

Welcome to Taste of the World

We deliver the world to your doorstep

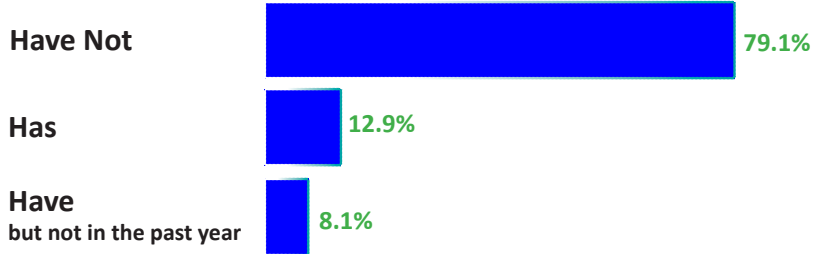


**Marketing Competition
Youth Business Summit - 2017**

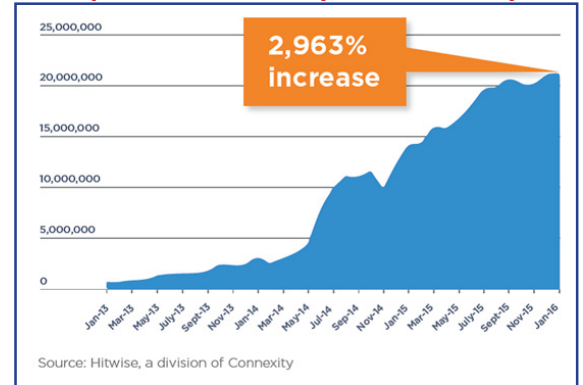
Pitch/Problem



Overseas Travel within in the Past Year



US subscription box industry total monthly visitors



United States Subscription Company Earnings - 2015

| | | |
|-------------------|-------------|--|
| Birchbox | 3.6 million | Monthly deliveries of personal beauty products, grooming and lifestyle samples. \$10 a month for women and \$20 a month for men. |
| Dollar Shave Club | 3.6 million | Customers pay between \$3 and \$9 dollars to receive a shipment of razor blades of their choice monthly or every other month |
| Loot Crate | 3.1 million | Multiple types of crates for gamers, anime fans or dog owners. Each Crate feratures a curated collection of goods for \$30 and up each month |
| Blue Apron | 2.8 million | Weekly delivery of precise amounts of fresh ingredients required to make three home-cooked meals. Cost is \$60 for two people /\$70 for four |

Source Hitwise, a Division of Connexity



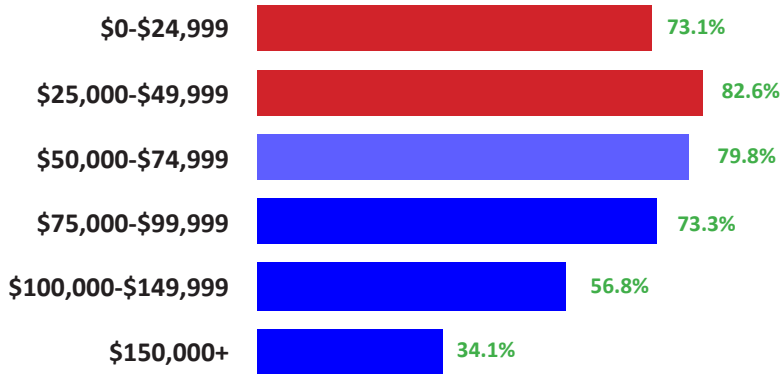
SNACKS FROM A DIFFERENT COUNTRY

visit us at www.tastetheworld.biz

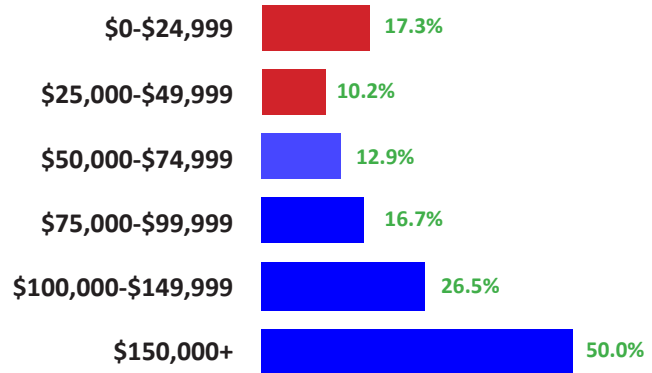
Target Market



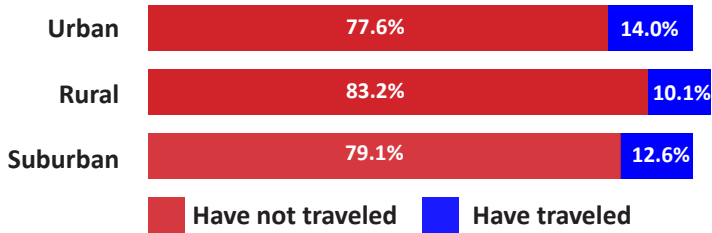
Income ranges that have not traveled



Income ranges that have traveled



Geographical Location that have traveled



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Marketing Plan



Products:

Great Britain Snack Selection

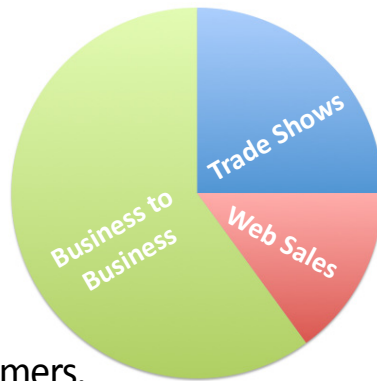


Pricing:

| | |
|---------------------|--------------|
| Single Box | \$29.99 |
| 3 Month | \$75.99 |
| 6 Month | \$155.99 |
| 12 Month | \$298.99 |
| Travel Package..... | Price Varies |

Placement:

- 25** % of sales is from trade shows
- 15** % of sales is web based
- 60** % of sales is from non-virtual customers.



Trade Show Flyer



Promotion:



Social Media Marketing



Direct email Marketing



MailChimp

Billboard Impact Marketing

Taste of The World
BRINGING CULTURE TO YOU
International Subscription Snack Boxes

SO MANY CHOICES ...

... SO LITTLE TIME

MEXICO

GERMANY

JAPAN

Taste what this world has to offer

visit us at tastetheworld.biz

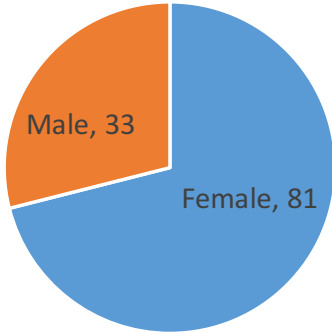
Results & Learning



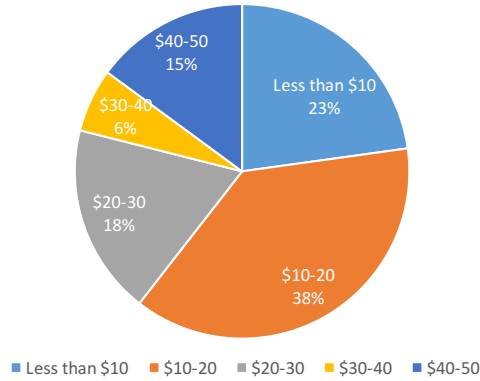
Market Survey

October 2016 - 115 people polled

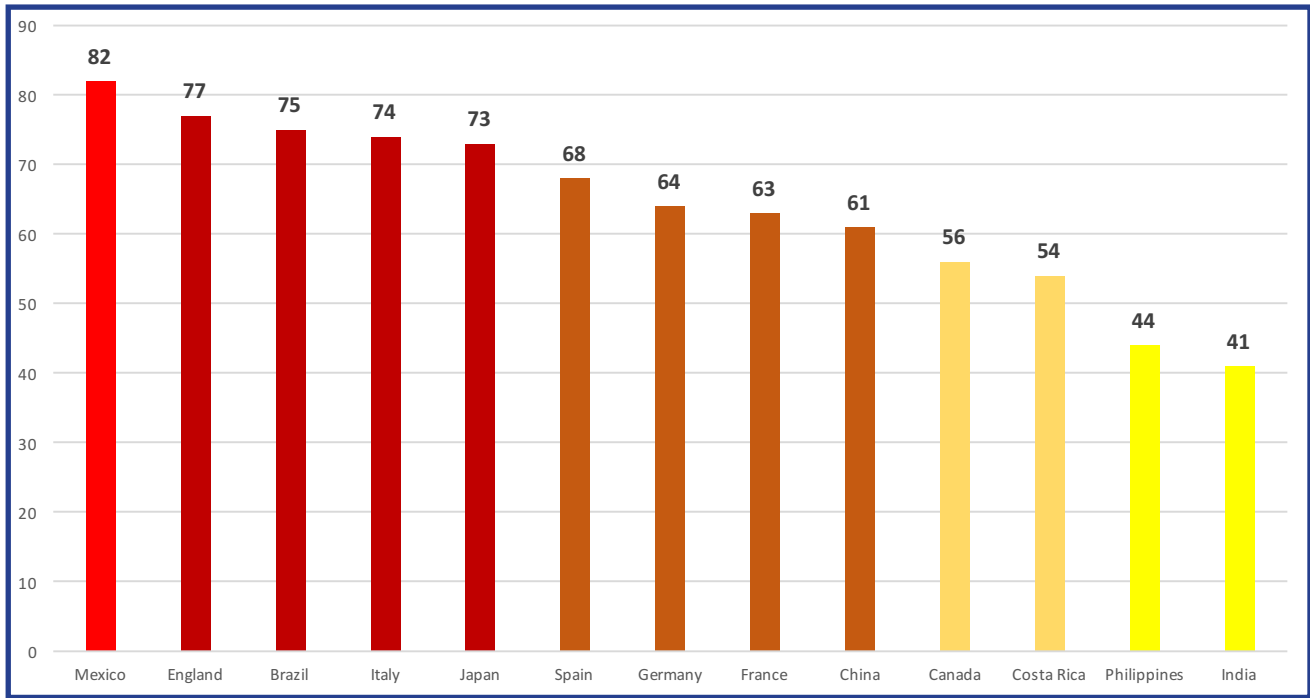
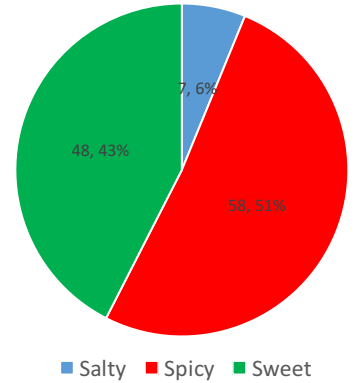
Gender Breakdown



Snack Spending per Month



Preferred Snack Type



Country Interest Results

Sales Results

| Month | December | January | February |
|-----------------|--------------|--------------|--------------|
| Projected Sales | \$245,200.00 | \$257,800.00 | \$248,200.00 |
| Actual Sales | 189,242.00 | 189,944.00 | 177,066.00 |
| Difference | -55,957.00 | -67,855.00 | -71,133.00 |