food product you will need a licence from Council, with a nominated premises. You will need to consider the following:
• Costs of Premises
• Food Safety Plan
• Shared Kitchen Agreement

DON'T FORGET your social media handles & domain name too!

2 MANUFACTURING & MARKETING YOUR PRODUCT

There are several considerations when you identify your market eg. locally at markets won't require barcodes, nationally & internationally require Country of Origin Labels.

WHERE ARE YOU PLANNING TO SELL YOUR PRODUCT?

SAY MY NAME, SAY MY NAME!
Have you researched a business name & checked to see if it's available?

BRING YOUR BRAND TO LIFE!
Consult with a graphic designer for your logo & brand guidelines & website

FOOD SAFETY
Meet with a food scientist to determine packaging, ingredients, labelling & shelf life

Use this small batch to test your market on taste, packaging, price, brand and test shipping by sending some back to you

SMALL BATCH RUN
Once you have perfected your recipe produce a small run of your product for market validation.

DISTRIBUTION, FREIGHT & SHIPPING
Who will distribute your product to retailers, B2B & B2C

Make sure you have your retail pitch ready

Who will produce your product, will you use a co-packer?

PRODUCT PROTOTYPE
Develop a recipe through R&D, & define your processes

SHOW ME THE MONEY!
Establish a pricing model that includes labour, packaging, ingredients, shipping etc.

When meeting with distributors & retailers you will need pitch document & price list that includes the % of sales they will take. So make sure you know your numbers - HOW MUCH DOES IT COST TO MAKE YOUR PRODUCT?

IT'S ALL ABOUT DIGITAL PRESENCE
Finalise your socials & website

PACKAGING
Where will you source your bottles/pouches or boxes for packaging?

Checklist for artwork:
• Barcodes
• Nutrition Label
• Address where manufactured
• Best Before date
• Product description
• Country of Origin Label
• Storage directions

DON'T FORGET to add in these costs to your overall cost price of your product!

FOOD MARKETING BASICS
create a marketing plan to build awareness for your food brand.

Define your processes, how long it takes to make, pack & ship. Do you require staff? Take these costs into account

A PICTURE PAINTS A THOUSAND WORDS
Consider a professional photographer

TIME TO LAUNCH!
Consider your marketing options & the best way to reach your target customer