



BA Business Management

Assessment Component 1 : Business Plan

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Introduction

An overview of the proposed business idea

An eco-grocery store's primary goal is to improve the quality of life for its customers by offering a cheerful, cheery, and adult-oriented ambiance. Eco Grocery Store' is a special grocery store that aspires to place a significant focus on providing an enrichment to the lifestyles of all its clients in a timely, upbeat, and a human setting (Doherty and Ellis-Chadwick, 2012).

Products Served

- Pheasant, beef, lunch meat, and pork
- fruits, veggies, and other food
- Bakery items, such as bread, tortillas, doughnuts and garlic bread. • Sandwich loaves
- Celiac disease and gluten intolerance are two of the most common causes of gluten intolerance.
- Shampoo, shave cream, bar soap, and hand soap
- frozen foods — waffles, vegetables & ice cream, single-serving meals
- Latte, tea, juice, soda, and other beverages
- Vegetables, spaghetti sauce, ketchup, etc., in a can or jar
- dairy products include cheese, milk, yoghurt, and butter
- Levy liquid and soaps are also included in this category. • All-purpose cleaners
- Shipping service to your house
- Food pick-up/pre-ordering

Ownership and Legal format of the start-up

Eco Grocery Store is a sole trade business owned and operated by its owners and also running by hired employs employees- reword your sentence. Add some justification as to why you have chosen sole trader and what is a sole trader with some in text citation from the literature

The Company and Management

Eco Grocery Store, or Eco zero-waste Food Stores, is located in a high-end neighbourhood and will promote a zero-waste living through corporate sustainability. The company attempts to close the demand-supply gap for corporate sustainability in UK retail. The firm will be operated by an environmentally conscientious team interested in promoting waste sustainability and public conservation methods (Freeman and Stanley, 2015). The organisation attempts to provide exceptional customer service at reasonable operational expenses. Profits will go into CSR and R&D. This ensures the bank's stable growth and long-term strategy. Full-time & part-time workers will be employed. The personnel will include one CEO, three government level workers, a supervisor, an economist, (an accountant you mean?) and an IT officer, three sales representatives, and four operations personnel.

Personal Expertise & Motives of Entrepreneur

The business owner enjoys working with supermarket goods since it is a pastime of his or hers. Each and every item in the store, both on the inside and exterior, is something she is intimately familiar with. With regard to food goods, household necessities, baby supplies, and so on, the entrepreneur discovered that the supermarket sector is riddled with falsehoods. In order to teach the novices about just the entries and breakaways of commerce, the entrepreneur felt she ought to do it for the neighbourhood. For as long as she can remember, she's wanted to work in a field like this one.

Location and Legal Entity

The Eco Grocery Store will be situated in Erdington, Birmingham, next the Raven Hill Retail Park, on High Street, one of Erdington's most important most prominent locations. Erdington is presently regarded as one of the greatest places to live in Birmingham, topping out one or much more affluent areas. A sole-trader firm will be chosen by the entrepreneurial because of the small scope of activities and the ease with which legal processes may be established (Duke, 2011). In addition, the business owner wants to keep complete command over the company's operations.

Main Body

SWOT Analysis

The SWOT evaluation is an important management framework that can help identify a company's best attributes, weaknesses, advantages, and threats in an effort to aid internal audit and strategic decisions that allow a company to influence its positive aspects against its weak spots and chances to mitigate threats (Gattorna, 2017).



Shaw, J., 2017. How to complete Personal SWOT analysis (13 Dec.2017)

Strengths

Eco Grocery Store's activities have a number of positive aspects. As a result, the company's long-term performance is attributed mostly to its basic principles, which include educating the public about its services and facilities and maintaining a consistent set of requirements. Combined with the entrepreneur's dedication and quest for power, this will assist propel expansion. Customers will be attracted to the firm because of its location in Erdington, which has grown into each of Birmingham's greatest residential areas. Customers may expect personalised attention, high-quality items, reasonable pricing from a very well sales staff, the newest technology, and a sanitary atmosphere from the firm.

Weaknesses

The prospective enterprise had a number of flaws from the start. Eco Grocery Store's limited knowledge is the most significant shortcoming of the firm. Because the company is still in its infancy, it lacks technical skills. It is also the entrepreneur's first actual enterprise, and he lacks expertise in running a firm. The company's narrowly defined intended audience presents yet another challenge (Guy, 2016). Despite the fact that Eco Grocery Store is available to everyone, it will mostly serve women in the age range of 5 to practically 60+up.

Opportunities

For both the company and the entrepreneur, there are a wide range of options available. In Birmingham, there is always the possibility of expanding internationally. As an alternative to a productive grocery store, an Eco Grocery Store could really focus on children's goods and reach an entirely new market. For those interested in supplementing their diet and increasing their physical fitness, Eco Grocery Store may open a mini-store that sells anything from protein powder to pre-workout powders to protein shakes to any number of other useful products.

Threats

Competitive danger was among the most significant threats to the firm. Some well food stores are already located in Birmingham, including Waitrose, Lituanica, Romania Food Centre Birmingham, and others. Eco Grocery Store faces tremendous competition due to the oversupply of the industry. In addition, the Covid-19 epidemic has made individuals more aware of physical distance and more wary of interacting with others in crowded places (Rafiq, 2015). Also, the epidemic has slashed household spending and triggered a global economic crisis as a result.

PESTEL Analysis

An additional strategic planning technique, PESTEL Analysis, is used to detect and analyse impacts from outside the company's control, or macro - economic variables.

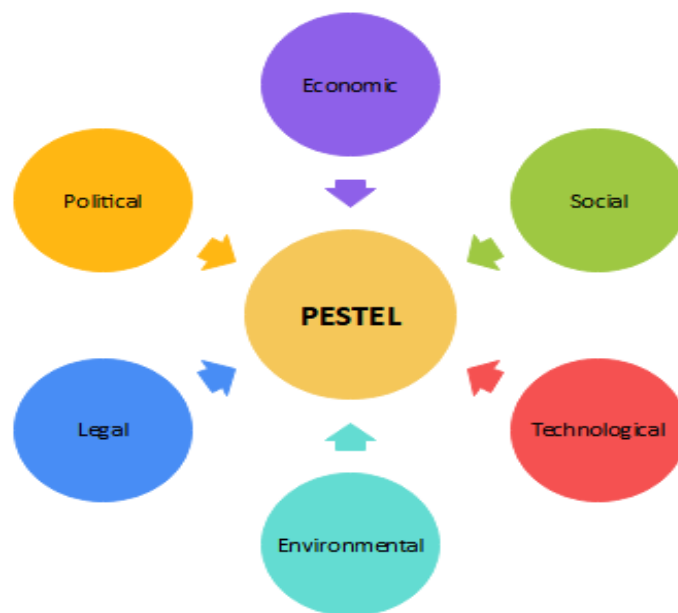


Image Source: [EdrawMax Online](#)

Political Factors: Packaged food industries have been negatively affected by the Covid-19 outbreak prior to the actual detentions. To deal with the pandemic's negative effects, the industry desperately needs political backing and government investment. Because of this, the government has taken steps to pledge £90 million in help for the corporation's recovery (Carroll, 2014). National Retailers Rehabilitation Fund funds have been awarded to 266 local authorities throughout Order to help strengthen shops and grocery stores with confidence as a part of the 2020 plan. As part of their promise to 'building back fitter,' the UK government tends to help the fitness and health industry during times of economic hardship.

Economic Factors: As a direct result of the Covid-19 pandemic's adverse effect on the UK economy, the firm's productivity has been severely affected. The retail business, which is the worst hit, would be in the same boat. Shutdowns are to blame

for the shop's current state, which dates back to March 21, 2020. Small businesses in the UK have lost £90 million in income each week as a result of the wintry closings that took place in January 2020. Getting back to the early levels of activity and outcomes is a lengthy process that might result in a long-term fundamental change in the business.

Social Factors: People's concern for their own health, hygiene, and general fellow human has grown as a result of the pandemic. People in England are prioritising physical activity more so than ever. The demand for groceries and other everyday necessities has risen as individuals appreciate the convenience of having their purchases delivered right to their door sans having to leave the house. As a whole, the pandemic has led to an increased desire to purchase, a healthy life, and to participate in physical exercise.

Technological Factors: Clients at the shop must have access to better services available, which may assist differentiate the business and gain a competitive edge. Machineries must be upgraded on a regular basis to keep electrical costs down, because there is always a trade-off. As a means of attracting new clients, every company implements a marketing plan that includes the launch of cutting-edge hardware (Guy, 2017). Personal delivery has also been made possible thanks to efficiency innovations.

Environmental Factor: In view of the scarcity of raw materials, goals regarding pollution, the ability to carry out work in a morally and practically feasible manner, and carbon footprint goals, natural variables are essential. These pictures demonstrate how contamination is affected by transportation.

Legal Factors: Health and safety, open door rules, advertising standards, buyer privileges and standards, item marking, item packing, and item security are all legal factors.

Marketing Mix

This is the 4Ps of marketing mix analysis. The 4Ps of marketing mix is used around the world to support businesses with their marketing plan



ImageSource: [https://cdn.cleverism.com/wp-content/uploads/2014/08/4Ps-marketing-mix-product .png](https://cdn.cleverism.com/wp-content/uploads/2014/08/4Ps-marketing-mix-product.png)

Price: Whenever pricing your seminars and services, think about what you're offering in terms of price in the grocery industry. A reasonable pricing strategy will be set. Considering the quality and demand of the customers, the price will be set.

Product: It's critical that you market your services in a way that attracts the right customers to your organisation. Products from Eco Grocery are designed to apply to a wide spectrum of clients. The products will be produced through ensuring environmental sensitivity. No plants, animals and any other components will not be harmed during production (Karampour, Sawalha & Arias, 2016).

Place: One of Erdington's top locations for business and health, Eco Grocery Shop's location will undoubtedly assist bring more customers through door. The products of Eco Grocery will be available through both online and offline means.

Promotion: As both a part of the larger marketing technique, advertising is a vital component. Eco Grocery Store has to highlight the most cost-effective options available. Client satisfaction is a top priority at Eco Grocery Store.

Target Market Analysis

A wide range of customers will be served by the 'Eco Grocery Store', which will have the most up-to-date equipment and internet services to meet their demands and standards. It's vital to note that the company's primary market is Erdington's female population aged 18 to 52 years old. Women who are busy, interested in retail, want to keep their cars well-stocked, and are seeking for ways to save money are predicted to be the primary demographic for this product.

However, the company will also target males and the elderly with its custom-tailored products (Blanchflower, 2017). 'Eco Grocery Store' will present itself as a results-oriented grocery store for enthusiast who are open to accept the ins and pitches of their goods, thereby delivering actual value to a customer in exchange for a low and sensibly priced membership fee. Users in the target market sector will benefit from the company's strategy of quality differentiation and cost, which it will implement.

Marketing Strategies

For the Eco Grocery Shop, an achieve competitive advantage by focusing on the right advertising methods to reach markets of the company, which in turn attracts more

subscribers and so increases the store's profits. For the owner to reach their chosen market, the following are some possible promotional strategy to consider:

Membership Marketing: A good marketing strategy that may perform wonderfully for any grocery store or even other stores (Ferne, 2010). Other supermarket stores in the United Kingdom have successfully adopted a referral-based renewal incentive programme. In addition, this can aid in the technique of hearsay.

Word of Mouth Strategy: Due to Eco Grocery Store's value of 8 and distinction, this technique does not even require a penny of investment. To optimise income and develop a group, consumers might introduce new entries from current subscribers.

Digital Marketing: SEO (search engine optimization) and PPC (pay-per-click) strategies will also be employed by Eco Supermarket Store's in order to target clients who search and explore for things online. The combination of a well-optimized homepage and PPC can generate new customers.

Social Media Marketing: A dramatic rise in social media use has occurred following the Covid-19 epidemic (Hackney, 2016). An official social media account for Eco Grocery Store will be established on Pinterest, Facebook, and LinkedIn to promote, advertise, and connect with the commerce and supermarket sector.

Green marketing: Eco Grocery Store will follow green marketing in order to make better positioning of the products. Regarding that, this company will ensure environmental packaging, labelling and environment friendly disposable material usage during selling the products. The marketing campaigning will ensure all these things so that environment conscious customers will easily be attracted to the business of this company (Vlaeminck, Jiang & Vranken, 2014).

Financial Planning

It is possible to determine the cost of starting a grocery shop using secondary research. 'Eco Grocery Store' start-up losses are incurred at £50000. This is the claim for the begin money, according to which:

Cash flow forecast	Amount
Long-term equipment	15000
Designing the store	8000
Air Conditioning, Fans & Ventilation	3000
Computer and Mobile	1000
Rent Expense- Advance	9000
Marketing and promotion	4000
Miscellaneous	5000
Cash in hand	5000
Total	50000

70 percent of the expected start-up expenditures will come from owner equity, while the remaining 30 percent will come from financing (10 percent bank loan). The danger of default is reduced since the businessman has invested his own money in the company (Abrams, 2013). This permits the business owner to keep some cash in the bank rather to putting it entirely into company up once.

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