

Managing Enterprise in the 21st Century

Business Plan

Please put name/logo/website of your
company here

FreshBite Express

Fresh Food. Fast Service

Executive Summary

FreshBite Express is a modern healthy fast-food takeaway offering quick, affordable meals such as jacket potatoes, chicken wraps, fresh juices, and coffee.

Our mission is to provide fresh, nutritious food that fits into busy lifestyles.

We target students, office workers, and health-conscious customers looking for fast, tasty meals.

Business Concept

FreshBite Express is a modern, health focused fast-food takeaway offering quick, affordable meals without sacrificing nutrition. The business combines fast service with café style quality, serving jacket potatoes, chicken wraps, fresh juices, and premium coffee all prepared daily with locally sourced ingredients. Targeting students, office workers, families, and health conscious customers, it provides convenient, fresh food in a busy urban area. With a focus on speed, quality, and customer engagement through digital ordering and loyalty rewards, FreshBite Express fills a gap in the market for nutritious, accessible everyday meals.

Business Description

FreshBite Express is a health-focused fast-food takeaway offering quick, fresh, and affordable meals such as jacket potatoes, chicken wraps, fruit juices, and premium coffee. All food is prepared daily with locally sourced ingredients to ensure quality and flavour. Designed for busy customers especially students, office workers, and health conscious individuals the business combines fast takeaway service with café style standards. Located in a high footfall urban area, FreshBite Express uses digital ordering, loyalty rewards, and social media marketing to build a strong, repeat customer base.

Product Description

FreshBite Express offers freshly prepared jacket potatoes, chicken wraps, natural fruit juices, and premium coffee. All products are made daily using quality, locally sourced ingredients to provide quick, nutritious, and great-tasting meals for customers on the go.

Business Objectives (SMART Objectives)

Short-Term Objectives (less than a year)

Increase monthly sales by 15% within the first six months through promotions and meal deals.

Build a customer base of at least 300 repeat customers by introducing a loyalty card system.

Achieve an average customer satisfaction rating of 4.5/5 within the first year through improved service and quality control.

Launch online ordering on the website within the first four months of opening.

Long-Term Objectives (More than a year)

Open a second FreshBite Express location within two years.

Grow annual revenue by 25% by expanding the menu and increasing delivery partnerships.

Introduce a mobile app for ordering and rewards within three years.

Establish FreshBite Express as a recognised healthy fast-food brand in the region by year three.

Market Analysis and Marketing Plan

Market Analysis (Competitors, Customers, Target Groups)

Competitors

FreshBite Express operates in a competitive fast-food and takeaway market. Main competitors include:

- **Greggs** – affordable meals, widely recognised brand.

- **Subway** – customisable sandwiches and wraps.
- Local **independent cafés and takeaways** offering quick meals.

These competitors offer convenience, but many focus heavily on bread-based or fried options, giving FreshBite Express an advantage with healthier, fresh ingredients.

Customers

Our customers are people who want **quick, tasty, and healthier food options** at affordable prices. They value:

- Fresh, high-quality meals
- Fast service
- Good value
- Healthy alternatives to traditional fast food

Many customers are busy and need food they can grab quickly between work, study, or travel.

Target Groups

FreshBite Express is aimed at:

- **Students** looking for affordable, filling meals

- **Office workers** needing quick lunch options
- **Health-conscious customers** who prefer fresh, nutritious food
- **Local families** wanting convenient meals on the go

This diverse customer base allows the business to attract regular daily sales throughout the week.

PESTEL Analysis

Political

- Food businesses must follow UK food safety and hygiene regulations.
- Local council licences are required for trading, waste disposal, and health inspections.
- Changes in government policies on small business support or taxes may affect costs.

Economic

- Rising food and energy prices can increase operating expenses.
- Customers may look for affordable meal options during economic downturns.
- Growth in delivery apps (Deliveroo, Uber Eats, JustEat) can boost sales.

Social

- Increasing demand for healthier, fresh fast-food options.
- Customers prefer convenience, quick service, and grab-and-go meals.
- Rising awareness of nutrition encourages people to choose lighter meals like wraps and jacket potatoes.

Technological

- Online ordering systems and mobile apps help attract more customers.
- Social media marketing (Instagram, TikTok) is essential for visibility.
- Modern kitchen equipment improves speed and efficiency.

Environmental

- Customers expect eco-friendly packaging and reduced waste.
- Using locally sourced ingredients can lower environmental impact.
- Sustainability helps build a positive brand image.

Legal

- Must comply with UK laws on allergens, labelling, and food hygiene ratings.
- Staff must follow health and safety regulations.
- GDPR rules apply to customer data collected through online orders

SWOT Analysis

Strengths:

- Fresh, healthy, and customizable menu options
- Quick service suitable for busy lifestyles
- Affordable pricing for students and office workers
- Eco-friendly and modern brand image
- Strong appeal to health-conscious consumers

Weaknesses:

- Limited menu compared to traditional fast-food chains
- Higher ingredient costs for fresh produce
- Reliance on foot traffic and location visibility
- New brand, may require time to build customer trust

Opportunities:

- Growing demand for healthy fast-food alternatives
- Expansion into online ordering and delivery platforms
- Partnership opportunities with gyms, offices, and schools
- Introduction of seasonal specials and loyalty programs
- Potential for multiple locations or franchising

Threats:

- Competition from established fast-food and health-focused outlets
- Fluctuations in ingredient prices
- Economic downturns affecting discretionary spending
- Changing food trends and dietary preferences

Marketing Mix (4Ps)

1. Product

- Fresh, healthy fast-food options: jacket potatoes, chicken and vegan wraps, fresh juices, smoothies, and coffee
- Customizable meals to suit dietary preferences
- High-quality, locally sourced ingredients
- Eco-friendly packaging

2. Price

- Affordable pricing targeting students and office workers

- Value meals and combo deals for budget-conscious customers
- Competitive with both traditional fast-food and health-focused outlets
- Occasional discounts and loyalty rewards to encourage repeat business

3. Place

- Strategic locations in city centers, near offices, universities, and high foot-traffic areas
- Online ordering via website or mobile app
- Delivery partnerships with apps like Uber Eats, Deliveroo, or local services
- Takeaway-focused setup for convenience and speed

4. Promotion

- Social media campaigns highlighting fresh ingredients, healthy meals, and quick service
- Influencer collaborations and local events for brand awareness
- Loyalty programs and referral discounts for regular customers
- Eye-catching in-store branding and packaging to attract walk-ins

Management Team

Founder & CEO: Leads overall strategy and business growth.

Head of Operations: Manages daily store operations and staff.

Head Chef: Oversees menu development and food quality.

Marketing Manager: Handles promotions, social media, and brand awareness.

Finance Manager: Manages budgeting, finances, and administration.

Management Team and Their Background

Founder & CEO: Background in entrepreneurship and business strategy; leads vision, growth, and overall operations.

Operations Manager: Experienced in foodservice and retail management; oversees daily store activities and staff performance.

Head Chef / Menu Developer: Culinary and nutrition specialist; designs healthy, delicious, and consistent menu items.

Marketing Manager: Skilled in marketing and brand promotion; manages social media, advertising, and customer engagement.

Finance & Admin Manager: Expertise in finance and accounting; handles budgeting, reporting, and administrative functions.

Organisational Chart

Founder & CEO: Leads the company and oversees all departments.

Operations Manager: Handles daily store operations and staff supervision.

Head Chef / Menu Developer: Manages kitchen, menu, and food quality.

Marketing Manager: Drives promotion, social media, and customer engagement.

Finance & Admin Manager: Manages finances, budgeting, and administrative tasks.

Key Milestones

Business Concept Developed – Defined menu, target market, and brand vision

Market Research Completed – Identified customer needs, competitors, and opportunities

Location Secured – High foot-traffic area for first takeaway store

Menu Finalized – Healthy, customizable options including jacket potatoes, wraps, juices, and coffee

Staff Recruitment & Training – Hired operations, kitchen, and service team

Marketing & Launch Campaign – Social media, promotions, and local partnerships

Grand Opening – Official launch with initial customer engagement and feedback

Expansion Planning – Plans for additional locations, online ordering, and delivery integration

Financial Plan (One Year)

Sources of Finance

1. Owner's Investment

- Personal savings or funds invested by the founder
- Shows commitment and reduces reliance on external funding

2. Bank Loan

- Small business loan to cover startup costs such as equipment, lease, and initial inventory
- Repayable over a set period with interest

3. Investors / Angel Funding

- Private investors or business angels providing capital in exchange for equity or returns
- Can help with expansion and marketing campaigns

4. Crowdfunding (Optional)

- Raise funds from the public through platforms like Kickstarter or GoFundMe
- Also serves as marketing and brand awareness

Cash Flow Forecast

Month	Cash Inflow (£)	Cash Outflow (£)	Net Cash Flow (£)	Cumulative Cash (£)
January	13,120	12,500	620	620
February	13,120	12,500	620	1,240
March	13,120	12,500	620	1,860
April	13,120	12,500	620	2,480
May	13,120	12,500	620	3,100
June	13,120	12,500	620	3,720
July	13,120	12,500	620	4,340
August	13,120	12,500	620	4,960
September	13,120	12,500	620	5,580
October	13,120	12,500	620	6,200
November	13,120	12,500	620	6,820
December	13,120	12,500	620	7,440



Sales Forecast

Cost of Production Forecast

Item / Category	Unit Cost (£)	Estimated Monthly Sales	Monthly Cost (£)	Annual Cost (£)
Jacket Potatoes	1.50	1,200	1,800	21,600
Wraps (Chicken / Vegan)	2.00	1,600	3,200	38,400
Fresh Juices & Smoothies	1.20	1,000	1,200	14,400
Coffee & Beverages	0.80	1,200	960	11,520
Packaging & Supplies	0.50	4,000	2,000	24,000

Total Cost of Production:

- **Monthly:** £9,160
- **Annual:** £109,920

Break Even Analysis

Fixed Costs (Annual): £77,900

Variable Cost per Customer: £3.00

Average Revenue per Customer: £6.56

Break-Even Point: ~79 customers per day

Conclusion: Expected to break even within the first year

Operations and Management Plan

Production of Good and Service

Production of Goods and Services

- FreshBite Express produces **healthy fast-food items**: jacket potatoes, wraps, fresh juices, smoothies, and coffee.
- Ingredients are **locally sourced** for quality and freshness.
- Food is **prepared daily** in-store to ensure freshness.
- Standardized recipes and portion control maintain **consistency and quality**.
- Eco-friendly packaging ensures sustainability.

Technology Plan

Technology Plan

- **Point-of-Sale (POS) system** for fast, accurate order processing.
- **Online ordering and mobile app** integration for takeaways and delivery.
- **Inventory management software** to track stock and reduce waste.
- **Digital marketing tools** for social media campaigns, promotions, and customer engagement.

Human Resource Plan

Staff Structure:

- Store staff / kitchen staff
- Head Chef / Menu Developer
- Operations Manager
- Marketing Manager
- Finance & Admin Manager

Recruitment: Focus on experienced, customer-focused individuals.

Training: Food hygiene, preparation standards, customer service, and use of technology systems.

Employee Retention: Competitive pay, positive work environment, and opportunities for growth.

Expansion Plan

Short-Term: Open 2–3 more locations, launch online ordering and delivery.

Medium-Term: Expand to multiple cities, introduce loyalty programs, explore franchising.

Long-Term: Become a nationwide healthy fast-food brand, offer corporate catering, consider international growth.