

Product

*Product Description*

Product Name: Rainbow Dog

Slogan: Come Get Your Gold

Product Description: The Rainbow Dog is structured similarly to a hot dog. However, instead of a sausage, one has ground beef in the middle. In addition to the meat, we have added toppings such as cheese, ketchup, and peppers. We only use whole wheat buns.

Logo:



## *Recipe*

### Ingredients (per one serving):

1/4 pound of ground beef (\$2.51)

2 slices of yellow american cheese (\$.17)

1 whole wheat hot dog bun (\$.37)

Ketchup (\$.09)

Small cubes of red, orange, and yellow bell peppers (1 pepper per color) (\$1.12)

Seasonings (½ tp of salt, pepper, and paprika) (\$.31)

Prepare: Wash and slice peppers, toast hot dog bun in the oven, brown the meat, making sure there is no pink.

### Recipe:

1. Toast the bun in the oven until lightly browned
2. Wash and chop peppers
3. Brown the beef (layer bottom of pan with olive oil first)
4. Mix beef with salt, pepper, and paprika
5. Spoon the beef into the bun
6. Add cheese on top
7. Put bun in microwave until cheese is melted
8. Apply a drizzle of ketchup
9. Spoon peppers onto everything

Finished Product:



### *Storage & Handling*

Food safety measures used:

Peppers are washed

Beef is cooked fully

Clean counter and utensils

### *Nutrition*

Zinc and Iron- maintains immune system (beef)

Protein- maintains bones, muscles, blood (beef)

Calcium- maintains teeth and bones (cheese)

Vitamin A- maintains vision, immune system, heart, lungs, kidney (peppers)

Vitamin B-6- maintains red blood cells, prevents infections, improves energy levels and brain functions (peppers)

Vitamin C- helps wounds heal, absorbs iron, helps bones and teeth, forms collagen\*, helps dietary fiber, improves bowel movements and cholesterol and blood sugar, prevents diabetes and heart disease and bowel cancer (peppers)

Dietary Fiber- improves bowel movements, cholesterol, and blood sugar, prevents diabetes, heart disease, and bowel cancer (whole wheat bun)

\*Collagen- main protein found in skin and other connective tissues

In order to communicate the benefits of beef to our customers, we will include it on our flyers and website, as well as advertise it on our food truck.

Customers can learn more about beef nutrition at the websites linked below.

<https://www.beefitswhatsfordinner.com> > nutrition

<https://www.healthline.com> > nutrition > foods > beef

## Market Analysis

Our target audience includes people from all walks of life, though our advertising is directed to attract children. The colors featured in our product is the factor that lure our customers in. The Rainbow Dog has numerous nutritional benefits, including high levels of vitamins A, B-6, and C. This makes it especially appealing to parents.

Customers will have the ability to purchase our product near Central Park on 5th Avenue and 60th Street, NYC. This will make accessible to families looking to get a bite to eat while at the playground or just taking a walk. Our truck will attend birthday parties and festivals as well. We will be open everyday from 11:30 am to 3:00 pm.

### *Cost Analysis*

Container/ Packaging: paper plates

Cost of Container/ Packaging: \$ .16/plate

Total cost to make: \$4.73 including packaging

Selected Profit Margin: About \$5

Final cost: \$10

## Marketing Campaign

The Gold Hunters will distribute printed flyers and have created a website to advertise the Rainbow Dog.

Website:

The website consists of four distinct sections, each with a unique background and layout:

- Section 1:** Features a vibrant rainbow over a blue sky with white clouds. The text "GOLD HUNTERS" is prominently displayed in a colorful, multi-letter font. Below it, the phrase "a healthy alternative" is written in a simple, lowercase font. A navigation menu on the left includes links for Home, Locations, Menu, Who We Are, and Contact. Social media icons for Facebook, Pinterest, Instagram, and Twitter are in the top right corner.
- Section 2:** Shows a panoramic view of a city skyline (New York City) with a sunset or sunrise sky. The text "COME GET YOUR GOLD" is written in large, bold, black letters. Below this, the address "5th avenue & E 60th street, New York, New York 10019" and the hours "Sunday - Saturday, 11:30am - 3pm" are listed. The navigation menu and social media icons are also present.
- Section 3:** Has a light green background decorated with various green leaves and herbs. The text "Our Homemade Recipe" is centered in a bold, orange font. Below the text is a button that says "CHECK OUR MENU >>>". The navigation menu and social media icons are included.
- Section 4:** Features a white marble background. The text "Our Healthy Ingredients" is written in a bold, orange font. Below the title, a list of ingredients is provided: "ground beef, yellow american cheese, whole wheat hot dog bun, ketchup, red, orange, and yellow bell peppers, seasonings (salt, pepper, and paprika)". To the right, there is a form for inquiries with fields for "Full Name", "Phone", and "Email", and a submit button. The navigation menu and social media icons are also present.

Flyer:

The flyer has a light teal background with a subtle pattern of white and light blue shapes. At the top, the text "Rainbow Dog" is written in a simple, black font. Below it, the phrase "Come Get Your Gold!" is written in a bold, black font. Underneath, the text "We use only whole wheat buns AND Beef gives you Iron, Zinc, and Protein" is displayed. In the center, there is a photograph of a hot dog on a whole wheat bun, topped with diced red, orange, and yellow bell peppers. Below the photo, the text "We attend Birthday Parties and Festivals" is written. At the bottom, the location "Located at 5th Avenue and 60th Street near Central Park" is provided. In the bottom right corner, there is a logo for "GOLD HUNTERS" featuring a rainbow and the words "GOLD HUNTERS" in a stylized font.

