Section 3 - Opportunities

**How will we adapt or change our product to meet customers’ needs?**

Consumers have told us that they need an easy to eat convenient food that does not make a mess. They want a product that they can eat on the run wherever and whenever. To meet that need, we have used our special process to stuff all of the goodness and flavor of a traditional hoagie into a special bun that is not sliced. The bun is also closed on both ends. This creates a hoagie eating experience that is neat and tidy. Finally, we place the hoagie on a stick. The stick makes it easy to hold and fun for everyone.

**What makes Hoagie on a Stick different?**

Hoagie on a Stick is an exciting new product that stands out in a crowded market of hoagies and sub shops. The most unique aspect of Hoagie on a Stick is its convenience and neatness. Unlike other hoagies and subs, Hoagie on a Stick will not drip out ingredients while our customers are eating it. The breading holds the ingredients together, and the stick provides a convenient way to hold, carry, and eat Hoagie on a Stick.

**Why would our customers want Hoagie on a Stick?**

Hoagie on a Stick is tailor made for kids. It is a convenient and nutritious lunch that is fun to eat. Kids will love the novelty of Hoagie on a Stick, and parents will appreciate the practicality and neatness of Hoagie on a Stick. Kids will be excited to unpack their lunch at school and find a Hoagie on a Stick because they know all of the fun and all of the taste is right there on a stick.

**Why should TRF make and sell Hoagie on a Stick?**

We feel that Hoagie on a Stick is a unique product that will compete well in a market that is full of bland hoagies, subs, and sandwiches. It provides an opportunity for TRF to enter the children’s food market with a dynamic and exciting food product that will attract attention from kids and adults.