

Business Plan

Gods' Taste

Our business' main activity is the production of jams and specifically the manufacture of delicious local goodies from Greek traditional products. In Greece we call marmalade preserves made from any fruit. We use apricot, strawberries, peaches, oranges, plums, quinces etc. It is a typical component of Greek breakfast as a spread on bread

We produce: jams and spoon sweets

Our name: God's Taste

Our logo:



Goals:

- Use of local products (The fruits used are seasonal and organically grown)
- Small scale production (We do not mix all ingredients in large pots so they lose the essential flavor but we use normal-sized pots).

- Preparations based on traditional recipes with a twist (Greek herbs and mixed fruits)
- Products that are and taste homemade
- Nutritious goodies with limited use of sugar (we replace sugar with brown sugar and honey)
- We do not use preservatives and artificial colouring in our jams
- We take care during the procedure following all hygiene rules
- Prices are affordable to all consumers.

Teams:

- Production team
- Accounts department
- Sales team
- Marketing (Advertising team)

Our products advantages:

Compared with relative products

- ❖ Are more nutritious - they contain fruits and - of course - vitamins
- ❖ They don't contain any fat

Compared with products of the same kind:

- ✓ They are healthier than commercialized ones, because they do not contain any preservatives
- ✓ The production is limited and the production method is traditional

The values of our company:

1. Teamwork: Cooperation in order to produce our goods
2. Social sensibility: We respect local production and tradition, we try to encourage agricultural production

3. Social sensibility: We try to cut price, to help the Greek families during the economic crisis period.

Environment:

- ✓ We respect our environment by using the leftovers for compost
- ✓ We use materials which are friendly to the environment (glass, not plastic)

Future expansions:

- Production of other traditional goods (pasta, pies)

Our goal is to increase your interest for our country's gastronomy.