

HALAL FRESH MARKET

A One-Stop Halal Supermarket

INDIVIDUAL BUSINESS PLAN PRESENTATION

Programme	Certificate in Higher Education Business Skills for the Workplace
Module	LCLM4006 Enterprise and Entrepreneurship
Assignment	Individual Business Plan Presentation
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Funding Required	£150,000

Fresh products • Halal meat • Good prices • Convenience

Slide 2 – The Business Idea

- Halal meat and chicken
- Fresh fruit and vegetables
- Fresh bread
- Milk, yoghurt and dairy products
- Rice, flour, oil, pulses, spices and sauces
- Frozen food and drinks
- Household and cleaning products
- International halal and food products
- A convenient one-stop shopping experience

What I will say

The main idea is to create a shop where customers can do most of their shopping in one place. A customer could buy meat from the butcher, vegetables, fruit, bread, rice, milk, spices and household products at the same time. The shop will focus on convenience, fresh products and a wide range of halal and international food.

Slide 3 – Unique Selling Points

- One-stop shopping for everyday household needs
- Fresh halal meat and a dedicated butcher section
- Fresh fruit, vegetables and bread
- A wide range of international products
- Affordable prices and regular promotions
- Family and weekly discount packages
- Additional services in the same premises

What I will say

Our main selling point is convenience. Instead of going to different shops for meat, vegetables, bread and groceries, customers can buy many of these products in one place. We will also have special packages and promotions so customers can save money.

Slide 4 – Management and Legal Structure

- Private Limited Company (Ltd)
- Owner / Managing Director
- Butchers and shop assistants
- Cashiers
- Delivery staff
- Cleaning staff
- Part-time marketing support

What I will say

I would set up Halal Fresh Market as a private limited company. I think this is suitable because the business is planned to be fairly large and could grow in the future. The owner will manage the business, while different employees will work in the butcher section, tills, shop floor, delivery and cleaning.

Slide 5 – Three Important PESTEL Factors

- Economic: food prices, rent, energy costs and customer spending
- Social: demand for halal food and international products
- Technological: online shopping, social media and digital promotion
- Response: compare suppliers, control costs and use online channels

What I will say

The first important factor is economic because food prices and other business costs can change. The second is social because customers have different cultures and food preferences, creating an opportunity for a halal and international supermarket. The third is technology. We can use the internet and social media to advertise products and special offers.

Slide 6 – Marketing Strategy 1: Internet & Social Media

- Instagram, TikTok and Facebook
- Google Business Profile
- WhatsApp customer communication
- Website and future online ordering
- Weekly offers and new-product posts
- Short videos showing fresh products
- Local online advertising

What I will say

Our first major marketing strategy will be internet and social media marketing. We will use Instagram, TikTok and Facebook to show our products and advertise special offers. For example, we could post our weekend offers every Friday. In the future, we could also introduce online ordering and home delivery.

Slide 7 – Marketing Strategy 2: Promotions & Campaigns

- Student, family, weekend and seasonal discounts
- Family meat packages
- Family grocery packages
- Ramadan and Eid campaigns
- Back-to-school and winter campaigns
- Monthly social-media prize draws
- Shopping vouchers as competition prizes
- Customer loyalty programme

What I will say

Our second marketing strategy will be promotions. We will use discounts, campaigns and special packages during Ramadan, Eid, back-to-school season and other periods. For example, a family meat package could contain chicken, beef and mince at a special price. We can also run a monthly social-media prize draw to increase engagement and bring customers into the shop.

Slide 8 – Post Office & Parcel Services

- Rent a dedicated section of the shop to a Post Office
- Annual rent from the Post Office: £50,000
- Post Office operates its services from the rented section
- Halal Fresh Market receives rental income
- Post Office visitors can also shop in the supermarket
- Possible parcel collection and returns through Amazon
- Possible partnerships with other delivery companies, subject to agreement

What I will say

Another part of my business idea is to rent a section of the shop to a Post Office for £50,000 per year. The Post Office can operate its services from our premises, while we receive rental income. At the same time, people visiting the Post Office may also buy groceries from our supermarket. In the future, we could also offer parcel collection and return services through Amazon and other delivery companies, subject to the required agreements and approvals.

Slide 9 – Funding Requirements

Total initial funding required: £150,000

Initial Cost	Amount
Shop deposit and initial rent	£18,000
Shop renovation and interior	£25,000
Refrigeration and freezers	£20,000
Butcher equipment	£12,000
Shelving and supermarket equipment	£10,000
Initial stock	£32,000
Website and technology	£4,000
Marketing and launch campaign	£6,000
Licences, insurance and professional costs	£5,000
Working capital	£18,000
TOTAL	£150,000

What I will say

For the business, I am looking for approximately £150,000 in initial funding. The money will mainly be used for the shop, renovation, refrigeration, butcher equipment and initial stock. I have also included working capital because the business will have ongoing expenses during the first few months. The £50,000 annual Post Office rent is a separate expected business income stream rather than an initial start-up cost.

Slide 10 – Why Should an Investor Invest?

- One-stop local shopping
- Fresh halal meat, fruit, vegetables and bread
- International products
- Discount packages and regular promotions
- Internet and social-media marketing
- Loyalty programme
- Potential home delivery and online ordering
- £50,000 annual Post Office rental income
- Extra customer footfall from Post Office visitors
- Potential to open more branches

What I will say

I believe Halal Fresh Market has good potential because people need groceries regularly. The combination of a halal butcher, fresh food, international products and additional services can make the shop different from a normal small grocery store. The Post Office section can provide £50,000 annual rental income and also bring additional people into the shop. My long-term goal would be to build a strong local business and eventually open more branches.

Slide 11 – Conclusion

- Fresh products
- Halal meat
- Affordable prices
- Convenience
- Special packages and promotions
- Internet and social-media marketing
- Post Office section with £50,000 annual rent
- Possible Amazon and other parcel services
- Total initial investment required: £150,000

What I will say

To conclude, Halal Fresh Market will be a one-stop halal supermarket offering fresh meat, fruit and vegetables, bread, groceries and household products. Our main focus will be good prices, fresh products and convenience. We will use the internet, discounts, special packages, campaigns and competitions to attract customers. A Post Office section can create rental income and bring more people into the shop. I am looking for £150,000 investment to start the business. Thank you for listening. I am happy to answer any questions.

Possible Questions from the Angel Investor

Q: Why do you need £150,000?

A: The money is mainly for the shop, renovation, refrigeration, butcher equipment, initial stock, marketing and working capital.

Q: Why use social media?

A: It is a relatively affordable way to reach local customers and show products and special offers.

Q: Why offer discount packages?

A: They help customers save money and can encourage larger and repeat purchases.

Q: Give an example of a campaign.

A: During Ramadan, we could offer family grocery packages, meat promotions and social-media advertising.

Q: Why rent part of the shop to a Post Office?

A: We receive £50,000 annual rental income, while Post Office visitors create additional footfall and may also buy groceries.

Q: What about Amazon parcels?

A: We could offer parcel collection or return services if we have the required agreement and approval from the relevant provider.

Q: What is your biggest advantage?

A: Convenience. Customers can buy fresh halal meat, fruit, vegetables, bread, groceries and household products in one place.

Q: How will you attract customers at launch?

A: Opening discounts, social-media advertising, special packages, campaigns and a prize draw.