

Sweet Analysis



Strengths

- Strong Brand Name
- Alkaline-Based Diets
- Loyal Customer Base
- Exclusive Partnerships
- ECO-friendly Company
- Super Organic Whole Foods

Threats

- Seasonal Fruits
- Supply Chain Disruptions
- Shifts in Consumer Preferences
- Competition from Established Brands

Opportunities

- DRIVE-THRU
- Brand Franchising
- Growth of Sugar-Free Drinks
- Customer Engagement via Delivery App & UI Physical Store

Weaknesses

- Premium Pricing
- Lack of Physical Store
- High Operating Costs
- Limited Production Capacity
- Dependence on Local Suppliers



The Market

We serve Uji wa Ngano (wheat porridge) from 6-6PM, modernized the street culture from Mombasa by selling the porridge with take away coffee paper cups and a serviette in offices, corporate buildings and places of work. We went ahead and introduced branded glass mugs, where customers '**refill the porridge at half price**' We always offer plant based options having individual, couple and family refill PACs with flasks of porridge up to 3 litres. Our target market focus is on **lactating Mothers**, Heart Health, Detox and Brain Development while inflammation and immune boosting Smoothies are to be unlocked as new products late 2024. We sell both fresh fruit and vegetable salads as breakfast, lunch or even dinner- to a few. Just as juices still stand for the hot weather same is for our nuts which are **Cold and Crunchy!** The pandemic shifted minds toward healthy living which drove in more revenue with a 44% increase in loyalty and brand awareness.

Highlights

Very positive feedback from potential customers

We have sold over 1000 bottles and 500 plus jars

Our packaging design is glass - favorable to environment

We are cash flow positive and profitable in 3 months

We have an online database of all clients

Monthly Meal Subscription

Container Restaurant Design Prototype is out (last page)

Build Your Own Smoothie From Scratch

Loyalty Program Card Prototype

Pre-prepped Vegetables and Fruits

\$100 million a year

Lactating Moms' Smoothie Menu

Gluten Free Products

Whole Foods and Plant Based Diets

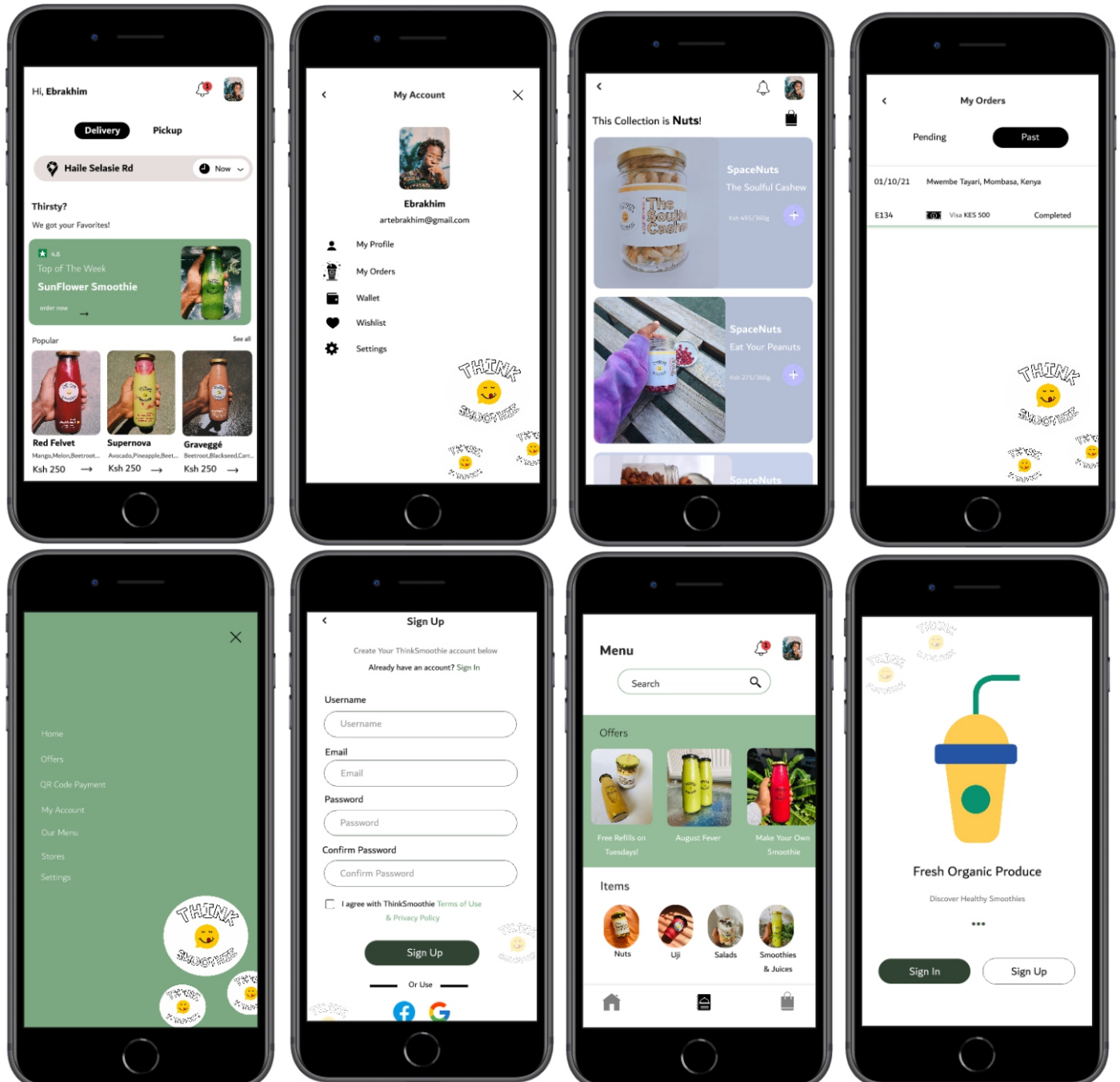
Detox Week and Detox Month

UberEats, Bolt FOOD and Glovo Partnership

Mobile Apps

Prototype

for delivery & customer engagement
(UI UX Design)



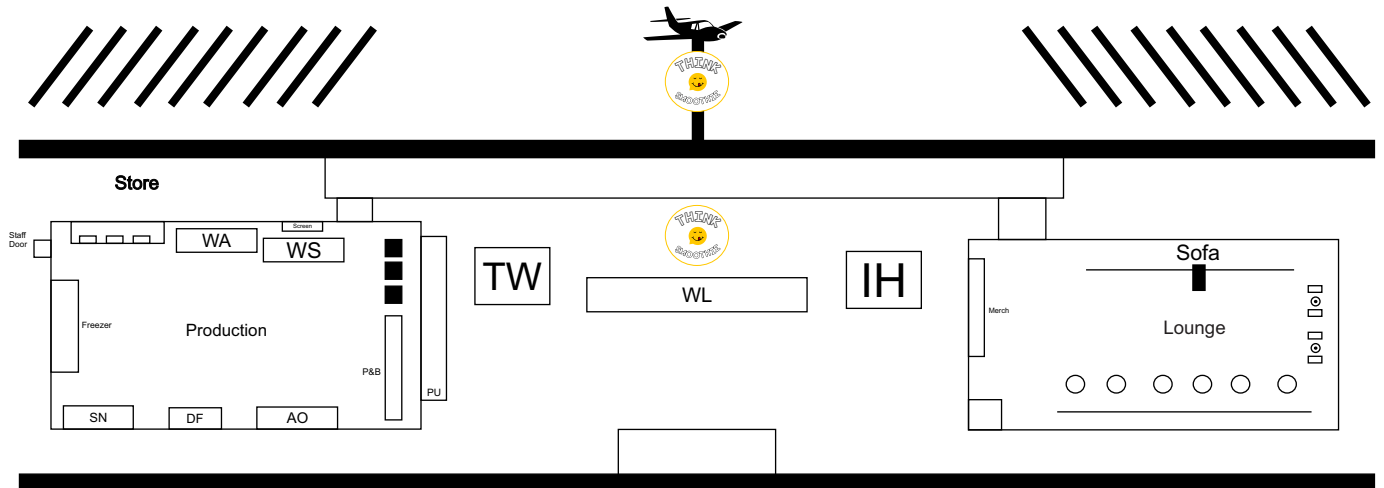
Mock Ups and Merchandise





Glass Container

(production house)
Moi Ave. Mombasa, KE
80100.



SN- ROASTED NUTS DISPLAY
DF- FRUIT & VEG. DISPLAY FREEZER
AO- ADVANCE ORDERS DISPLAY FRIDGE

P&B- PACKAGING AND BRANDING
PU- PICK UP POINT

TW- TAKE AWAY ORDER SCREEN
IH- IN-HOUSE ORDER SCREEN
WL- WAITING LOUNGE

WA- WASH AREA
WS- WORK SURFACE

Merchandise Wall with POS Attendant inside the lounge
ORDER RECEIVING SCREENS in production sections

/// SOLAR PANELS

■ ■ ■ BLENDERS



Research & Development

(Notes)

basic research, applied research and
experimental development.