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EXPLANATION OF THE IDEA

Have you ever entered a supermarket looking for a different kind of juice? And why settle for a taste?

Our idea consists, in fact, in the design and distribution of **Mix'n'Joy**, a new type of 100% fruit juice made in Italy that allows you to combine multiple flavors between them and drink them together. It will be available in two models:



one **compact**, capable of holding two separate compartments of 150 ml each two flavors, drinkable separately or together thanks to a device that quickly breaks the wall and mixes them.

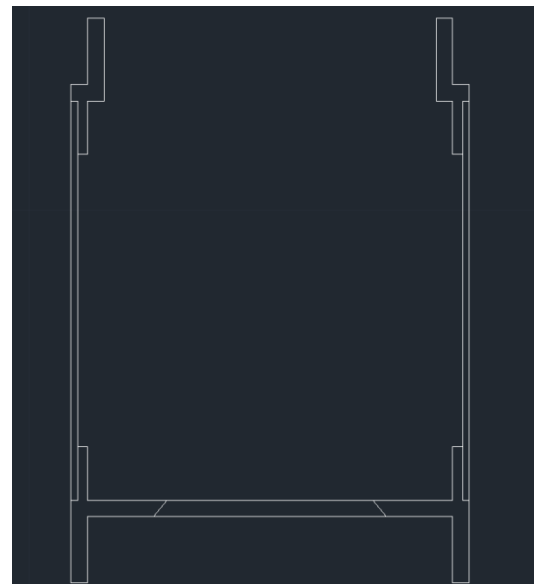
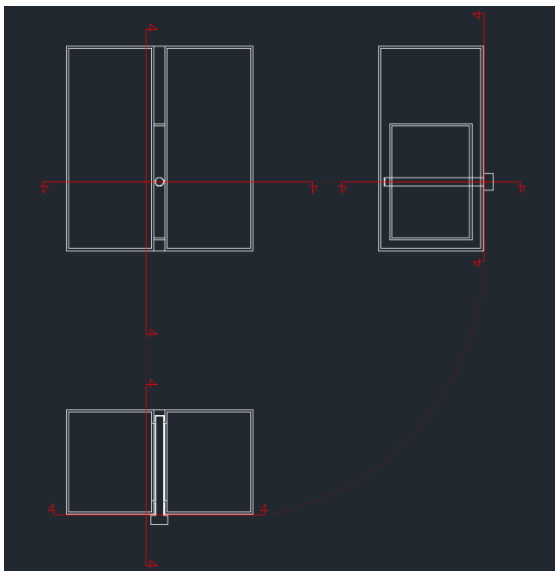
one **cylindrical** 167 ml containing only a flavor, which can be drunk alone or jointly with another of the same type, by screwing them.



The brick are made of recycled tetrapack

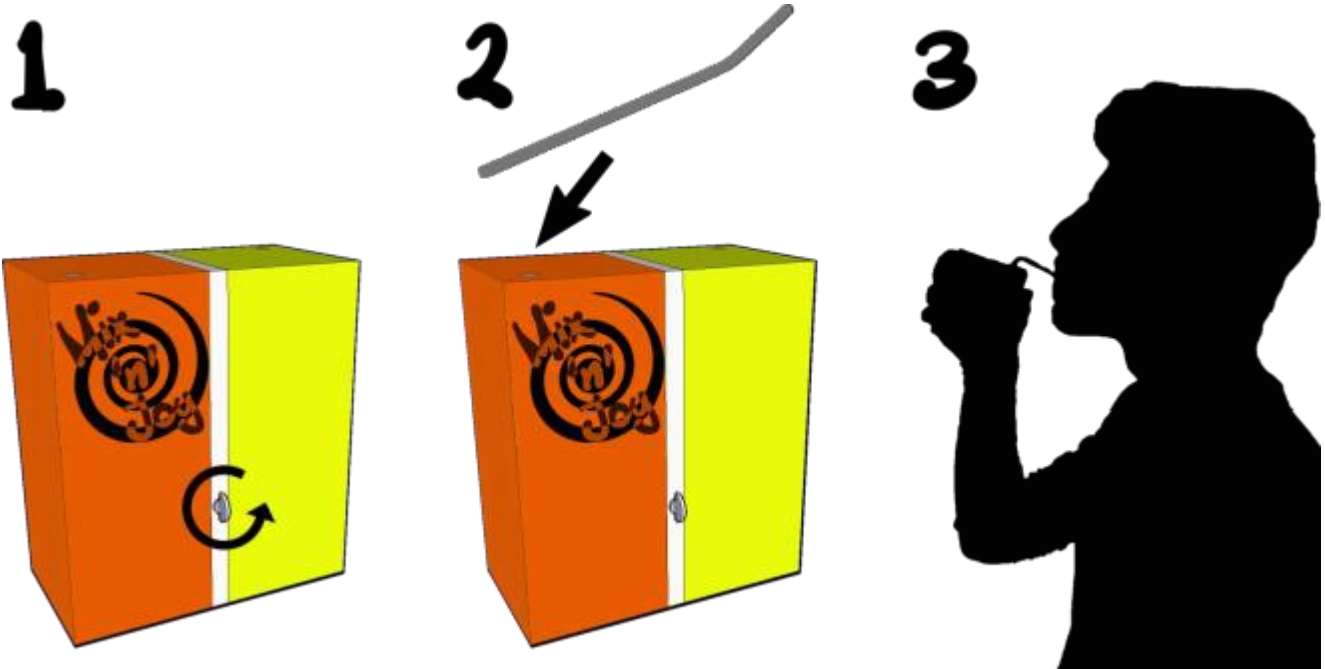
The compact model, of parallelepiped shape, is composed of 3 parts: 2 tetrapacks and 1 mixing device placed between the two. The tetrapack will all have the same shape and volume, and differ only for the flavor shown on the box. This will allow to produce each flavor in the same way without complicating the subsequent phase of assembly the 2 tetrapacks with the device.

The second model, of cylindrical shape, is composed of a single tetrapack, a trapdoor cap (located below), a "countercap" (located above) and two coatings of aluminum



Instructions for the use of the **compact model**:

1. Break the inner wall by turning the lever
2. Insert the straw
3. Taste



Instructions for the use of the **cylindrical model**:

1. Remove the upper and lower patinas
2. Screw
3. Open the trap door by pressing the lever
4. Taste



Explanation of the Name and Logo

Our product was called Mix'n'Joy ("mixes and rejoice") to resume the stirring mechanism underlying our two models and then put out the innovation that introduces our product on the market. Furthermore it is an easy name to pronounce and remember, that uses the English language to better grip on the young. The spiral was chosen because of its visual form that best conveys our proposal for a juice that is based on the mixing of different flavors.



The official logo consists of an orange spiral on which, from upper left to lower right, you'll find the message Mix'n'Joy, broken in the three parts that make it up. The color of the font is in two shades derived by the initial orange and they are alternated at intersections with the spiral.

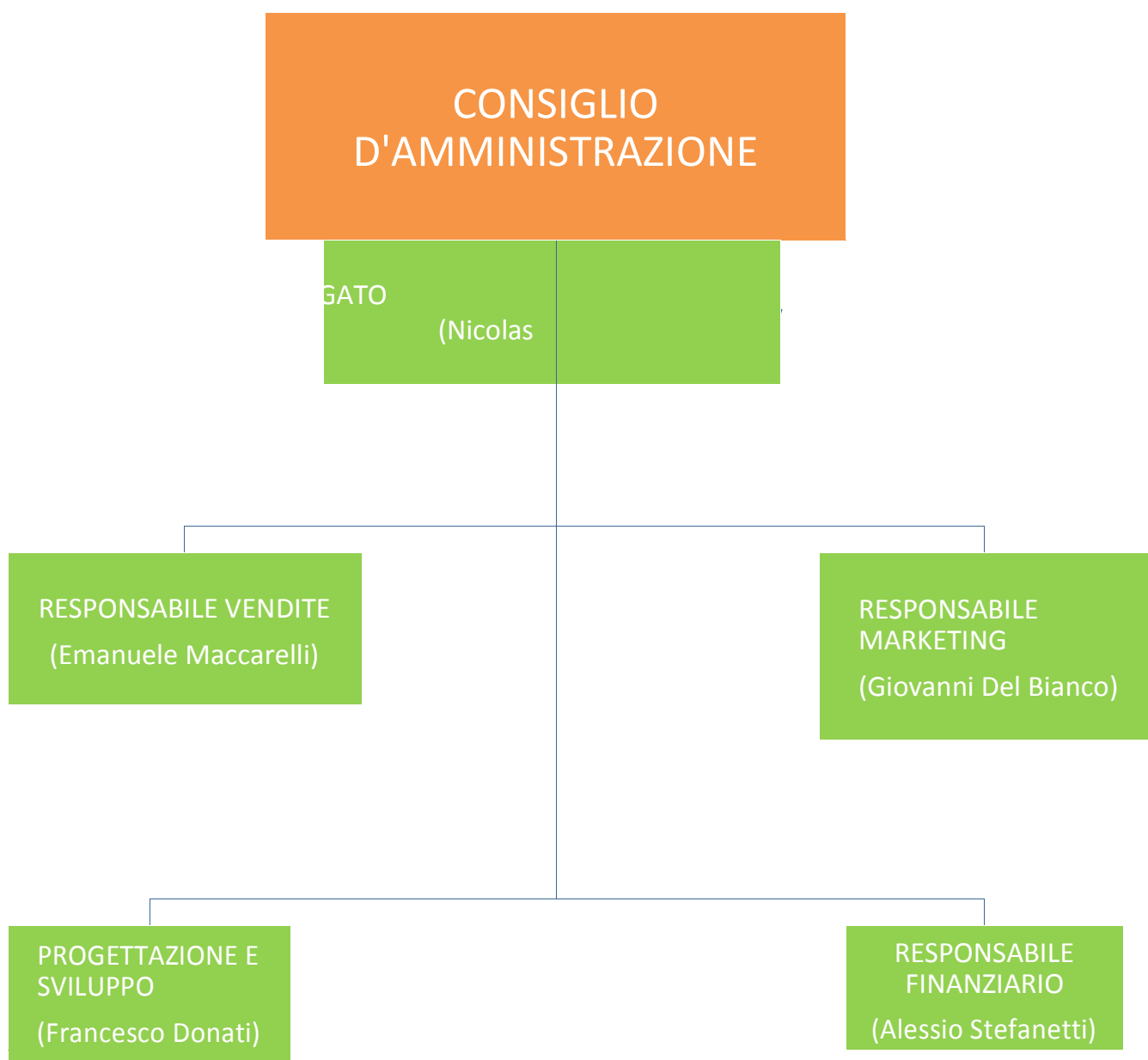


The logo applied on the packaging of our juices is in full black, and the font is transparent in the intersections with the spiral to resume the background color of the brick, which will change depending on taste. Here are an example:



Our company is called Mix'n'Joy Company and simply takes its name from the juices designed and distributed.

Organogram



- **CONSIGLIO D'AMMINISTRAZIONE (CDA):**

It is the collegial body which is responsible for the management of the company.

- **AMMINISTRATORE DELEGATO (Chief Executive Officer):**

It 's a member of the board of directors at which the board itself has delegated its powers, such as the assessment of the organizational, administrative and accounting structure of the company, the examination of the strategic, operational and financial plans

- **RESPONSABILE VENDITE (Sales Manager):**

It deals with the presentation of the product to be sold in places such as supermarkets, bars, food distributors, etc ... It also promotes the sale during events, organizing the construction of cloisters or stand.

- **RESPONSABILE MARKETING (Head Of Marketing):**

It deals with the company's image and products, taking care of products' advertising and visibility. It is responsible for carrying out frequent and current market surveys, focused on further sales strategies.

- **PROGETTAZIONE E SVILUPPO (Production Manager)**

It deals with products' design and their technical development.

- **RESPONSABILE FINANZIARIO (Chief Financial Officer):**

He manages the company 's cash. He is also responsible for the three-year budget plan by controlling the company's income and expenditure.

MARKET RESEARCH

For the cylindrical model, we selected 11 flavors such that they could be obtained only by Italian fruit.



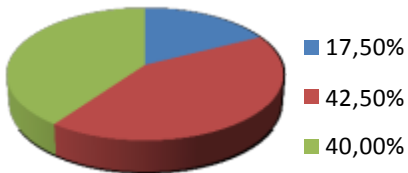
For the compact model not knowing exactly what might be the favorite combinations by consumers, we carried out a market survey.

“What combination of flavors would you buy?”

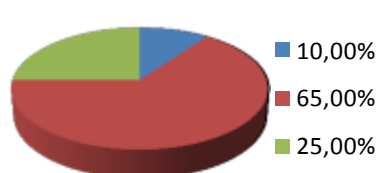
blu=perhaps red=no green=yes

Study carried out on a sample of 40 people

peach banana



apricot banana



peach apricot



orange lemon



orange grapefruit



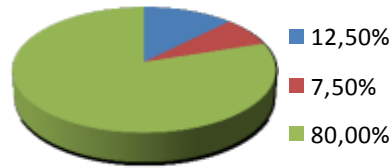
grapefruit lemon



grapefruit peach



banana apple



banana pear



strawberry banana



banana kiwi



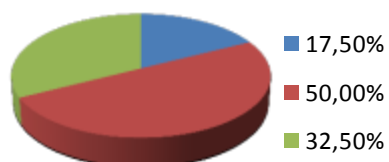
apple orange



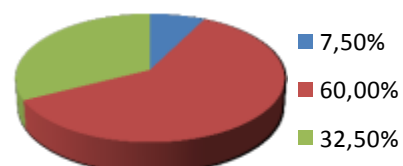
strawberry apple



strawberry pear



strawberry kiwi



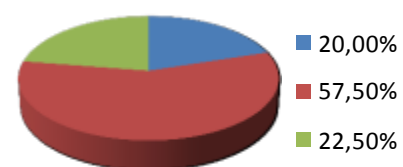
apple pear



apple kiwi



pear kiwi



strawberry lemon



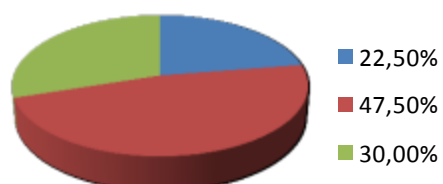
strawberry mixed berries



apple mixed berries



banana mixed berries



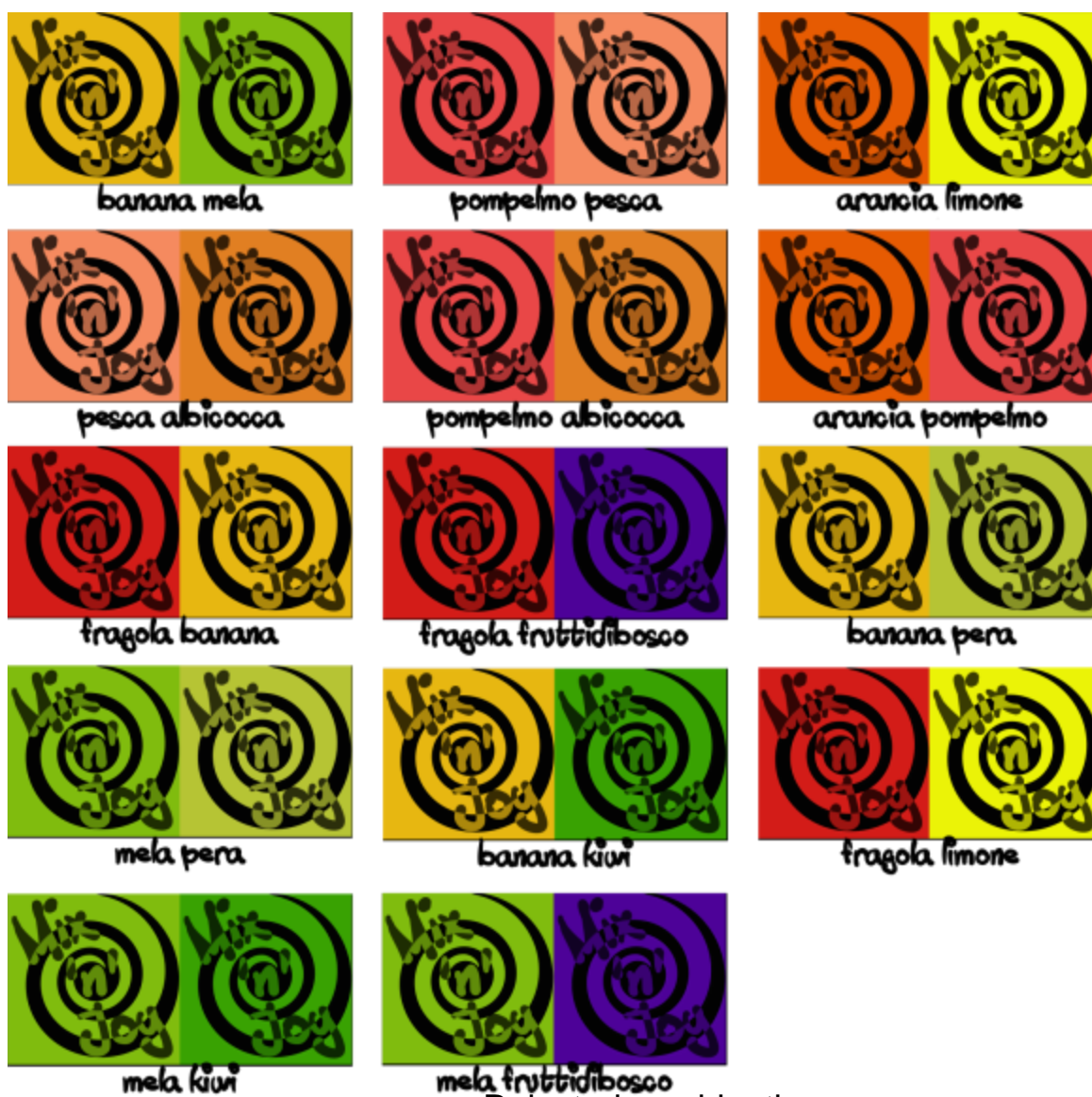
grapefruit apricot



According to the data we selected, we decided to select the following 14 combinations of flavors for our compact model.

Selected combinations:

banana apple 80,0% grapefruit peach 75,0% orange lemon 67,5%
 peach apricot 62,5% grapefruit apricot 62,5% orange grapefruit 60,0%
 strawberry banana 60,0% strawberry mixed berries 60,0% banana pear 57,5%
 apple pear 55,0% banana kiwi 50,0% strawberry lemon 50,0%
 apple kiwi 47,5% apple grapefruit 47,5%



Rejected combinations:

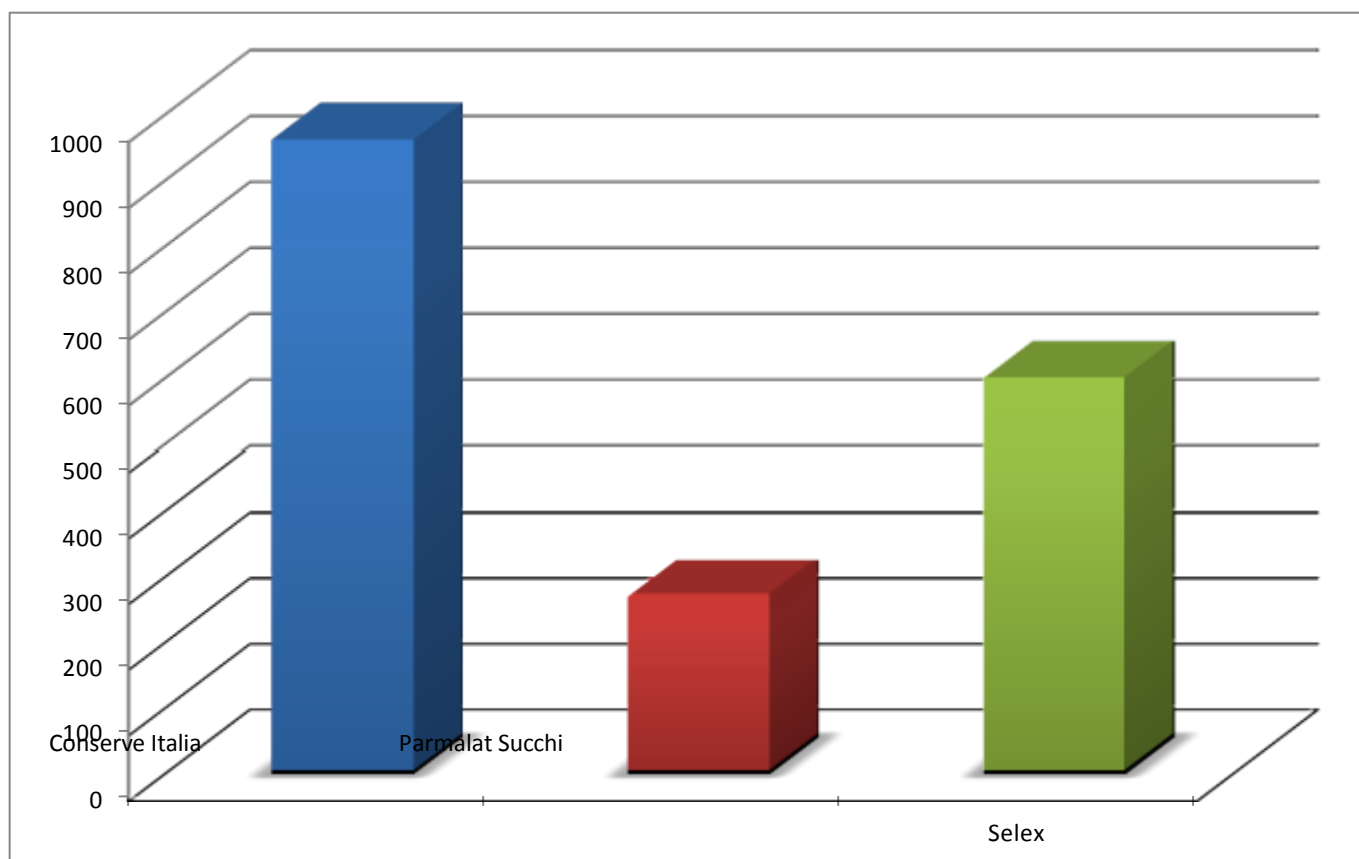
strawberry apple 45,0% apple orange 42,5% peach banana 40,0%
 grapefruit lemon 32,5% strawberry pear 32,5% strawberry kiwi 32,5%
 banana grapefruit 30,0% apricot banana 25,0% pear kiwi 22,5%

Competition

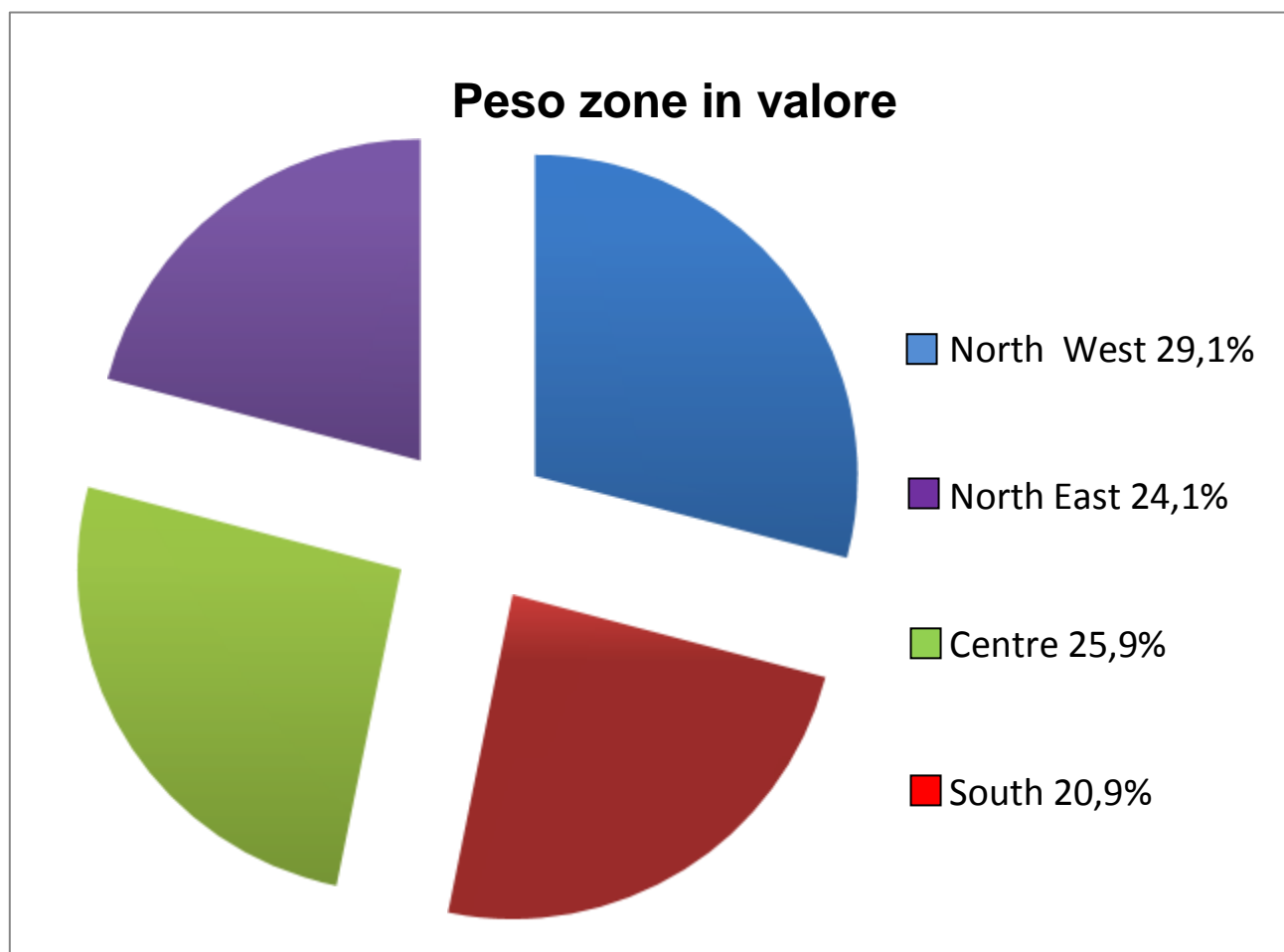
Mix'n'Joy Company is part of that segment of the market called “juice business”, sector already saturated with products that however is expanded and renovated from our offer, whose originality is just the first strength.

The Nielsen data for 2011 found that only in Italy were sold 538.7 million liters of juice, for a total of 705 million euro. The sector of the juice business took a positive downturn even in recent years of crisis.

These are the data from the sales of some large companies, for the years 2011/2012 (in millions of euro):



Then we focused on the consumption of juices in the various areas of the country:



As the chart shows, there are no preferential areas for the sale of juices and this allows us to use marketing strategies which should not be differentiated by location.

Type of Company

We are a capital-based company and we chose the limited liability company (s.r.l.) as legal form.

This is a legal form particularly suitable for medium-sized companies and this perfect for our new formed company, which deals with the design and distribution of juice in the first three years only on the Italian soil.

In this way we are guarantors of the obligations undertaken only with our heritage and we need a minimum initial capital of only ten thousand euro.

The capital is divided between each member. In this way we are guarantors of the obligations undertaken only with our heritage and we need a minimum initial capital of only ten thousand euro. These usually becomes a participant in the board of directors of the company based on its initial fee. In our case we decided to participate with a share of 15 thousand euro each, for a total of 75 thousand euro.

Company name: Mix'n'Joy Company S.r.l.

Company Headquarters: Strada provinciale 51, Buttapietra (VR)

Business purpose: design and e distribution of fruit juices

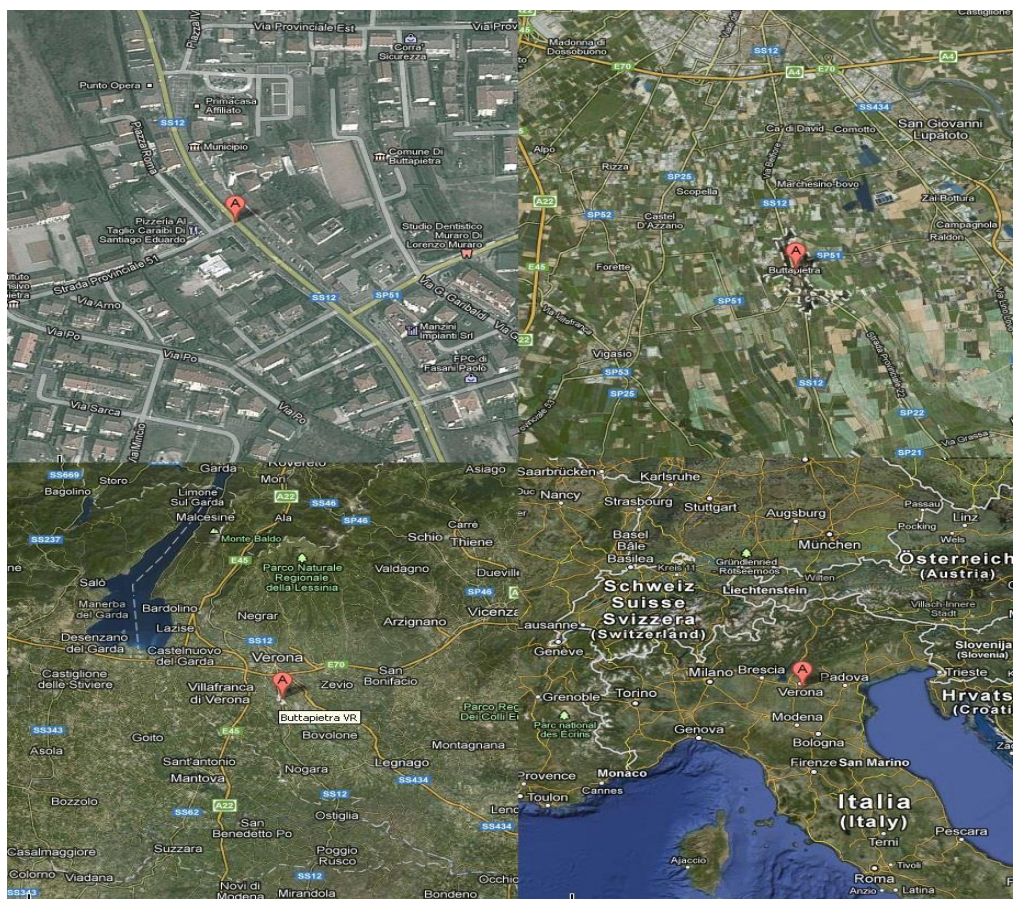
Company headquarters

Taking into account the statistics according to which the greatest number of juice is consumed in the north of Italy, we looked for our company headquarters in Veneto.



The building that we found is located in the industrial area of Buttapietra, a city in the province of Verona.

The building has an area of 350 square meters and the rent is 1000 Euros per month. The size of the building is 25 meters x 14 meters and is complete with electrical system, with a power of 15 kw and lighting system; everything is according to the law. It includes an office, a warehouse and an outside fenced of 125 sqm.

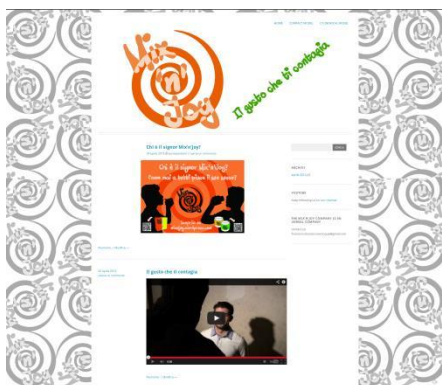


Advertising

The advertising of our company is aimed at popularizing the name and logo of the product. For this reason, we will use the following means of communication to accomplish this:

WEBSITE - *mixnjoy.wordpress.com*

The company has a website similar to the one below, with all the necessary information to the potential buyer. You can access the cards that explain our products separately and there are also links to the Company Youtube video channel. Obviously you'll find the company details and contacts.



YOUTUBE/TVCHANNEL

There will be video advertising (see “Mix’n’Joy –Il gusto che ti contagia”, already on YouTube) that will be played on Tv and then loaded on the internet with the dedicated channel.

POSTERS

The product will be advertised on the territory also through posters of various sizes reconnected for the content to the video advertising. The posters will aim at intriguing the potential customer taking him to visit our site looking for more information. To do this, we will also apply for a QR code addressing fast through a special app.



STAND

The company will also engage in setting up stands during important events, to better spread the product name and achieve audiences with discounts and special offers for the occasion.

Business Agreements

After a careful research we were finally able to find an idea that seemed compatible with ours, with which forge a business agreement.

Without delay, we sent an e-mail to the referent teacher, who put us in contact with the group.

EBG Posta in arrivo x

Elisa BREUIL <breuilgioux@hotmail.fr> a me 16 apr (8 giorni fa)

inglese italiano Traduci messaggio Disattiva per: inglese x

Hello Francesco,

We are the Garsminerit's team. Patrice has sent us your mails. We want more informations, please, on your project because we haven't understood.

Our project is a Carousel Pub, who turn. The Carousel is movable in a area of one country. We propose more products of fairgrounds or carnival.

In our team, we are five people. my friends speak english better than me. If you don't understand what I wrote, ask me. i'm going to try to explain better.

Our team is agreed for work with you.

Kind regards

Team Garsminerit

Francesco Donati <francescodonati.novecinque@...> a Elisa 16 apr (8 giorni fa)

Hello Elisa

My team's name is **Mix'n'Joy Company**. My project's name is **Mix'n'Joy**. Mix'n'Joy is a new kind of fruit juice's brick. This brick is made of recycled paper. Two different flavors are located inside two containers, these can be combined and dranked together or individually. I'm sending you a picture of it.

I think that my idea and yours have something in common: both of them are based on something that rotates. In fact on my idea when you want to combine the two flavors you have to rotate the lever.

We could sell our fruit juice inside your Pub, I think that the people would like it. What do you think about it? could this work?

As I have understood your team's name is **Garsminerit** and your project's name is **Carousel Pub**, am I right? Can you sent me some information about your idea? Can you also send me the logo of your product?

Don't worry about your english, mine is not better than yours.

I'm going to send you another email tomorrow with more information (and with the logo of my product), now I don't have them with me. Write me soon and tell me if you haven't understood something.

We are happy to work with you.



compatto ara limo.png
135K Visualizza Condividi Scarica

Elisa BREUIL a me 16 apr (8 giorni fa)

inglese italiano Traduci messaggio Disattiva per: inglese x

Hello Francesco,

Your idea is very interesting. I'm going to explain our project:

The aim of our project is the creation of a Carousel « Coffee-Snack » mobile.

We want to transform a common carousel into a coffee-snack, emptying the centre of the carousel modifying some things. We will modify the horses and we will transform them in tables.

The carousel is closed by bay windows with a system of acclimatisation and heating included. One of particularities of this bar is that have a sales take of candies like frills, candy floss, sweets apples and waffles (products mainly sells in fairgrounds). We have as idea to make a warm and original bar, accessible to everyone.

We want to ensure that the carousel is moving to be able to move with the weather and events throughout the year in order to make it profitable as possible.

Yours products can be sold in our Pub. It's a good idea. It's an original product like ours and your project is in harmony with Carousel. It can function.

If you want more information, write me. I hope have answered yours questions.

I join pictures of the project, the logo and the plan but I'm sorry, he is in French.

Kind regards

...

4 allegati — Scarica tutti gli allegati Visualizza tutte le immagini
Condividi tutte le immagini



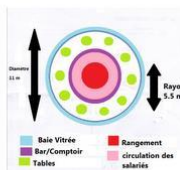
Logo.png
217K Visualizza Condividi Scarica



Carrousel londre.png
1913K Visualizza Condividi Scarica



Cheval demo.png
149K Visualizza Condividi Scarica



Plan garsminerit.png
211K Visualizza Condividi Scarica

Francesco Donati <francescodonati.novecinque@...> a Elisa 20 apr (4 giorni fa)

Hello Elisa

I had a lot to do these days, I'm sorry. However we appreciated your email and I'm sending you our logo. If you want more information, you can take a look here mixnjoy.wordpress.com/ (we are editing it now). Let's stay in touch.

Mix'n'Joy Company

...

3.3.png
227K Visualizza Condividi Scarica

Elisa BREUIL a me 20 apr (4 giorni fa)

Hello Francesco,

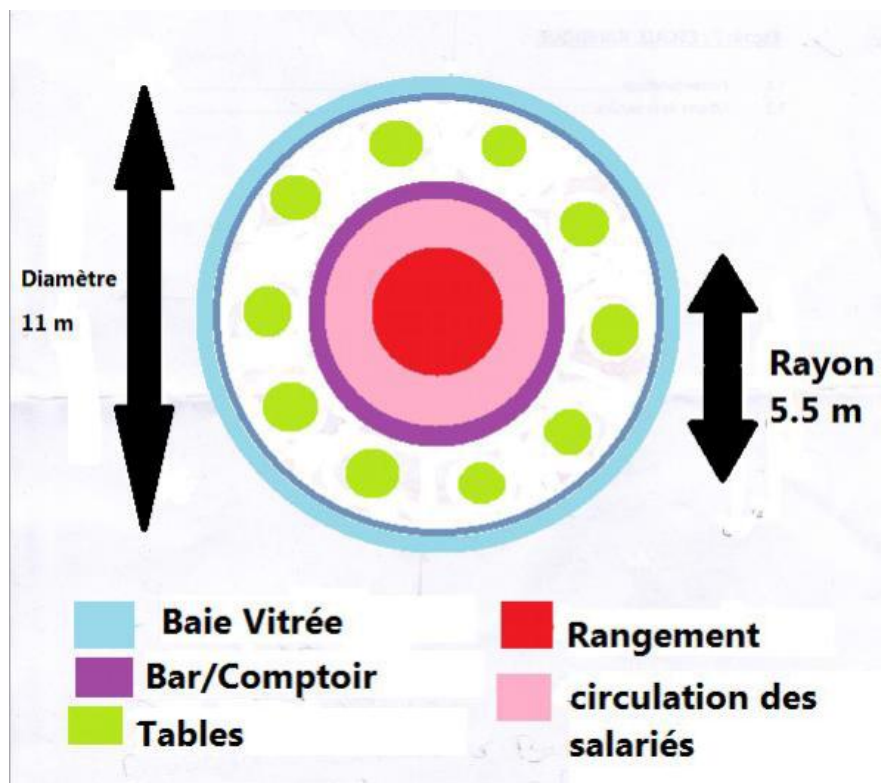
I want to say thank you for your implication and your mail. I hope we have provided you with enough information. Otherwise you can ask us.

Kind regards

...

The group in question is Gioux (France) and its name is Garsminerit. Their idea consists of Carousel Pub, a pub located on a carousel, in which the central part will be replaced by the bar area, and the characteristic horses tables. The carousel will be glazed so that it can operate all year round, so as to be as successful as possible.

The products sold inside will be, in addition to classic pub products, even those that are typical of fairs and amusement park, such as cotton candy.



According to the agreement both models of Mix 'n' Joy will be sold within Carousel Pub immediately. Carousel Pub will have the foreign exclusive of Mix 'n' Joy for the first year.



We believe that the agreement will work and that it can attract customers for its originality as the operation of both ideas is through rotation.

Administrative Procedure

- Project presentation to a notary
Certificate of incorporation
- Requirement of the VAT
- Registration of the Chamber of Commerce
- Notification of setting up of business

Marketing Strategies

Mix'n'Joy Company, as mentioned before, will be in charge of designing and deploying Mix'n' Joy in its two variants. The production, at least for the first three years, will be entrusted to another Italian company of the sector that will lead the juice (100% obtained from Italian fruit) and the box (recycled tetrapack).

The start of production will take place in March, so that the product can be launched towards the end of spring season and so that Mix 'n' Joy will be an innovation, even more attractive during the summer.

At least for the first three years, the distribution will take place only on a national scale. The authorized pubs will be directly posted on our product by mail. For the first year Garsminerit that we mentioned before, will have the exclusive on the foreign market. For the second year 4 new partners are expected, for a total of 5. For the third year 7 are expected, for a total of 12.

Mix'n'Joy Company will purchase the compact model from manufacturer and will pay it 20.9 cents (per piece), the cylindrical model will cost 13.1 euro cents (per piece) and will distribute them to the wholesalers throughout Italy, at the price of 32 and 20 cents. In this way the wholesalers will sell the products to supermarkets, which in turn will offer them to the final customer at the price of 59 and 39 euro cents (VAT included).

Normally higher prices are however justified: Mix 'n' Joy, indeed, can count on his most appealing design, is an environmentally friendly product and 100% made in Italy and has also an innovative e 100% made in Italy,

The consumer will prefer to spend a little more for a product like this that spend less for another of inferior quality. To prevent that competing companies will propose a product similar to ours, we will patent both **Mix'n'Joy** models.

Products will be sold at 48 and 30 cents to the foreign partnership , a price raised by shipping costs, on the other hand lowered by the absence of intermediaries. It is a favorable price for both.

The first year we're planning to sell 750,000 packs of the compact model and 1,200,000 of the cylindrical model in Italy. The second year the packs sold will be 1,500,000 and 2,400,000. The third year 3,000,000 and 4,800,000 packs. Such figures may seem excessive, but they appear ridiculous when you consider that in Italy there are nearly 61 million people and some of them consume fresh juices daily .

In a year each foreign partnership will buy 2200 packs of the compact model (about 6 per day) and 3500 of the cylindrical one(about 9 and a half a day). In this way, in the second year Mix 'n' Joy Company will sell 11,000 and 17,500 packs; in the third year 42,000 and 26,400.

Three-year Budget Plan

	1°ANNO	2°ANNO	3°ANNO
Personale(soci)	€ 110.500	€ 110.500	€ 110.500
	€ 0	€ 0	€ 44.200
Personale(dipendenti)	€ 12.000	€ 12.000	€ 12.000
Affitto	€ 3.000	€ 4.000	€ 6.000
Consumi(gas luce acqua)	€ 3.000	€ 6.000	€ 6.000
Servizi Pulizia	€ 1.200	€ 1.200	€ 1.800
Telefonia e internet	€ 4.000	€ 2.000	€ 5.000
Hardware Software	€ 2.500	€ 2.500	€ 5.000
Arredo	€ 58.500	€ 117.000	€ 234.000
Personale (trasporti)	€ 75.000	€ 75.000	€ 150.000
Automezzi	€ 15.000	€ 30.000	€ 60.000
Assicurazione(bollo e carburante)	€ 240.700	€ 483.500	€ 968.400
Azienda produttrice(compacto)	€ 240.700	€ 483.500	€ 968.400
Azienda produttrice(cilindrico)	€ 700	€ 3.500	€ 8.400
Spese postali	€ 25.000	€ 35.000	€ 50.000
Pubblicita	€ 24.000	€ 24.000	€ 24.000
Spese bancarie	€ 2.000	€ 0	€ 0
Brevetto	€ 500	€ 500	€ 500
Partita Iva	€ 2.300	€ 0	€ 0
Spesa costituzione	€ 3.000	€ 3.000	€ 3.000
Spese varie	€ 2.000	€ 4.000	€ 8.000
Totale	€ 825.600	€ 1.397.200	€ 2.665.200
Quota soci	€ 75.000	€ 0	€ 0
Prestito	€ 90.000	€ 0	€ 0
Vendita compacto Italia	€ 367.200	€ 734.400	€ 1.468.800
Vendita cilindrico Italia	€ 367.200	€ 734.400	€ 1.468.800
Vendita compacto Estero	€ 1.607	€ 8.033	€ 19.278
Vendita cilindrico Estero	€ 1.607	€ 8.033	€ 19.278
Totale Ricavo	€ 902.613	€ 1.484.865	€ 2.976.156
Totale Guadagno	€ 77.013	€ 87.665	€ 310.956

Financial Requirements

The choice of entrusting the production to another company already established in the industry is necessary at the birth of Mix 'n' Joy Company, because, without it, an entry on the market with few funds behind would be problematic.

L The initial quota that each partner will invest at the beginning of the first year is 15,000 euros (for a total of 75,000). In addition to this amount, that would not be sufficient to enable us to make all the investments that we believe appropriate, we will ask for a loan of \$ 90,000 euros to be returned in 5 years with monthly installments from 2,000 euros (for a total of 120,000).

At the beginning of the first year we will buy 3 trucks for transporting goods from 25,000 euros each and we will employ 3 drivers. At the beginning of the second year we will do the same in order to duplicate the distribution capacity

Finally, at the beginning of the third year, we will buy other 6 trucks and we'll find 6 drivers in order to duplicate it again. We will also hire 2 employees, always at the beginning of the third year to help us (5 members) in managing the increasingly demanding company. Partners and employees will have a salary of 1700 euro gross monthly (for a total of 13 months), while the 12 drivers will have a salary of 1500 gross monthly (13 months). At the beginning of the fourth year the Mix 'n' Joy Company will have earned nearly 500,000 euros and will be ready to find a more spacious headquarters and inaugurate a completely new one in France, which will work in parallel with the first, handing out a product similar to the Italian one, but in this case 100% made in France. We are also planning to acquire the self-sufficiency business, as soon as conditions will permit, starting to treat the productive side of Mix 'n' Joy. Such a move would allow us to control personally the quality of our fruit juice and also to sell it at a reduced price.

Reflections and Acknowledgments

This is the first time we have had the opportunity to put to the test with a similar project and, as we are high school students, has made us face a world related to economy that before was quite distant from us.

This activity was very interesting also thanks to Alexander Aquila & Edelweiss and Emanuele De Donno who helped us with our idea. They have always been very helpful and gave us comprehensive explanations, even whit the most difficult topics.

We also want to thank all the teachers who this year have sacrificed some of their curricular hours for us to work on the project and in particular teacher Eusilia Paci, the project manager for our school.



Il gusto che ti contagia