

Ashley Kelly
Candy Shop Statement

My candy shop is going mobile and will be called the “Campus Candy Car”. This will essentially be a food truck appearing on many of the Buffalo college campuses. With that said, all students, faculty, staff and surrounding neighbors will be the targeted audience when the truck visits.

I already formed the backstory of how the Campus Candy Car evolved, so for the sake of being thorough, here it is:

“On a summer day in 1988, Carl Richardson and Richard Carlson both headed to the county fair. A contest to win a new truck was being featured – where contestants placed a hand on it, crowning victory to the last participant left touching. Carl and Richard both entered and as the hours passed, they became fast friends. They came to realize they shared a passion for travel and trying new sweets. They decided that if one of them won the truck, they would use it to travel cross country looking for the best candies each state had to offer.

Carl successfully outlasted his opponents, so he and Richard packed up their new truck and prepared for the road trip of a lifetime. After visiting just their 6th state, Carl and Richard decided they should open a mobile candy store featuring their discoveries.

In the months and years since winning the truck, Carl and Richard have served some of the highest quality candies from their road trip passed. In September 1990, the Campus Candy Car found its home around the local college campuses of Buffalo, NY. Both men were born and raised in Buffalo, finding it fitting to keep their business in their beloved city.

Why college campuses, you might ask? Carl and Richard recalled that their college days are when they craved a sugar rush most. They also felt that a quick candy pick-me-up lead to happier, more optimistic students. The Campus Candy Car is not just for students, however. All faculty, staff and surrounding neighbors are welcome to visit for a sweet treat.

Carl and Richard were only able to put 48 candies on their market; unable to find what they were looking for in Vermont and West Virginia. In the upcoming year, their goal is to find the perfect signature candy for those states. They also plan to expand the Campus Candy Car business to other states by having each of their sons open and operate his own car.”

Based on the history, I want to feature a candy from each state. I found a [list](#) of the most notable state candies (courtesy of Food Network) and intend on using that as my merchandise.

As for the site itself, I’m imagining a fun yet cultured environment. I want to achieve a minimalist look, using one or two primary colors. I want to feature the founder’s favorites on the

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“home” page, as well as some customer testimonials. For the “product listing” page, I’m going to list the items by image or by state – I intend on creating both looks and deciding which one feels most natural. I would also like to implement a “search” feature if I can figure out the back end piece.

Lastly, my thought is that the Campus Candy Car will be marketed to the audience through campus emails and promotional days. As Moe’s Southwest Grill has “Moe Mondays”, I’m planning on doing “Sample Sundays” – where customers get a free sample of their choice with a purchase.