

Fitbun



“Your Bunny’s Dream Tasty Food for fewer Calories”

Diet Pellets for Your Rabbits

Clarisse Wihono

Executive Summary

Name of Product: Fitbun Diet Pellets

Product Owner: Clarisse Wihono

Concept Description

An issue with pet rabbits is that they tend to become overweight after reaching adolescence because of their sedentary lifestyle and the way their digestive system works. The Fitbun Diet Pellets are designed for rabbits to eat the same amount of food without consuming as many calories. By lowering the calorie intake and unhealthy fats inside a rabbit's pellets and increasing the natural ingredients and extracts, rabbits do not need to sacrifice the amount and flavor of the foods they eat to have a healthier diet. Customers can expect their rabbits to have a tasty low-calorie diet, but still, receive the nutrients they need because each pellet is compressed with essential vitamins and minerals. With Fitbuns, their rabbits are projected to lose that extra pound in 10 - 20 weeks.

Opportunity

In the United States alone, an estimated 1% of the total population of each state owns a pet rabbit. Out of the rabbit population that is kept as pets, about 35% are categorized as obese, according to veterinarian data. With these statistics, Minnesota would have about 57,070 people who own pet rabbits, and out of these rabbits, 19,975 of them are considered to be obese. Rabbit owners looking for weight control solutions for their beloved pets are recommended not to give treats and feed less hay, but the rabbit digestive system requires them to continue munching on food even when they are not hungry. This solution could be detrimental to the rabbit's well-being due to the lack of nutrients from hay. The Fitbun Diet Pellets allow rabbits to continue munching on tasty food, and rabbit owners do not have to give their beloved rabbits smaller meals in exchange for their weight control.

Innovative solution

Adult rabbits are extremely sensitive to concentrated foods like pellets, especially neutered rabbits because the procedure lowers their metabolism, making it difficult for their bodies to break down high-fat (>5% of their diet) or calorie-dense treats (>2,500 kCal/Kg). The Fitbun Diet Pellets bring pellets that are low-calorie (2,200 kcal/Kg), and rich in hay fiber for adult rabbits to consume. Customers are able to select from 3 flavors: Garden Greens (parsley, basil, carrot tops, cilantro), Summer Berries (strawberry, blueberry, blackberry), and Tropical Smoothie (Banana, apples, mango).

The recommended serving size for the Fitbun Diet Pellets would be 20% of the rabbit's whole diet, alongside their daily hay, but could be prepared separately. The pellets will replace the calories they would have eaten from fresh foods, pellets, and treats. The rabbit should not consume any other pellets or products and must be over the age of 7 months old to ensure proper digestion. The adoption of the Fitbun Diet Pellets in rabbits' lives reduces the calorie and unhealthy fat intake because only 1.5% of the pellets consist of fats. The flavor blends will increase the rabbit's eating experience, and it is very convenient for the rabbit owners to just scoop out the pellets into a pet bowl to feed them to the rabbit. The owners should not worry about their rabbits' nutritional needs because Fitbuns contain a projected 14% of protein, 0.5% calcium, and 30% fiber from fresh Timothy Hay, Orchard Hay, Alfalfa, and natural greens (celery and raspberries). To enhance the flavors, natural extracts would fit the flavor blend the customer purchases. The rest of the content includes essential vitamins D, E, and A, as rabbits rely on their diet for these.

Value Proposition

With the Fitbun Diet Pellets, rabbits would not have to live off only hay but have the chance to taste delicious flavors that would maintain their weight, skin, and digestive health from the vitamins inside the pellet. Customers do not have to limit their rabbit's dietary options to only hay meals anymore! For those rabbit owners that are looking for options that satisfy their rabbit's taste palates, but at the same time help with their weight control, the Fitbun Diet Pellets is a perfect choice. Depending on the rabbits' sizes, the Fitbun Diet Pellets are sold in 2-lb, 4-lb, and 10-lb bags, and have an option for a monthly or weekly subscription, with a 10% off each purchase for those subscribed to our plan online. Each package is re-sealable and is good for up to 90 days after being packaged. The pellets could also be found locally

in pet stores and large e-commerce enterprises like Amazon. These bags are only sold for \$14 - \$70, depending on the size of the bag, and purchases made online automatically come with free delivery. Rabbit owners who truly care for their beloved rabbits certainly do not want to miss out on this low-calorie, flavorful, and healthy pellets for their rabbits.

Competitive Advantage

Two of the largest competitors for rabbit supplies and food are Kaytee and Oxbow. While the price per pound for the Fitbun Diet Pellets is about 40% more expensive than both Kaytee and Oxbow, the expected calorie count for the pellets is at least 56% less than what Kaytee and Oxbow products offer, and Fitbun offers more pellet flavor options than Kaytee or Oxbow. Moreover, Fitbuns designed the pellets specifically for rabbit owners that are looking for options to aid in their rabbit's weight control or weight loss journey. Kaytee and Oxbow pellets are focused more on convenience rather than health and weight control. Their pellets serve to only fill the rabbits up without taking into account the health benefits. Fitbuns also offer a subscription program for rabbit owners that want the product monthly. However, Kaytee and Oxbow only offer these subscriptions from third-party companies or websites that sell pet supplies like Chewy.

Entrepreneurial Team

Fitbun Diet Pellets will start out with 6 people on the team. A truck driver is needed to transport the bags of pellets to local pet stores and to delivery facilities to the customers that order from the Fitbun website. In addition, one person will work on the research and development of the product to figure out what types of ingredients should be added, and eliminated, and future products that could be added to the company. There will be one person who will be in charge of the office, delivery, and manages the supply chain. This person will be in charge of calculating the most cost-efficient way to transport the goods, purchase ingredients, and problem-solve related issues. Another person who would be needed to be in charge of the quality control and quality assurance of the factories and facilities. Their main role is to check that the products and machines meet the standard of federal regulations. Two people in the facility will operate the machines that produce the pellets, and these people will also be responsible for cleaning the machines weekly. Third-party firms will be used to manage all legal, accounting, marketing, and tax work related to the company, and the order intake and deliveries of the product will be automated through digital software.

Financial Highlights and/or Offering

More research on the product has to be done before the company can launch Fitbun Diet Pellets. Even after the launch, the company will need at least 2 months to come into operation because workers need to be hired, suppliers need to be reached out to, a facility needs to be found, and all the materials used have to be purchased. In addition, it takes time to market the company to the target consumers. At the stage it is currently in, the product will need at least 6 months before it officially launches. Based on the calculations of the sales of a 2-lb bag, 156 bags need to be sold each day to reach breakeven at the cost of \$14 per bag. With a target revenue of 1 million dollars, a net profit of \$150,855.69 could be achieved after taking into account the yearly burn rate (\$547,623) and yearly direct costs (\$301,520.50) of the breakeven sales volume.

If a 2-lb bag of Fitbun is intended to be eaten by a single rabbit in 1 week, an owner needs to buy about 3 bags of these monthly. The breakeven point for the 2-lb bag of Fitbun Pellets sold at \$14 is reasonable because Fitbuns only need to market and sell to at least 8.43% of the obese rabbit owners in Minnesota, and has to sell to 9.93% to reach the target market. Considering that the amount is less than 10% of the market, and that non-obese rabbit owners may be interested in the product too, with social media marketing and connections with the local pet stores, Fitbuns should be able to sell enough to profit,

Consumer Problem

Fitbuns

The solution for your overweight rabbits is to eat delicious food with fewer calories.

You've noticed that your bunnies have put on a little weight and you really want to do something for them to help. Now you can with Fitbuns, the daily healthy diet pellet that helps rabbits reduce the number of weight-gaining calories they will consume. Results can be expected to be seen within 10-20 weeks of consuming the product.

Fitbuns is a type of rabbit pellet that would be added to their daily diet of Timothy grass or hay. With Fitbuns, there is no need to feed the rabbits with any other kinds of pellets or snacks! As a rule of thumb, the pellet should make up 20% of their daily diet, with 80% being their typical grass or hay. The addition of Fitbuns to your rabbit's diet will ensure that your rabbit eats the same amount of food with fewer calories and more proteins, vitamins, and fibers than their regular diet.

The base nutrients of Fitbun pellets has a projected value of 30% fiber from a blend of Orchard hay and Timothy hay, 14% proteins from Alfalfa hay, 50% moisture, 1.5% fat from celery and raspberry, and the rest being the vitamins and minerals. These pellets will come in 3 different flavors: summer berries, green garden, and tropical smoothie. Each of the flavors will be made with an all-natural extract to fit what rabbits love! Fitbuns will conduct thorough research on flavor profiles and nutritional values to best fit your rabbit's needs.

Fitbuns is readily available at any of the US local pet stores and grocery stores, and more of the product could be found on the Fitbun website or on Amazon. These pellets could be purchased in several sizes: 2 lb, 4 lb, and 10 lb.

Now your rabbit could get the ideal body without having to sacrifice a tasty diet!

2 lb: \$14, 4 lb: \$28, 10 lb: \$70

10% off for monthly subscriptions

Fitbun diet pellets are a unique product that offers consumers a solution to feed their rabbits the same amount of food while enhancing the flavors of their meals. This will be an appealing product for customers as there are limited food options for obese rabbits in the market. Currently, 21.5% of rabbits are obese worldwide, but only 52% of them are brought to the vet. Due to its nature of being an exotic animal, only about 51% of the veterinarians in the world are able to properly handle obesity in rabbits. Even then, vets would normally suggest that owners portion fewer meals to the rabbits. This, however, does not provide the consumer any value because it's depleting the rabbits of tasty food. If the rabbit owners choose to do nothing about their pets, their pets could suffer chronic illnesses such as osteoarthritis (joint disease) and pododermatitis (skin inflammation) due to their ongoing obesity. Rabbits that are obese will also have hygiene issues due to their immobility and will have difficulty cleaning themselves, which

could lead to infections. Due to the many prolonged health adversities, the rabbits could face, obesity is an urgent issue that should not be taken lightly. Figure 2 summarizes the effects of obesity in rabbits.

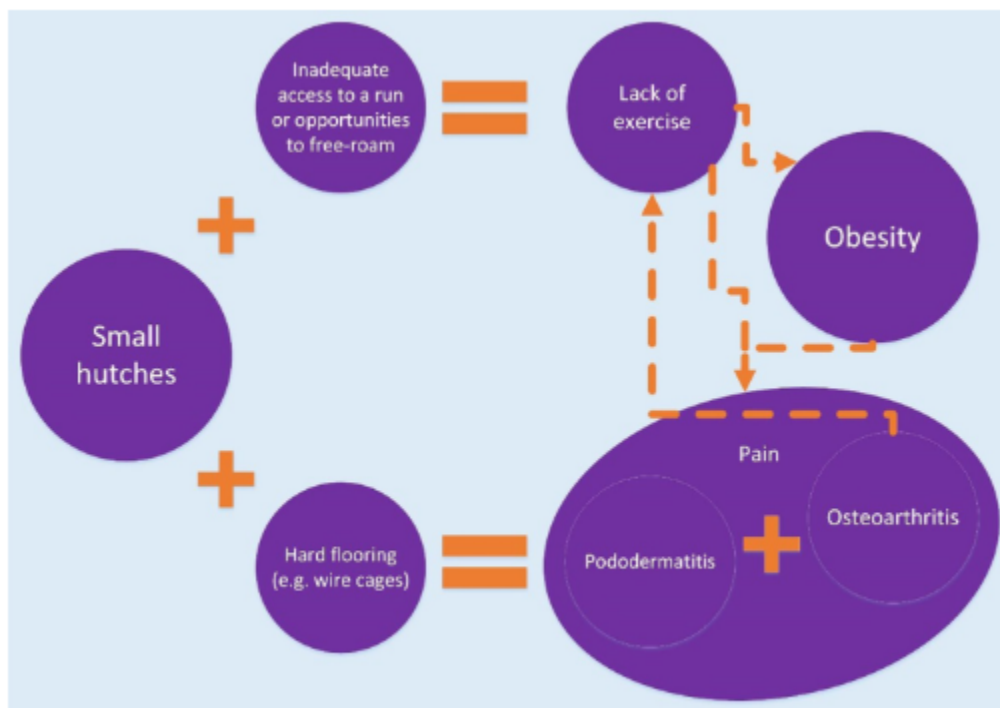


Fig. 2. Mechanisms of housing as a risk factor for obesity in pet rabbits.

The rabbit feed sold in the market is aimed at ensuring rabbits always have a full stomach without considering its nutritional value. Most of the foods sold in the market are just to fill up a rabbit's stomach so that they have enough to survive. Purchasing a low-fat, low-calorie, and high-fiber commercial rabbit feed for obese rabbits is not an option for rabbit owners so the only thing they are able to do is cut down on their diet. This solution is a huge problem for the rabbit as that's not how the rabbit's digestive system works. Rabbits have weak muscular layers in their stomachs and so it always has to be partially filled to continuously secrete waste and maintain an acidic pH. In essence, even when rabbits are full, they have to continue munching on food to keep their digestive system in check. Rabbit owners who truly care about their rabbits should not deplete their source of food for the sake of their digestive system. The diagram below outlines the frequency of how much rabbits eat and secrete their waste products to continue having a healthy digestive system:

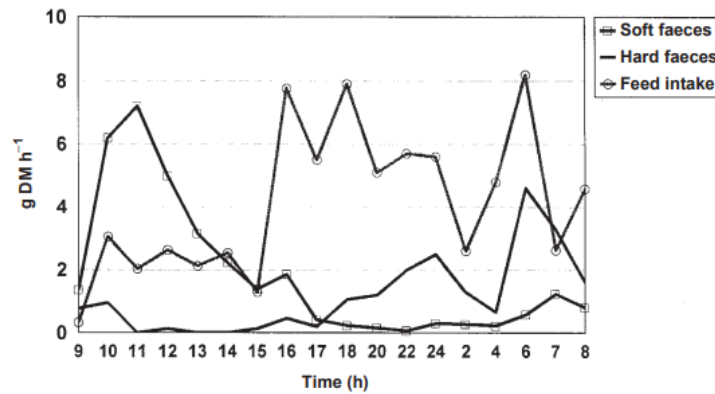


Fig. 1.2. Soft and hard faeces excretion and dry matter intake throughout the day (Carabaño and Merino, 1996).

Most house rabbits that become obese grow obese over time due to a number of reasons. These include, but are not limited to, their breeds, age, owners, enclosure, diet, and neuter status. Depending on the breed, larger breed rabbits like the Giant Flemish are more likely to be obese due to their large nature. Larger rabbits prefer to hide rather than run around, and this could cause them to be obese as they are not getting the amount of exercise they need. For the same reason, rabbits that are older in age and have limited space to exercise, tend to be more obese because they become more immobile. Lastly, the owners of pet rabbits play a huge role in their health as the owners have power over what to feed them and how much they are willing to let the rabbit exercise. A fiber-poor diet clearly does not help the rabbit get its required nutrients and as a result, fills the rabbit up with other sorts of substances like fats, calories, and sugar. The owner also has the power to neuter their pet rabbits. However, owners must understand that once rabbits are neutered, their metabolism changes, and becomes worse than what it was previously, causing them to digest slower and take more time to break down large molecules in their system. The causes of obesity in rabbits are summarized in Figure 1.

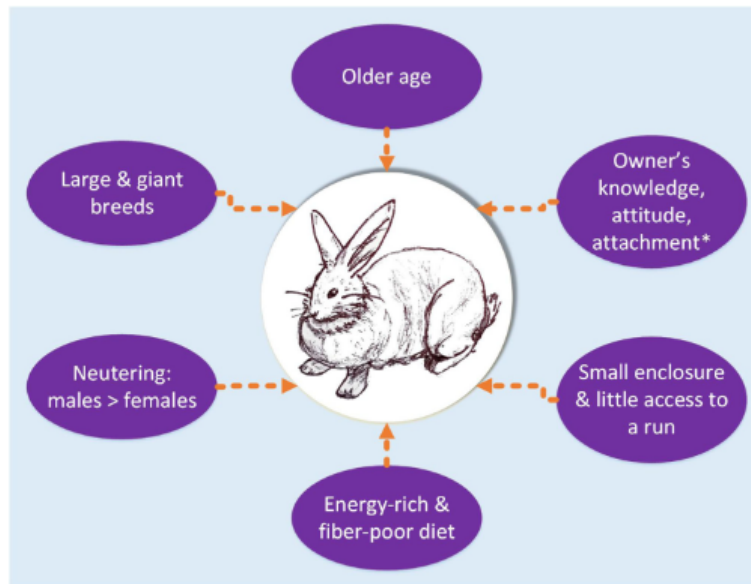


Fig. 1. Potential risk factors for obesity in pet rabbits. The factor marked with an asterisk (*) has not been determined, while the remaining factors need further confirmation.

The target customers for the Fitbun products will be those who own obese rabbits and are looking for a solution for their rabbits to have a healthier diet because they care about their rabbit's health. A study on rabbit owner demographics showed that 73.3% of rabbit owners are married, 51.8% are working full time, 71.5% live in an urban setting, 72.5% have a college degree or higher, 61.7% are females, and 63% have a household size of 3 or more. About 60% of people who own rabbits as pets often have annual incomes that are at least \$65,000 and are capable of spending \$65 per month on their pet rabbit. Out of all the pet rabbits worldwide, 21.5% are known to be obese, but veterinarians expect that about 35% of household rabbits are obese, but some go undiagnosed. The persona type was determined based on this information, and according to a Psychological study, rabbit owners are the most introverted out of all other pet owners, but tend to be very creative.



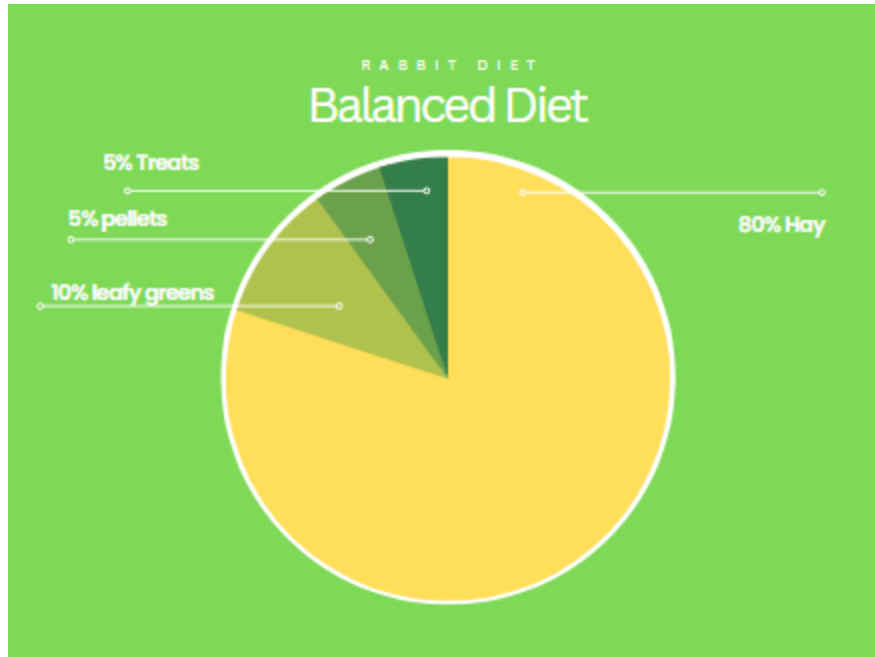
User Persona Olivia Smith

LIFESTYLE <ul style="list-style-type: none"> Owns 2 rabbits Works full time as a UI UX designer (work from home) Cleans the house and is responsible for all the chores in the house Wakes up at 5 AM and sleeps by 10 PM 	BIODATA <ul style="list-style-type: none"> Gender: Female Location: Lives in Downtown Chicago Age: 45 years old Status: Married Education: Bachelor's degree in Graphic Design
PERSONALITY <ul style="list-style-type: none"> MBTI: INTJ Very introverted and reserved other than to family members Those in her close circle consider her a very caring person 	FRUSTATIONS <ul style="list-style-type: none"> Her bunnies are picky with the food they eat, and would pick out pellets they don't like Have difficulty searching for ways to help her bunnies lose weight No exotic pet vets nearby
MOTIVATION <ul style="list-style-type: none"> Teach her bunnies how to do tricks Help her bunnies get the ideal weight Create new memories with her rabbits 	HOBBIES <ul style="list-style-type: none"> Reading books Listening to podcasts cooking Playing with her rabbits Pottery Photography

Olivia Smith represents the type of target market Fitbuns should promote and sell to. The most important factor is that she owns obese rabbits and cares about their well-being. They want the best for their beloved bunnies and would try anything to help their rabbits reach the ideal body weight without making them suffer by giving them less food.

Product Problem

The daily intake of a rabbit is recommended to be 80% hay, 10% greens, 5% pellets, and 0-5% treats. The Fitbun Diet Pellets replace the calories that come from the leafy greens, treats, and pellet part of the diet with low-calorie pellets that are packed with vitamins and minerals. These low-calorie pellets are made of a blend of grass hays but have the flavors of leafy greens and fruits in the shape of a pellet. Fitbuns allow bunny owners to continue feeding their rabbits the same quantity of food they have already been eating, but the Fitbun pellets would replace the leafy greens, pellets, and treats they would normally eat.



Currently, customers that have obese rabbits still feed their rabbits pellets, treats, and leafy greens, but they just feed them less. Other owners choose to lessen their rabbit's intake of hay to reduce the number of calories and fats they consume. The pellets in the markets have about a 14% protein content, 2% fats, 0.75% calcium, and 25% fiber. This percentage of fiber is much lower than the projected content in the Fitbun pellets while the fat and calcium content is higher. In order to help rabbits lose weight, rabbits must go through a diet that consists of less fats and calories, more fiber, and a standard amount of protein. Fitbun pellets offer rabbits a low-calorie alternative with 3 different flavor blends so that they would not get bored of the pellets. Not only are these pellets tasty, but they will also help obese rabbits get through their weight loss journey successfully because of the hypothesized high fiber (30%), standard protein (14%), and low fat (1.5%) content which is suitable for any rabbit above the age of 7 months.

Fitbun diet pellets are in their concept stage and have gotten this far from secondary research and interviews with qualified individuals (exotic pet vets, pet store owners, and rabbit owners). A total of 5 vets and pet store owners and 10 rabbit owners were asked to give their inputs on the current rabbit feed market and what they thought of Fitbuns. Their largest concern with obese rabbits is their immobility and most of the people interviewed agree that their rabbits have gotten pickier with the taste of the foods they are fed after gaining weight. The idea of a diet pellet that is low calorie and is tasty could work with rabbits because it has worked for other pets like cats and dogs before. There are also people who are interested in the product and would be willing to try it out because this brings a solution for their obese rabbits.

Some of the features Fitbun Diet Pellets offer that set it apart from the other rabbit feeds is that it could be given together with hay or separately. This gives flexibility for the rabbit owner to decide how they would like to feed their rabbit. The only catch to the product is that the rabbit has to be older than 7 months old to consume the product, and in the first two weeks the new consumer using the product has to go through a transition period. The two-week transition period

will require owners to mix the pellets with the hay in order that the rabbits to get used to the pellets and would not get shocked by the sudden change in diet. Although the diet pellet is expected to be allowed to be given on its own, once the rabbit reaches its ideal weight, it is best to add hay to its daily diet again to not alter its digestive system.

The pellets should also have vitamins A, D, E, and calcium because these vitamins are vital in their diet for their health. The main source of vitamins A and D in the Fitbun diet pellets will come from the Alfalfa hay while vitamin E will be sourced from the celery and raspberry in the pellets.

Unlike many rabbit pellets, Fitbun Diet pellets will utilize natural extracts to give the pellets unique flavors that the bunnies will love. Some of the flavors include Garden Greens (parsley, basil, carrot tops, cilantro), Summer Berries (strawberry, blueberry, blackberry), and Tropical Smoothie (Banana, apples, mango). These flavors are based on the fruits and vegetable rabbits could actually eat, and would normally show interest in them. By using natural extracts, the flavors will be enhanced without altering the nutritional content of the pellet.

Fitbun diet pellets deliver quality packaging for the food so that the crispiness of the pellets and their nutritional value lasts until after 90 days since it has been packaged. The hypothesized nutritional value, feeding instructions, and ingredients are shown in the Concept Portfolio portion of the report.

Benefit Map

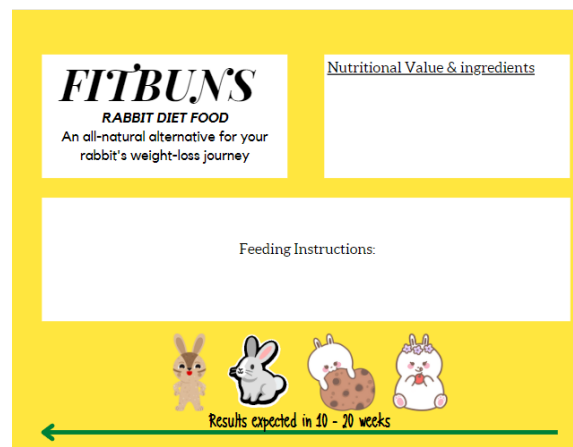
Website/online Service	Free delivery on purchases above \$50	Able to see product types and product selections online	24/7 customer service	
Different flavors that rabbits love	Garden Greens (cilantro, carrot tops, basil, and parsley)	Summer Berries (strawberry, blueberry, blackberry)	Tropical Smoothie (Banana, apples, mango)	
Packaging	Re-sealable	UV resistant	Waterproof	Strong enough to keep the product intact
Accredited	FDA approved	USDA approved	Non-GMO	Natural & organic
Informational	Nutritional value	Feeding instructions	Serving size	Descriptive composition and expectations

Package Design

Front



Back



The development of Fitbun Diet Pellets involves problems such as approval from the FDA. The FDA will check that Fitbuns are safe for rabbits to consume and that the production has been done in a hygienic and sanitary manner that has followed the FDA guidelines. Understanding the FDA guidelines and following all the rules would be difficult to do as there would be many tests and experiments that would have to be done before the product is launched. One of the guidelines listed in the FDA is that the labels should be honest. Hence, there needs to be proof for all the claims that have been made. Some questions that would be helpful to answer prior to the launch of the product would be the following:

- How long does it take for rabbits to lose weight after taking in the Fitbun diet pellets?
- What are the effects of only eating the Fitbun Diet Pellets after 1 month? 3 months? 9 months? 12 months? Are there any long-term effects?
- Which flavors do the rabbits love the most?
- Did the packaging help with the shelf-life of the product? If so, in what ways does it help?
- What are the exact percentages of the protein, fat, fiber, calcium, phosphorus, and vitamins inside of the pellet?

Market Problem

The largest competitors for the Fitbun diet pellets would be Manna Pro, Oxbow, and Kaytee. These brands specialize in small animals and rabbit feed and accessories and have been in the industry since the late 1900s so they have a headstart in marketing their products and services. At the moment, the breakdown of the nutrients in each of their products have been summarized in the table below, and Fitbun Pellets have been added to the table for comparison:

Company Name	Product Name and Size	Price	Nutritional Information
Kaytee	Kaytee Forti-Diet Pro Health Adult Rabbit Food, 5-Lb Bag	\$7.99	12% protein 2.5% fat 23% fiber 0.8% calcium 5,500 IU/Kg vitamin A
Manna Pro	Crafted & Complete Rabbit Food, 5-lb bag	\$12.99	16% protein 2.5% fat 20% fiber 0.75% calcium 6,600 IU/Kg Vitamin A 50 IU/lb Vitamin E
Oxbow	Oxbow Organic Bounty Adult Rabbit Food 3 lbs	\$12.49	12% protein 2.5% fat 25% fiber 0.9% calcium 10,000 IU/Kg Vitamin A 900 IU/Kg Vitamin D 190 IU/Kg Vitamin E
Fitbuns	Fitbun Diet Pellets 2-lb bag	\$14.00	(These values are a projection based on the known ingredients) 14% protein 1.5% fat 30% fiber 0.5% calcium 7,400 IU/Kg Vitamin A 700 IU/Kg Vitamin D 70 IU/Kg Vitamin E

The pellets available in the market have about the same amount of protein but lower fiber content than Fitbuns, and higher fat and calcium content. The recommended vitamin content is relatively the same for Oxbow and Fitbuns because that is the standard requirement for rabbits.

Their diet must consist of 5,000 IU/Kg < Vitamin A < 75,000 IU/Kg to avoid reproduction system issues like abortion and fetal deformation. The IU simply means an international unit and is the unit used to measure fat-soluble vitamins. Rabbits need less vitamin E daily that's only about 60 to 104 IU/Kg of their food. Both of these vitamins could be extracted from Alfalfa hay, which will consist of 30% of the entire hay blend (80% of the composition). In comparison, Fitbuns has the most projected nutritional value out of all the other pellets as Kaytee and Manna Pro do not contain any Vitamin E or D. Oxbow's vitamin E content is higher than the recommended intake for rabbits, and prolonged intake of too much vitamin E could cause obesity, which could start being detrimental to the rabbit's immune system. A deficiency in vitamin E could result in the rabbit being infertile, having muscular dystrophy, and having fetal death. Fitbuns may be the most nutritious out of the competitors, but it comes at a price of \$14 for a 2 lb bag while the others sell it for \$12.99 or less for larger bags. This makes Fitbuns 41% to 77% pricier than its competitors.

In the market entry strategy, the concept of Fitbuns fits in as a disruptor because the idea is new, but the customers already exist. None of the competitors or other pellets in the market are targeted towards rabbit weight loss by increasing the protein and fiber content through natural hay blends (30% Alfalfa, 50% Timothy Hay, 20% Orchard Hay), and none of the competitor's flavor their pellets with natural extracts to make it tastier. This sets the product apart from the competition. However, rabbit owners who own obese rabbits already exist in the market. Hence, this product will come in as a disruptor to the market.

When the business is just launched, the target market will be in Minnesota and will be kept local. Based on the amount of documented rabbits, meaning that the rabbits have been certified and reported to USDA-approved vets, about 1% of each state owns a pet rabbit in the United States. Using this estimate, there would be at least 57,070 people in Minnesota who own pet rabbits. Since the reported number of obesity in rabbits is 35%, the target audience would boil down to 19,975 people. The reach and promotion would be possible through social media advertising, especially through rabbit influencers, and local pet store advertising. Fitbuns could also work with local exotic pet veterinarians and clinics so that they know of the product's existence and could give their customers recommendations for their obese rabbits. Out of the potential customers, it would be reasonable to focus on those who live in urban areas and have access to an exotic pet vet. The urban areas are more populated in Minnesota, and it would be easier to reach them through social media advertising and veterinary partnerships.

Business Model Problem

Pricing

Product Size	Standard Price	Monthly/weekly Subscription Price
2 lb	\$14	\$12.60
4 lb	\$28	\$25.20

10 lb	\$70	\$63
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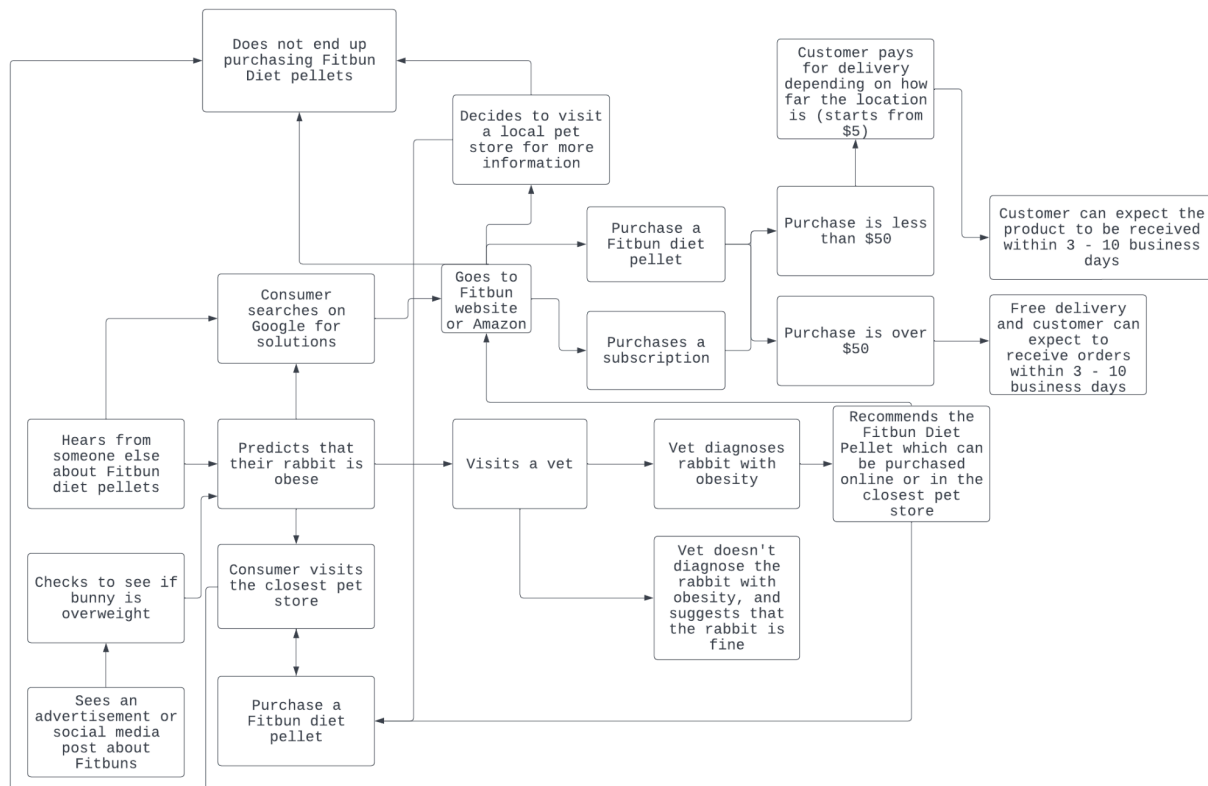
5 Laws of Opportunity (assuming the hypothesis is true)

Overt Benefit	The benefit of having Fitbuns is that rabbits could continue eating delicious meals without the owners worrying about their calorie intake. Over the course of 10 - 20 weeks, with the consumption of Fitbuns, rabbits are able to see results.
Reason to Believe	Intensive marketing and product research has been done on the product to suit the taste of customers and rabbits. This research ensures the safety of the product and the effects the product will give.
Dramatic Difference	This diet pellet has flavor options and comes with a resealable bag which would keep the pellets crisp and fresh with all the vitamins, fibers, and protein a rabbit would need to lose weight.
Adoption Hurdles	Some of the hurdles the product will face is the likability of the pellets by rabbits. How many percent of the rabbits would like the flavors that are available? What would be the best way for the company to market to the target consumers? On top of these, the price of the Fitbun diet pellets is slightly more expensive than other pellets in the market. Would consumers be willing to purchase these products at their current price?
Social Sufficiency	There will always be rabbit owners with obese rabbits because there are many reasons (age, breed, neutering status, gender, owner's knowledge, space, etc.) a rabbit could turn obese. If anything, the availability of commercialized rabbit feed has increased the number of obese rabbits over the years, and after the COVID-19 pandemic, there has been a 3% increase in the population of obese rabbits worldwide. The demand for rabbit diet pellets will always be since no other companies focus on a product that would help

rabbits lose weight.

Consumer Journey

Consumers that know that their bunny is obese or is at least overweight, would search for options to help with their bunny's health issue. This could be a visit to a local vet in Minnesota, a local pet store, or a Google search online for alternatives to the problem. The most important part of the consumer journey would be the consumer realizing that their rabbit is overweight. After this realization, customers looking for weight loss products are able to purchase the diet pellets on the Fitbun website (Fitbuns.com), or Amazon if they choose to do so online. If they would like to see the product for themselves, they are able to visit the closest local pet store or vet near them. Many of the consumers work full-time and may not have time to remember to purchase Fitbun pellets on time so Fitbun offers subscription services for all of the diet pellets. Subscriptions could be weekly or monthly, depending on the customer's preference. Customers that subscribe are eligible for a 10% discount on every purchase. On the online site, delivery is free for purchases above \$50 and starts from \$5 for purchases below. The whole process is summarized in the diagram below:



Wherever the customer finds the Fitbun Diet Pellets, they have the option to choose from 3 different sizes and 3 different flavors. The sizes come in 2 lb, 4 lb, and 10 lb bags. The flavors are projected to be Garden Greens (parsley, basil, carrot tops, cilantro), Summer Berries (strawberry, blueberry, blackberry), and Tropical Smoothie (Banana, apples, mango). These flavors may have to be

re-developed through testing and research, depending on customer preference. This is the product strategy as it caters to all sizes of rabbits. Customers with larger breeds would most likely purchase the 10 lb bags while customers with smaller rabbits purchase the 2 lb or 4 lb bags. People who purchase the 2-lb bag and follow the instructions of mixing the pellets with their daily hay would need about 3 of the bags a month for a medium-sized (typically lop breed) rabbit. This will keep people buying the product. With the subscription, it's extremely easy for people to subscribe so that they would not run out of pellets. The flavor options, size options, and subscription are the main advantages of purchasing from Fitbuns. In terms of the transactional model, the competitors of Fitbun go through a similar process, but their subscriptions do not give them a 10% discount. The most owner breeds in the market are the Lionhead rabbit and the Holland Lop rabbit. These 2 rabbits range from small to medium, and since they make up a majority of the market, it is expected that the 2-lb bag would make up 10% of the sales, the 4-lb would make 60% of the sales, and the 10 lb bag would make up 30% of the sales. Although small rabbits are the second most popular breed, the product is catered towards obese rabbits, and the company should expect customers to purchase larger portions of food.

The MBV portion of the plan has been briefly discussed in the Market Problem section, but realistically, with the other competitors in the market, it may take up to 6 months to get the word out about the product.

MONTHLY OPERATIONS									
Facilities All-in:									\$394
Machine									\$18,091.80
Utilities									\$5,420
Cleaning									\$2,460.00
Sales-Marketing:									\$3,900
QA specialist									\$2,720
R&D Technician									\$3,040
Loan:									\$350
Acct/Legal/Consult:									\$3,000
Company Manager									\$27,194.00

In the MBV, \$3,900 has been allocated to marketing solely to get the word out through a third-party channel. This type of marketing would be through social media posts, influencer marketing, e-mail newsletters, brochure handouts, and Tiktok. The monthly operations above are the assumptions made to reach breakeven, and there is a direct cost of \$4.97 for a 2-lb bag to pay for the ingredients, labor, packaging, and transportation. The 2-lb bag would be priced at \$14 each and has a gross profit of \$9.03 per unit. The concept portfolio includes the MBV spreadsheet and the breakeven volumes that were calculated using the monthly burn rate, gross profit, and direct costs. In order to break even, 166 customers have to purchase a 2-lb bag each day, 1166 bags a week, and 5,054 a month. The 2-lb sales timeline to reach breakeven and earn \$1,000,000 in revenue is shown in the concept portfolio. The \$1M revenue timeline requires that the company sell 5,952 2-lb bags monthly. If a customer needs 1 bag a week, and there are 19,975 people who would be interested in the product, Fitbuns would have to sell to 9.93% of the target market weekly to reach a revenue of \$1M. Considering that this is less than 10% of the target market, it's very doable to sell and produce 5,952 monthly to sell to customers at \$14. With the amount of marketing that will be done, and the availability of the products online, customers outside of Minnesota could get their hands on the product too. The machines in the facility are able to withhold and produce 265 lb of pellets per hour. To reach the \$1M revenue, the company has to produce 11,905 lb monthly, but the capacity of the pellet machines could make up to 46,640 lb monthly, assuming that the

machines constantly run on all the business days in a single month. This leaves room for more pellets to be sold nationwide in case more people purchase the goods than expected.

Operations/Commercialization Problem

The priority to get the product from the concept stage to the marketplace is getting the facts straight through intensive research. The following questions must be answered before the product could be launched:

- What are the exact nutritional values of the pellet?
- What are the long-term effects of the product on overweight bunnies? In the case where a vet misdiagnoses a rabbit for obesity, would it be safe for rabbits that aren't obese to consume the product? If so, for how long?
- Which suppliers sell the cheapest ingredients, but the highest in quality?
- Which flavors do the rabbits love the most? Are there any other flavors they love that Fitbuns do not sell?
- How long will the pellets last after the date of production?
- Does the product do what it says it will do? If so, how long did it take to show results? If not, what ingredients are necessary to make the product work?
- What customers are interested in the product? Who is the target audience in Minnesota?

The main step to take to commercialize the product is to get the product tested and approved by the FDA to ensure that it has followed the most current regulations and guidelines. This step could not be taken until the research on the pellets has been solidified, and the questions above have been answered.

Once the research is done and the product has been approved by the FDA, 6 people are needed to ensure the company runs smoothly and that production is up to date. All products will be created and packaged in-house, but delivery will be through a third party. Other third-party companies involved include marketing, legal disputes, accounting, taxation, and warehouse cleaning.

Role	Job description	Wage
Truck Driver	<ul style="list-style-type: none"> • Pick up items from supplier under the orders of the company manager. • Must be physically able to load and unload bulky items. • Deliver Fitbun diet pellets that are ready to nearby pet stores, third party delivery, and nearby orders. 	\$12/hour
Quality Assurance Specialist	<ul style="list-style-type: none"> • Control the toxic substances inside the animal feed (i.e., pathogenic organisms). • Conduct on-site control tests like moisture, toxicity, and freshness. 	\$2720/month

	<ul style="list-style-type: none"> • Send out sample ingredients to third party laboratories for further quality testing. • Send ingredient reports to the R&D technician for further improvements of the pellets. • Maintain process control in the facility. Continue checking that the machines used are cleaned properly, does not have any buildup, and is not affecting the quality of the product. 	
Research & Development technician	<ul style="list-style-type: none"> • Continue researching and developing formulas for the Fitbun diet pellets based on the recommended ingredients suggested by the QA Specialist. • Work cooperatively with the QA specialist for safe flavors in the Fitbun pellets. • Develop and test flavors that rabbits love. • Create testing and design methods to understand rabbit nutrition and health for future products. • Undergo tests and research related to the validation of products, nutritional value, packaging, and shelf-life. • Write reports of analysis and findings pertaining to rabbit nutrition and diet. 	\$3040/month
General laborer 1	<ul style="list-style-type: none"> • Function the machines in the factory and must be able to carry bulky items. • Clean machines weekly under the supervision of the QA specialist. • This would be a part-time job that is taken in shifts, and will be done alongside general laborer 2. 	\$12/hour
General laborer 2	<ul style="list-style-type: none"> • The same description as general laborer 1. 	\$12/hour
Company Manager	<ul style="list-style-type: none"> • Receive supplies from the truck driver, delivery, and suppliers, and take note of inventory. • Monitor that everyone else is doing their jobs. 	\$6080/month

	<ul style="list-style-type: none"> ● Purchase ingredients, contact suppliers & distributors, and organize shipping, delivery, and sales. ● Understand what could be done to analyze sales and cut-down on costs for ingredients and supplies. ● Work alongside the QA specialist for fresh and high quality ingredients. ● Write reports on sales, forecast sales, and analyze what could be done better in the future. ● Must be able to function the automated software designed for inventory, delivery, and shipping. 	
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The production of the Fitbun diet pellets is projected to start from a vegetable washing machine where all the dry ingredients like celery, raspberries, and hay are washed to remove the dirt and grime. Then, the general laborers would move the ingredients into a freeze drying machine to preserve its nutritional value, but remove the moisture from the wash. Next, the ingredients would be crushed and mixed in with the wet ingredients such as natural extracts, minerals and substances that would make the pellets intact, and water. Once all the ingredients have been crushed and blended, it goes through a pellet machine where the pellets are shaped. After a few hours of rest from the heat, the pellets are carefully packaged using a packaging machine. The total machinery cost ends up being \$18091.8, and there would be a loan for 5 years at 6% monthly for \$350.



The actual testing of the product have been outlined in the resource problems section, and shows the strategy of getting the product to where it should be prior to its launch. Fitbuns must also provide insurance for the workers because they are working in an environment with many bulky items and machines that work at high temperatures. This is an environment that puts workers at risk to burns and other forms of injuries, so proper safety equipment and insurance should be something Fitbuns take into account before launching the product.

Resource Problem

In order to kick off the business, some research, and testing has to be done successfully to answer the questions in the operations/commercialization problem of the plan. These include marketing research, shelf-life/packaging research, formula and flavor research, nutrition value research, validation research, and connecting with the right individuals.

Marketing Research

Market research could be done through online surveys/questionnaires, focus groups, and one-on-one interviews with various rabbit owners. To distinguish what rabbit owners would like to see in the market for their pet rabbits, and how much they would be willing to spend. For this specific plan, 10 rabbit owners have been interviewed with the VOC attached in the Concept Portfolio section. However, 10 rabbit owners are not representative of the entire target market, considering that only 2 of the rabbit owners had obese rabbits and that all the rabbits were the same breed. There needs to be a more diverse selection of rabbits to compare.

Shelf-life and packaging research

This portion of the research could be in-house research that could only be done once the formula, flavor, and validation research are confirmed. With the final formula for the pellet, an experiment has to be conducted with different types of packaging over long periods (90 days - 6 months) of time. One way this research could be done is to take one sample of a 2-lb bag right after production and separate the pellets into 32 different 1-oz bags. Each bag would be different, and the bag options are listed in the concept portfolio. 8 of the bags would be stored at room temperature (25 C), 8 of the bags would be stored in a higher temperature (40 C) room, 8 in moderately high temperature (35 C), and 8 of the bags would be at a cool temperature (15 C). All the bags will be stored at 40% humidity, and in each category, 4 of the bags are vacuum sealed while the other 4 is not. Every 3 days for 6 months, each bag would be monitored for pH, yeast formation, mold formation, moisture, aroma, nutrition content, shrinkage, and appearance. The price of each material will also be taken into account when choosing the bag. Some of the factors the packaging could be tested for could be durability, waterproofness, UV resistance, and thermal reaction. At the end of 6 months, the packaging with the least deformation would be chosen (price will be taken into account). If the bag could last for longer than 6 months, the bag will continue to be monitored until it is deemed inedible and unsafe to eat for rabbits. For a second opinion on the shelf-life, third-party sites could analyze this information for \$950 - \$1400, depending on whether or not the test is accelerated.

Formula, flavor, validation, and nutrition Research

The formula, flavor, and validation research must be kept in-house to keep the concept a secret from competitors. In order to accelerate the process, 3 to 4 researchers could be asked to work on the project. Currently, the formula for the pellets includes 80% hay (30% Alfalfa, 50% Timothy Hay, 20% Orchard Hay) with the other 20% being other ingredients such as natural extracts, fresh fruits, fresh vegetables, and substances that would keep the pellets intact. The researcher's job would be to use this information and identify an all-natural formula that is hygienic to make, safe for rabbit consumption, and actually works. An important aspect of the research would be that the researchers are able to replicate the formula consistently and show that it gives off the same or similar results. The next testing step once the perfect formula is found would be to send a sample of the pellets to a third-party research facility for further nutritional value testing. For each flavor, this would cost about \$150 - \$200. So, in total, the nutrition testing would cost a maximum of \$600. Once the formula of the pellet is settled, it must be approved by the FDA so that it's safe for consumers to use. After the formula gets FDA approval, the researchers have to figure out which flavors rabbits love best. This could be done by asking for about 20 volunteers who own rabbits to test out the pellets. The owners should sign a consent form prior to the test stating that if anything were to happen to the rabbit, the rabbit should stop eating the Fitbun diet pellets immediately, and must be brought to a vet. Each rabbit will be allowed to taste each flavor three times in three different settings (morning, afternoon, and night). All the rabbits will come to the researchers for testing so that the setting is controlled and is the same for all the rabbits. All the rabbits must be healthy rabbits with no complications, allergies, and previous sicknesses. The rabbit will then eat the pellet for 3 consecutive days, with only 1 flavor to eat in 1 day. On the first day, the rabbits could start with the Garden Greens flavor, which consists of parsley, basil, carrot tops, and cilantro extracts. The quantitative measurement that would be taken into account would be how quickly it took the rabbits to eat the pellets from the time it was placed in front of the time until the time they stopped chewing. The qualitative characteristics that would be taken into account would be whether or not the rabbit chose to eat the pellet and how the rabbit reacted to the pellet (did they sniff first before eating the pellet? Did they lick and then spit it out?). If one of the flavors particularly shows that rabbits take too long to eat, and are not showing interest in the flavor, it would be worth discarding and researching for a new flavor formula that rabbits would love with the same method.

At the moment, it is hypothesized that with the following substances, it would take 10 - 20 weeks for the rabbit to start showing results. The researcher's job would be to see whether or not that is true with the formula they have found. Once the final formula and flavor combinations have been determined and is FDA approved, the researchers should focus on finding participants who own obese rabbits. They should collect at least 30 obese rabbits for validation testing. For safety purposes, the rabbits that are chosen must be over 7 months old with no other health issues other than obesity. It is important to note that at the time of the testing, the rabbits are not allowed to consume any other types of treats, pellets, or fresh fruits/vegetables. The owners of the obese rabbit should sign a consent form similar to the formula and flavor consent form. All

the rabbits would be given a 10-lb bag of diet pellets. 15 of the rabbits should be told to mix the pellets with their daily intake of hay. 4 tablespoons of pellets must be consumed with hay in the morning and 4 tablespoons must be consumed at night. The owners must record the times the pellets were fed to the rabbits, and bring the rabbit back to the researchers every 5 days to get weighed. During each visit, the participant is expected to bring a sample of the rabbit's waste, and the urine. These two would be analyzed for nutritional and toxicity content before and after each rabbit's visit to the facility. The other 15 rabbits would go through a similar procedure, but instead of being fed a mix of hay and pellets, they would be asked to only eat the pellet. The serving size would then be about 1 cup each morning and 1 cup each night. This testing would then last for at least 10 weeks, and if no results were found in 10 weeks, the experiment would extend to 20 weeks or 25 weeks at most. If no difference is found by 25 weeks, something must be wrong with the formula, and the researchers have to create a new formula.

If the formula is validated, the researchers should take note of the average time it took for the rabbits to show results, and if there were any prolonged effects the rabbits in the pellet-only group faced. The formula could be adjusted and re-tested to ensure that there would not be any aftermath from consuming the product and that the product actually works.

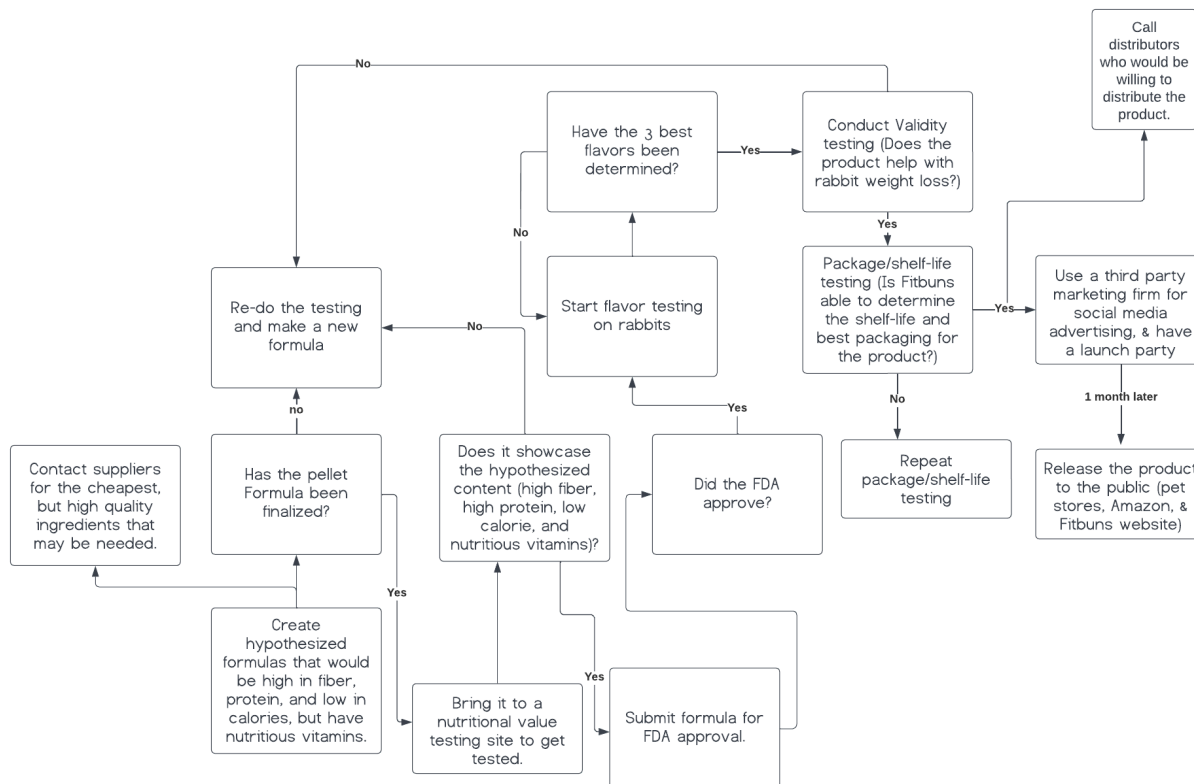
Additional Aftermath Research

After the rabbits have gone through the validity test, reach out the rabbit participants from both groups and ask if there were any long-term effects after eating the pellets or when they were eating the pellets. Some of the effects could have been being more energetic than usual, sleeping more than usual, or littering more than usual.

Individual Connections

Prior to the launch of the product, there must be mass media marketing, promotion, and advertising through vets, social media, and local pet stores. Leading up to the launch date, at least 1 month before the launch, the company should send proposals to USDA-approved veterinarians and local pet stores to collaborate and invite them to an opening ceremony for the company so that they would be aware of the product. Rabbit influencers across the country would be given free samples and referral codes for a 10% discount on first purchases 1 month before the launch.

The company needs to also make connections with suppliers for fresh and high quality hay, celery, raspberries, and natural extracts. This would require calling up several different suppliers that could be found online, and interviews could be conducted with pet store owners to learn more about where they receive their supplies from. After the calls and thorough research online, the prices of the ingredients should be compared in terms of the raw price, delivery fee, and time it would take for the ingredients to arrive.



Willingness to Pay

In the first month, the company could try selling the different-sized bags to see how much customers are willing to pay for the products, and the demographics of customers who purchase the products. The latter information may be more difficult to attain due to privacy issues, but is still achievable through surveys after online purchases. A survey pop up could come out after each purchase, and customers could give information on why they purchased the product, and what attracted them to the product. These information would be collected to see why customers are willing to pay for the product even though it is more expensive than the competitors' products.

Some of the risks associated with the development of the Fitbun Diet pellets include other companies copying the concept of the product. There is also a risk of customers not purchasing the products because it would cost them more to purchase Fitbuns compared to other pellets in the market. If the company does not live up to its promise of helping rabbits lose weight, there are some serious consequences that could entail. For instance, the FDA could take away their licensing from the company and the business license would be taken away too. Customers who are unhappy with the results are able to file lawsuits against the company. If the steps in the research is not taken seriously, and have not been met, the product should not be launched because there would be no value in the product. Some of the consequences could be that the product is actually unsafe for rabbits to consume, and without proper testing, this information would not be known.

Features/Resource	Source	Goals	Cost
Marketing Research	in-house	Interviews and surveys must be done to identify target consumers, what they want, and what they expect out of the product. Participants should be compensated for their time and effort.	\$100
Pre-launch advertisement	in-house , influencers, & third party platforms	A third party marketing firm will be in charge of Fitbun's social media advertising, but Fitbuns will take care of the pre-launch party (to get target audience excited about the product) by calling and inviting rabbit influencer, interested rabbit owners, and exotic pet vets in minnesota. Rabbit influencers are expected to cost \$200/post, and if Fitbuns is inviting 10 rabbit influencers, this would cost an estimate of \$2,000. The marketing firm would cost \$3,900 for the first month of advertising, and a small pre-launch party could cost \$1,000.	\$6,900
Validation Research	in-house	10-lb bag must be given to 15 rabbits that are eating the hay blend, and 2 10-lb bags need to be given to the other 15 rabbits who are eating only the food. The direct cost for 1 10-lb bag is estimated to be \$24.85. So, to give all the participants the 10-lb pellets, it would cost Fitbuns \$994. A weighing scale is also needed to weigh the rabbit each time it visits the facility. A pet weighing scale costs \$153.30.	\$1147.30

Nutrition research	Lab	The nutrition research is expected to cost \$200 per trial. However, since this is a test, it would take more than 1 trial to get the right formula for the impact that is expected. Hence, assuming that the researchers are able to figure out the correct formula in 6 tries, the cost would be \$1200.	\$1200
Flavor research	in-house	20 rabbits will be involved in the research, and they will not eat large quantities of the food. Hence, 1 4-lb bag of each flavor is enough to compensate for the research. This would cost about \$9.94 per bag.	\$29.82
Formula research	in-house	The formula research would take a long time, considering that there are many ingredients involved. The estimated ingredients would cost about \$4.78 per 2-lb, but there are unknown ingredients that may be needed to make the formula successful. Also, there needs to be enough room for the researchers to conduct more than 1 trial of the research. Hence, an additional \$20 may be necessary to compensate for all the trials the researchers will have to conduct.	\$24.78
Shelf-life/packaging research	Third party/in-house	Sending the samples over to a lab and testing out for its shelf life costs \$1,200 per sample. There would be at least 3 samples with different packagings.	\$3,600

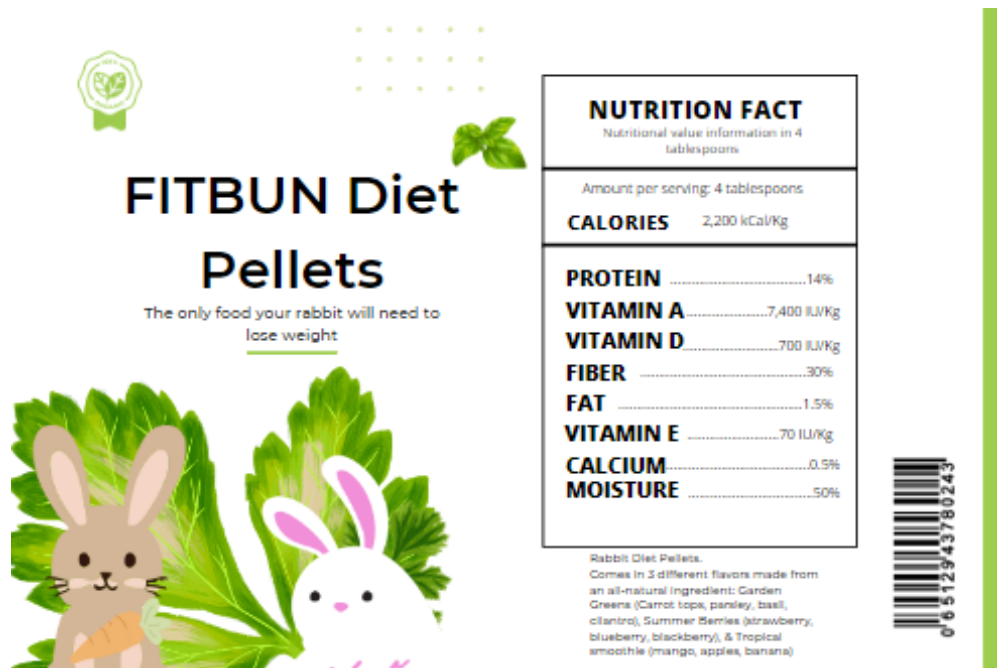
The total additional cost for resources to ensure the product comes to life is \$13,001.90. Without this monetary value, the company could face serious implications such as lawsuits and the company's rights to own a business because there wouldn't be proper research behind the claims of the company.

Recommendation

The concept of the Fitbun Diet Pellets is definitely strong enough to exist in the market with proper planning and research to finalize the product's nutritional values and to validate its existence. Once the product has been approved by the FDA and has finalized its flavors and outcome of how long until rabbits start to see the results, these information could be added to the packaging and marketing so that customers know what to expect from the product. The most important part of this project is the research behind the product to validate its entire existence. However, research could not be done without the additional \$13,001.90 to conduct the research. The largest threat to the whole project is if the research was inaccurate, and that there was not enough evidence that what is written on the packaging is true. The firm may face lawsuits, and heavy consequences such as the revocation of the business license. Through all the testing and research, the company must also keep all of the formulas a secret in order that the other competing companies do not copy the idea. However, since the concept of having a diet pellet with low calories, standard protein, high fiber, and low fats have not existed for rabbits, this product could work, and has potential to succeed within the industry as it provides owners with obese rabbits an alternative weight loss solution.

Concept Portfolio

Projected Nutritional Value



FITBUN Diet Pellets
The only food your rabbit will need to lose weight

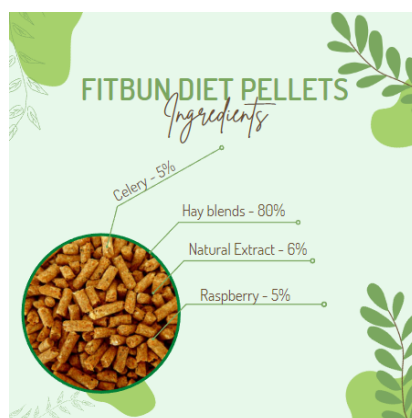
NUTRITION FACT	
Nutritional value information in 4 tablespoons	
Amount per serving: 4 tablespoons	
CALORIES	2,200 kCal/Kg
PROTEIN14%
VITAMIN A7,400 IU/Kg
VITAMIN D700 IU/Kg
FIBER30%
FAT1.5%
VITAMIN E70 IU/Kg
CALCIUM0.5%
MOISTURE50%

Rabbit Diet Pellets.
Comes in 3 different flavors made from an all-natural ingredient: Garden Greens (Carrot tops, parsley, basil, cilantro), Summer Berries (strawberry, blueberry, blackberry), & Tropical smoothie (mango, apples, banana)

The nutritional value above shows the serving size for a 6-10 lb rabbit if the owner would serve the pellets with their dose of daily hay. For a 2 - 4 lb rabbit, the amount for 1 serving would be cut in half, which is 2 tablespoons. Larger rabbits weighing 11 - 15 lb would be served 6 tablespoons per serving. The rabbit should be fed the diet pellets twice a day, once in the morning and once at night with the same amount of serving. The rest of the content would

include minerals such as phosphorus, potassium, sodium, ash, moisture, sulfur, magnesium, copper, iron, manganese, and zinc. However, these quantities are extremely difficult to predict in a rabbit's diet as it comes in extremely small amounts of up to 0.2%. The exact ratios of these product would require additional testing and nutritional research to determine what would be a healthy value for the rabbits to digest. The moisture content, though could be expected to be 50% of the entire pellet.

Expected Ingredients



The ingredients listed would be 5% celery, 80% hay blends (Timothy hay, orchard hay, and Alfalfa hay), 6% natural extracts, and 5% raspberry. The rest of the 4% are substances that would keep the ingredients intact and would blend together to become a pellet. The exact ratio would be fixed after the final testing procedures are completed, but the high hay content would make the pellets low in calories and high in fiber. Celery and raspberries were added to the pellets for better flavor, and these fruits and vegetables are safe for rabbit consumption. These 2 ingredients are high in fiber and allow the rabbits' secretion to run smoothly. The natural extracts would be to give the pellets additional flavor without altering the nutrients and nutritional value.

Predicted Serving Instructions

PELLETS ONLY

Serving Instructions

Refer to the Hay mix instructions and follow that for 2 weeks.

Start feeding the rabbit 1 cup of pellets per serving, and continue to feed day and night.

Stop feeding pellets only once your rabbit is no longer obese.

HAY MIX

Serving Instructions

Add 4 tablespoons of Fitbun Diet Pellets to 8 oz of the rabbit's daily hay.

Feed the rabbit the same quantity twice a day. Once in the morning and once at night.

Do not give the rabbits any other pellets or snacks.

The serving instructions are for rabbits older than 7 months old and are 6 - 10 lb on the first day they eat the pellets. There are 2 serving instructions. The first one is if the rabbit is only going to be served the pellets. This is only recommended if the rabbit is severely obese and accelerated results are needed. However, this feeding method has to be stopped right after the rabbit has reached a normal weight. The hay mix method is more suitable for feeding rabbits as it is the less extreme way for rabbits to lose weight. This allows rabbits to enjoy their meal and absorb all the nutrients they need.

User Persona

SPENDRIFT LOLA

BIODATA

- Name: Lola
- Age: 32
- Degree: Bachelor's Degree in Computer Engineering

LIFESTYLE

Loves traveling, and brings her bunny along. She would do anything for her rabbits. Although she takes care of a rabbit, she is not the cleanest person out there.

MOTIVATION

- Gets paid \$130,000 a year so she could spoil her rabbits
- In her free time, she would have a bunny date with all her friends (who owns bunnies too)

FRUSTRATION

- Not enough high-quality products in the market for her bunnies
- Travel restrictions that impact her bunny
- People think that her behavior towards her rabbit is spoiling it too much.



Consumer Concept for Lola

Fitbun Diet Pellets

The Pellet your Rabbits will love in no time

Is your rabbit a picky eater no matter how much money you spend on them? Rabbit pellets in the market lack flavor, and your rabbits may get bored of the limited options. To help your rabbits enjoy the food they eat, Fitbun Diet Pellets were created. These pellets were specially designed, and backed with consumer data, to have flavors your rabbits will love. These flavors were specially curated for bunnies that are sensitive to aromas and flavor, and if your bunny gets bored of 1 flavor, there are 2 other flavors your bunny could choose from! The 3 flavors include: Garden Greens, Summer Berries, and Tropical Smoothie. All the ingredients are natural with natural extracts that were inspired by the fruits and vegetables already love to eat. You can serve these diet pellets as toppings on your rabbit's daily hay, and this should only make up 20% of your rabbit's daily diet. These pellets are packed with natural ingredients which would maintain you rabbit's weight, and is supposed to be palatable for your rabbits!

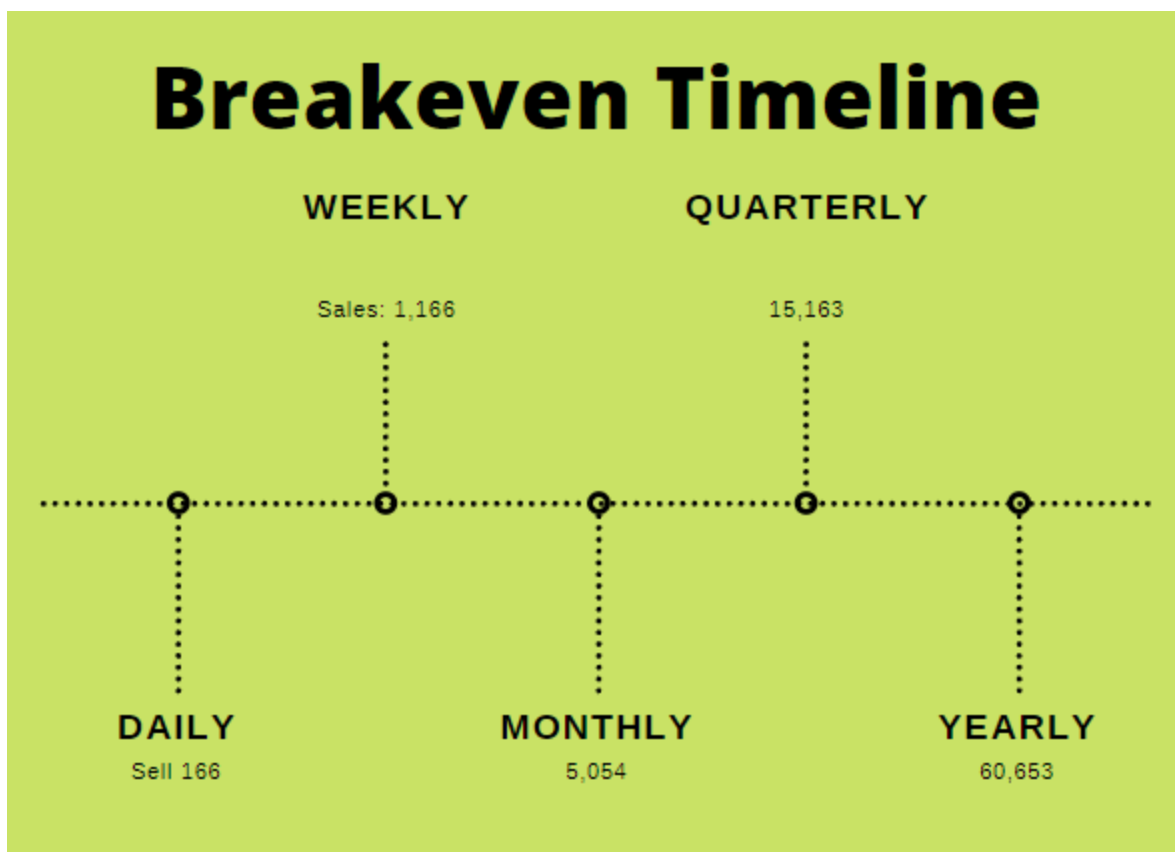
Fitbun Diet Pellets also come in 3 different sizes: 2 lb, 4 lb, and 10 lb, which could be found in local pet stores, Amazon, and the Fitbuns website. Check out the Fitbuns website for weekly or monthly subscription plans.

2-lb: \$14, 4-lb: \$28, 10-lb: \$70
10% off on purchases with subscription

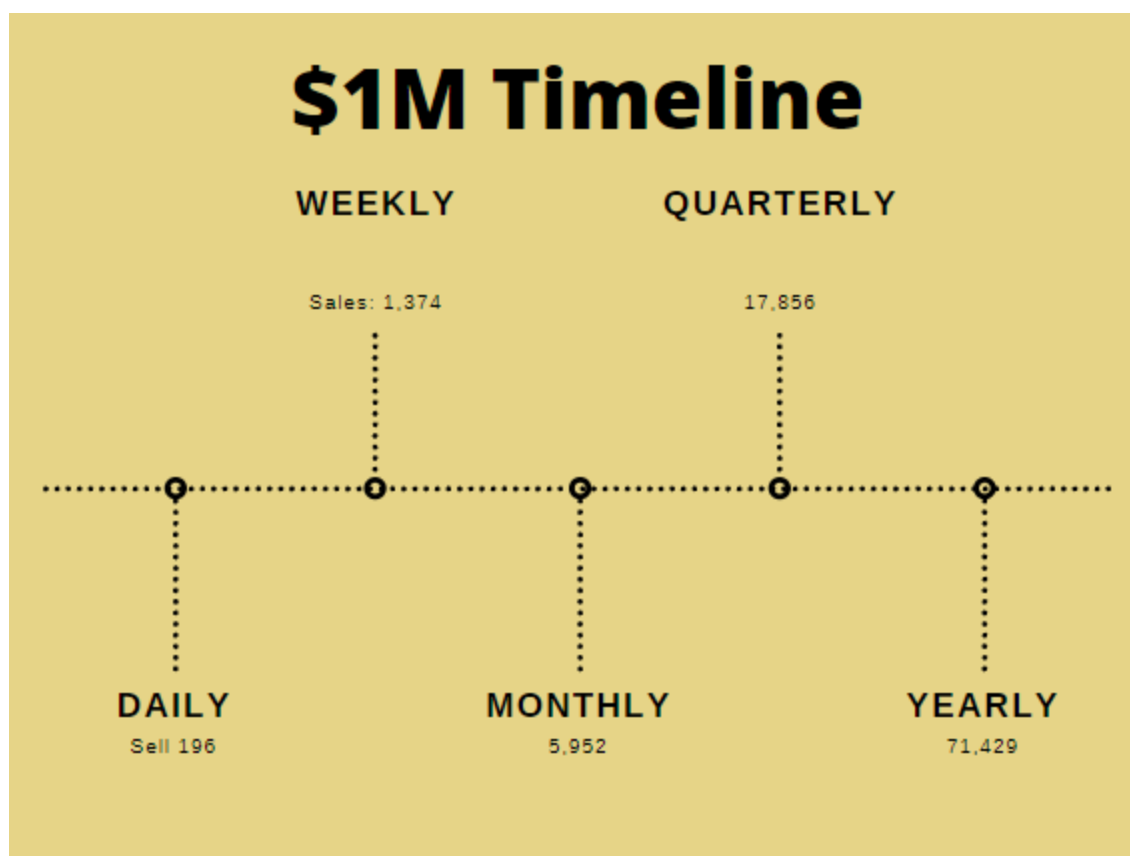
MBV Calculation of a 2-lb bag

				METRICS		
BASELINE 1:	If We Charge This:	\$14.00	\$20.00	Your Biz Idea		
BASELINE 2:	And Our Costs Are:	\$0.19	LABOR + COMMISSIONS + ROYALTIES			
		\$4.78	MATERIALS + DIRECT MFG COSTS			
		\$4.97	TOTAL DIRECT COSTS			
BASELINE 3:	Gross Profit per unit:	\$9.03	64.5%	Gross Contribution Margin		
BASELINE 4:	Monthly Burn Rate is:	\$45,635				
BASELINE 5:	Breakeven at:	60,653	15,163	5,054	1,166	166
		Per : YEAR	QTR	MONTH	WEEK	DAY

2-lb bag timeline to reach Breakeven



2-lb bag timeline to reach \$1,000,000 revenue



FDA Animal Feed Requirements for Approval

Proper and honest labeling that has all the descriptions the FDA needs
Hygienic transportation and handling
Safe quantities and types of ingredients used in the product to avoid the spread of unwanted diseases
Use only FDA-approved food additives
Fits the definition of animal feed, and is clearly not an animal drug

These are some of the most requirements to get approval from the FDA, and the rules and regulations continue to change every single year. Companies that apply for FDA approval are expected to be licensed as a business, and must follow-up every 6 months if the product is for an animal feed.

Questions asked to target audience (Bunny owners in Minnesota):

1. What is your rabbit's age, breed, and sex?
2. What does your rabbit's daily diet look like?
3. How often do you fit your rabbit everyday?

4. Does your rabbit eat fruits and vegetables? If so, what are some of their favorites?
5. On an average day, how many hours is your rabbit awake?
6. Is your rabbit spayed? If yes, what differences have you noticed before and after, if any?
7. Does your rabbit not like any food? If so, what are they?
8. Is your rabbit in an enclosed space? If so, how big is the space and how often are they let out?
9. Do you allow your rabbits to eat pellets? If yes, what flavors/prices do you normally go for?
10. Where do you normally purchase your rabbit items from?

Packaging Experiment

No.	Bag options	Example
1	PP woven bags	
2	Plastic film bags	

3	Paper bags	
4	PET packaging	

Presentation Slides



1. Problem

- 35% rabbits are obese
- Solution: Cut down on Hay
- Problem: Digestion issues



2. Solution

- Nutrients from Hay blend
- low calorie & fat, standard protein, high fiber
- Tasty with ingredients rabbits love!



3. How Does it Work?

- Flexible use
- Research-backed findings
- Partner with vets & local pet stores



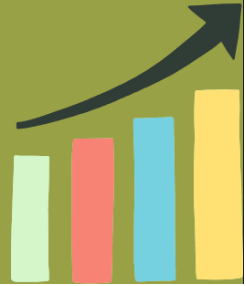
4. Weight loss journey

- Target Customers
- Pellet process
- Availability



5. Next Steps

- Conduct the research
- Marketing to target customers



Thank you!



Q1: Flavors & Product Types

- 3 Flavors: Garden Greens, Summer Berries, & Tropical Smoothie
- 3 Sizes: 2 lb, 4 lb, 10 lb



Q2: Nutrition Balancing



- Ingredient for low-calorie: Timothy hay
- Natural vitamins & Protein: Alfalfa hay
- Fat: Celery & raspberry
- Replaces daily treats & fresh foods

Q3: Calories & Safety



- Need 2,200 kCal/Kg
- Expected to be safe on its own
 - Enough Nutrients & calories
 - Go through transition period
 - 7 months and older, no other conditions

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