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## Colostrum Pill Supplement Business Plan

Jackson Scott

*University of Arkansas, Fayetteville*

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Scott, J. (2022). Colostrum Pill Supplement Business Plan. *Supply Chain Management Undergraduate Honors Theses* Retrieved from <https://scholarworks.uark.edu/scmtuht/22>

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# **FINISH FIRST**

## **NUTRACEUTICALS**

Bovine Colostrum Daily Supplement

Jackson Scott

# FINISH FIRST

## EQUINE PERFORMANCE

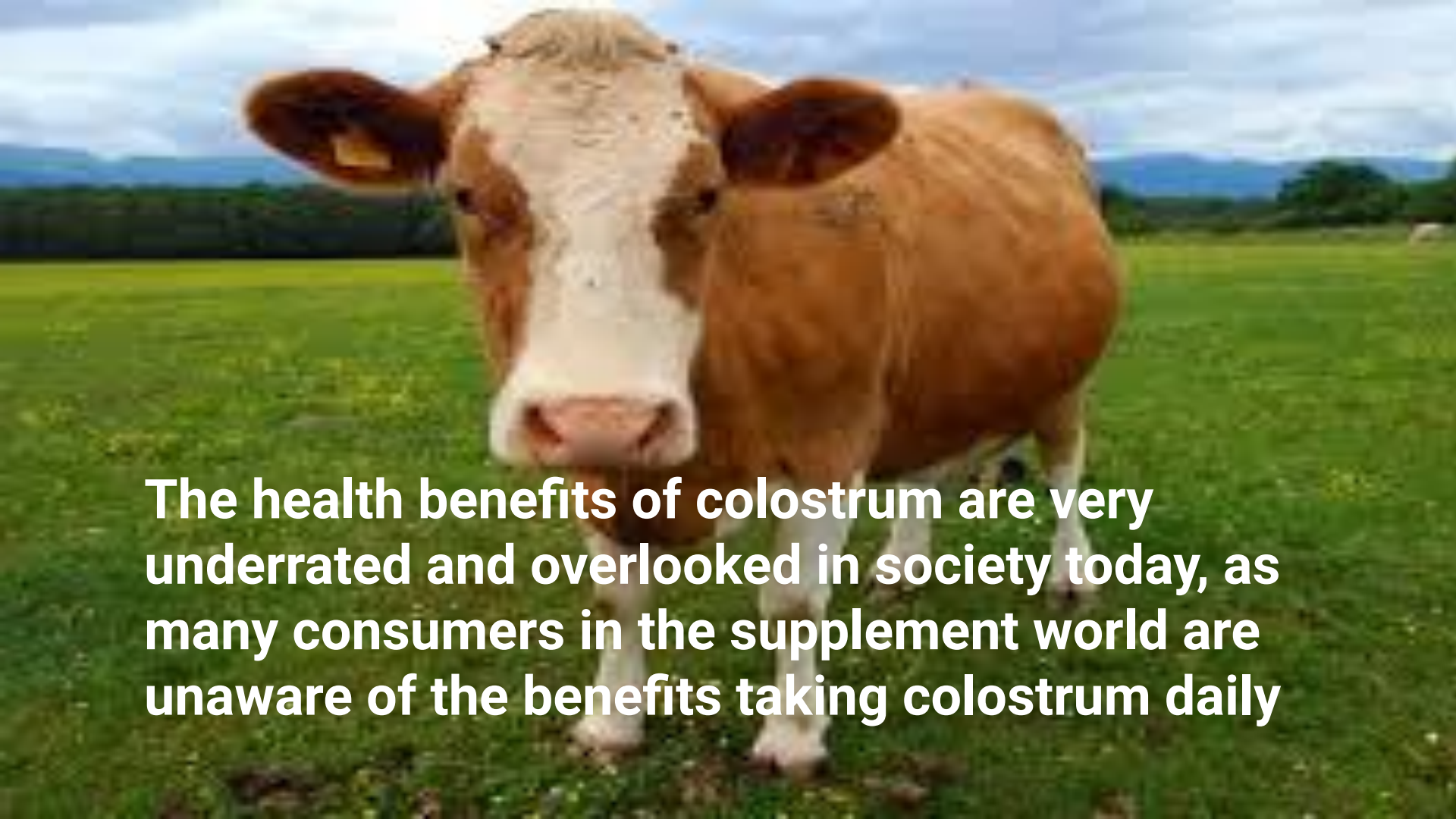
Finish First Equine is a performance supplement company for race horses that has taken over the industry as many of the top horse trainers across the country use it, including the last two Kentucky Derby winners

Finish First Nutraceuticals will be a subset of the company with a focus on boosting performance and health in humans via bovine colostrum-5 capsules

# Problems

- With the rise of the pandemic, consumers have put a increased value on building a strong immune system
- Many young people into fitness are taking experimental drugs that are not approved to improve their physique and fitness levels
- Many people are simply unaware of the supplementation of bovine colostrum and its many benefits, it is being vastly under marketed





**The health benefits of colostrum are very underrated and overlooked in society today, as many consumers in the supplement world are unaware of the benefits taking colostrum daily**

# The Colostrum Solution

Bovine colostrum contains many active immunoglobulins and antibodies that protect newborn calves from dangerous pathogens that can potentially damage their immune system, this works the same for humans when the supplement is taken

Bovine colostrum also possesses sIgA, which protects against viruses such as poliovirus and influenza A virus

sIgA also guards against bacteria such as E. coli and salmonella strengthening gut health

## The Colostrum Solution

A bovine colostrum pill will boost fitness levels and improve one's physique when taken daily with training

Colostrum-5 contains IGF-1 growth factors, lactoferrin and other bioactive proteins that promote the growth of tissue and lean muscle mass

Colostrum-5 can only be attained within the first 24 hours of calf birth, which makes it hard to attain and more beneficial than any other supplement

Consumers who would like to add lean muscle mass can see tremendous benefits from the pill regimen

Consumers who would like to improve their stamina and overall fitness would also see improvements as multiple studies have shown

# Product Features

The supplement will come in two different sizes:

- **60 500mg capsule bottle (30 servings)**
- **120 500mg capsule bottle (60 servings)**

Each bottle will contain a Finish First Nutraceuticals label and the respective capsule count





# FINISH FIRST

**NUTRACEUTICALS**

## COLOSTRUM-5

**30% IgG**

**1000mg**  
**60 Capsules**  
*Dietary Supplement*

**Strengthens Immune Response**

### Supplement Facts

**Serving Size: 2 Capsules**  
**Servings Per Container: 30**

	Amount per Serving	% Daily Value
Calories	5	
Protein	<1g	<1%
Colostrum (Pasturized Bovine Pre-Milk) Immunoglobulin G (IgG)	1000mg 300mg	* *

Percent Daily Values are based on a 2000 calorie diet  
\*Daily value not established

**Other Ingredients:** Vegetable Capsule (HPMC), Medium Chain Triglycerides, Sunflower Lecithin  
**Contains:** Milk

Colostrum-5 contains the finest colostrum available on the market today. It is pure 100% all natural bovine colostrum, certified harvested within the first 5 hours of milking from the US Grade A Dairies. Our colostrum is low heat processed and rigorously tested to ensure it maintains all the benefits of the IgG complex. Colostrum-5 is also free from pesticides, antibiotics and artificial hormones.

\*The statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease. Consult your physician before using this or any product.

Store at 68-77F Avoid high humidity and direct sunlight

Manufactured by Finish First Nutraceuticals  
1212 N Frisco  
Henryetta, OK 74437  
www.FinishFirstEquine.com

v1

# FINISH FIRST

**NUTRACEUTICALS**

## COLOSTRUM-5

**30% IgG**

**1000mg**  
**120 Capsules**  
*Dietary Supplement*

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# Supplier

# PANTHERYX

Our colostrum-5 will be sourced from PANTHERYX, Inc.

PANTHERYX is a colostrum supplier out of Boulder, Colorado

Finish First Nutraceuticals buys the colostrum in bulk which costs:

**\$7.02 per 120 capsule bottle**

**\$4.58 per 60 capsule bottle**

## Workspace and Warehousing

All product assembly, labeling, warehousing, and shipping will take place out of the same buildings Finish First Equine operates

The neighboring buildings are located at 1212 and 1210 N Frisco Ave in Henryetta, Oklahoma



# Target Market

- 16-35 year old males and females who are into fitness and improving their physique while staying natural and avoiding experimental drugs
- Athletes who are looking to get stronger and increase their stamina for better performance in their respective sport
- 50-75 year old males and females who desire a stronger immune system to fight against viruses and even avoid cancer
- Consumers who aspire for increased general wellness such as improved recovery, gut health, immune strength, and tissue repair

# Marketing Strategy

Early adopters of the product will be horse trainers and owners who already believe in the benefits of colostrum and would like to strengthen their general wellness and immune system

Finish First has already established relationships with this customer segment and many horse trainers are older and could use the benefit of strengthened immune systems and improved gut health among other benefits colostrum provides



# Marketing Strategy

FFN will reach the younger, fitness based customer segment by advertising on social media platforms through campus reps who believe in our product and are respected in fitness

Reps will be given free supplements and reimbursed on sales that customers place using their 10% off discount code



Name, image, and likeness (NIL) allows college athletes to use their platform to promote products which makes college athletes a great candidate for a campus representative, while also achieving benefits from the supplements



# Revenue Streams

Sales by the bottle on website:

**\$ 17.95 - 60 capsule bottle**

**\$ 28.95 - 120 capsule bottle**

Eventually we plan on offering:

Six month subscription at a cheaper price per bottle, shipped at the same time every month

One year subscription at an even cheaper price per bottle, shipped at the same time every month

# Current State and Trajectory

Finish First Nutraceuticals will be acquiring 1,000 120 capsule bottles and 500 60 capsule bottles by mid April, 2022

Throughout the late spring and summer the Finish First team will be selling the supplements at horse events and reaching out to trainers to build a customer base

The early revenue received will be invested in marketing efforts to reach the younger consumers who aspire for muscle growth and better performance in the gym

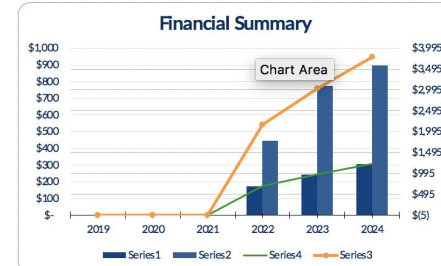
Word of mouth among the people in the horse industry is what sparked rapid growth for Finish First Equine in the last few years, and we anticipate similar results on the human side because this stuff really works



# Ideal Projections for 60 Capsule Bottle

Company Name: Finish First Nutraceuticals						
<b>Income Statement (\$USD)</b>						
	2022		2023		2024	
Number of Products Sold (total)	175		245		306	
Sales Revenues	\$	3,141	\$	4,398	\$	5,497
Product Sales growth %		0%		40%		25%
Cost of Goods	\$	976.50	\$	1,367.10	\$	1,708.88
<b>Gross Profit</b>	\$	<b>2,165</b>	\$	<b>3,031</b>	\$	<b>3,788</b>
<b>Operating Expenses</b>						
Sales & Marketing	\$	129.75	\$	259.49	\$	518.98
Building, Warehouse, Office Expenses	\$	76.00	\$	76.00	\$	76.00
General & Administrative Expenses	\$	-	\$	-	\$	-
Salaries, Payroll Taxes, & Contractors	\$	941.00	\$	1,100.00	\$	1,200.00
Travel Expenses	\$	284.00	\$	350.00	\$	560.00
<b>Total Operating Expenses</b>	\$	<b>1,431</b>	\$	<b>1,785</b>	\$	<b>2,355</b>
<b>Operating Profit: EBITDA</b>	\$	<b>734</b>	\$	<b>1,245</b>	\$	<b>1,433</b>
Depreciation	\$	35	\$	35	\$	35
Amortization	\$	-	\$	-	\$	-
<b>Total depreciation &amp; amortization</b>	\$	<b>35</b>	\$	<b>35</b>	\$	<b>35</b>
<b>Operating Profit before interest &amp; taxation: EBIT</b>	\$	<b>699</b>	\$	<b>1,210</b>	\$	<b>1,398</b>
Interest expense	\$	-	\$	-	\$	-
<b>Operating Profit before taxation: EBT</b>	\$	<b>699</b>	\$	<b>1,210</b>	\$	<b>1,398</b>
Income Tax	\$	252	\$	436	\$	503
<b>Net Income</b>	\$	<b>447</b>	\$	<b>775</b>	\$	<b>895</b>

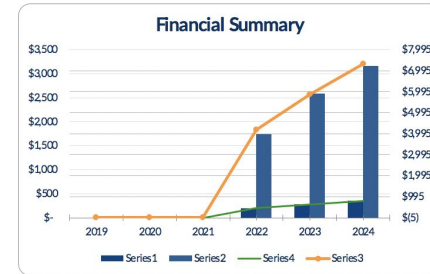
Product Price: \$ 17.95  
Product Cost: \$ 5.58



- 2022 will start in mid April because that is when the capsules will be ready for sale
- Operating Expenses were calculated as 1% of Finish First Equines budget since they will share operations and will represent that portion of the revenue

# Ideal Projections for 120 Capsule Bottle

Product Price: \$ 28.95  
Product Cost: \$ 8.02



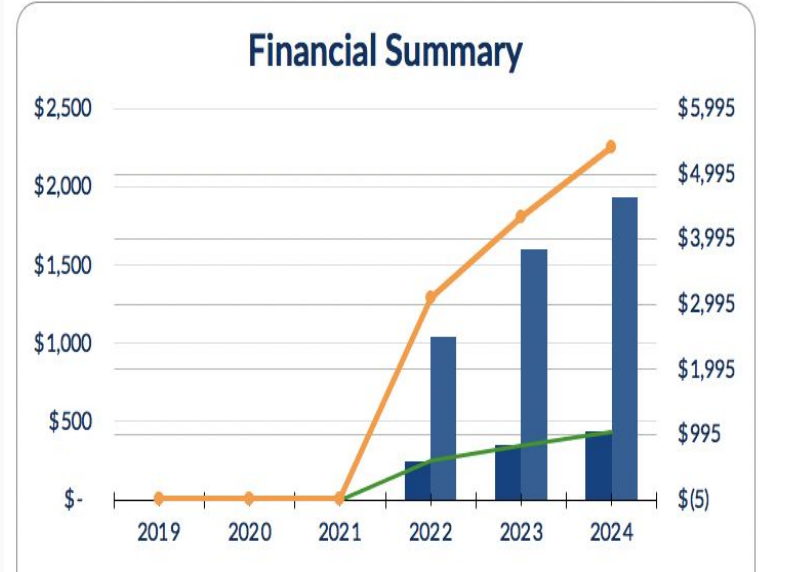
2022 will start in mid April because that is when the capsules will be ready for sale

Operating Expenses were calculated as 1% of Finish First Equines budget since they will share operations and will represent that portion of the revenue

Company Name: Finish First Nutraceuticals	2022	2023	2024
<b>Income Statement (\$USD)</b>	<b>200</b>	<b>280</b>	<b>350</b>
Number of Products Sold (total)	\$ 5,790	\$ 8,106	\$ 10,133
Sales Revenues	0%	40%	25%
Product Sales growth %	\$ 1,604.00	\$ 2,245.60	\$ 2,807.00
Cost of Goods	\$ 4,186	\$ 5,860	\$ 7,326
<b>Gross Profit</b>			
<b>Operating Expenses</b>			
Sales & Marketing	\$ 129.75	\$ 259.49	\$ 518.98
Building, Warehouse, Office Expenses	\$ 76.00	\$ 76.00	\$ 76.00
General & Administrative Expenses	\$ -	\$ -	\$ -
Salaries, Payroll Taxes, & Contractors	\$ 941.00	\$ 1,100.00	\$ 1,200.00
Travel Expenses	\$ 284.00	\$ 350.00	\$ 560.00
<b>Total Operating Expenses</b>	<b>\$ 1,431</b>	<b>\$ 1,785</b>	<b>\$ 2,355</b>
<b>Operating Profit: EBITDA</b>	<b>\$ 2,755</b>	<b>\$ 4,075</b>	<b>\$ 4,971</b>
Depreciation	\$ 35	\$ 35	\$ 35
Amortization	\$ -	\$ -	\$ -
<b>Total depreciation &amp; amortization</b>	<b>\$ 35</b>	<b>\$ 35</b>	<b>\$ 35</b>
<b>Operating Profit before interest &amp; taxation: EBIT</b>	<b>\$ 2,721</b>	<b>\$ 4,040</b>	<b>\$ 4,936</b>
Interest expense	\$ -	\$ -	\$ -
<b>Operating Profit before taxation: EBT</b>	<b>\$ 2,721</b>	<b>\$ 4,040</b>	<b>\$ 4,936</b>
Income Tax 36%	\$ 979	\$ 1,454	\$ 1,777
<b>Net Income</b>	<b>\$ 1,741</b>	<b>\$ 2,586</b>	<b>\$ 3,159</b>

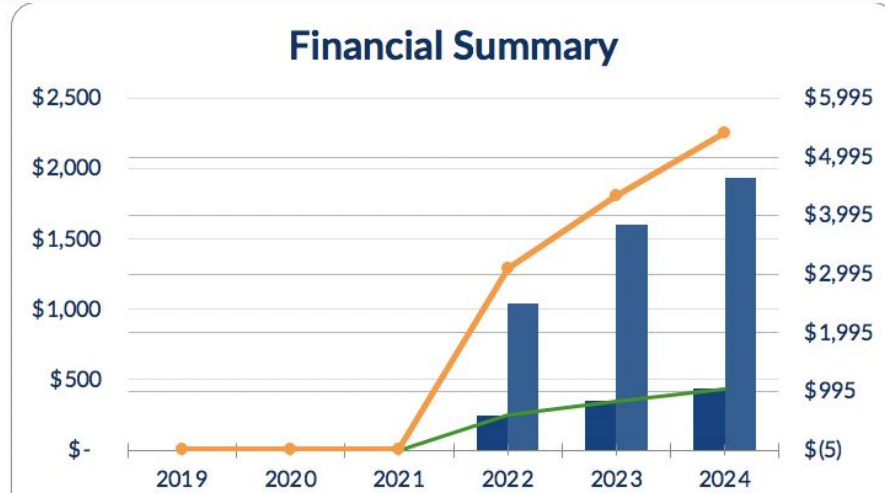
# Best Projections for 60 Capsule Bottle

Company Name: Finish First Nutraceuticals			
Income Statement (\$USD)	2022	2023	2024
Number of Products Sold (total)	250	350	438
Sales Revenues	\$ 4,488	\$ 6,283	\$ 7,853
Product Sales growth %	0%	40%	25%
Cost of Goods	\$ 1,395.00	\$ 1,953.00	\$ 2,441.25
<b>Gross Profit</b>	<b>\$ 3,093</b>	<b>\$ 4,330</b>	<b>\$ 5,412</b>
<b>Operating Expenses</b>			
Sales & Marketing	\$ 129.75	\$ 259.49	\$ 518.98
Building, Warehouse, Office Expenses	\$ 76.00	\$ 76.00	\$ 76.00
General & Administrative Expenses	\$ -	\$ -	\$ -
Salaries, Payroll Taxes, & Contractors	\$ 941.00	\$ 1,100.00	\$ 1,200.00
Travel Expenses	\$ 284.00	\$ 350.00	\$ 560.00
<b>Total Operating Expenses</b>	<b>\$ 1,431</b>	<b>\$ 1,785</b>	<b>\$ 2,355</b>
<b>Operating Profit: EBITDA</b>	<b>\$ 1,662</b>	<b>\$ 2,544</b>	<b>\$ 3,057</b>
Depreciation	\$ 35	\$ 35	\$ 35
Amortization	\$ -	\$ -	\$ -
<b>Total depreciation &amp; amortization</b>	<b>\$ 35</b>	<b>\$ 35</b>	<b>\$ 35</b>
<b>Operating Profit before interest &amp; taxation: EBIT</b>	<b>\$ 1,627</b>	<b>\$ 2,509</b>	<b>\$ 3,022</b>
Interest expense	\$ -	\$ -	\$ -
<b>Operating Profit before taxation: EBT</b>	<b>\$ 1,627</b>	<b>\$ 2,509</b>	<b>\$ 3,022</b>
Income Tax 36%	\$ 586	\$ 903	\$ 1,088
<b>Net Income</b>	<b>\$ 1,041</b>	<b>\$ 1,606</b>	<b>\$ 1,934</b>



# Best Projections for 120 Capsule Bottle

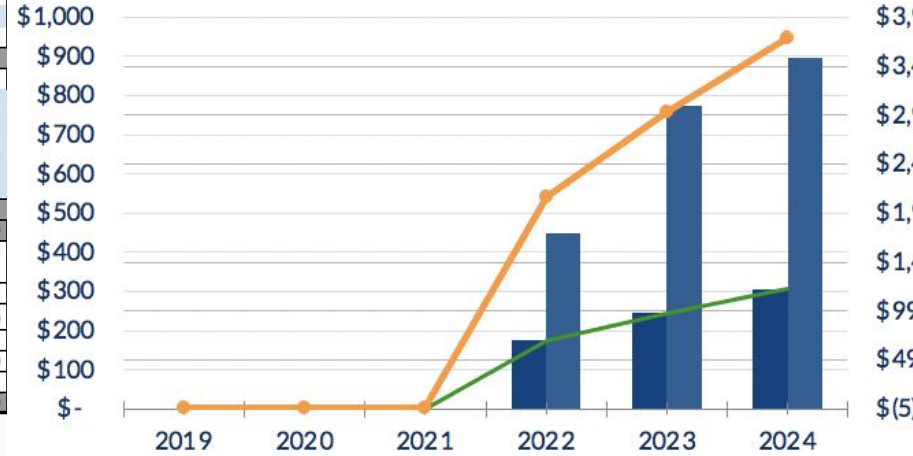
Company Name: Finish First Nutraceuticals				
Income Statement (\$USD)	2022	2023	2024	
Number of Products Sold (total)	250	350	438	
Sales Revenues	\$ 7,238	\$ 10,133	\$ 12,666	
Product Sales growth %	0%	40%	25%	
Cost of Goods	\$ 2,005.00	\$ 2,807.00	\$ 3,508.75	
<b>Gross Profit</b>	<b>\$ 5,233</b>	<b>\$ 7,326</b>	<b>\$ 9,157</b>	
<b>Operating Expenses</b>				
Sales & Marketing	\$ 129.75	\$ 259.49	\$ 518.98	
Building, Warehouse, Office Expenses	\$ 76.00	\$ 76.00	\$ 76.00	
General & Administrative Expenses	\$ -	\$ -	\$ -	
Salaries, Payroll Taxes, & Contractors	\$ 941.00	\$ 1,100.00	\$ 1,200.00	
Travel Expenses	\$ 284.00	\$ 350.00	\$ 560.00	
<b>Total Operating Expenses</b>	<b>\$ 1,431</b>	<b>\$ 1,785</b>	<b>\$ 2,355</b>	
<b>Operating Profit: EBITDA</b>	<b>\$ 3,802</b>	<b>\$ 5,540</b>	<b>\$ 6,802</b>	
Depreciation	\$ 35	\$ 35	\$ 35	
Amortization	\$ -	\$ -	\$ -	
<b>Total depreciation &amp; amortization</b>	<b>\$ 35</b>	<b>\$ 35</b>	<b>\$ 35</b>	
<b>Operating Profit before interest &amp; taxation: EBIT</b>	<b>\$ 3,767</b>	<b>\$ 5,505</b>	<b>\$ 6,767</b>	
Interest expense	\$ -	\$ -	\$ -	
<b>Operating Profit before taxation: EBT</b>	<b>\$ 3,767</b>	<b>\$ 5,505</b>	<b>\$ 6,767</b>	
Income Tax 36%	\$ 1,356	\$ 1,982	\$ 2,436	
<b>Net Income</b>	<b>\$ 2,411</b>	<b>\$ 3,523</b>	<b>\$ 4,331</b>	



# Worst Projections for 60 Capsule Bottle

Company Name: Finish First Nutraceuticals			
Income Statement (\$USD)	2022	2023	2024
Number of Products Sold (total)	100	140	175
Sales Revenues	\$ 1,795	\$ 2,513	\$ 3,141
Product Sales growth %	0%	40%	25%
Cost of Goods	\$ 558.00	\$ 781.20	\$ 976.50
<b>Gross Profit</b>	<b>\$ 1,237</b>	<b>\$ 1,732</b>	<b>\$ 2,165</b>
<b>Operating Expenses</b>			
Sales & Marketing	\$ 129.75	\$ 259.49	\$ 518.98
Building, Warehouse, Office Expenses	\$ 76.00	\$ 76.00	\$ 76.00
General & Administrative Expenses	\$ -	\$ -	\$ -
Salaries, Payroll Taxes, & Contractors	\$ 941.00	\$ 1,100.00	\$ 1,200.00
Travel Expenses	\$ 284.00	\$ 350.00	\$ 560.00
<b>Total Operating Expenses</b>	<b>\$ 1,431</b>	<b>\$ 1,785</b>	<b>\$ 2,355</b>
<b>Operating Profit: EBITDA</b>	<b>\$ (194)</b>	<b>\$ (54)</b>	<b>\$ (190)</b>
Depreciation	\$ 35	\$ 35	\$ 35
Amortization	\$ -	\$ -	\$ -
<b>Total depreciation &amp; amortization</b>	<b>\$ 35</b>	<b>\$ 35</b>	<b>\$ 35</b>
<b>Operating Profit before interest &amp; taxation: EBIT</b>	<b>\$ (229)</b>	<b>\$ (89)</b>	<b>\$ (225)</b>
Interest expense	\$ -	\$ -	\$ -
<b>Operating Profit before taxation: EBT</b>	<b>\$ (229)</b>	<b>\$ (89)</b>	<b>\$ (225)</b>
Income Tax 36%	\$ -	\$ -	\$ -
<b>Net Income</b>	<b>\$ (229)</b>	<b>\$ (89)</b>	<b>\$ (225)</b>

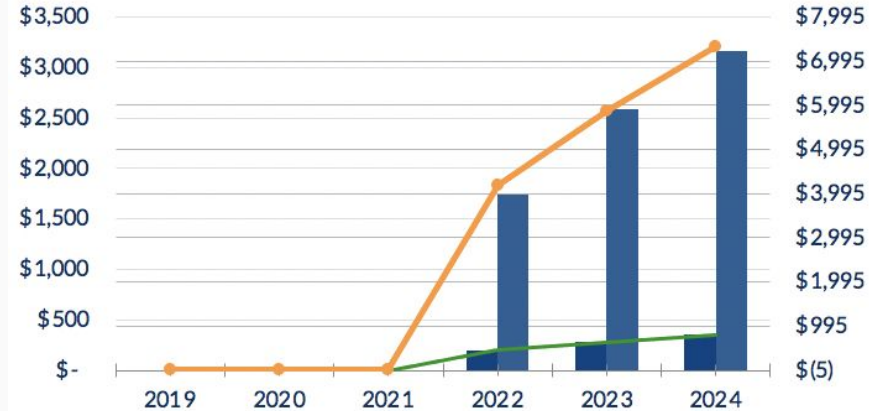
## Financial Summary



# Worst Projections for 120 Capsule Bottle

Company Name: Finish First Nutraceuticals			
Income Statement (\$USD)	2022	2023	2024
Number of Products Sold (total)	120	168	210
Sales Revenues	\$ 3,474	\$ 4,864	\$ 6,080
Product Sales growth %	0%	40%	25%
Cost of Goods	\$ 962.40	\$ 1,347.36	\$ 1,684.20
<b>Gross Profit</b>	<b>\$ 2,512</b>	<b>\$ 3,516</b>	<b>\$ 4,395</b>
<b>Operating Expenses</b>			
Sales & Marketing	\$ 129.75	\$ 259.49	\$ 518.98
Building, Warehouse, Office Expenses	\$ 76.00	\$ 76.00	\$ 76.00
General & Administrative Expenses	\$ -	\$ -	\$ -
Salaries, Payroll Taxes, & Contractors	\$ 941.00	\$ 1,100.00	\$ 1,200.00
Travel Expenses	\$ 284.00	\$ 350.00	\$ 560.00
<b>Total Operating Expenses</b>	<b>\$ 1,431</b>	<b>\$ 1,785</b>	<b>\$ 2,355</b>
<b>Operating Profit: EBITDA</b>	<b>\$ 1,081</b>	<b>\$ 1,731</b>	<b>\$ 2,040</b>
Depreciation	\$ 35	\$ 35	\$ 35
Amortization	\$ -	\$ -	\$ -
<b>Total depreciation &amp; amortization</b>	<b>\$ 35</b>	<b>\$ 35</b>	<b>\$ 35</b>
<b>Operating Profit before interest &amp; taxation: EBIT</b>	<b>\$ 1,046</b>	<b>\$ 1,696</b>	<b>\$ 2,005</b>
Interest expense	\$ -	\$ -	\$ -
<b>Operating Profit before taxation: EBT</b>	<b>\$ 1,046</b>	<b>\$ 1,696</b>	<b>\$ 2,005</b>
Income Tax 36%	\$ 377	\$ 610	\$ 722
<b>Net Income</b>	<b>\$ 670</b>	<b>\$ 1,085</b>	<b>\$ 1,283</b>

## Financial Summary





## Executive Summary

Finish First Nutraceuticals is a subset of Finish First Equine which is an industry leader in the racehorse supplement field. By leveraging the powerful benefits of bovine colostrum, we plan to improve the health and performance of humans who take our supplements daily.

### Problem

The pandemic has caused a large portion of the population to prioritize their immune health as well as become more active. In addition, many people who aim to improve their physique and add lean muscle mass either overpay on supplements or try experimental drugs.

### Solution

When supplemented daily, bovine colostrum can strengthen one's immune system as well as any other supplement and is totally natural. It does this by containing many active immunoglobulins and sIgA. Bovine colostrum also enhances and promotes the growth of lean muscle mass by having IGF-1 growth factors, lactoferrin, and other bioactive proteins. IGF-1s are essentially natural growth hormones. Colostrum-5 can only be attained within 24 hours of the birth of a calf which ensures it is the strongest and most effective colostrum.



## **Market**

Horse trainers/owners that Finish First already has established a relationship with will be a customer segment we will focus on early. They already believe in the power of colostrum because they have seen it help their horses. They also have seen the top horse trainers in the world rise to new levels of success through the supplementation of bovine colostrum. This customer segment tends to care about improving their immune health, recovery, and general wellness. A target market that we also plan on exploiting is athletes and young to middle-aged males and females who are into their fitness and improving their physique. The growth factors presented in colostrum-5 do wonders for adding lean muscle mass and increasing stamina, as many studies have shown.

## **Business Model**

There will be two product sizes: a 60 capsule bottle which will provide 30 servings and a 120 capsule bottle which will provide 60 servings. The 60 capsule bottle will be sold at 3.2 times COGS, and the 120 capsule bottle will be sold at 3.6 times COGS. The assembly, labeling, warehousing, and shipping of the capsules will take place in the same location as Finish First Equine, which is located in Henryetta, OK. Colostrum-5 capsules will be sourced from PANTHERYX, Inc. in bulk orders which enables Finish First Nutraceuticals to obtain the highest grade colostrum at a cheap price. Labels will be printed and purchased from Brown Printing, a local print shop in Henryetta, OK.