

**Team Activity  
Agriculture Sales  
2001**

**Dole Fruit Company  
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**Dole Fruit Company has developed a new variety of apples called Cameo. You are the division supervisors of Dole Fruit Company representing Packing, Sales, Distribution, Research and Development.**

**Dole Fruit Company would like to market this new apple after next fall's crop is picked. The apple is a tasty mixed red and yellow colored apple that will hold well in cold storage.**

**Your job is to prepare a business plan for the company CEO at the next corporate meeting in June to market this new apple. A business plan could include but not be limited to the following items:**

- **Identify the problem**
- **Objectives/Goals**
- **Market analysis through research**
- **Production potential**
- **Processing**
- **Advertising**
- **Sales**
- **Distribution**
- **Customer Relations**
- **Accounting and cost analysis**

