



“JAM SLICES”

**FACULTY OF APPLIED SCIENCES
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1.0 EXECUTIVE SUMMARY

The establishment of Delislices are based on conformity with the main interest in innovation of jam products in the marketplace, by manufacturing of jam slice products that may solve several of problems faced by consumers. This product pioneered a unique and a brand new form of jam product unlike the previous common jams that have been widely enterprises in the market. We aimed to ensure that the product is usable for a neat, time saving, easy and tidy meal preparation especially during breakfast. The initial process of product development is by performing a highly comprehensive study in order to understand the market needs and target market for the product commercialization. The activities include idea brainstorming and screening among the top managers, building an appropriate business model canvas and as well as SWOT analysis.

Our product has a reliably large target variety of target market which includes parents, or generally families, especially working moms, students, travellers, and working people since we are aware of the time constraint problems among this group of people. This is because this jam slice may significantly provide better time saving for the meal preparation as well as a great product value since it offers an easy handling packaging as a ready to eat food product at any time and anywhere.

Furthermore, our company also has identified strategies needed in order to penetrate in the market as a preparation for long term product security. For instance, we have learned and planned a necessary market sales and share, possible competitors and as well as marketing strategies specifically for the product growth. Besides, financial estimation plans play an important role in adjusting and calculating the possible overall cost required for running the business. Financial planning decreases the risks associated with fluctuating market trends, which can be managed with sufficient funds.

In addition, the formation of proper organizational structure in managing the business is important where an organizational structure is a system that explains how specific tasks are channeled to accomplish the organizational goals. This structure may provide a good handling of the company's work flow necessary to gain the most profits while to be able to compete with other existing food manufacturers. Therefore, it is concluded that Delislices is ready to be introduced to the market.

2.0 PRODUCT DESCRIPTION

Delislices is an innovative jam in slices form that can be chosen by usually busy people in preparing their breakfast. People who are busy tend to skip their meals in the morning because of the limited time. For example, workers and students have to be very quick especially in the morning for them to be punctual for work and classes. The weakness of the existing jam is the jam can be messy thus, consuming more time in the morning to prepare breakfast like a sandwich. For that, the aim of making this kind of product is believed to be able to help the consumers to have breakfast without skipping it because breakfast is important and also saving their time to prepare a delicious breakfast. The consumers already used the existing spread product such as butter, chocolate spread and jam to eat with bread primarily. However, the jam slices by Delislices is a bit different and have its own criteria compared to the existing jam form.

The target customers for this product are mostly parents, workers and students that have limited time in preparing easy and quick breakfast. Nevertheless, this product is actually more user friendly as it can be used by various types of people. The jam slices can be consumed by people of all ages who want to have a quick, delicious and simple breakfast because nowadays, people like to have food that is easy and less time consuming to prepare. Moreover, jam slices by Delislices is more convenient compared to the existing jam in the jar. In the slices form, this jam is easier to be brought everywhere, especially for travel and easy to keep because it does not take much space. Moreover, children also can prepare their own bread with jam using jam slices since slices of jam are easier and more hygienic to be used and due to that, no mess to be cleaned after that.

This entire production of jam slices took only a month starting from 28th of November 2022 to 2nd of January 2023. The process started with creating formulation of the jam, design of packaging, collecting surveys from people in Google Form, developing prototypes and ended with launching and promoting the product at market. The surveys through Google Form managed to collect data from 42 respondents and from the surveys, the product can be improved in the future according to the feedback. This product has the potential to enter the big market.



Figure 2.1: Strawberry jam slice



Figure 2.2: Apple jam slice



Figure 2.3: Main packaging of jam slice by Delicices