

Business Plan

By: Gustavo [LAST NAME REDACTED]

- **Business details**

I am Gustavo [LAST NAME REDACTED] and I go by Goose. I want to start a business where I sell chicken eggs. I want to start this business because I want pet chickens and I want to earn money. The chickens will be free range. They will be raised on non-GMO feed with no pesticides, and will produce organic eggs. These eggs are guilt free. I love animals. I will be very grateful if you donate. Thank you.

- **Marketing and sales**

I want to market to stores that would want to sell my product, specifically H-E-B (they are a local grocery store in Texas) and Whole Foods because they love to sell local products. If H-E-B does not take my offer then I will go to local stores around Austin. My second sales point would be friends and family, because I know they would love local, fresh, and guilt-free eggs. Egg prices have gone up recently so I think I can charge a competitive rate for my eggs. Below are the prices for large eggs are terrible quality, and from producers who keep their chickens confined and kill them if they do not lay eggs. High quality eggs that meet our standards are \$6 per dozen.



- **Financial plans**

My plan for money and financials is \$550 max. Coops can cost from \$200-\$400. Depending on the measurements, I will get the coop that best fits our space. The rest of the money will go to buying chickens, feed, feeding supplies, and other tools such as gloves, grit, and egg cartons.

- **Business summary**

I hope you have taken all of this information into account, and you will consider donating. I will go to stores and sell to family and friends. If you wish to donate please send an envelope back to my address below. I appreciate every penny. Thank you again.

[ADDRESS REDACTED]

Goose eggs only accepts cash or check

Make checks out to Gustavo [LAST NAME REDACTED]

- **Incentives for donating**

If you donate \$10 you get half a dozen eggs free or a Goose Eggs sticker
If you donate \$11 - \$20 you get a dozen eggs free or 2 Goose Eggs stickers

If you donate \$21 - \$30 you get a half dozen eggs or a Goose Eggs sticker and a piece of my artwork of a chicken

If you donate \$31 - \$40 you get two dozen eggs or 2 Goose Eggs stickers and a piece of my artwork of a chicken

If you donate \$50 or more you get a dozen eggs or a Goose Eggs sticker, a piece of artwork of a chicken, and you get a chicken named after you.