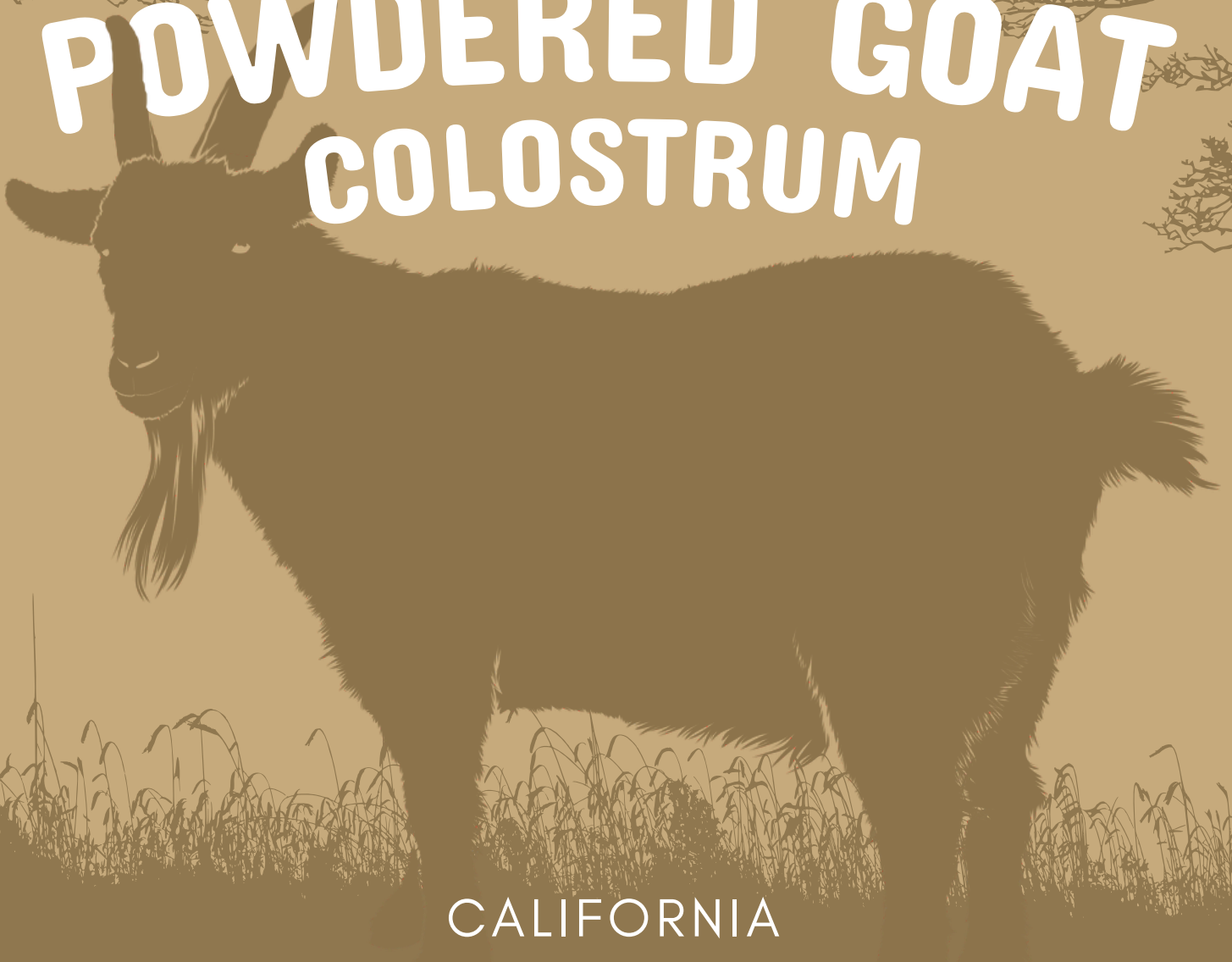




**VINTAGE FARMS**

EST. 2014

# **POWDERED GOAT COLOSTRUM**



CALIFORNIA  
MERCED-EL CAPITAN FFA  
CA0559  
2024

We certify that all materials presented here are of our own creation and that any work adopted from other sources is duly cited and referenced as such.

-El Capitan FFA Marketing Plan Team, Elena Wiren, Shaminka Elwin, Advaitaa Shyamprasad

# MARKET ANALYSIS

Colostrum is often referred to as “liquid gold,” however, most people also associate colostrum with newborns. What if this liquid gold was a possibility for people of all ages? As people continue to respond to the aftermath of COVID-19, the desire to prioritize well-being has surged, transforming consumer preferences and habits.<sup>1</sup> Heightened awareness of personal health has led to consumers seeking products that enhance their overall wellness.<sup>2</sup> Imagine being able to consume a product that enhances immunity, gut health, and skin care all in one. This marketing plan presents a product that makes this a reality by providing consumers with Vintage Farms Colostrum, a health and beauty supplement created from goat colostrum that would typically be discarded, making this a great added value product for Vintage Farms.

## CLIENT STATUS IN CURRENT MARKET

Vintage Farm Suds, nestled in the heart of Atwater, California, epitomizes traditional farming values with innovative entrepreneurial spirit. Natalie Borba co-owns MN Borba Goat Dairy in Hilmar, California with her husband, Mark. Their dairy, home to 1,500 does, isn't just a source of goat milk; it's an inspiration for Natalie's creative pursuits. Under the business name Vintage Farm Suds, Natalie uses the surplus milk from MN Borba dairy to create a variety of goat milk-based beauty essentials. These products include soap, lotion, sugar scrubs, and bath bombs.



Vintage Farm Suds has an informative website with an online store and a strong social media presence. Vintage Farm Suds also attends three farmers markets per month and ten vendor fairs per year. Vintage Farm Suds has created a strong customer base from farmers markets, vendor fairs, and social media.

MN Borba Dairy prioritizes reduction of waste from their farm. However, they have faced the challenge of finding a use for the excess colostrum produced once the goat kids have received the necessary amount. The need for utilizing this waste opens doors to a groundbreaking addition to Vintage Farm Sud's health and beauty product line: **powdered goat colostrum**. With approximately 1,500 gallons of colostrum going to waste on the dairy each year, this innovative idea not only minimizes waste but also introduces a value-added product to their product line.

## INDUSTRY TRENDS

**Health and Beauty:** The health and beauty industry continues to grow by 14% each year in the United States. Money spent on health and beauty products was approximately \$31 billion in 2023 and growing. The industry is predicted to grow by 3.3% by 2028 due to social media rapidly promoting health and beauty products. Women spend \$124 monthly on health and beauty products, with the most money being spent on vitamins, supplements, and skincare.<sup>3</sup>

**Goat Based Dairy:** Goat milk is increasing in sales and is starting to become a preference over dairy from cows. The global goat dairy market is expected to grow by 5.5% every year up to 2030. Dairy goat inventory increased by 60% in the last decade.<sup>4</sup> Goat dairy is seen as a more desirable option for people with lactose sensitivity. With more protein per serving and easier digestion consumers are beginning to identify advantages over bovine milk.<sup>5</sup>

**Colostrum:** The colostrum market is growing 8.1% annually. Colostrum is becoming a consumer preference as it provides a plethora of health benefits. Animal colostrum is now used in dietary supplements, sports nutrition, and pharmaceuticals.<sup>6</sup>

1. National Center for Biotechnology Information. [www.ncbi.nlm.nih.gov](http://www.ncbi.nlm.nih.gov) 2. Callaghan, S. (19 September 2022) Still feeling good: the US Wellness market continues to boom. [www.mckinsey.com/](http://www.mckinsey.com/) 3. Guyduy, M. (30 January 2023) U.S. Prestige Beauty Shines in 2022 as Sales Revenues Grow by 15%, Says NPD. [www.circana.com](http://www.circana.com) 4. Data Bridge Research. (Nov 2022) Global Goat Milk Market - Industry Trends and Forecast to 2030 [www.databridgemarketresearch.com](http://www.databridgemarketresearch.com) 6. National Center For Biotechnology Information. (27 June 2023) Exploring the Health Benefits and Functional Properties of Goat Milk Proteins.

# BUYER PROFILE & BEHAVIOR

Buyers of colostrum supplements are primarily millennial females who prioritize skin and immune health. They lead busy lives and are seeking ways to maintain a healthy and stable immune system. With a middle to upper-class background and disposable income, they are willing to invest in products that deliver desired results. Convenience is key for this demographic, as they prefer the ease of online shopping. El Capitan Marketing focused on the key roles of buying behavior and created a buyer profile for the highest quantity of buyers. Most buyers fall into the decision-maker, purchaser, and user roles as they not only make buying decisions but also purchase and use the product themselves. Reviewers are essential to this product as most buyers look to reviews to research the benefits of the product. Influencers are important buyers, as they influence others to purchase the product.<sup>6</sup>

## BUYER PROFILE OF DECISION MAKER, PURCHASER, & USER

**Demographics:** Upper middle class, female, Ages 28-40, **Psychographics:** Want to find easy ways to stay healthy/improve their health and skin, live active lives  
**Pain Points:** Products that don't meet their goals, supplements that are not all in one  
**Preferences:** Look for high quality products, willing to spend more on products that help them reach their goals, prefer natural, holistic products, free from additives.

**Example Profile:** Kate is a millennial age mom of 3 who wants to stay healthy and youthful looking, but lacks the time to manage health and beauty requirements. Looks for supplements that meet her expectations and preferences that can be taken at her convenience.



## COMPETITOR SWOT

The use of animal colostrum for human consumption is a new concept, leading to few competitors in the market. ARMRA and WonderCow can be considered indirect competitors, as they are not goat colostrum based. There is a strong market of consumers who will prefer goat colostrum over bovine dairy because of the perception of dairy products. A SWOT analysis was still conducted as these companies were first to market and hold a strong share of the colostrum market. It will be important to market the health benefits of goat colostrum over bovine. Mt. Capra is the direct competitor, as they are the only goat colostrum powder available online.

|                                                                                     | STRENGTHS                                                                                                                                                                                                          | WEAKNESSES                                                                                                                                                                                                 | OPPORTUNITIES                                                                                                                                                                    | THREATS                                                                                                             |
|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
|    | <ul style="list-style-type: none"> <li>- Certifications (non GMO, Keto, Carbon free, etc.)</li> <li>- Unique flavor options</li> <li>- Strongest brand awareness</li> <li>- BioPotent production patent</li> </ul> | <ul style="list-style-type: none"> <li>- High prices for small servings</li> <li>- Only sells bovine colostrum products</li> <li>- Calf first promise is not included in any packaging labeling</li> </ul> | <ul style="list-style-type: none"> <li>- Add goat colostrum into their products</li> <li>- More flavor options</li> <li>- Promote the new Performance Revival product</li> </ul> | <ul style="list-style-type: none"> <li>- Negative perception of utilizing bovine colostrum for human use</li> </ul> |
|  | <ul style="list-style-type: none"> <li>- Complete antibodies testing</li> <li>- No additives</li> <li>- Calf first promise heavily promoted</li> <li>- Family based business</li> </ul>                            | <ul style="list-style-type: none"> <li>- Only offers one flavor for colostrum</li> <li>- Calf first promise is not on package labeling</li> <li>- Only sells bovine based colostrum products</li> </ul>    | <ul style="list-style-type: none"> <li>- Add goat colostrum into their products</li> <li>- Add more unique flavors into their catalog</li> </ul>                                 | <ul style="list-style-type: none"> <li>- Negative perception of utilizing bovine colostrum for human use</li> </ul> |
|  | <ul style="list-style-type: none"> <li>- Flavor options for goat colostrum</li> <li>- Offers both powder and capsules</li> <li>- Point reward system</li> </ul>                                                    | <ul style="list-style-type: none"> <li>- Inconsistent branding/labeling on packaging</li> <li>- Products may only be taken on an empty stomach</li> <li>- Lack Brand Awareness</li> </ul>                  | <ul style="list-style-type: none"> <li>- Add more unique flavors into their catalog</li> <li>- Stronger Marketing Tactics</li> </ul>                                             | <ul style="list-style-type: none"> <li>- Negative perception of utilizing goat colostrum for human use</li> </ul>   |

## VINTAGE FARM SUDS SWOT

**STRENGTHS** - Vintage Farms sells a wide variety of goat milk products, the business is located near production location, promotes a no waste initiative, has an informative website with family story, strong brand awareness in the community, has an abundant amount of colostrum readily available, higher amounts of beneficial microbes including lactoferrin and bifidobacterium

**WEAKNESSES** - Does not currently offer health supplements, small in person buyer radius, need an updated website and logo, business name does not reflect the newer non-soap based products

**OPPORTUNITIES** - Create and sell powdered goat colostrum supplement, add a "kid first" promise to product labeling, utilize product testing to test for antibodies and nutritional values

**THREATS** - Less disposable income among consumers, increase in goat dairy prices, less demand for goat dairy, negative public perception of utilizing goat colostrum for human use, rising popularity of a product with similar or identical benefits

## PRIMARY RESEARCH

El Capitan Marketing sent out a survey to individuals throughout Merced County using social media, El Capitan FFA email subscriber list, and the Merced County Farm Bureau email subscriber list. 447 qualified responses were received. Qualified respondents were those who considered themselves health enthusiasts, which is an individual who demonstrates dedicated interest in promoting and maintaining their health and well-being. Qualified respondents were also in the 28-40 age range. The following key points were determined from the survey:

- 74% already take vitamins or health supplements often, with 63% taking them daily.
- **After reading about the health benefits of colostrum, 79% said they would use this product.**
- Majority of respondents said they like to have the option of buying their vitamins and supplements both in person and online.
- Amazon was the main way to purchase health supplement items online, but most respondents also purchased directly from the brand's website.
- For in-person sales, respondents chose Costco as their preferred place to purchase supplements.
- Over half said they would prefer a bulk option instead of single-serve packets.
- A modern design was desired for packaging.
- 48% said they would prefer to have flavor options, but will still consume even if it is unflavored because of the health benefits. 22% said flavor was not important to them at all.
- The most desired results from the product in order are, skin health/anti-aging, reduced inflammation, enhanced immune system.
- Instagram was the way most respondents hear about new products, with vendor fairs being the second way females identify new products.

The El Capitan Marketing team met with Frank Fillman from Meyenberg, a goat milk processing company to determine the best method for producing powdered colostrum. It was noted that the cost of using the food processor's services would be too expensive. It was suggested that purchasing a dehydration device would be the most cost-effective option for production, despite the initial expense, and would eliminate fees for processing. The processor determined that the product will yield .71 pounds of powder per 8.6 pounds of milk. Mr. Fillman mentioned they have noticed a strong market for colostrum, but they don't have the quantity of colostrum needed to produce it a viable price, therefore, he strongly recommended selling this product direct to consumer.

The marketing team visited a local gym to perform a taste test survey. Overall, the response was positive, with many intrigued by the product's health benefits. 87% felt the product had no smell or taste. While some were initially hesitant due to unfamiliarity, explaining its immune-boosting properties and nutritional value helped change their minds. We also received valuable feedback, including suggestions for packaging and dosage instructions.

## BUSINESS PROPOSAL

### MISSION STATEMENT

**Harnessing goat milk benefits to help people live healthier lives.**

### KEY PLANNING ASSUMPTIONS

1. Consumers are looking for ways to easily obtain healthy skin and enhance their immune system.  
*Validation- Primary Research- survey says 74% take supplements and vitamins in their daily diet to boost their health, the number one reason for wanting the product related to anti-aging*
2. Consumers believe dairy goat products are healthier than bovine-based products. *Validation-Secondary research- Many believe that goat dairy milk is healthier<sup>5</sup>*
3. Scientific research supports the benefits of colostrum *Validation-Secondary Research- Scientific studies support that colostrum can help build a more robust immune system. Colostrum is high in antibodies that strengthen your immune system and prevent infections.<sup>6</sup>*
4. There is a growing demand for colostrum supplements *Validation-Secondary Research- The colostrum market is growing 8.1% annually<sup>6</sup>*
5. Target market lives an active lifestyle and are looking for natural and holistic supplements *Validation-Primary Research- 447 qualified respondents considered themselves health enthusiasts*



## SHORT & LONG TERM GOALS

Short term goals were based on the understanding that the colostrum market is growing rapidly. Vintage Farms will need to focus years 1-3 on developing product awareness among new and existing customers online and in person. With the conversion rate provided by the processor it is determined that 2,662 packages (accounting for waste) can be created each year from the amount of colostrum typically wasted on MN Borba Dairy. According to sales data, 70% of current sales are from online purchasers. Year 1 goal is to sell 65% of total colostrum yield, 85% in year 2, and 100% in year 3. Year 1 starts with 81 total product subscribers, and grows to 289 in year 3.

**Long Term Goals:** Years 4 and 5 will require increase in production. To increase amount of product, colostrum will be purchased from Machado Goat Dairy. With increased product, and to fulfill preferences determined from survey, Vintage Farms Colostrum will be sold on Amazon and in local grocery stores. It is also recommended to

incorporate flavors by year 5. Therefore, the overall **long term goal is by 2029 Vintage Farms Colostrum will have 3 flavors, be in 4 local supermarkets and sell a total 5,324 packages.**

|                                   | 2025           | 2026            | 2027            | VALIDATION                                                                              |
|-----------------------------------|----------------|-----------------|-----------------|-----------------------------------------------------------------------------------------|
| <b>ONLINE SALES (VIA WEBSITE)</b> | 1,211 PACKAGES | 1,583 PACKAGES  | 1,863 PACKAGES  | Each number represents 70% of total sales each year                                     |
| <b>IN PERSON SALES</b>            | 519 PACKAGES   | 679 PACKAGES    | 799 PACKAGES    | Each number represents 30% of total sales each year                                     |
| <b>PRODUCT SUBSCRIBERS</b>        | 81 SUBSCRIBERS | 194 SUBSCRIBERS | 289 SUBSCRIBERS | Chance of customers buying again<br>After 1st- 27%<br>2nd- 49%<br>3rd- 62% <sup>8</sup> |

## TARGET MARKET

The target market for Vintage Farms Colostrum is females, age 28-40. These females prioritize skin and immune health. Age 28 is when most women start to worry about aging.<sup>7</sup> They lead busy lives and are seeking ways to maintain a healthy and stable immune system among their hectic schedules. Interested in holistic approaches to wellness, they prefer natural products free from additives and chemicals. This market also spends time researching products before purchasing them to ensure they purchase the best option for their health. The target market are middle to upper class and have disposable income to spend on health and beauty products.<sup>11</sup> Goat colostrum is most desirable than bovine colostrum for this group because they are concerned about allergens and typically avoid dairy products.<sup>5</sup>

## STRATEGIES & ACTION PLAN

### PRODUCT

Vintage Farms Colostrum Powder is a dietary powder product that can be mixed with a cold beverage. The colostrum comes from dairy goats within the first 72 hours after birth and is obtained as the excess after the necessary amount is fed to the goat kids. This product contains a variety of health benefits that can mitigate effects of aging, enhance immune system, promote healthier skin and gut health, and reduces inflammation. Goat colostrum does not contain A1 casein protein like bovine milk. Some consumers are allergic to A1. The product comes in a 6.4 ounce resealable bag and will come with a one gram scoop. The serving size allows for 90 servings per container (2 g per serving). Product labels will include certified humane and a "kid first promise" label to assure customers that the goat kids are receiving the colostrum first. The colostrum will also have a higher amount of beneficial microbes, including lactoferrin and bifidobacterium, to help with gut health over the bovine based colostrum.



7. National Center for Biotechnology Information. (11 October 2023) Exploring the Health Benefits and Functional Properties of Goat Milk Proteins. [www.ncbi.nlm.nih.gov](http://www.ncbi.nlm.nih.gov)

## PRICE

The colostrum will be sold at \$50 per bag. In year 1 the estimated input cost is \$15.67 per bag which includes the purchase of a dehydration machine. In years 2 and 3, the cost of goods decreases to \$3.63 and \$3.38 per package. Packaging costs \$.47 per package and will require a hot

seal to close the package. This price is substantially lower than competitors, but allows for a high profit margin. This allows for a

strong introduction into the market and makes it more affordable and desired by customers.

| Competitor    | Price Per Ounce |
|---------------|-----------------|
| ARMRA         | \$29.07         |
| WonderCow     | \$15.36         |
| Mt. Capra     | \$12            |
| Vintage Farms | \$7.80          |

## PLACE

Vintage Farm Suds currently attends 10 vendor fairs per year around holidays, and three farmers markets per month. Attending more farmers markets will require substantial labor costs. Marketing tactics will focus on building online customer base, and encouraging current farmers market customers to purchase the new colostrum product.

**Year 1 & 2-** Farmers markets/Vendor Fairs and direct to consumer through website

**Year 3-** Farmers markets/Vendor Fairs, website, and in store at local shops where Vintage Farm Suds products are already being sold. (Example: Vista Ranch & Sellers and Merced Fruit Barn)

## PROMOTION ALIGNED WITH GOALS

**Logo and website update:** Transition website to Shopify for better storefront options, hire a company to modernize website and store to match your brand while also ensuring ADA Compliancy. This business will also audit the website yearly to verify ADA Compliancy to prevent potential lawsuits from customers. A brand enhancement by updating company logo should also be included.

Eliminate the "suds" from business name to showcase variety of products.

Validation- Brand enhancements can lead to significant sales boost and increase customer loyalty. Successful branding enables premium pricing.<sup>9</sup>

Websites are required by law to comply with ADA accessibility standards.<sup>10</sup>

Benchmark- Sell 1,863 packages online in year 3. Goal Alignment- Online Sales, Subscriptions



**VINTAGE FARMS**  
EST. 2014

**Food analysis:** A food analysis will take place to verify ingredients and nutrient levels to provide transparency of the health of the product to customers. Results will be displayed at booths at farmers markets, vendor fairs, events, etc. Validation- Target market research products prior to purchasing, and looks for products free from additives.<sup>11</sup> Benchmark- analysis supports the marketed benefits, Goal Alignment- All Goals

**Paid Social Media:** Paid social media advertising would specifically target the target market and would include a "shop now" option to take users directly to the Vintage Farms online store. Validation- Primary Research, Instagram and Facebook are the main ways people learn about new products. Benchmark- 1% engagement by year 3. Goal Alignment- Online Sales, Subscriptions

**Booth Update and Promotional Material:** Promotional material, including postcards, updated table cloth, and 2 pop up banners will be created and purchased for farmers markets and vendor fair booths with information about the product, how it's created, and its benefits. It will also share results from the food analysis. Validation- A strong brand develops credibility among customers<sup>12</sup> Benchmark- 779 packages sold in person year 3. Goal Alignment- In Person Sales



9. Minil Media. (28 February 2024) Does Re-Branding Help Increase Sales? [www.linkedin.com](http://www.linkedin.com) 10. U.S. Department of Justice. (18 March 2022) Guidance on Web Accessibility and the ADA. [www.ada.gov](http://www.ada.gov) 11. "LifeMode Group: Family Landscapes, (2020) Tapestry Flier. <http://downloads.esri.com>. 12. Newvine, C. Beyond the Brand. [farmersmarketcoalition.org](http://farmersmarketcoalition.org) 13. SWNS. (10 January 2024) How Long Will Americans Stick with Their Health-Related New Year's Resolutions: Poll. [nypost.com](http://nypost.com)

**Subscriber Rewards:** Subscribers of the product will receive their 4th bag of colostrum for free to encourage repeat buying. Validation- People stop working toward health goals after 7 weeks of initiating the goal.<sup>15</sup> Benchmark- 289 subscribers by year 3, Goal Alignment- Subscriptions

**Local influencers:** local influencers will receive a free bag of VF colostrum if they promote the product on social media. Targeted influencers will include health enthusiasts, trainers, and physicians. Validation- Secondary Research- Local influencers have a familiar audience or they can reach a broader spectrum of people in one community.<sup>4</sup> Benchmark- By year 3, have 35 local influencers promoting product. Goal Alignment- Online Sales



**Kids Helping Kids Goat Yoga:** Vintage Farms will partner with breweries, wineries, and special event locations to provide goats for a Goat Yoga experience called “Kids Helping Kids”. Money generated by event ticket sales will go to a non-profit or campaign that helps kids in the Merced County area. PSA’s about each event will be sent to newspaper and news media to encourage earned media attend your events. This will provide the opportunity to promote the new colostrum product. A booth informing those attending about Vintage Farms colostrum and it’s health benefits will be present at the event. A raffle will take place for the opportunity to win a basket with items from Vintage Farms (soap, lotion, bag of colostrum, logo frother, etc.) Validation- Primary research showed people enjoy products that are associated with an experience. Mainly attended by females. Benchmark- Average 3 goat yoga experiences per year, earned media covers each event. Goal Alignment- Online Sales, In Person Sales

POSITION

Vintage Farms Colostrum is one the first goat colostrum powder products that comes directly from the owner’s dairy farm, creating a healthy, locally grown product that enhances skin, immune, and gut health at an affordable price.



BUDGET

SALES PROJECTIONS

Sales projections are based on survey results and secondary research, which identified a strong desire for goat colostrum supplement. Vintage Farm Suds already has a strong customer base and local brand awareness. Marketing strategies target this current market segment, as well as new customers through online and promotional event activities. With this being a new product, start up costs in year one include a dehydration machine, website and online storefront design, packaging, marketing materials, etc. Cost of goods will decrease in years 2 and 3. Year 1 projects sale of 65% of total colostrum supply, grows to 85% in year 2, and 100% in year 3.

|                            | 2025           | 2026           | 2027           |
|----------------------------|----------------|----------------|----------------|
| ONLINE SALES (VIA WEBSITE) | 1,211 Packages | 1,583 Packages | 1,863 Packages |
| IN PERSON SALES            | 519 Packages   | 679 Packages   | 799 Packages   |
| TOTAL PACKAGES SOLD        | 1,730 Packages | 2,262 Packages | 2,662 Packages |

14. Langer, B. (29 August 2023) How Local Influencers Can Help You Grow Your Brand Globally. <https://veracontent.com/>



# PRO FORMA INCOME STATEMENT

|                                                     | YEAR 1       | YEAR 1           | YEAR 2       | YEAR 2            | YEAR 3       | YEAR 3            |
|-----------------------------------------------------|--------------|------------------|--------------|-------------------|--------------|-------------------|
| Sales                                               | Quantities   | Sales            | Quantities   | Sales             | Quantities   | Sales             |
| Online Sales @ \$50                                 | 1,211        | \$ 60,550        | 1,583        | \$ 79,150         | 1,863        | \$ 93,150         |
| In Person Sales @ \$50                              | 519          | \$ 25,950        | 679          | \$ 33,950         | 799          | \$ 39,950         |
| <b>TOTAL Net Sales</b>                              | <b>1,730</b> | <b>\$ 86,500</b> | <b>2,262</b> | <b>\$ 113,100</b> | <b>2,662</b> | <b>\$ 133,100</b> |
| <b>Operating Expenses</b>                           |              |                  |              |                   |              |                   |
| Packaging @ \$.47                                   | 1,730        | \$ 813           | 2,262        | \$ 1,063          | 2,662        | \$ 1,251          |
| Milk Dehydration, hot seal + electrical and install | 1            | \$ 20,000        |              | \$ 350            |              | \$ 450            |
| Labor (\$200/day)                                   | 12           | \$ 2,400         | 13           | \$ 2,600          | 14           | \$ 2,800          |
| Utilities                                           | 12           | \$ 900           | 13           | \$ 950            | 14           | \$ 1,000          |
| Food Safety Assurance Product Batch Testing         | 12           | \$ 3,000         | 13           | \$ 3,250          | 14           | \$ 3,500          |
| Shopify 2.9% +.30/transaction                       | 1,211        | \$ 2,871         | 1,583        | \$ 3,753          | 1,863        | \$ 4,418          |
| Square Credit Card Fees                             | 519          | \$ 65            | 679          | \$ 86             | 799          | \$ 101            |
| <b>TOTAL Operating Expenses</b>                     |              | <b>\$ 30,049</b> |              | <b>\$ 12,052</b>  |              | <b>\$ 13,520</b>  |
| <b>Marketing Expenses</b>                           |              |                  |              |                   |              |                   |
| Paid Social Media                                   |              | \$ 2,400         |              | \$ 2,400          |              | \$ 1,800          |
| Subscription Rewards                                | 81           | \$ 791           | 194          | \$ 460            | 289          | \$ 737            |
| Logo design update                                  | 1            | \$ 650           |              | \$ -              |              | \$ -              |
| Kids Helping Kids Goat Yoga Transportation Costs    | 3            | \$ 168           | 3            | \$ 168            | 3            | \$ 168            |
| Shopify Website \$29/month                          |              | \$ 384           |              | \$ 384            |              | \$ 384            |
| Local Influencers Free Product                      | 12           | \$ 188           | 20           | \$ 73             | 35           | \$ 118            |
| Booth Display Pop Ups and Tablecloth for booth      | 1            | \$ 1,351         |              | \$ -              |              | \$ -              |
| Postcards                                           | 1,500        | \$ 855           | 2,000        | \$ 1,140          | 2,500        | \$ 1,425          |
| Free Samples                                        | 46           | \$ 449           | 60           | \$ 585            | 80           | \$ 780            |
| Referral System (10% off bag)                       | 48           | \$ 240           | 79           | \$ 395            | 131          | \$ 770            |
| Gift Basket Raffle Prizes                           | 6            | \$ 140           | 6            | \$ 97             | 6            | \$ 97             |
| Food Analysis/Nutrition Fact Panel                  | 1            | \$ 1,365         |              | \$ -              | \$ -         | \$ -              |
| ADA Compliant Website and Audits                    | 1            | \$ 3,500         | 1            | \$ 500            | 1            | \$ 500            |
| <b>TOTAL Marketing Expenses</b>                     |              | <b>\$ 12,481</b> |              | <b>\$ 6,201</b>   |              | <b>\$ 6,779</b>   |
| <b>TOTAL EXPENSES</b>                               |              | <b>\$ 42,531</b> |              | <b>\$ 18,253</b>  |              | <b>\$ 20,299</b>  |
| <b>Net Income EBITA (Sales - Total Expenses)</b>    |              | <b>\$ 43,969</b> |              | <b>\$ 94,847</b>  |              | <b>\$ 112,801</b> |
| <b>Return on Marketing Investment</b>               |              | <b>593%</b>      |              | <b>1724%</b>      |              | <b>1863%</b>      |

## EVALUATION

Each marketing activity will be measured against the benchmarks listed in promotion. Evaluations will be made quarterly.

|                             | ONLINE SALES                                                                      | IN PERSON SALES                                                          | SUBSCRIBERS                                                |
|-----------------------------|-----------------------------------------------------------------------------------|--------------------------------------------------------------------------|------------------------------------------------------------|
| <b>MEASUREMENT TOOL</b>     | Website and Social Media Analytics                                                | Retail Sales Summary                                                     | Website Store Analytics                                    |
| <b>IF GOALS IS EXCEEDED</b> | Consider partnering with Machado Dairy sooner. Begin selling on Amazon in year 3. | Partner with Machado Dairy sooner, move to local supermarkets by year 3. | Ensure follow through on rewards system to stay reputable. |
| <b>IF GOAL IS NOT MET</b>   | Consider adding flavors sooner, increase social media advertising.                | Reevaluate price and booth advertising.                                  | Provide more rewards for subscribers of the product.       |