



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David



Title: Healthy energy drink: *AMASK*

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Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives

19/08/2022



www.uwtsd.ac.uk

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Introduction

- Non-alcoholic beverages that act as an energy boost is called energy drink.
- Energy drink is a combination of caffeine, vitamins and herbal supplements.
- New organic energy drink with recyclable packaging called A.M.A.S.K.
- Founders : 5 UWTSD university students.

Business Description and History

Was advertised for Employees, and truck drivers who had long shifts.

- Eco-friendly options like bamboo, geami paper, recycled newspaper, recycled tape.
- combination of organic energy drink and recyclable packaging(bamboos).



Aim and Objectives

- A case study .
- good location.
- A small shop .
- constant growth.



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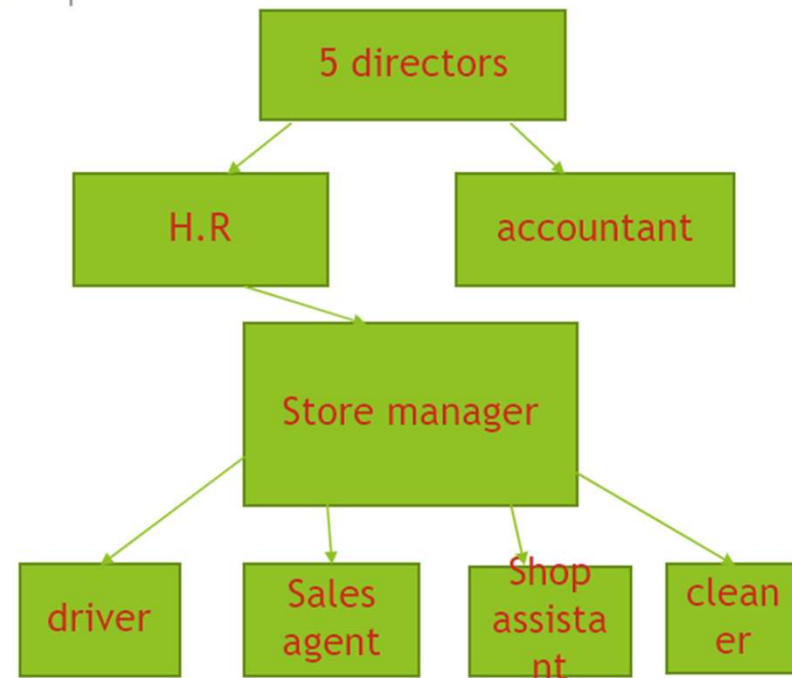
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Mission and Vision

- To provide natural drinks and inventive.
- Utilising a sustainable growth strategy for our customers.
- Quality and sustainability requirements.
- Establish ourselves as a market option .
- Provide added value for consumers.

Business Structure

- Small shop with 5 partners
- Human resources
- Accountant
- Store manager
- Delivery driver
- Sales agent
- Shop assistant
- Cleaner



Product Description

- Healthy energy drink
- Unique: noncarbon cans from bamboo.
- This drink will be without sugar, calories and chemicals.
- AMASK will give you healthy energy, burns body fat, celebrates metabolism.
- AMASK will be ECO friendly.



Marketing Research

Marketing MIX

- **Product:**

- Bamboo Bootle which will be recycle.
- AMASK will be for an adults from 18 to 40 years old.
- AMASK will be for everyone who want to have some healthy energy.
- Also, our product is made for people attending the gym.

- **Price**

- Competitive method.
- Less expensive compared to others.
- There will be student discounts.

- **Place:**

Based in the UK:

- **Promotion:**

Social Media
TV adverts



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Target Market

- The target market is adults between 18 to 40 years old..
- People who are looking for their health.
- People who trying to lose weight.
- People which are going to the gym and trying to be active and have more energy.
- Moms who is looking for healthy options of eating.



Our goal

- Our goal is to become big company and reach a lot of people because our product can help their immune system, our healthy energy drinks have a lot of vitamins and minerals inside.



Our competitor

- We have a lot of competitors but there a selling In cans and we are selling in bamboo containers witch a recyclable.



SWOT Analysis

Strength:

- Eco friendly
- Healthy ingredients
- Bamboo bottle

Weaknesses:

- We don't have many tastes: we only have Strawberry, raspberry and coconut milk.
- We take a big loan from the bank to start.

Opportunities:

Always there will be people who traying to be healthy.
Hight quality product at good price.

Threats:

Really strong competition on healthy drinks.



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PESTLE Analyse

- Political: Political factor in the UK include Brexit, this will increase cost of ingredients.
- Economical: Unemployment risk,
- Social: Lifestyle attitudes, Health consciousness.
- Technological: using technology for our advertising.
- Legal: Health and safety, industry regulations, taxation.
- Environmental: Eco friendly, bamboo package, Recycling.



Operations

- We going to do a big conferences to show our product.
- There will be people which will have to do different task for the drink.
- We going to have individuals to look after our website.



Technology Plan

- Online shopping market
- People who can work out people's orders.
- Security system which doesn't allow hackers to hack our website.



Management and Organization-

- Organization
management gives a sense of direction to the employees. The individuals are well aware of their roles and responsibilities and know what they are supposed to do in the organization.

Social Responsibility and Sustainability -muhammed



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Development, Milestone, and Exit plan-muhammed



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Financial Data

Projected Financial Data			
Particulars	Year 1	Year 2	Year 3
Revenues	£ 20,000.00	£ 24,060.00	£ 87,940.20
Revenue Growth Rate	0.00%	20.30%	265.50%
Current Ratio	1.25	1.25	1.25
Gross Margin	34.48%	36.71%	41.23%
Net Profit Margin	0.000001%	0.000001%	0.000003%
Debt Equity Ratio	1.78	1.78	1.78
Cash Ratio			
Cost of Goods Sold	£ 950,000.00	£ 1,026,000.00	£ 1,067,040.00
CoGS Growth	0.00%	8.00%	4.00%

Profit and Loss Account

Scheckter's Organic – Clean Energy			
Projected Profit and Loss Accounts			
For next 3 Financial year			
Particulars	Year 1	Year 2	Year 3
Sales	£ 1,450,000.00	£ 1,621,100.00	£ 1,815,632.00
Cost of Goods Sold	£ 950,000.00	£ 1,026,000.00	£ 1,067,040.00
Gross Profit	£ 500,000.00	£ 595,100.00	£ 748,592.00
Operating & Administrative Expenses			
Selling Expenses	£ 250,000.00	£ 262,500.00	£ 286,125.00
General & Administrative Expenses	£ 225,000.00	£ 292,500.00	£ 315,900.00
Net Income before Tax	£ 25,000.00	£ 40,100.00	£ 146,567.00
Tax Expenses	£ 5,000.00	£ 16,040.00	£ 58,626.80
Income for the year after Tax	<u>£ 20,000.00</u>	<u>£ 24,060.00</u>	<u>£ 87,940.20</u>

Cash Flow Statement

Scheckter's Organic – Clean Energy			
Projected Statement of Cash Flows			
For next 3 Financial year			
Particulars	Year 1	Year 2	Year 3
Cashflow Beginning of the Year (a)	£ -	£ 125,000.00	£ 150,000.00
Operating Activities (b)	£ 130,000.00	£ 23,000.00	-£ 5,000.00
Receipt	£ 175,000.00	£ 250,000.00	£ 115,000.00
Paid	-£ 55,000.00	-£ 190,000.00	-£ 105,000.00
Others	£ 10,000.00	-£ 37,000.00	-£ 15,000.00
Investing Activities (c)	-£ 360,000.00	-£ 98,000.00	£ -
Add	-£ 350,000.00	-£ 60,000.00	£ -
Others	-£ 10,000.00	-£ 38,000.00	£ -
Financing Activities (d)	£ 355,000.00	£ 100,000.00	£ 80,000.00
Proceed	£ 55,000.00	£ 70,000.00	£ 30,000.00
Payment Loans	£ 300,000.00	£ 30,000.00	£ 50,000.00
Cashflow End of the Year (a+b+c+d)	<u>£ 125,000.00</u>	<u>£ 150,000.00</u>	<u>£ 225,000.00</u>

Balance Sheet

Scheckter's Organic – Clean Energy			
Projected Balance Sheets			
For next 3 Financial year			
Particulars	Year 1	Year 2	Year 3
Assets			
Current Assets	£ 125,000.00	£ 150,000.00	£ 225,000.00
Non current Assets	£ 500,000.00	£ 600,000.00	£ 900,000.00
Total Assets	<u>£625,000.00</u>	<u>£750,000.00</u>	<u>£1,125,000.00</u>
Liabilities & Equity			
Liabilities			
Current Liabilities	£ 100,000.00	£ 120,000.00	£ 180,000.00
Non current Liabilities	£ 300,000.00	£ 360,000.00	£ 540,000.00
Equity			
Equity	£ 211,000.00	£ 253,158.00	£ 343,450.00
Retained Earnings	£ 14,000.00	£ 16,842.00	£ 61,550.00
Total Liabilities & Equity	<u>£625,000.00</u>	<u>£750,000.00</u>	<u>£1,125,000.00</u>

Conclusion- Mohhamed



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Thank you!

Any Question?



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