



NES

(NATURAL ENERGY SAFE)

Members

*1 Ignacio: Business/
Company Overview
Business Operations*

*2 Glenney : Products and Services
Markets and Competitors*

*Natasha : Marketing and Sales
Princing of Products and Services*

Vangelia : Management and Organisation .

Yana : Financial Information



Introduction

- Introduction
- Your Business/Company Overview
- Your Business Operations .
- Your Products and Services.
- Your Markets and Competitors.
- Marketing and Sales.
- Pricing of your Products and Services.
- Management and Organisation.
- Financial Information .
- Reference
- Conclusion

NES (NATURAL ENERGY SAFE)

- We make natural shakes instantly.
- We have fruits, vegetables and seeds (Toppings).
- Easy elaboration , we use a blender .
- We offer the 350 ml shake with 3 toppings .



3 TBSP WHOLE
CHIA SEEDS
6 - 9 G PRO



3 TBSP SHELLED
HEMP SEEDS
10 G PRO



3 TBSP HULLED
SESAME SEEDS
7 G PRO



3 TBSP WHOLE
FLAXSEEDS
6 - 8 G PRO



1 OZ RAW
PISTACHIOS
6 G PRO



1/2 CUP
UNCOOKED
OATS
7 G PRO



1 CUP
FLAX MILK
5 G PRO



1 OZ RAW
ALMONDS
6 G PRO



1 WHOLE
AVOCADO
3 G PRO



1 OZ
CASHEWS
5 G PRO



1 OZ
WALNUTS
4.5 G PRO



1 TBSP
PEANUT BUTTER
4 G PRO



1 CUP BAKED
SWEET POTATO
5 G PRO



1 CUP FROZEN
TURNIP GREENS
6 G PRO



1 CUP FROZEN
SPINACH
6 G PRO



1 CUP FROZEN
CHERRIES
3 G PRO



1 CUP RAW
BLACKBERRIES
2 G PRO



1 CUP RAW
MULBERRIES
2 G PRO



2 LARGE
KIWIFRUIT
2 G PRO



1 MEDIUM
BANANA
1.5 G PRO



Printer (2020)

- You can make mixtures of toppings . (we have a menu suggestions)
- It has 3 toppings that the smoothie has and additional you can choose a maximum of 3 more.
- . We Try to Cover: The Lack of Healthy Drinks Many People can't find in London.

Experience and qualifications

- Food hygiene training.

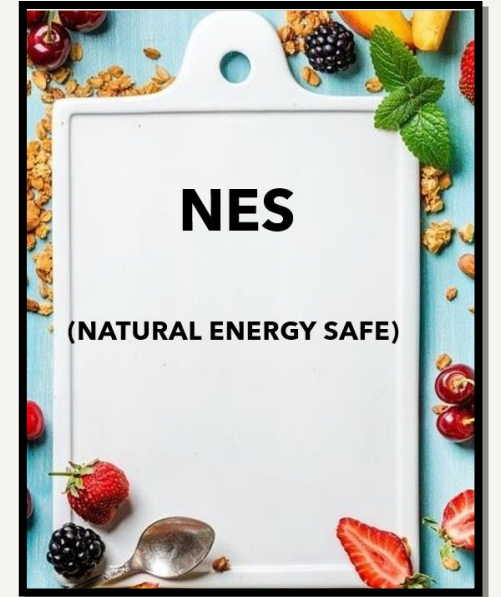


firstaid.world , (2020)
westminster.gov.uk , (2021)



Start of the company

- We started a year and a half ago. The first of June 2021
- The first months were slow.
- rate of growth of a company normal in the first 3 months .
- In summer times sales went up a lot.
- We have had ups and downs like any business but we have been stable.



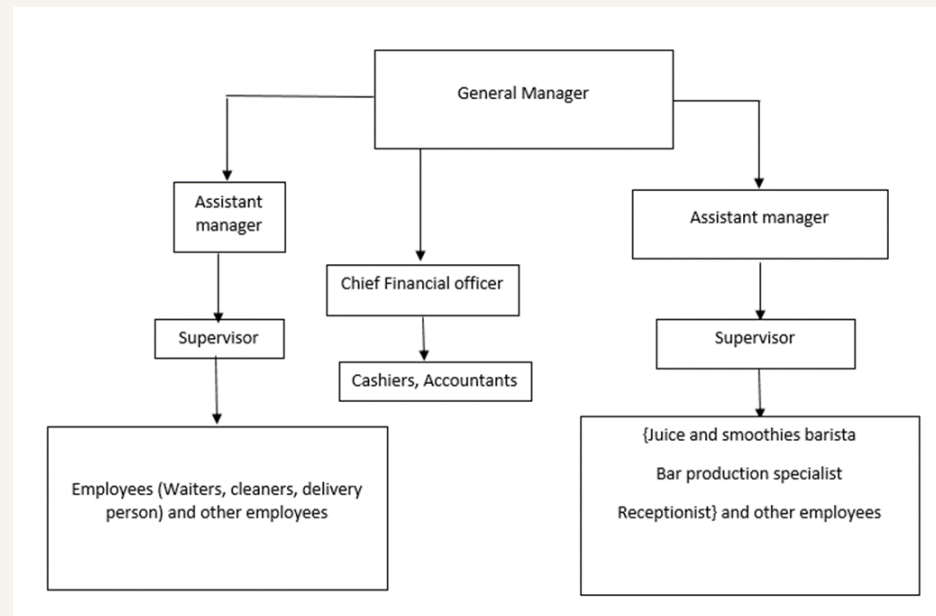
Type of business

- It is a private company limited
- There are 2 owners , each one has 50%

Company sector

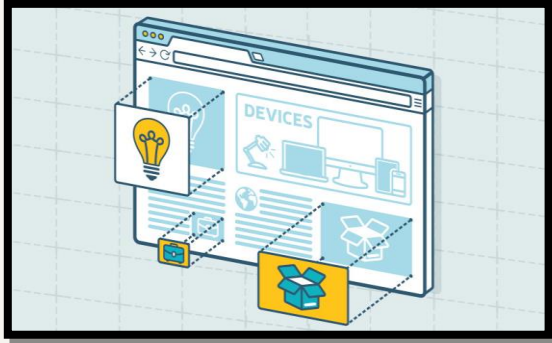
- Food industry
- Beverage industry

Type of structure



Vision for the future

- Create a web page



- Be in top market performers in the next 3 years.



- Create reputation .

Localiq ,(2022)

The business objectives

- Maintain stability in the business in the following year.



- Organize events to increase sales and reputation



- Long term 5 years, improve and create new products, expand and open more branches.

A circular collage of various food items. The top half features fresh produce: a red apple, cherry tomatoes, basil, a halved fig, green bell peppers, and a carrot. The bottom half shows a variety of grains and legumes: yellow corn, white beans, green lentils, chickpeas, and various types of rice and pasta. A small white bowl of yellow oil is at the top center.

PRODUCTS AND SERVICES

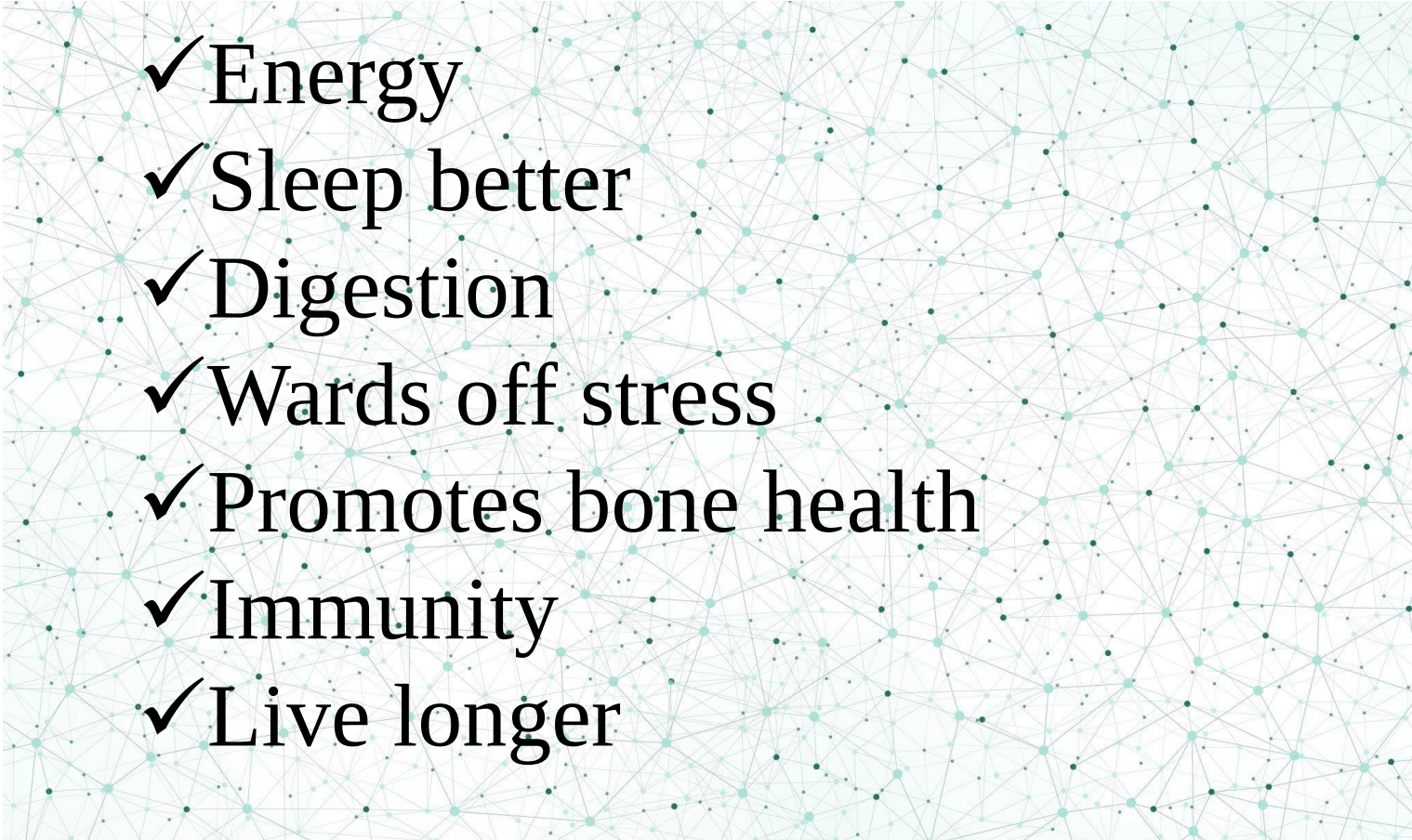
MARKETS AND COMPETITORS

(NES) Natural energy safe is a 100 % natural shake that our businesses will create and market, and they'll create juice in the following kinds.

- CHIA SEEDS
- HEMP
- AVOCADO
- FLAX MILK
- WALNUTS
- CHERRIES
- MIXESFRUIT
- SPINACH
- KIWI
- POMEGRANATE
- WALNUT
- ALMOND
- AVEYANA
- MIX VEGETABLE



RESOURCES PEQUESRECETAS (2020)

- 
-
- ✓ Energy
 - ✓ Sleep better
 - ✓ Digestion
 - ✓ Wards off stress
 - ✓ Promotes bone health
 - ✓ Immunity
 - ✓ Live longer



These products are naturally picked from home gardens.



The suppliers are farmers who live off planting and selling.



Selling large amounts of cultivation and giving 30% of the profits to plant more fruits and vegetables.



The cultivations are picked in key date and our milk providers are also from a farm.



We plan on making new products and having various times of sales, also allowing the public to know how to make these shakes at home buying only our products.



(Usergidin , 2021)

Our Markets and Competitors

- Our market size is huge. Our business is targeted towards all public and all generations.
- Our business location is in central London.
- We have competitors which we need to take consciously and keep up to date with new trends.
- The market will extend its ideas to provide customers with more services such as sandwiches and pastries.





Customer target

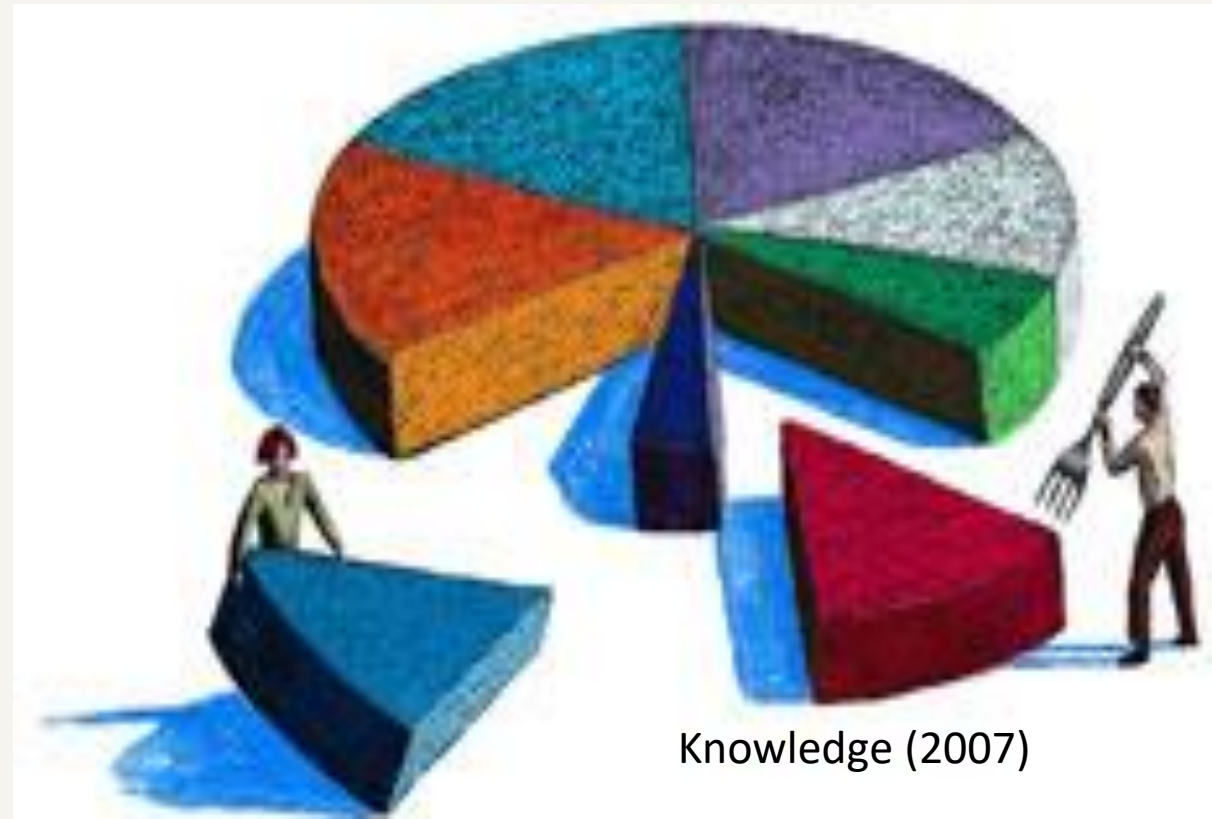
- Our target audience are teenagers, adults and elderly. Females and males and people who enjoy sports or exercises.
- Our milkshakes , smoothies and natural drinks are focused on health outcomes for our customers.
- Our customers are looking for something different and out of the ordinary , here is where my business helps with their needs and cravings!
- Our business is different from the rest since our supplies are completely natural and fresh.

COMPETITION

- Our main competitors would be other shops which sell smoothies and milkshakes with organic products.
- Other businesses currently offer smoothies and shakes as well as food or snacks.
- One of the strengths our competition would have is that they sell snacks or food.
- One of the weaknesses that they have is that all of their products are not completely organic.

FUTURE

- Our goal is to expand our business
- Provide customers with more services.
- Expand into a franchise around the European Union



Knowledge (2007)

Marketing and Sales

Pricing of your Products and Services

Marketing of natural juices

- Sales And Marketing Are The Main Columns Of The Business. They Are Very Connected And Act To Make A Profit. Marketing form consciousness and leads to business success

➤ Target Marketing and Marketing Segmentation

- Selling to the Specific Group of People / Group of Customers / Consumers and Business

➤ Promotional Mix Marketing

- Advertise / Personal Sell / Sales Promotion / Public Relations / Direct marketing

➤ Marketing Strategies

- - Product / Price / Place / Promotion / Content Ma



sales of natural juices

- Sales And Marketing Are The Main Columns Of The Business. They Are Very Connected And Act To Make A Profit. Sales Create The Potential From The Paying Customers

➤ Target of Sale

- Sales Revenue / Increasing Sale / Number of Deals

➤ Types of Sale Methods

- Solution Sales / Transactional Sales / Consultative Sales / Provocative Sales

➤ Sales Strategies and Type of Sale Strategies

- - Increase Sales / Demonstration of the Product / Closing Deals / Outbound and Inbound Sales



Pricing of Juice Products

- How to develop a pricing strategy and how to work out the costs and pricing to make sure the business will be profitable

➤ Pricing the Products

- Variable Costs / Profit Margin / Fixed Costs

➤ Pricing Strategies

- Competition / Customers / Competitive price / Tactical Price

➤ Types of Pricing Strategies

- - Discount Price / Odd Pricing / Skimming Price / Penetration Price



Pricing of Juice service

- It is the process of fixing the value of costs that a producer will receive in the exchange of services and goods

➤ Pricing the Service

- Calculating the Costs / Perceive the Business / Time Invested

➤ Service Strategies

- Feedback / Research Competitors / Cost of Juice Sold

➤ Types of Service Prices

- - Fixed Cost And Markup / Hourly Rate / Commission and Value



Management and organization



MANAGEMENT AND ORGANIZATION

- Business plan section discusses how the business will be managed and organized
- This includes
 - Ownership
 - Organization structure
 - staffing (Management, employees' qualifications, roles, and responsibilities)
 - Outsourcing of the employees
 - Business goals and objectives



(Abubakar *et al.*,2019)

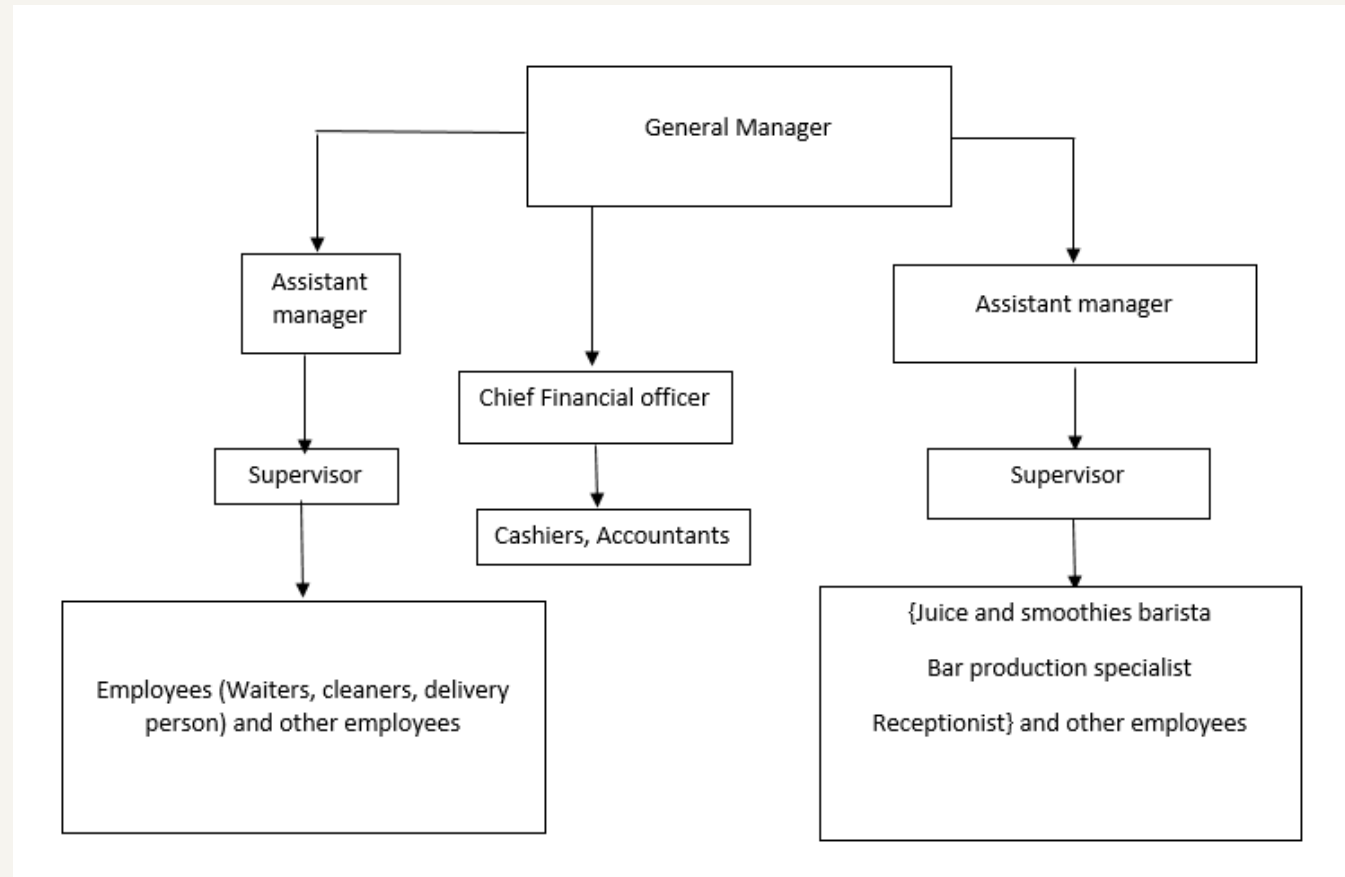
Ownership

- This business will be a private limited company
- Will registered in the house of companies in the United Kingdom
- This ownership is considered the most appropriate due :
 - Existence as Separate Legal Entity
 - Limited Liability
 - Ability to rise more capital through contribution and shares
 - Borrowing Capacity.



Organization structure

- Organizational structures show the workflow in the company
- organization's structure, the groups and individuals working at this nutritious drink company have clear roles , responsibilities and who to report to



(Hansen et al.,2022)

Staffing (Management, employees' qualifications, roles, and responsibilities)

- The nutritious drinks business requires management and employees with different qualifications.
- This includes
 - General Manager
 - Assistant managers
 - Supervisors
 - Chief Financial officer
 - Cashiers
 - Accountants
 - Waiters
 - Cleaners
 - Delivery persons
 - Juice and smoothies barista
 - Bar production specialist
- Board of directors will be constituted one year after the inception of this Company
- The board will be responsible for searching, recruiting supervisors, and compensating newly introduced managers and managerial roles in the organization



(Berman et al., 2018)

Outsourcing , Business goals and objectives

Outsourcing

managerial position will involve outsourcing of the employees

The position to be outsourced includes

General manage

Assistant managers

The chief financial officer

This will be through reputable recruiting agencies .

Business goals and objectives

The business aims to business aims to increase the product portfolio to attract more customers.

Be in top market performers in the next 3 threes

participate in corporate social responsibility

business expansion to other geographical areas

Double the first year revenues

These will be met through increased funding.

Overview of the financial section

- Business expected starting capital amounts to £ 40, 000
- This part of the business discusses
- Sources of finance
- Sales forecast
- Business expenses
- Projected balance sheet for the business
-
- Projected profit and loss statement
- Break-even point



(Pilbeam, 2018)

Source of finance

- Contribution from shareholders((£) 2,000 each as the starting capital
- Banks loans £ 18,000
- Government grants and subsidies
- Retained Earnings
- Angel investors
- Contribution from friends and family

(McKenzie, 2017)



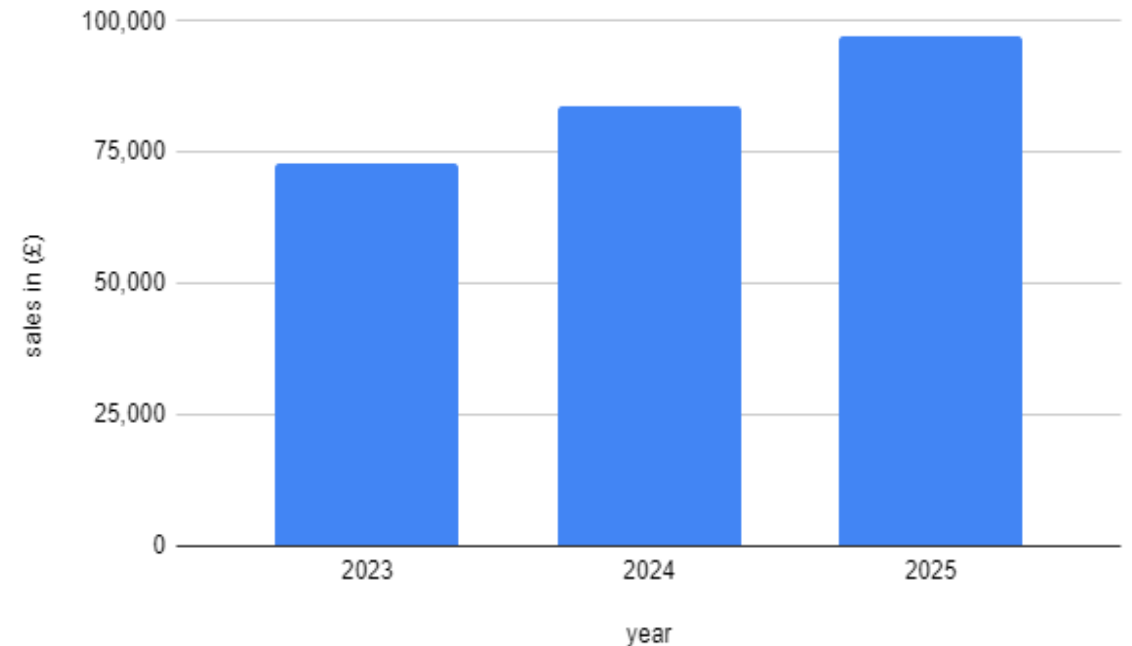
(McKeever, 2018).

Sales forecast

- The sales forecast in terms of revenues is
- £73,000 for 2023,
- £ 84, 000 for 2024,
- and £ 97,000 for 2025, respectively
- This can be shown as in the graph :

(Croce et al., 2016)

sales in (£) vs. year



Cont.'

- **Business expenses**

- Business registration fees-£8,990
- Leasing of premise-£6,000
- Hiring and payment of the employees-£4, 800
- Down payment of equipment-£7 000
- Utility fees-£2, 000
- Starting inventory

(Brigham *et al.*,2021)

(Brigham, and Houston, 2021).

Financial statement

- Projected balance sheet for the business shows changes estimated in the business financial status for the years 2023, 2024, and 2025
- Projected profit and loss statement estimates how much money the business will generate from selling these natural drinks, including smoothies.

Cont.'

Projected net profit

- 2023= £ 8,406
- 2024= £ 13,880
- 2025= £ 22, 902

- Break-even point
- This is the level of production where the total expenses equal the total revenues generated.

(Agapova and Vishwasrao, 2020)

Conclusion

we want to reach the top and offer the best and quality for our customers and promote healthy habits.



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