

CLUCK COOP

Portable and self-efficient Chicken Coop that enforces composting.

Product: Cluck Coop is an innovative chicken coop that is easily portable and will provide a way for families to decompose food waste by allowing their pet chickens to eat their leftovers. This coop can hold 3-6 chickens at once and will be made from an extruded aluminum which would help with the portability of the product.



Trends are moving towards sustainable food practices with an emphasis on locally sourced food, every year people are becoming more disgusted with the treatment of livestock and not knowing what's in their food. This product promotes composting and encourages backyard chicken keeping for even small yards in suburban areas, so that anyone can raise chickens without making their yard look like a farm, or being farmer.

Target Market: Suburban families or pet owners who enjoy backyard work, composting, and healthy produce. Local Chefs who own a bed and breakfast or their own restaurant that values organic ingredients. The average income would be around \$40,000-70,000. Another out of the country market is families in countries with strict non-GMO laws such as Mexico.

Marketing Strategy: This product needs to be marketed as a very convenient and quick way to help the environment. By educating the market on the negative effects of food waste, the Cluck Coop will not be just a chicken coop, but a decomposing machine that will help decrease food waste in the world. Because the target market is suburban families, convenience is key. Marketing needs to target the benefit of portability and efficiency and convenience of chicken keeping.

Competitive Advantage: Many chicken coops are very heavy and for permanent uses. They tend to smell and are hard to clean. This strays away suburban families and prevent those who have mall backyard to have chickens. The Cluck Coops' competitive advantage is how portable and efficient it is for a local resident to use.

In addition to its portability, the coop would have a machine to grind leftover food waste into chicken food so that there is less clean up and maintenance. This coop is different because it is an all in one design that will help decompose food waste, promote chicken keeping, and gain organic eggs.

Elevator Pitch: We produce 250 pounds of food waste a year. That level is detrimental to the environment. My product The Cluck Coop, is a chicken coop that takes all the manual labor out of the equation. All you need to do is add your food waste, let the chickens do the work, and get fresh fertilizer and organic eggs. Do you want to see less food waste in the world? Start with us.

Industry Analysis: The current industry for this product is classified in Backyard Poultry and Chicken Egg Production. The current industry in chicken keeping is quite small in terms of suburban chicken keeping and composting. Most people who own chickens in suburban or urban areas do it for two reasons: to control what kind of food they eat and for self-sustaining purposes due to the economic downturn. The opportunity for chicken keeping is becoming more attractive since the industry for healthy organic food has grown by 4%.

Financials: Total cost to make this product would be around \$300 and selling price will start at \$600.00 for a 40"x 60"x 40" coop. 75% of the costs are for the extruded aluminum frame. The rest of the materials include panels and nestling buckets which could be outsourced. Currently an average suburban chicken coop is around \$600-\$800.