

Meteor Bites



KNJC Co.

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Introduction

The feeling that we are trying to achieve when people are trying our cereal are exciting and a unique taste that many have never tried before. We want them to “explode” from their shells and burst into full energy to their adventures into childhood imaginations.

The demand will be quite high for our product because there is nothing like this out there. It is definitely one of a kind. Also, it's well assured that when you try our cereal, you will be experiencing something that you've never experienced in the past.

Our company is made of 4 intellectuals that have true passion for business. The KNJC company believe that our experiences and knowledge as an individual would be the ideal recipe to succeed in this world that we're about to conquer. The combinations of 4 different knowledge would help us achieve higher goals. The KNJC Co. are here to introduce something no one has ever shown to this world and allow kids to experience the unimaginable .

Our Story

The DESIGNER

K.C. Liwanag is a very talented individual who has a passion for graphic design. She loves designing websites, logos and many others. K.C. created many popular logos out there. One being the logo of Microsoft. She graduated with the Master's Degree of Graphic Design at the University of British Columbia.

The ADVOCATE

Cryzlir Liray is a very confident individual who loves to interact with people. He gained popularity because of his honest opinions with everything. He established his own talk show and became a hit for many years. He graduated at the Princeton University with masters of law. Cryzlir is the public speaker and advocate of the company.

The BUSINESS MANAGER

Jennifer Ul graduated at the University of Manitoba with a master's degree of Business management. She has gained many experiences as a manager in many famous companies around the world. One of the companies that she has managed in the past is the Nike company. She is a very successful person in this field.

The COORDINATOR

Nicole David is a blessed achiever who has a reputation for accomplishing the best business outcome. She has gained popularity in Canada and was ranked as the best business coordinator of all time. She graduated in the University of British Columbia with a Master's Degree in Business. She still continues to excel in her field and is currently working with BTS.

Pricing

Cereal Name/Brand	Price	Target
Froot Loops	<p>\$2.84 - \$8.98 (depends on the size... mini, normal, family size, and jumbo size)</p> <p>\$0.99 - \$3.99 (depends on the size... mini, normal, family size, and jumbo size)</p>	Children
Honey Nut Cheerios	<p>\$2.98</p> <p>\$0.99 - \$11.03 (depends on the size... mini, normal, family size, and jumbo size)</p>	Children
Frosted Flakes	<p>\$2.98</p> <p>\$0.99 - \$3.99 (depends on the size... cups, normal, family size, and special protein ver.)</p>	Children
Cinnamon Toast Crunch	<p>\$2.98 - \$4.48 (depends on size, normal, family size, and jumbo)</p> <p>\$0.99 - \$10.00 (depends on the size)</p>	Children
Lucky Charms	<p>\$3.98</p> <p>\$3.19 - \$3.99 (depends on size)</p>	Children

Walmart, Superstore

Our Target Market

We are selling our cereal to the middle-low customers because although we want to make money, we still want the price to be affordable for all groups so everyone would get the chance to try our marvelous and unique cereal. Our starting price would be much affordable to start with. Though, our starting price wouldn't be as low so by the time we decide to do an increase it wouldn't be a shock for our customers.

We have chosen our target customers as children. First off, the design of our cereal is more candy-like rather than just normal cereal because of the "meteor" rock candies we've added. This cereal wouldn't be very appealing to most adults or seniors because they would like to think about their health more than kids. Kids on the other hand, love sweets because all they care about is the flavor. That is the main reason of why our target customers are children rather than adults or seniors.

Once our cereal gets some popularity, we will unnoticeably raise the price bit by bit. As we explained earlier, our cereal has some popping candies (meteor rock candies) mixed into our cereal. The sweetness of the candies is what kids love and would soon be addicted to this cereal. That is when our popularity would go up, then even if we raise the price, adults would still buy it because their children would crave for this cereal.

The Product: “METEOR BITES”

This cereal is crazy dangerous. It can bring you to a place full of chaos and explosions. The meteors will explode in your mouth and you will be taken into an intergalactic dimension. Meteorite Madness!

Popping candy is very rare to find and purchase in most stores, therefore finding a cereal that has this extraordinary type of candy is very rare as well. Many people would also feel the need to buy this cereal for the POPPING experience. This brings the consumers out of their normal, routinely lives and lets them enjoy a good trip to the space.

Our cereal is available to all ages, but this company is trying to target children. This is because the point of our cereal is being adventurous and having fun; Children love to explore new things and experience unique things as well. Also, kids get bored really easily but a taste of this cereal and the consumers temporarily escape their boring day-to-day world and experience some fresh new taste that can bring them to a new “galaxy” full of action and hysteria.

Meteor Bites will taste sugary with the popping candy and will send mini crackling pops that amplifies the effervescence of “pop”. The sweetness may be covered up after keeping in the mouth for a while because of the activeness of the cracking from the candies.

Popping Candy is made out of sugar therefore it can cause a higher sugar intake if taken in very large amounts. In the cereal's nutritional values, we recommend a serving amount per person. Meteor Bites include ingredients such as hemp Seeds, a superfood and are exceptionally rich in healthy fats, protein and various minerals. It contains an abundant amount of minerals: vitamin E, phosphorus, potassium, sodium, magnesium, sulfur, calcium, iron and zinc. Also contains Omega 3 Essential Acids, a great source of arginine and gamma-linolenic acid, which have been linked with a reduced risk of heart disease. Hemp seeds contain all the essential Amino acids, making them a complete protein source.

Influencing Demand

The factors are:

- Price: \$3.98, it's affordable for both low income and high income people.
- Popularity: Pop Rocks are very popular candy among people especially children.
- Design: The cereal box design is engaging and family-friendly. An out of this world cereal box!
- Authenticity: It's original and unique. No other cereal include popping candy.
- Nutrition: It offers nutritional values that other cereals don't incorporate in their own.

