



PROPOSAL KIT SAMPLE

Ranching Supply Sample Proposal

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To: KC Jones, CEO
From: Arlin Loney, Operations Manager
Subject: Opportunity to sell meat to the military

It has come to my attention that we may have an opportunity to sell meat to the local military warehouse. This could mean a substantial increase in our production and sales, and also offer a more stable and predictable future.

I've discussed this opportunity in the following pages. I'd like to pursue the matter further as soon as I have your approval to do so.



Memorandum

Opportunity to sell meat to the military

Prepared for: KC Jones
CEO

Prepared by: Arlin Loney
Operations Manager





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Opportunities

There is a large military warehouse and distribution center less than 50 miles away from our plant. This facility warehouses and ships mostly food items, including beef, pork, and chicken products. The military has recently asked for proposals to supply more meat to their distribution centers. This represents a substantial opportunity for our company.

- **Process and Sell Our Current Surplus of Beef and Pork**

We have offers of more livestock than we can currently process. Selling to the military would benefit our company and our local farmers.

- **Establish a Long-Term Relationship with the Military**

We know that our current surplus of supply will not last indefinitely. By establishing a long-term contract with the military, we can more effectively plan for future processing and have greater stability within our company, keeping our valued employees busy and avoiding the costs of layoffs and rehires.

- **Gain a share of the new military jerky replacement market.**

The military has partnered with one of our local companies, Dryz Food Products, to create a new, healthier, long-lasting meat product to replace jerky. They plan to use this new product in their MREs supplied to troops on the move. Dryz is currently developing recipes and processes to produce rolled-up dried beef, pork, turkey, and fish. We should look into forming a partnership with Dryz to supply meat for their new process.

Summary

Getting into the military meat-supply market will offer our company greater sales and greater stability.





Present Situation

As you know, local ranchers are currently selling more livestock than usual due to several years of drought and low feed situations. Because of this, there is a surplus of beef in particular in our area, and we are actually turning away beef and pork suppliers because we don't have sufficient orders from stores.

In summary, at the current time, supply is greater than demand among the American public.

We can process and ship excess supplies to commercial freezers, but we also have a large market in the nearby military warehouse that we have not yet tapped for both fresh and frozen meats.

Selling beef and pork to the military would benefit not only our company and our employees, but also local farmers and the military.





Benefits

WKC Meat Packers will realize the following benefits provided by selling meat to the military:

- **Increase production.**

We currently operate at only about 75% of capacity because we don't have sufficient orders to fill. Selling to the military could increase our production to full capacity.

- **Increase jobs.**

Jobs are in short supply in our area. If we operated at full capacity, we would need to hire 25% more workers.

- **Create a stable and dependable number of monthly orders.**

Our current grocery store clients tend to order seasonally and sporadically. The military needs a steady of supply of all sorts of meats. Doing business with them could smooth out the ups and downs of our current production cycle.

- **Increase sales for local ranchers.**

Our ranchers are currently offering us more beef and pork than we have customers for. The military would absorb this current surplus and create a bigger market for the future.

- **Provide our servicemen and women with quality meat products.**

Our military deserves only the finest and we can supply fresh, quality beef and pork.

Summary

There seems to be no downside to doing business with the military.



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