

Easter Egg Business Feasibility Analysis (Exercise)

The research in this document (including numbers and unit costs) was performed by Isabela Gilberti, and the table structure was generated by Claude AI. This document describes the feasibility analysis of creating an Easter egg chocolate company in Florida, which imports its chocolate goods, manufactured in Brazil, to Florida, US. Specifically, it includes the costs for manufacturing, importing, packaging, shipping, and storing. It also includes profit margin and break-even calculations to analyze the feasibility of this project. This is not a real company; it serves only as an academic exercise.

Easter Egg Business Feasibility Analysis

1. Manufacturing Costs

Supplier	Product Details	Unit Cost (USD)	Minimum Order	Notes
Siareg Chocolates siaregchocolates.com.br	250g Easter Egg	\$15.70	\$600 (~38 units)	No filling available
Mestico Chocolates mesticochocolates.com	270g Easter Egg	\$17.50	TBD	Market analysis & development services Retail in Brazil: 150 BRL (~\$27.50)
TopCau topcau.com.br	Custom Production	TBD	TBD	Production outsourcing specialist

2. Import & Logistics Costs

Service Category	Provider	Cost Structure	Cost per Unit	Notes
Import/Export	Multiple Contacts: <ul style="list-style-type: none">Prime CorpPanamerican FoodsGrace Imports	Estimated \$800 per shipment	\$16.00	Based on 50 units per shipment
Cold Storage & Fulfillment	Porter Logistics porter-logistics.com	\$800/month	\$16.00	Includes DTC order fulfillment Based on 50 units/month

3. Packaging Costs

Package Type	Supplier	Quantity	Total Cost	Cost per Unit
Custom Setup Boxes	Packlane	50 boxes	\$32.37	\$0.65
Premium Rigid Cylinder	Andrew @ The Customize Boxes	50 boxes	\$4,000	\$80.00
Plastic Alternative	Andrew @ The Customize Boxes	50 boxes	\$950	\$19.00
Average Custom Box	The Customize Boxes	50 boxes	\$2,000	\$40.00

4. Shipping & Cooling Costs

Item	Supplier	Specifications	Cost per Unit	Notes

Gel Packs (6oz)	Uline	48 packs	\$0.48	May need 2-3 per box
Gel Packs (12oz)	Uline	24 packs	\$0.88	Larger cooling capacity
USPS Shipping	USPS Click & Ship	To Texas example	\$10.00	Requires shrink wrap for tampering protection
Total Shipping Cost	Combined	Gel packs + shipping	\$11.00	NOT INCLUDED in unit cost calculation

5. Unit Cost Summary

Cost Category	Cost per Unit	% of Total	Notes
Manufacturing (Mestico)	\$17.50	19.6%	270g chocolate egg
Import/Export	\$16.00	17.9%	Per shipment allocation
Cold Storage & Fulfillment	\$16.00	17.9%	Monthly storage allocation
Premium Packaging	\$40.00	44.7%	Custom branded boxes
TOTAL UNIT COST	\$89.50	100%	Excludes shipping to customer

6. Pricing Strategy & Profit Analysis

Scenario A: Customer Pays Separate Shipping

Phase	Product Price	Shipping Charged	Total Customer Pays	Unit Cost	Gross Profit	Gross Margin
Market Penetration	\$35.00	\$11.00	\$46.00	\$89.50	-\$54.50	-156%
Market Penetration (High)	\$40.00	\$11.00	\$51.00	\$89.50	-\$49.50	-124%
Brand Establishment	\$42.00	\$11.00	\$53.00	\$89.50	-\$47.50	-113%
Brand Establishment (High)	\$50.00	\$11.00	\$61.00	\$89.50	-\$39.50	-79%
Luxury Positioning	\$55.00	\$11.00	\$66.00	\$89.50	-\$34.50	-63%
Luxury Positioning (High)	\$70.00	\$11.00	\$81.00	\$89.50	-\$19.50	-28%

Scenario B: Free Shipping (Shipping Cost Absorbed)

Phase	Product Price	Unit Cost	Shipping Cost	Total Cost	Gross Profit	Gross Margin
Market Penetration	\$35.00	\$89.50	\$11.00	\$100.50	-\$65.50	-187%
Market Penetration						

(High)	\$40.00	\$89.50	\$11.00	\$100.50	-\$60.50	-151%
Brand Establishment	\$42.00	\$89.50	\$11.00	\$100.50	-\$58.50	-139%
Brand Establishment (High)	\$50.00	\$89.50	\$11.00	\$100.50	-\$50.50	-101%
Luxury Positioning	\$55.00	\$89.50	\$11.00	\$100.50	-\$45.50	-83%
Luxury Positioning (High)	\$70.00	\$89.50	\$11.00	\$100.50	-\$30.50	-44%

7. Break-Even Analysis

Scenario A: Customer Pays Separate Shipping

Cost Structure	Unit Cost	Break-Even Price	25% Margin Price	50% Margin Price
Current Premium	\$89.50	\$89.50	\$119.33	\$179.00
Mid-Range Packaging	\$68.50	\$68.50	\$91.33	\$137.00
Basic Packaging	\$50.15	\$50.15	\$66.87	\$100.30

Scenario B: Free Shipping (Absorbed Cost)

Cost Structure	Total Cost	Break-Even Price	25% Margin Price	50% Margin Price
Current Premium	\$100.50	\$100.50	\$134.00	\$201.00
Mid-Range Packaging	\$79.50	\$79.50	\$106.00	\$159.00
Basic Packaging	\$61.15	\$61.15	\$81.50	\$122.30