

QUEST



The Best Protein Snack Company in America

A leading company in the protein snack industry, defining quality with diverse range of products. Quest offers unparalleled nutritional balance and the best taste on the market.



Earning over 40,600 5-star ratings on Amazon, these Quest Nutrition protein bars are a consistent Amazon bestseller. The most frequently cited reasons for their popularity include the high-fiber, low-sugar formula that packs 21 grams of protein into a single bar.

*Rachael Green
CBS Essentials*

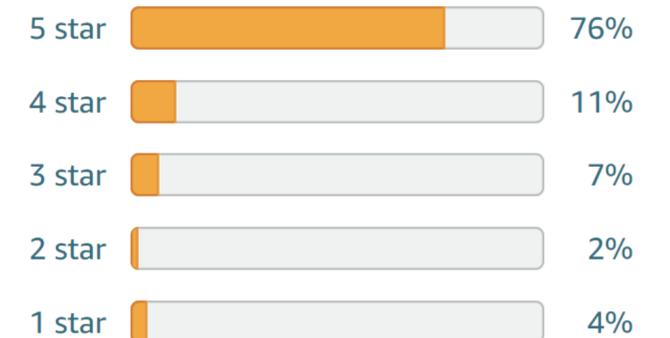
These are fairly filling because of how rich the flavors are and how dense the bars are. They aren't too big or too small. Just right. I have bought many packs of all three of the above mentioned flavors, and have never gotten a bad batch. They were all great! I will continue to buy these.

*Katrah, June 8 2020
Amazon Reviews*

Customer reviews

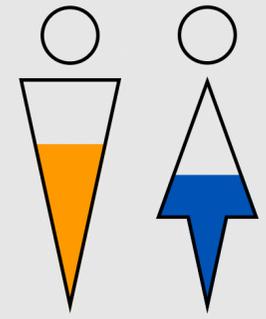
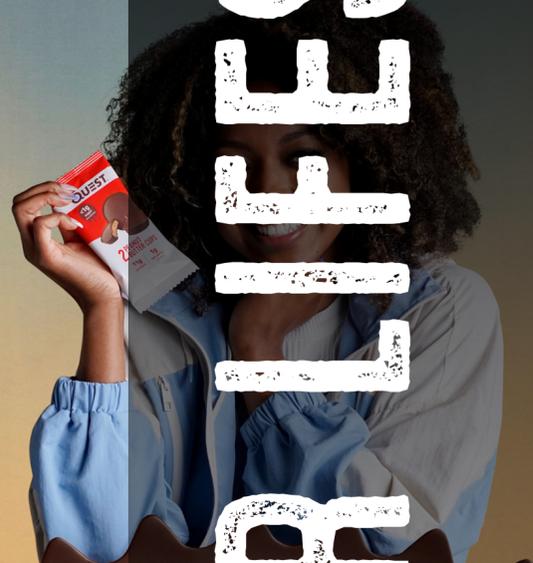
★★★★☆ 4.5 out of 5

12,671 global ratings



QUEST

QUEST USER BASE



55% Male
45% Female



United States
80.37%



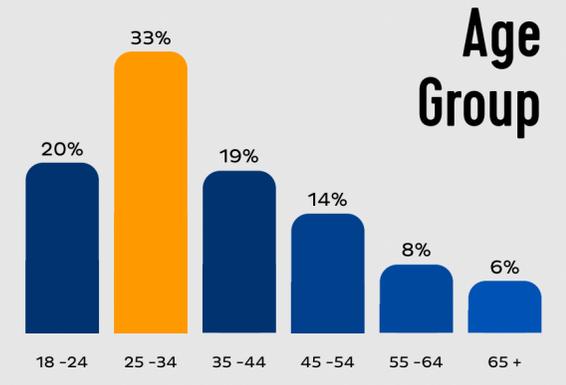
United Kingdom
1.07%



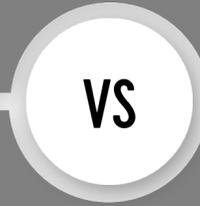
Canada
8.05%



Others
10.51%



'I want to eat healthy'



'I want to eat Sweets'

The Consumer Needs Equation

Protein + Taste - Sugar



Rival #1

Atkins

- Same parent company
- Various protein product lineup
- Usually high in protein and fat while low in carbs

Amazon Overall Pick



Rival #2

Think!

- A focus on protein bars
- Various taste lineups while maintaining similar ingredients

Amazon Overall Pick



Rival #3

ONE

- Simple protein lineup of bars and puffs
- A focus on various ingredients and taste in protein bars

Amazon Overall Pick



The Competition for Protein

As the protein market grows viciously, more and more rivals show up taking a pie in the ever growing market of protein products.



STRENGTH

The Best Product

Good Taste

High Protein

Low Sugar

Loyal Customers

VS

Terrible Package Delivery

Minimal Reward

Not much of a BX

Uncomfortable Website UX

But Nothing Else

WEAKNESS

S

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OPP
ORT
UNI
TY

An Increase in Protein Demand

Evergrowing
Fitness Industry

Corelation to
Elderly Health

Trend for
Protein
Consumption

The Rise of
Body Positivity

VS

Limited
Plant Based
Line Up

Inovators
Come and Go

Quest is
Relatively Small

Limited
Customer Base

But Rivals Grow

TH
RE
AT

Idea #1

Protein Cookie Dough

- Create Quest's own version of protein cookie dough.
- Market the idea to parents that a caring one should ensure enough protein for their child's growth.
- Add a recipe section in the website to give parent's a gist of what they could do for their children.

Idea #2

Snack Lunch Box

- Create Quest's own version of Snack Lunch Box.
- Children grow up to be loyal customers of the snacks they consumed while they were young.
- Introduce protein snacks as a worthy opponent of common snacks.

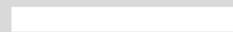
Idea #3

Going Super Size

- Giving people a treat they could enjoy more than a moment.
- Destroying the perception that protein snacks are un-tastier versions of its originals by competing with the original.



Healthy foods don't
necessarily need to come
in small packages.



What can be expected?

**Increase in New
Customer Base**

**Increase in
Customer Loyalty**

**Increase in
Sales Revenue**