Description of Products and Services

Vygorade is going to be producing a sports and energy drink for the target market of students and young professionals. Typically, energy drinks contain a mix of water and carbohydrates, and caffeine. Many see caffeine as a health risk if too much is consumed by children. Vygorade’s energy drinks will contain caffeine, however, mainly because of who we plan on marketing to. We believe our target market will gravitate towards our energy drinks because they will view it as a rich, healthy energy option for while they are performing their various daily tasks. Vygorade plans on selling these drinks primarily in convenience stores, grocery markets, and gas stations as we believe these are the top three places that consumers see energy and similar drinks are sold. Vygorade plans on selling three different flavors, Frozen Ice, Rad Red, and Purple Mist, that will help athletes perform their best, or help consumers replenish electrolytes during or after an intense workout or even while doing their best in the office.