

TABLE OF FIGURES

Figure 2.2.5 Business Operational Flow.....	13
Figure 2.3.1 Luscious Sour Berries Packaging.....	14
Figure 2.3.2.1 Lucious Sour Berries Label.....	14
Figure 2.3.2.2 Gooley Dark Chocolate Label.....	14
Figure 2.3.2.3 Exotic Mango-Pineapple Label.....	14
Figure 2.3.2.4 Sophisticated Earl Gray.....	14
Figure 2.3.2.5 Tropical Guava Starfruit.....	15
Figure 2.3.2.6 Fierce Kiwi Dragonfruit Label.....	15
Figure 2.3.2.7 Sweet Classic Klepon Label.....	15
Figure 2.5.1 In Store Business Flow.....	18
Figure 2.5.2 E-commerce Business Flow.....	18
Figure 2.6.1 Swinter’s Logo.....	19
Figure 2.6.3.1 Scarlet.....	20
Figure 2.6.3.2 Tangerine.....	20
Figure 2.6.4 Logo Font.....	20
Figure 3.3 Consumer Mapping.....	25
Figure 3.4.1 Dairy Ice Cream Competitor Mapping.....	26
Figure 3.4.2 Dairy-free Ice Cream Competitor Mapping.....	26
Figure 4.4 Swinter’s Timeline.....	36