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Chew. Smile. Shine.

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# Executive Summary

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## Executive Summary:

PearlyFresh is an innovative gum brand designed to give teens a brighter, cleaner smile through a product they already love using every day. Our gum combines great flavor with functional whitening benefits, offering students an easy and convenient way to boost their confidence during school, sports, and social activities. With affordable pricing, eye-catching packaging, and a fun, energetic brand identity, PearlyFresh stands out in a crowded gum market. Our mission is to make oral care simple, accessible, and enjoyable by turning a daily habit into a confidence-boosting experience. We reach our audience through teen-focused marketing strategies, including Instagram content, influencer partnerships, and natural word-of-mouth promotion within schools.

PearlyFresh's product line includes single packs and multi-pack bundles, giving customers flexible options that fit their routines and budgets. As a brand built around freshness, positivity, and self-expression, PearlyFresh aims to become the go-to gum choice for teens everywhere. By blending functionality with fun, we offer a product that not only tastes good but helps teens *chew, smile, and shine* every day.

## Mission Statement:

PearlyFresh empowers brighter, healthier smiles with refreshing, affordable gum that cleans and whitens as you chew.

## Vision Statement:

PearlyFresh aims to create a world where everyone is confident in their smile and can be happy showing their teeth.

## Business Description

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### Identity:

PearlyFresh creates affordable, great-tasting gum that cleans and whitens your teeth as you chew, offering a smarter upgrade to the gum people already love. Designed especially for teens who chew gum daily at school or on the go, our brand fits naturally into busy routines without requiring extra time or effort. What makes PearlyFresh stand out is our unique blend of flavor, value, and real oral-health benefits — something traditional gum brands don't provide. We combine freshness and function in a way that feels fun, modern, and confidence-boosting for young consumers. With a creative, tasty, and affordable personality, PearlyFresh brings a fresh, energetic twist to everyday oral care. Our goal is to make oral health feel simple and enjoyable, not boring or complicated. PearlyFresh isn't just gum — it's a small daily upgrade that helps teens feel cleaner, brighter, and more confident wherever they go.

### Problem:

Many teens chew gum every day for the taste, the habit, or the stress relief, but the gum they buy doesn't actually do anything for their teeth. They want fresh breath and a bright smile, yet the only real options for cleaning or whitening require time, tools, and the right setting — something busy students don't always have during school hours. Most teens don't have the freedom to brush after lunch or use whitening strips between classes, which makes traditional oral-care routines inconvenient. Current gum brands only offer flavor and temporary freshness, leaving a gap for students who want something more functional. This means teens are left without an easy, effortless way to improve their oral hygiene throughout the day. PearlyFresh fills that gap by giving them a gum that tastes great while also helping them feel cleaner and more confident with every chew.

## Solution:

PearlyFresh solves this problem by offering gum that cleans and whitens teeth with the same great taste and affordable price teens already love. Instead of relying on time-consuming brushing or whitening products, students can improve their oral health simply by chewing gum during their normal school day. This makes PearlyFresh an effortless upgrade to something they already do, turning a familiar habit into a simple way to support a brighter, healthier smile. Our product works better than current options because it fits naturally into busy routines without requiring extra steps, tools, or planning. Teens don't need to change their schedule or carry extra products — they just chew and go. With no direct competitors offering functional gum like this, PearlyFresh fills a major gap in the market with a convenient, effective, and easy-to-use solution. It gives students a way to feel cleaner and more confident throughout the day, all while enjoying a gum they genuinely like.

# Marketing Analysis

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## Target Market:

PearlyFresh's primary demographic is students aged 10–18, a group that represents one of the most active gum-chewing segments in the U.S. According to a Statista consumer survey, over 60% of teens report chewing gum regularly, showing strong engagement with the category. These customers typically live in suburban and residential areas, where convenience stores, gas stations, and local retailers are common shopping locations for young people. Nationally, the median U.S. household income is about \$80,000 (U.S. Census Bureau), meaning most families have enough disposable income for small, low-cost items like gum. Because students themselves have limited spending power, they tend to choose products that are affordable and easy to access. PearlyFresh's \$2.00 price point fits well within what teens are willing to spend on everyday treats. This demographic foundation positions PearlyFresh within a large, stable market of young consumers who already buy gum frequently.

The students who make up PearlyFresh's target market tend to value convenience, affordability, and personal appearance, which strongly influences their buying habits. Many teens enjoy products that fit easily into their daily routines, especially items they can use at school, during sports, or while hanging out with friends. Research from Mintel shows that younger consumers increasingly look for products that support health and self-care, including oral-care benefits. This aligns with PearlyFresh's whitening and breath-freshening features, which appeal to teens who care about confidence and looking their best. Teens also value saving money, so they gravitate toward brands that offer good quality at a low price. Because they are highly active on social media, they often discover new products through influencers, trends, and peer recommendations. These psychographic traits make PearlyFresh a natural fit for students who want something tasty, convenient, and beneficial to their appearance.

Students often want gum that does more than just taste good — they want something that helps with fresh breath, confidence, and oral cleanliness throughout the day. Many teens snack frequently or drink sugary beverages, which can leave their breath

feeling less fresh, especially at school. Traditional gum only masks the problem, but PearlyFresh addresses it by offering whitening and cleaning benefits while still tasting great. According to the American Dental Association, chewing sugar-free gum can help reduce plaque acids and support oral health, which shows that gum can play a real role in daily hygiene. However, most gum brands don't focus on whitening or visible results, leaving a gap in the market for a product that feels both fun and functional. PearlyFresh solves this problem by giving students a gum that supports their oral health goals without requiring extra time or effort. This makes it a practical solution for busy teens who want a cleaner, brighter smile on the go.

Students in the 10–18 age range typically buy gum at convenience stores, gas stations, school-area retailers, and supermarkets, which together make up the majority of gum sales in the U.S. According to Nielsen retail data, over 70% of gum purchases happen in convenience-based locations, showing how important accessibility is for young buyers. Teens also rely heavily on social media to discover new products, with Pew Research reporting that 95% of teens use YouTube and 67% use TikTok, making these platforms major influence points. Their buying decisions are shaped by trends, peer recommendations, and influencer endorsements rather than traditional advertising. When shopping online, teens prefer simple, fast checkout experiences and low shipping costs, which is why PearlyFresh's online shop is designed for quick, occasional purchases. Because they are price-sensitive, teens often compare brands and choose the one that offers the best value for the lowest cost. These buying behaviors show that PearlyFresh must stay visible, affordable, and easy to find both in stores and online.

**Sources:**

- Nielsen – U.S. Gum Retail Sales Channels
- Pew Research Center – Teen Social Media Use
- American Dental Association – Benefits of Chewing Sugar-Free Gum
- Statista – Functional Gum Market Trends
- Mintel – U.S. Gum, Mints & Breath Fresheners Report
- Pew Research Center – Teen Social Media Behavior
- Statista – U.S. Gum Consumption Trends
- U.S. Census Bureau – Median Household Income Data

## Competition:

My gum brand competes with major companies like Extra, 5 Gum, and Icebreaker, which are sold everywhere from grocery stores to department stores like Target and Walmart, as well as gas stations across the country. These brands are extremely accessible, inexpensive, and well-known, making them easy choices for consumers who want familiar flavors. They dominate the market by offering cheap, tasty gum and mints that people of all ages enjoy. However, despite their popularity, these products do nothing to improve oral health and often contain sugar that can actually harm teeth over time. PearlyFresh will be located in the same convenient places and will also have an online store, making it just as easy to find as the leading brands. We will offer the same fresh, enjoyable flavors at a similar price point because no one wants to overpay for gum. By matching their accessibility and affordability, we ensure customers can choose us without sacrificing convenience.

Where these major brands fall short is in providing any real benefits for your teeth or mouth, and this is the gap our company fills. While Extra, 5 Gum, and Icebreaker focus only on taste, PearlyFresh delivers both flavor and function. Our gum is designed to clean and whiten your teeth while you chew, giving customers a product that not only tastes good but actively supports better oral health. This added benefit sets us apart in a crowded market where most competitors rely solely on reputation rather than innovation. By offering a gum that freshens breath, brightens teeth, and helps maintain a cleaner mouth, we give consumers a reason to choose us over long-established brands. This combination of great taste, affordability, and oral-care advantages gives us a strong competitive edge. Ultimately, we provide everything people already love about gum — plus something they've never had before.

## Products and Services

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### Description:

PearlyFresh offers a line of innovative chewing gum designed to clean and whiten teeth while delivering the same great taste teens already love. Our signature product is a 15-stick pack priced at \$2.00, making it affordable and competitive with other gum brands on the market. What sets PearlyFresh apart is its functional formula, which supports oral freshness and brightness without requiring extra time, tools, or effort. Students can simply chew the gum during their normal school day and enjoy both flavor and oral-care benefits at the same time. In addition to our standard packs, we also offer larger multi-packs at prices similar to other leading gum brands, giving customers more value and convenience. Every product in our lineup is designed to fit easily into backpacks, pockets, and daily routines. With PearlyFresh, customers get a tasty, confidence-boosting gum that goes beyond flavor to offer a smarter, healthier upgrade to everyday chewing.

Menu:



#### Standard Pack

- 15-Stick Whitening Gum
- Price: \$2.00

#### Value Pack

- 10-Pack Bundle (150 sticks)
- Price: \$18.00

#### Mega Pack

- 15-Pack Bundle (225 sticks)
- Price: \$25.00

## Ultimate Pack

- 20-Pack Bundle (300 sticks)
- Price: \$30.00

# Organization and Management

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## Team and Key Roles:

PearlyFresh is led by founder and CEO Icie Smith, who oversees all major decisions and guides the company's vision. As CEO, I handle the creative direction, branding, and marketing strategies to make PearlyFresh stand out in the gum industry. Supporting me is a finance manager, who tracks sales, budgets, and expenses to keep the business financially healthy. An operations manager ensures production runs smoothly and that shipments reach both retailers and online customers on time. I work closely with our marketing manager, who manages social media campaigns and influencer partnerships to grow our audience. Finally, our customer service team communicates with customers, answers questions, and keeps them satisfied. As PearlyFresh expands, I plan to add more marketing specialists and operations staff to support growth across multiple stores nationwide.

## Milestones:

Over the next year, PearlyFresh will focus on reaching several key milestones that will help the business grow from launch to expansion. My first goal is to reach 500 followers on Instagram within six months by running consistent social media campaigns and influencer promotions. By the end of the year, I aim to make more than 200 online sales through targeted ads and improved website visibility. Another major milestone is to expand PearlyFresh into at least two retail stores in every state, which will require strong marketing and reliable distribution partnerships. To achieve these goals, I'll invest time and resources into marketing, production, and customer engagement to build brand recognition and trust. Each milestone will mark a step toward turning PearlyFresh into a nationally recognized gum brand known for freshness and confidence.

# Marketing and Sales

## Overview:

PearlyFresh will focus on digital marketing to reach teens where they spend most of their time - on their phones and social media. We'll create fun, eye-catching TikTok and Instagram content that highlights the gum's whitening benefits, great taste, and affordable price. Targeted ads on these platforms will help us reach students directly, especially those interested in self-care, school life, and trending products. We will also have ads on TV programs and channels frequented by teens. We'll partner with teen-friendly influencers who can review the gum, show real results, and help build trust through authentic recommendations. To get PearlyFresh into major stores, we'll use email outreach and product pitches to retailers like Target and Walmart, making the gum easy to find in places teens already shop. When we get there, we will implement product placement so that we can catch the most amount of attention. As the brand grows, we'll encourage word-of-mouth marketing by offering small giveaways, limited-edition flavors, and shareable online challenges that help spread excitement. Together, these strategies will help PearlyFresh stand out as the go-to gum for great taste and effortless oral care.

## Four Ps of Marketing:

**Product:** PearlyFresh sells gum that not only tastes great but also cleans and whitens your teeth while you chew it.

**Price:** Each standard, 15 piece pack of gum is going to cost \$2.00 to keep it in line with other, more familiar brands so that we can be competitive.

**Place:** Our customers can buy our products at department stores like Target and Walmart, as well as at gas stations and grocery stores. We will also have an online store up and running so that customers can access our products straight through our brand.

Promotion: We will be using social media ads on Instagram and Tik Tok, influencer campaigns, emails to wholesalers, and word of mouth.

# Financials

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## Revenue Streams:

PearlyFresh earns revenue primarily through selling our gum in major retail stores such as Target, Walmart, grocery chains, and gas stations where teens already shop. Each 15-stick pack is priced at \$2.00, making it competitive with familiar gum brands while offering added whitening and cleaning benefits. In addition to retail sales, we will also sell directly to customers through our own website, giving us a second revenue stream and more control over branding and customer experience. As the business grows, we may explore collaborations or limited-edition flavors with other brands to create additional income opportunities. Selling both directly to consumers and through large retailers allows us to reach teens in the most convenient ways possible. This multi-channel approach ensures steady revenue while building brand visibility and trust. Together, these revenue streams position PearlyFresh as an accessible, affordable, and high-value product in the gum market.

## Costs:

### Initial Costs:

- \$43,700

### Variable Costs:

- Monthly: \$15,265
- Yearly: \$183,180

### Projected Income:

- Year 1: \$180,000
- Year 2: \$207,000
- Year 3: \$238,050

Projected Expences:

- Year 1: \$183,180
- Year 2: \$210,657
- Year 3: \$242,255.55

Profit/Loss:

- Year 1: -\$3,180.00
- Year 2: -\$3,657.00
- Year 3: -\$4,205.55

# Appendices

Financial Table (linked to spreadsheet):

<b>Initial Costs</b>		
Product research and development	\$9,000.00	
Initial Packaging design and production	\$4,000.00	
Initial Manufacturing	\$15,000.00	
Initial Marketing and Branding	\$4,000.00	
Website setup	\$1,500.00	
Initial Retail distribution costs	\$2,500.00	
Licensing and legal fees	\$2,700.00	
Initial inventory setup	\$5,000.00	
<b>Total</b>	<b>\$43,700.00</b>	
<b>Variable Costs</b>	<b>Monthly</b>	<b>Yearly</b>
Manufacturing costs (per batch plus labor)	\$7,000.00	\$84,000.00
Ingredients and materials	\$2,100.00	\$25,200.00
Packaging supplies	\$1,500.00	\$18,000.00
Shipping and distribution to retailers	\$900.00	\$10,800.00
Shipping and distribution online store	\$800.00	\$9,600.00
Ongoing social media ads	\$750.00	\$9,000.00

Influencer partnerships	\$700.00	\$8,400.00
Content creation	\$150.00	\$1,800.00
Monthly website upkeep	\$35.00	\$420.00
Online store fees	\$100.00	\$1,200.00
Software updates	\$30.00	\$360.00
Payment processing fees	\$200.00	\$2,400.00
Sales tax on each purchase	\$50.00	\$600.00
Warehouse storage fees	\$200.00	\$2,400.00
Restocking fees	\$200.00	\$2,400.00
Promotional fees	\$150.00	\$1,800.00
Product placement fees	\$400.00	\$4,800.00
<b>Total</b>	<b>\$15,265.00</b>	<b>\$183,180.00</b>
<b>Sales Numbers</b>		
Average Sale (normal pack of gum)	\$2.00	
Cost to make	\$0.50	
Profit per unit	\$1.50	
<b>Projected Income (Revenue)</b>		
Year 1 (3650 units x \$2.00)	\$180,000.00	90,000
Year 2	\$207,000.00	
Year 3	\$238,050.00	
<b>Projected Expenses</b>		
Year 1	\$183,180.00	

Year 2	\$210,657.00	
Year 3	\$242,255.55	
<b>Profit/Loss</b>		
Year 1	-\$3,180.00	
Year 2	-\$3,657.00	
Year 3	-\$4,205.55	

## Full Marketing Plan:



## Social Media Ads:

PearlyFresh's Instagram campaign is designed to connect directly with teens through bright visuals, playful captions, and relatable content that fits their daily lives. Each post highlights the brand's fun personality while showing how easy it is to get a cleaner, whiter smile just by chewing gum. The first post focuses on lifestyle - students enjoying PearlyFresh at school or with friends - helping viewers see the gum as part of their everyday routine. The second post emphasizes the product's benefits, using close-up shots and short, catchy phrases to show how PearlyFresh makes oral care simple and convenient. The third post leans into the brand's energy and confidence, featuring the tagline "*Chew. Smile. Shine.*" to inspire positivity and self-expression. Together, these posts use color, motion, and friendly tone to grab attention while reinforcing PearlyFresh's identity as a fun, affordable, and effective product. They appeal to teens' desire for convenience and style, making oral care feel fresh and exciting instead of boring. Because Instagram is the platform most popular among teens, it's the perfect place to reach our audience where they already spend their time - making PearlyFresh both visible and relatable. By blending visual appeal with clear messaging, the campaign encourages followers to engage, share, and ultimately try PearlyFresh for themselves.



### **Influencer Promotion:**

PearlyFresh’s influencer promotion centers around a teen-friendly creator whose niche, personality, and platform perfectly match our target audience. The influencer we selected focuses on lifestyle, school routines, and everyday confidence — content that aligns naturally with how teens use gum throughout their day. With a strong presence on Instagram and TikTok and a follower base in the 50k–150k range, this creator has an engaged community that trusts their recommendations and interacts heavily with their posts. Their upbeat, relatable style mirrors PearlyFresh’s fun, fresh brand identity, making the partnership feel authentic rather than forced. Because their audience is primarily teens and young students, they reach the exact demographic most likely to buy and use PearlyFresh gum. The influencer’s content style — quick videos, bright photos, and casual storytelling — makes it easy to highlight how PearlyFresh fits into real daily routines like school, sports, and hanging out with friends. By demonstrating the gum’s

whitening and cleaning benefits in a simple, visual way, the influencer helps make the product feel accessible and exciting. This collaboration increases brand visibility, builds trust, and encourages teens to try PearlyFresh because they see someone they admire using and enjoying it.

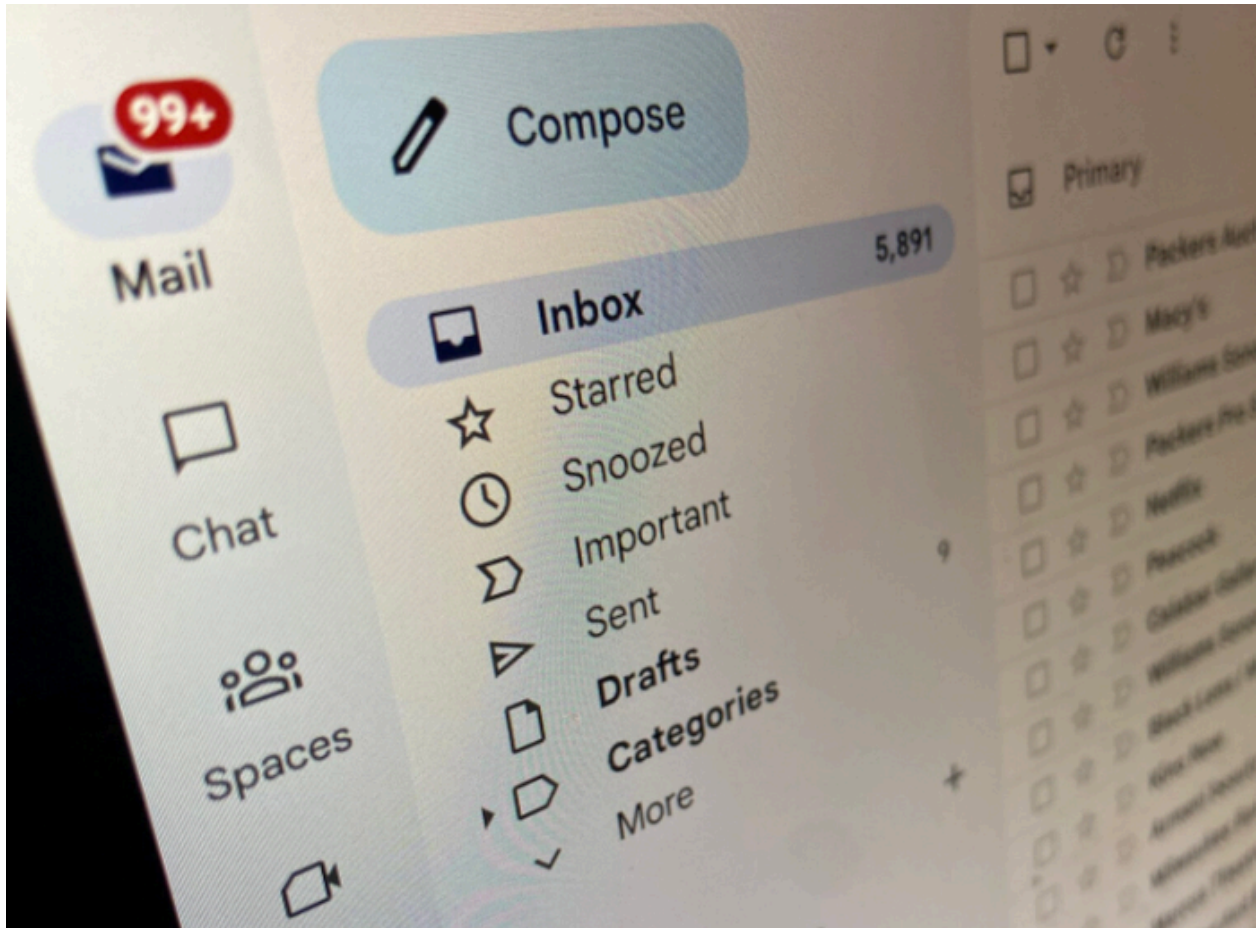
**Brief Pitch:**

Hi! I'm reaching out on behalf of PearlyFresh, a new gum brand designed for teens who want great flavor and a brighter smile without extra effort. We love your content and think your fun, relatable style is a perfect match for our brand. We'd love to partner with you on a post or short video showcasing how PearlyFresh fits into your daily routine. If you're interested, I'd be happy to share details, send samples, and talk about compensation. Looking forward to hearing from you!



**Word of Mouth:**

Teenagers love sharing the newest trends, products, and discoveries with their friends, which makes word of mouth one of the strongest marketing tools for a teen-focused brand. At school, conversations spread quickly, and students often make products popular simply by talking about them between classes or during lunch. Since gum is already a top choice among teens - especially because it helps pass the time during long class periods - it naturally becomes a social item that gets traded, shared, and noticed. Having a pack of gum instantly makes someone popular at the moment, which means PearlyFresh has the potential to become a highly talked-about product. When one student buys a pack and shares it with their friends, they're essentially promoting the brand without even realizing it. If those friends enjoy the taste and the whitening benefits, they're likely to buy their own packs, creating a chain reaction of interest and excitement. Schools act as a built-in network where trends spread fast, making word of mouth a powerful and organic way for PearlyFresh to grow. This natural buzz helps the brand reach more students quickly, turning everyday conversations into free and effective marketing.



### **Email Campaigns:**

**To:** Walmart Representative

**Subject:** A New Best-Seller for Your Gum Isle - Introducing PearlyFresh.

**Preview Line:** Functional whitening gum teens already love - affordable, eye-catching, and ready for retail.

### **Greeting and Opening Line:**

Hello Walmart Buying Team,

I'm reaching out because I believe PearlyFresh — a new whitening gum designed specifically for teens — can bring something fresh, exciting, and high-demand to your gum aisle.

**Body:**

PearlyFresh is an innovative chewing gum that cleans and whitens teeth while delivering the same great taste and price point teens already look for. Our standard 15-stick pack sells for \$2.00, making it competitive with existing brands while offering a unique functional benefit. Teens are the number-one gum-buying demographic, and PearlyFresh fits seamlessly into their daily routines at school, sports, and social activities. With bright, modern packaging and a memorable brand identity, PearlyFresh stands out visually and encourages impulse purchases. Because no major gum brand currently offers a whitening-focused formula at this price point, PearlyFresh fills a gap in the market and has strong potential for repeat sales. I would love to discuss how PearlyFresh could fit into your stores and provide samples for your review.

You can check out our website here: [PearlyFresh Website Link](#)

Or you can call us at this number: [123-456-7890](tel:123-456-7890)

**Sign Off:** Thank you so much for your time and consideration, PearlyFresh