

# Market Research Project with Bellicchi's Best Biscotti

Social Enterprise Greenhouse is helping to find qualified applicants for our social venture, Bellicchi's Best Biscotti. Please see the below for more information, or email [cmackey@segreenhouse.org](mailto:cmackey@segreenhouse.org).

**Year Founded:** 2015

**About the Venture:** We bake Biscotti and offer solace more than solution. Who's to say you won't have that breakthrough moment while enjoying a crunchy dunkable and delicious Biscotti from Bellicchi's Best?

**Problem that Project will address:** Bellicchi's needs to research and discover trends in the market space it inhabits.

**Brief of project:** Student(s) will do research and create a report containing projections for the next five years of cookie trends.

**Objective of project:** 5 year projections for the artisanal cookie market:

- Market growth or decline
- Trends in artisanal cookie characteristics (sweetness, soft, etc)
- Ingredient trends
- Flavor trends
- Age group/demographic trends
- How will people be buying product?

**Learning Objectives:**

- How a successful social enterprise is run and structured
- Principles of effective leadership
- Principles of social enterprise
- about market analysis
- building a model for a small business

Email [cmackey@segreenhouse.org](mailto:cmackey@segreenhouse.org) with your résumé and cover letter as PDFs to get started in the matchmaking process for this position. Include in the email how you found out about the opening. We will reach out to you with next steps.

