



# FOOD BUSINESS BOOTCAMP

YOUR GUIDE TO  
STARTUP SUCCESS

## OVERVIEW

- Learn directly from industry experts who share the tools and strategies needed to move a food idea from concept to reality
- Gain the knowledge needed to develop a solid business plan and prepare to sell food and beverage products in a retail environment

## TEXTBOOK

Food Business Bootcamp Handbook

## COURSE TOPICS

### The Business of Food

Create a simple action plan to move from concept to execution, including how to: determine the best legal structure, register and protect entrepreneurial ventures, obtain a license to sell a food product, and handle food safely.

### Food Product Concept Development

Obtain the tools needed to develop and solidify a food product idea, including how to: evaluate marketplace trends and consumer purchasing habits, create a competitive analysis, clearly define a target market, develop a unique selling proposition, and get consumer feedback through food product testing.

### Food Business Marketing

With thousands of food products introduced each year, marketing and branding have become more important than ever. This topic offers tips on finding the right name, logo design and effective product packaging as well as how to create awareness for a food brand and develop a strategy to reach target audiences.

### Pricing Food Products for Profitability

Ensure that a passion project is actually a profitable product. Learn to develop a successful pricing model based on food costs, labor and overhead and gain the knowledge necessary to make objective purchasing and sales decisions.



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## COURSE TOPICS (CONTINUED)

### **Food Law: Legal Considerations for Food Entrepreneurs**

Find the right path through the regulatory and legal requirements for a food business, including: managing product liability risks, regulation of food production, labeling and marketing, and intellectual property trademark basics.

### **Funding a Food Business**

Finding the capital to start and stay in business can be challenging. Learn how to bootstrap a business, obtain friends and family funding, secure a small business loan, run a successful crowdfunding campaign, and develop a plan to attract investors.

## **CONTACT**

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