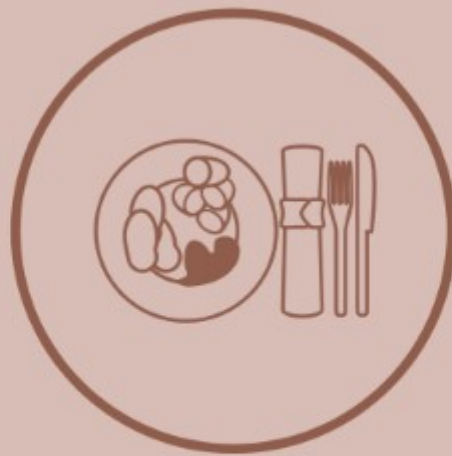




Cozy Roasts

hearty food for all

Cozy Roasts

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Executive Summary

Mission Statement

“At Cozy Roasts, our mission is to provide the community with delicious, wholesome, and sustainable plant-based Sunday dinner options that not only satisfy the taste buds but also nourish the body and planet. We are committed to promoting a more compassionate and environmentally friendly way of dining, making it easier for individuals and families to choose plant-based options on their most cherished day of the week. Our goal is to create a positive impact by offering a diverse menu of delectable, chef-created dishes that celebrate the flavours and benefits of plant-based cuisine. We aim to make every Sunday a convenient and memorable culinary experience delivered to your door. Fostering a healthier, more sustainable, and compassionate lifestyle for all,”

Company and Business Description

Cozy roasts was founded in 2023 on a cold Sunday evening after being left unsatisfied by the offerings of a Sunday Dinner eating out. My sister Rachel and I are the founders and are passionate advocates of plant-based living and recognised a gap in the current market for tasty, wholesome, convenient, high-quality plant-based options for delivery and catering of events.

We are aiming to start off small and grow within the local area. We have experimented with a variety of recipes and worked with local suppliers to source high quality, organic ingredients to add to the cozy roast experience. We have a current foothold in the Vegan community and have done various social media posts with the soft launch of our Instagram as to how many people would want a plant-based Sunday delivery service and who would want a plant-based catering experience for events. The results were incredibly positive with over 90% agreeing they would buy off us and hire us for an event.

Our business will be family run with myself cooking the meals and developing recipes, my sister will be in charge of our social media content. My father will be our delivery driver and heavy lifter for us in the kitchen.

Our business will be built on passion and advocacy for the plant-based lifestyle. We want to create a customer base from creating innovative and creative meals for everyone to enjoy.

We have our own facilities as well as a food truck that we will be using for events. We currently have £8000 cash in the business account in readiness to open.

Product Lines

Product Offerings:

We will offer take away Sunday dinners every weekend for delivery. We also offer plant-based catering for event, markets, and weddings. The products will be tailored to the customer for events.

Pricing Model

Our Sunday Dinners will cost £12 per meal with extra portions of sides costing £3.00 each. Our catering services will start as a set fee of £500, then will charge £5 per head.



Market Analysis

Target Market

Our aimed demographic for our business will be:

1. Vegans and Vegetarians
2. Health-Conscious consumers
3. Environmental and Ethical Consumers
4. Busy professionals and families

Location Analysis

We are located in Pontardulais, we have easy access to the M4 to service not only Llanelli but Swansea areas. This will give us a good radius for deliveries, as well as access for catering events.

Strengths

1. Plant-Based Expertise- While most businesses offer a modified plant-based option which usually involves removing the majority of products. Here at cozy roast, we have over 15 years of creating and tasting plant-based food.
2. Unique Recipes- While other companies buy in plant-based meat replacements. Here at cozy roasts, we will be providing unique recipes to create a variety of plant-based meat substitutes that many will find hard to tell that only plant-based products are being used.
3. Sustainability Practices: We have a strong commitment to environmental sustainability. Not only using plant-based ingredients but using fully recyclable and biodegradable packaging.
4. Convenience and Flexibility: Here at Cozy roasts, we understand the importance of flexibility. Currently there are no businesses covering a radius of twenty miles from Swansea that offer a delivery service for plant-based takeaway.
5. Pricing Strategy: Competitive pricing strategy to provide accessible plant-based dining for all.
6. Adaptability: All meals will be customisable using our website where nearly all allergies except for nut can be accommodated.
7. Online Presence and Ordering- Customers will be able to use our app/website for a hassle-free ordering experience.

Weaknesses

1. Ingredient - as we rely on all plant-based ingredients substitutes are hard to come by.
2. Perception of limited menu- as we will be starting off with Sunday dinners and varieties of a roast dinner to start off with, there could be a presumption of ordering the same thing with no variety.
3. Education- prejudice towards the plant-based ethos could have a negative impact within the community and our customer base.
4. Competitive Market- plant based takeaway options are becoming more readily available. Our product can be copied.

Opportunities

1. Expansion- we can look at expanding the menu with extras and sides to add to the roast dinner. On top of that we plan to sell our meat alternatives on our website to be delivered to your door. As well as catering events and attending food festivals in our food truck.
2. Collaboration- we will be working with other vegan businesses in the local community and partnering with our suppliers to increase brand awareness.
3. Niche Market- We have developed a product that caters to a niche within the demographic.

Threats

1. Fluctuating ingredient costs- this is something we cannot control and will need to be kept in mind when looking at cash profit in our projections.
2. Competition- can be replicated and takeaways in the local area can start to offer a similar product.

Industry at a glance

The vegan food industry in the UK is becoming one of the fastest growing industries. From 2016-2020 vegan takeaways grew by 388% while vegetarian orders rose by 137% (Guardian, 2023)

As people become more conscious of health and the environment plant-based food is increasing in popularity. With the UK spending £29.4 billion per year on takeaways we wanted to get in on the action. It is predicted a quarter of the UK population will follow a plant-based diet by 2025. (Guardian,2023)

As pop up and food fayres increase in popularity, we wanted to ensure not only do we have a base for our takeaways but can also expand into catering events with our food van.

Key External factors

1. Consumer Trends

Currently the plant-based diet is attractive to not only animal lovers. Health, wellness, and environmental trends promote a vegan diet as attractive and people choosing plant-based food and takeaways has increased dramatically over the last 3 years.

2. Economic Factors

Consumer spending can be impacted by economic conditions and the type of food consumers will spend their money on. Fluctuations in prices in ingredients can affect any future cost structures in place.

3. Competitive Landscape

The offerings of other takeaways and their market strategies can impact our market share and competitiveness. It is key be innovative and provide unique options for consumers to stay competitive.

4. Technology and Platforms

The accessibility of ordering is key to stay competitive. With online ordering of takeaway apps being so popular it is a vital part of our structure. Digital marketing will be key in building our market share within our demographic compared to traditional marketing.

5. Cultural and Social Factors

Cultural attitudes to plant-based diets will significantly affect our business. Social media trends will influence our demographic and will impact the recipes we use and offerings we sell.

6. Supply chain considerations

Ingredient availability and quality will be a key factor in our recipes and offerings.

Marketing Plan

Acquisition Channels

Our main acquisition channels are as follows:

Social Media- We already have a large following and will utilise this to advertise and promote our business.

Paid Social Media Advertising- We will be using paid advertising on Instagram and Tik Tok to increase our following and promote our business.

Event marketing- we will attend food fayres and vegan markets to demonstrate our cooking and recipes.

We will be using SEO marketing and social media as our main source of advertising.

Legal Notes

We are fully accredited in Food hygiene; we have public liability insurance as well as a licence from the council to sell our takeaway food.

Financial Considerations

Monthly Proforma Forecast		
	Revenue	
	Sales of Takeaway Dinners	£4,000
	Catering Services	£4,800
	Total	£8,800
	Cost Of Goods	
	Ingredients	£1,800
	Packaging	£500
	Total Costs	£2,300
	Gross Profit	£6,500

Pricing Module	Cost	Reasoning
Catering Service	£500	We will start at a base rate for catering events due to the unique service of building recipes and menus for the customer. Along with good quality ingredients and menus printed for each event.
Sunday Dinner	£12	Competitive and price matches with other takeaways in area. Along with ensuring we make a good profit for each meal sold.

Break Even Analysis		
 Cozy Roasts <i>hearty food for all</i>	Fixed Costs	
	Utilities	£150
	Insurance	£60
	Social Media Marketing	£30
	Transport	£100
	Total	£340
	Variable Costs	
	Ingredients	£1,800
	Packaging	£500
	Bank Fees	£150
	Total	£2,450
	Contribution Margin	
	Total Sales	£8,800
	Variable Costs	£2,450
	(sales-Variable)	£6,350
	Break Even Point	
	Fixed/contribution margin	0.053543
	Break even Point in Sales	£2,628
	Catering (4,800)	£7,428

Year 1 Revenue Forecast				
Pricing Strategy	Month	Dinners	Catering	Total Sales
Dinners £12	Jan	500	0	6000
Catering £500(Plus per head)	Feb	400	4	6800
	March	350	8	8200
	April	420	8	9040
	May	400	12	10800
	June	350	14	11200
	July	300	18	12600
	August	150	25	14300
	September	300	8	7600
	October	500	4	8000
	November	750	2	10000
	December	900	4	12800
			Total	£117,340.00

Year 1 Profit and Loss predictions

Year 1 Profit and Loss														
Revenue	Product	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
	Dinners	£6,000.00	£4,800.00	£4,200.00	£5,040.00	£4,800.00	£4,200.00	£3,600.00	£1,800.00	£3,600.00	£6,000.00	£9,000.00	£10,800.00	
	Catering	£0.00	£2,000.00	£4,000.00	£4,000.00	£6,000.00	£7,000.00	£9,000.00	£12,500.00	£4,000.00	£2,000.00	£1,000.00	£2,000.00	Grand Total
	Total	£6,000.00	£6,800.00	£8,200.00	£9,040.00	£10,800.00	£11,200.00	£12,600.00	£14,300.00	£7,600.00	£8,000.00	£10,000.00	£12,800.00	£117,340.00
Cost of goods	Product	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
	Dinners	£1,500	£1,200	£1,050	£1,260	£1,200	£1,050	£900	£450	£900	£1,500	£2,250	£2,700	
	Catering	0	£1,000	£1,500	£2,000	£2,800	£3,300	£3,800	£7,000	£1,500	£1,000	£350	£1,000	Grand Total
	Total	£1,500	£2,200	£2,550	£3,260	£4,000	£4,350	£4,700	£7,450	£2,400	£2,500	£2,600	£3,700	£41,210
Gross Profit	£117340-£41210													
Total	£76,130.00													
Operating Expenses	Monthly													
	Utilities	£150												
	Insurance	£60												
	Social Media Marketing	£30												
	Transport	£100												
	Total	£340												
	Variable Costs													
	Ingredients	£1,800												
	Packaging	£500												
	Bank Fees	£150												
	Total	£2,450												
	Est Annual	£29,400												
Net Profit														
	£76130-£29400													
Total	£46,730.00													

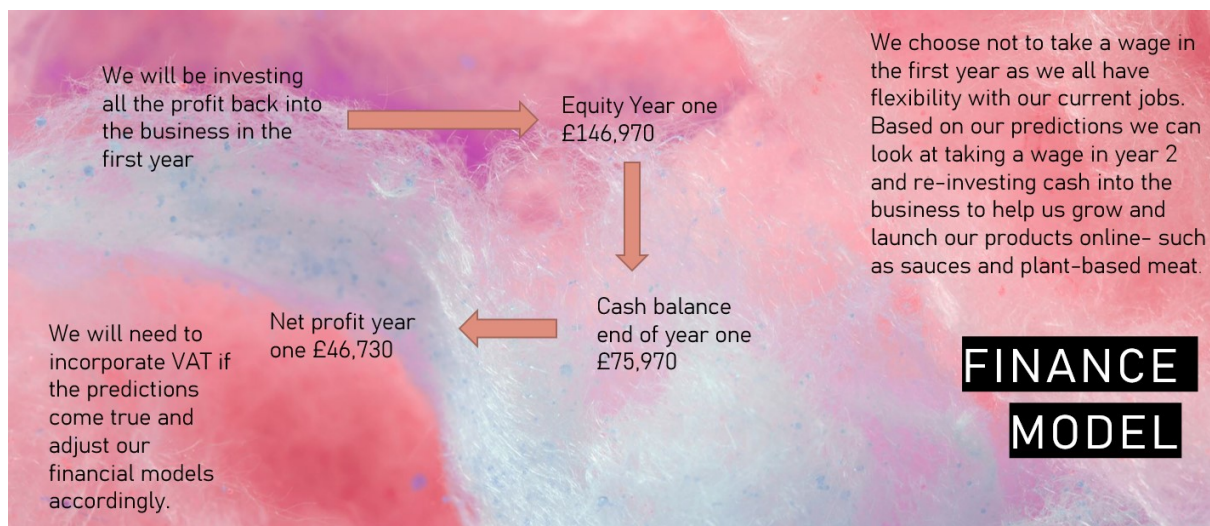
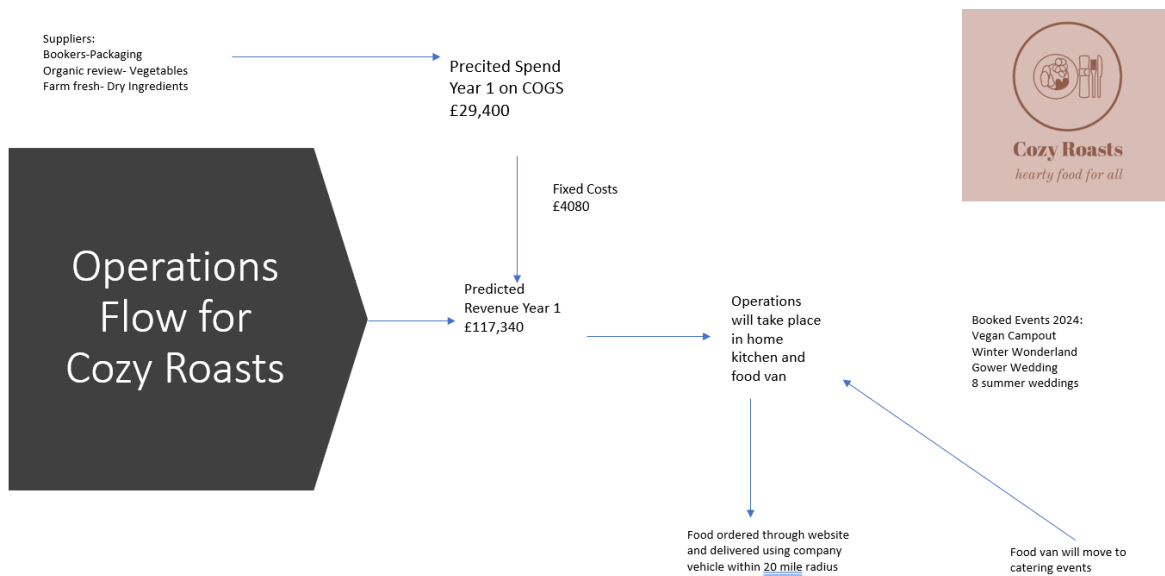
Proforma Monthly Cash Flow			
Item	Inflow	Outflow	Net Cashflow
Beginning Cash Balance	£0.00		£0.00
Sales	£6,000.00		£6,000.00
Operational Expense		£2,790.00	-£2,790.00
Total inflow	£6,000.00		
Total Outflow		£2,790.00	
Ending Cash Balance	£3,210.00		

Year 1 cash flow

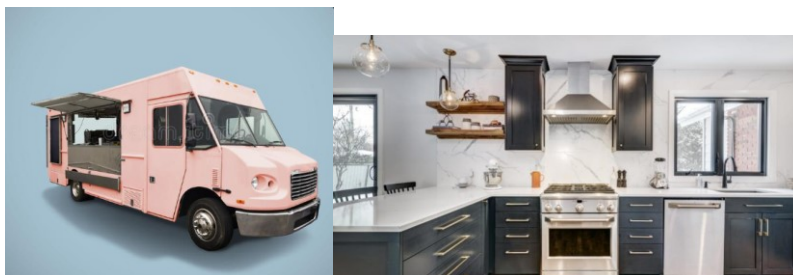
	opening cash	Inflow	Outflow	Net Cash	Cash balance
Jan	£0.00	£6,000.00	£1,840.00	£4,160.00	£4,160.00
Feb	£4,160.00	£6,800.00	£2,540.00	£4,260.00	£8,420.00
Mar	£8,420.00	£8,200.00	£2,890.00	£5,310.00	£13,730.00
Apr	£14,070.00	£9,040.00	£3,600.00	£5,440.00	£19,510.00
May	£19,850.00	£10,800.00	£4,340.00	£6,460.00	£26,310.00
Jun	£26,650.00	£11,200.00	£4,690.00	£6,510.00	£33,160.00
Jul	£36,160.00	£12,600.00	£5,040.00	£7,560.00	£43,720.00
Aug	£43,720.00	£14,300.00	£7,790.00	£6,510.00	£50,230.00
Sep	£50,230.00	£7,600.00	£2,740.00	£4,860.00	£55,090.00
Oct	£55,090.00	£8,000.00	£2,840.00	£5,160.00	£60,250.00
Nov	£60,150.00	£10,000.00	£2,940.00	£7,060.00	£67,210.00
Dec	£67,210.00	£12,800.00	£4,040.00	£8,760.00	£75,970.00

Proforma balance sheet year 1	
As of December 2024,	
Assets	
Cash	£75,970.00
Accounts Receivable	£5,000.00
Inventory	£8,000.00
Prepaid expenses	£15,000.00
Total	£103,970.00
Fixed Assets	
Food Van	£25,000.00
Kitchen Equipment	£8,000.00
Delivery vehicle	£18,000.00
Accumulated depreciation	-£3,000.00
Total	£48,000.00
Liabilities and Equity	
Accounts Payable	£5,000.00
Equity	£146,970.00

Appendix



Premises



References

Guardian (2023). Vegan food becomes UK's fastest growing takeaway | Vegan food and drink | The Guardian. Accessed on the 31/10/2023.