

Group name: Team Muffinity

VHL University of Applied Sciences

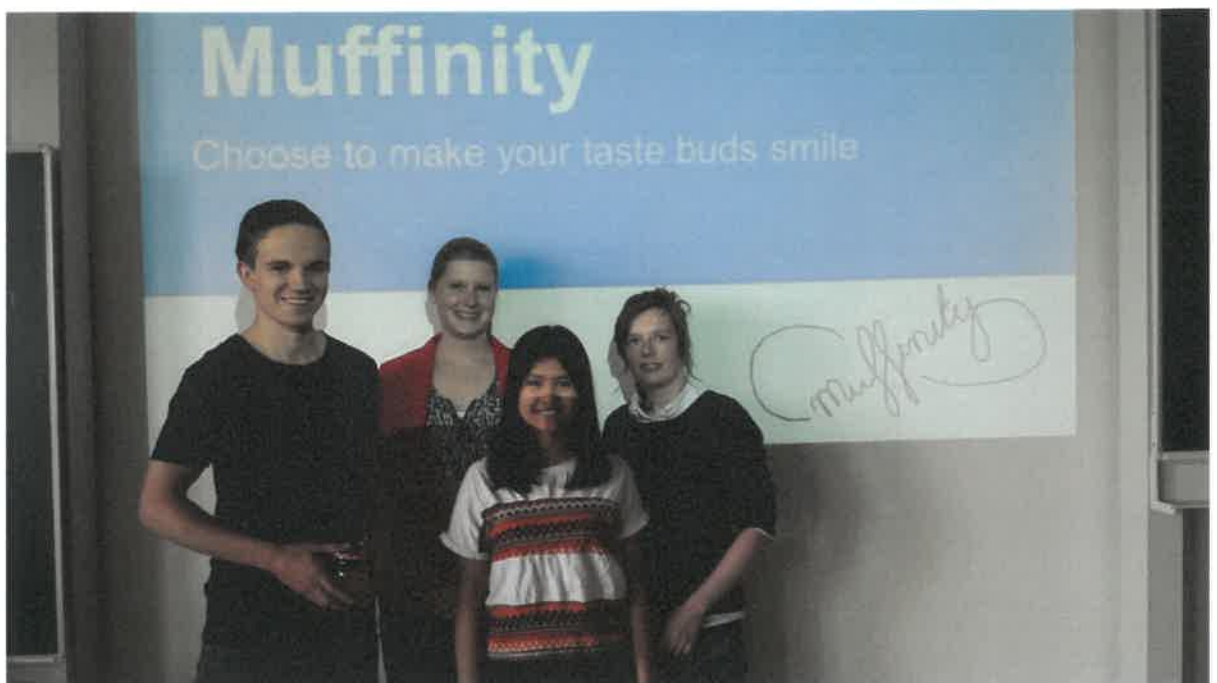
Coach: Sigrid Wintermans

2015

Product: Muffin made of soy.

Group members:

1. Anton Aaldering
2. Celine Doree
3. Sang-arun (Ploy) Meepho
4. Annelot Nijkoops (captain)



Muffinity

Choose to make your taste buds smile

Twan Schoenmakers
Sang-arun Meepho
Annelot Nijkoops
Céline Dorée
Jakob Jung



Content

- What is Muffinity?
- How do we produce the product?
- Sales & marketing
- Innovative aspects

A handwritten signature of the word "Muffinity" in a cursive script, enclosed in a thin black oval border.

What is Muffinity?



Brand

Choose to make your taste buds smile

- By students for students
- Sustainable vision



Ingredients

- Soy bean crust
- Soy milk



- Salt
- Sugar
- Olive oil
- Baking soda
- Lemon juice
- Baking powder
- All purpose flour



Jar

- Reusable
- Resealable
- Easy to bake
- Hygienic
- No crushed muffin
- No mess while eating



Service

- Choice of ingredients
- Fresh ingredients
- Ready to muffin
- Warm muffin
- Social media



Your choice

Strawberry dream

A lovely muffin with strawberry and soy based whipped cream



Apple pie muffin

Contains warm apple and raisins with a topping of soy bean crush with cinnamon

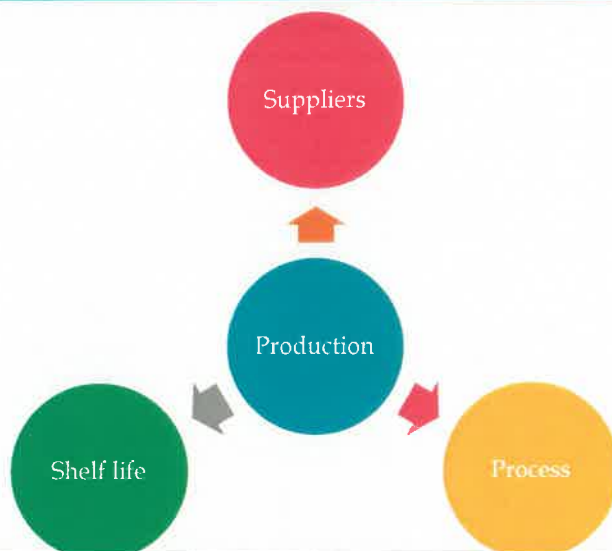


Breakfast muffin

A muffin with an egg core and bacon as topping
Warming this is no longer vegan



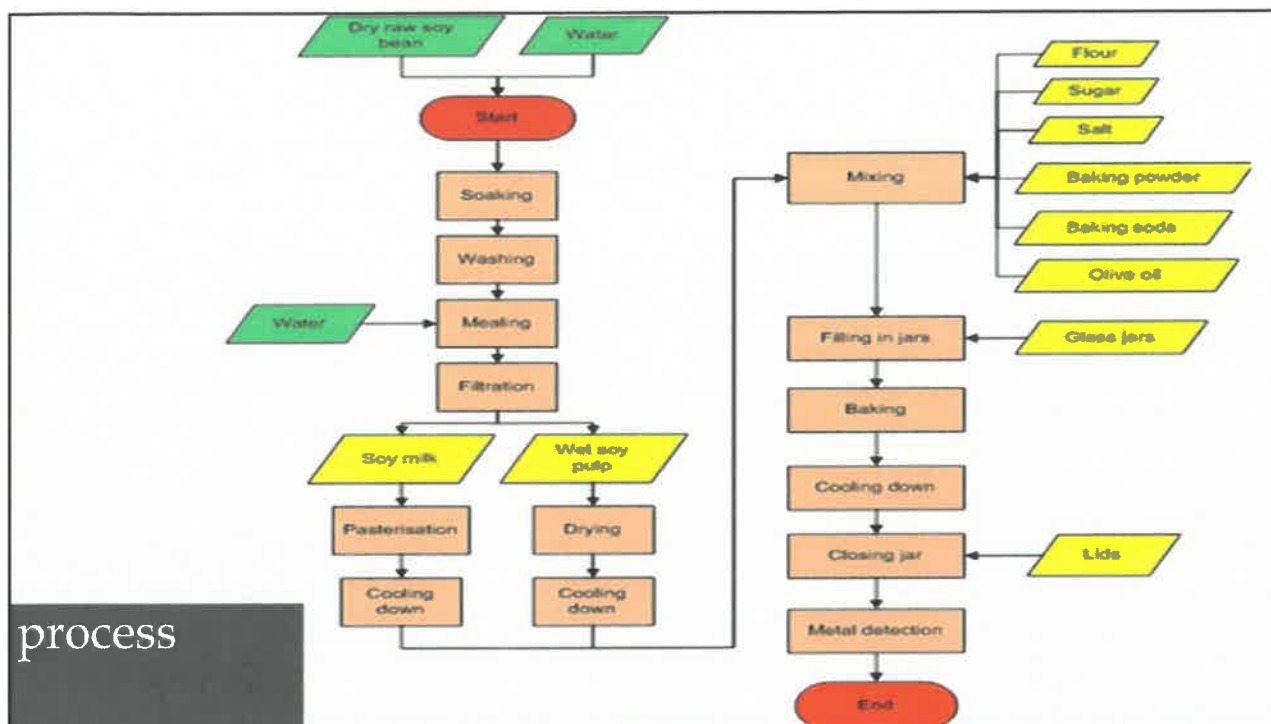
How do we produce the product?



Suppliers

- Soy beans from Proterra certified suppliers
- Bonsucro for the sugar
- Dutch suppliers to reduce carbon footprint





Shelf life

- At least two weeks
 - Test still running
 - Estimated shelf life: one month
- Aw value of the muffin: 0.67
- Most likely no growth below:
- Bacteria -0.91
- Yeast -0.88
- Molds -0.70



Sales & marketing



Pricing

Jar	€ 0.30
lid	€ 0.24

€ 2.50 for muffin

+

€ 1 deposit of jar

=


€ 3.50 Total price

ingredient	Price per muffin
flour	€ 0.03
sugar	€ 0.04
Olive oil	€ 0.14
Soy bean	€ 0.17
Other ingredients	€ 0.04
Total	€ 0.42

Topping	Price
Strawberry dream	€ 0.55
Apple pie muffin	€ 0.38
Breakfast muffin	€ 0.57

Competitors

	100g	Muffinity	Panesco (muffin canteen)	Snickers	Brown bread
Kcal		281	474	467	256
Protein		4.6g	6g	9g	7g
Carbohydrates		41g	50g	65g	46g
Fat		8g	22.5g	19g	3.7g
price		€ 1.67	€ 1.72	€ 1.60	€ 0.24



Innovative aspects

- Jar + return system
- Usage of soy bean
- Vegan and lactose free
- Infinite choice
- Sustainable



Future plans

- Biodegradable lid



- Expand business



- Gluten free muffins



Summary

Choose to **M**ake your taste buds smile

Students

Muffin

flavours

Social media

Vegan

innovation

Return Jar

Soy bean