

Product design

German Market













Nut - 1 kg	\$\$-F01
Wheat	40%
Oat	40%
Nuts	20%
Box	1
Bag	1

Blueberrry - '	1 kg \$\$-F02
Wheat	40%
Oat	40%
Blueberries	20%
Box	1
Bag	1

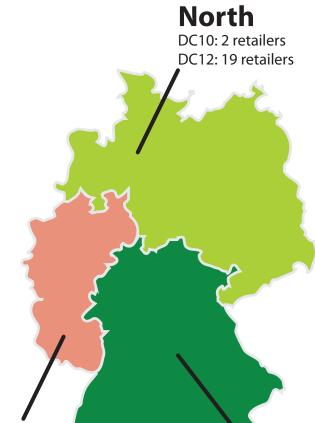
Strawberry -	1 kg \$\$-F03
Wheat	40%
Oat	40%
Strawberries	20%
Box	1
Bag	1

Raisin - 1 kg	\$\$-F04
Wheat	40%
Oat	40%
Raisins	20%
Box	1
Bag	1

Original - 1 kg \$\$-F05	
Wheat	50%
Oat	50%
Box	1
Bag	1

Mixed - 1 kg	\$\$-F06
Wheat	35%
Oat	35%
Fruits* and nuts	30%
Box	1
Bag	1

*must include all fruits



West DC10: 3 retaile

DC10: 3 retailers DC12: 17 retailers

South DC10: 7 retailers DC12: 23 retailers

Legend

DC10: Large Hypermarkets DC12: Grocery Stores

General information

Customers		
	DC 10	DC 12
Lead time (days)	0	0
Payment time (days)	20	10-15

	Suppliers	
2	Lead time (days)	3-5
	Payment time (days)	15

Days / Quarter

30

Total Market Size

Approx. €80,000 per team per day

Production Capacity

25,000 / day