

Cover Letter

Mr X

Winchester House, 11 Cranmer Rd, London SW9 6EJ

a.munna@uwtsd.ac.uk

Dear Mr. X,

We are writing to express our interest that we are a group of baking professional with over ten years in the food industry. In our current role as Baker for Farm Fresh Restaurants we prepare and bake a wide selection of baked goods that are sold to restaurant patrons.

We are skilled at preparing a variety of baked goods including pies cakes and pastries. In addition, we enjoy the early hours of a Baker and always arrive promptly for our shift. We enjoy the creativity baking offers and can truly offer some very intricate recipes while also adhering to opening out new business venture. We have been commended on our beautiful and delicious pastries and cakes by past clients. We would love the chance to bring our skills to the market by introducing our own recipes to our valued customers.

We are confident that we would be able to make a real difference in the bakery taste with our talent and customer orientation. Please feel free to contact us at your earliest convenience to set up an interview and to view our business plan. We look forward to hearing from you and thank you in advance for your consideration.

Sincerely,

The Talent Baker Team

SAMPLE

Business Plan

for

The Talent Baker

Student 1

Executive Summary (Provide the detail summary of the Business Plan. You can consider the followings)

The Executive Summary is a brief outline of the company's purpose and goals. While it can be tough to fit on one or two pages, a good Summary includes:

- A brief description of products and services
- A summary of objectives
- A solid description of the market
- A high-level justification for viability (including a quick look at your competition and your competitive advantage)
- A snapshot of growth potential
- An overview of funding requirements

Table of Contents

ALL (Student 1, 2, 3, 4 and 5)

1. Your skills and experience (provide a short description about you-ALL MEMBERS Separately)

- Outline any previous experience, employment or other work that you have done that is relevant to your business
- Outline any education or training you have had that is relevant to your business:
- Outline any transferable skills, talents or traits you have that are relevant to your business
- Briefly outline any gaps in your skills, experience or qualifications and explain how you will address these

2. Business Description and History

- Your business and objectives (Limit to a Maximum 4)

Briefly describe your business, outlining the different product(s) and/or service(s) you offer:

Short Term Objectives

Medium Term Objectives

Long Term Objectives

3. Business Structure

- Draw a Diagram and provide brief description of the role

Student 2

4. Product and Services

5. Market Analysis and Needs

Your target customers

- How many potential customers do you estimate are in your target regions for this financial year?
- Briefly describe your target customers and any other distinguishing features, expanding on any of the areas you have already highlighted above
- What customer need or problem does your product(s) and/or service(s) address?
- Explain your approach to pricing your product(s) and/or service(s)

Your market and competition

What research have you conducted to understand your market, including your industry, regions, customers, competitors?

- Surveys & questionnaires
- Focus groups
- Interviews
- Desk or online research
- Market testing
- Trade fairs or exhibitions
- Met with suppliers
- Personal experience
- Social media research
- Mystery shopping competitors
- Family and friends
- Other

Competitor Analysis using the SWOT format

Competitor 1

Strengths	Weakness
Opportunity	Threats

Competitor 2

Strengths	Weakness
Opportunity	Threats

Your Company

Strengths	Weakness
-----------	----------

Opportunity	Threats

- Your marketing and sales plans

How do you or will you promote your business? Consider including the following

- Website (information only)
- Website (for e-commerce)
- Advertising (online)
- Advertising (print, radio, TV)
- Search engine marketing
- Social media
- Retail outlets
- Telesales
- Referrals
- Leaflets
- Events and exhibitions
- PR
- Other

Pick three of your key promotional activities and describe how they currently (or will in the future) help you meet your business objectives

1.	
2.	
3.	

Student 3

6. Operations

Please provide details of two key suppliers or key relationships that are or will be important to running your business

Supplier / Relationship 1

Organisation	Relationship Status
Service provided	Key terms of relationship

Supplier / Relationship 2

Organisation	Relationship Status
---------------------	----------------------------

Service provided	Key terms of relationship

Supplier / Relationship 3

Organisation	Relationship Status
Service provided	Key terms of relationship

Other operational considerations

Do you currently employ staff?

How many staff do you currently employ?

Outline the key staff roles within your business (e.g. job title, responsibilities, key skills)

Where does or will your business operate from? Consider the following

- Home business
- Office
- Retail unit
- Manufacturing unit
- Mobile business (vehicle)
- Work-hub
- Other

What laws or regulations have you considered for your business and/or industry?

What insurance do you currently have in place or do you intend to put in place for your business?

Student 4

7. Technology Plan

8. Management and Organisation

Here you outline who is performing what role in your organisation from the team/group

9. Social Responsibility and Sustainability

Explain how your company is acting towards the corporate social responsibilities

Student 5

10. Financial Plan (Consider the Following)

- Sources of Finance
- Personal Survival Budget

- Cash Flow Statement
- Balance Sheet
- Sales Forecast
- Business Ratio/Break Even Analysis

Student 1

Conclusion

ALL (Student 1, 2, 3, 4 and 5)

Reference (At least 10/12 following Harvard Style Referencing System)

ALL (Student 1, 2, 3, 4 and 5)

Appendix

SAMPLE