

Honey with Added Supplements and Vitamins

My idea of a business would be honey with added supplements and vitamins. Many people are already replacing sugar with honey, since it is the healthier alternative for the sweetener. Also, many people are taking supplements and vitamins, especially during the winter when there are few hours of daylight, and the people who work from home do not get the opportunity to go out and get vitamin D. The honey could easily provide the customers with the needed vitamins with a simple tablespoon or two a day, which can be eaten raw or added to coffee or other recipes.

The uniqueness of the business is that most beekeepers are simple farmers with no business knowledge who just try to sell their products as fast as possible. Also, the honey we find on store shelves is mostly laced with sugar syrups, making it an impure product with no health benefits since it is as processed as white sugar. This honey would be all natural, having only vitamins infused to it, which does not only make it healthier than sugar, it makes it healthy all around if consumed in the right quantities.

	Attractiveness	
	High Potential	Low Potential
Market		X
Harvest	X	
Competitive		X
Management	X	
Fatal Flows		X

Market

Although the market for honey is not that big in Romania, since it is an expensive product that people only buy when they can afford it, I believe that it will be easy to attract new customers that are simply looking for a healthier lifestyle. It will be sold in jars, as well as small single serve packets, so people can try the product for a low price and continue to buy it if they like it.

Harvest

In order to maximize profit, the company could focus on making a premium, more expensive product for people who can afford it, which means selling it online or in special shops made for supplements and nutritional products.

Competitive

In Romania there is pretty much no competition when it comes to this product. Most of the beekeepers sell their honey in bulk to foreign companies, so having a competitor with natural honey is not a big problem. When it comes to adding vitamins and supplements to honey there is another company that does it, but it targets a really small audience suffering from specific problems or diseases.

Management

The ease of managing the business comes from the production of honey itself. This depends on many external factors that cannot be controlled such as weather, or the amount of pesticides farmers use in the crops near the beehives since large amounts of it are very toxic to the bees. The good thing about beekeeping is that there are many products that can be sold, not just honey. Some beekeepers actually focus on selling different products, such as bee's milk, propolis, queen bees and many more.

Fatal Flows

The biggest fatal flow for anyone trying to make a break in this business is to not get the authorization to sell honey, but my family has one already so it will not be a problem for me. The second flow would be the apparition of a new product, healthier than honey and maybe easier/cheaper to produce, but there is a very large market for honey and bee products worldwide, so I do not think that it is possible to replace them at the moment