**B & C’s Cheese Palace- Project Summary Example**

We have a 5 year history of success making a variety of cheeses, including our award-winning provolone. We recently received an inquiry from a potential customer in the Country of Milkland with interest in exporting our provolone cheese.

B & C’s provolone is the closest thing the buyer has found to fit the needs of their market. With a few modifications, there is a great market to sell. However, consumers in Milkland are used to their cheeses being a little milkier in taste and a move vibrant color.  We will need to modify the recipe and production to accommodate the taste, color, while also ensuring the ingredients meet the local requirements.

In addition, the customer would be selling the product to restaurants, and would need it thinly sliced or shredded. B & C are currently only packaging their product in six pound tubes and would need to add equipment to accommodate the finishing or pay for the product to be finished at another location.

We expect to be able to expand our product line using the new equipment down the line which would allow us to hire additional staff. We also expect to increase our sales by 10% based on financial projections and contract discussions. If this project is successful, it is likely that we could export additional products into Milkland and surrounding countries with similar taste preferences.