



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



Title: Supreme Coffee Business Plan
Group 1

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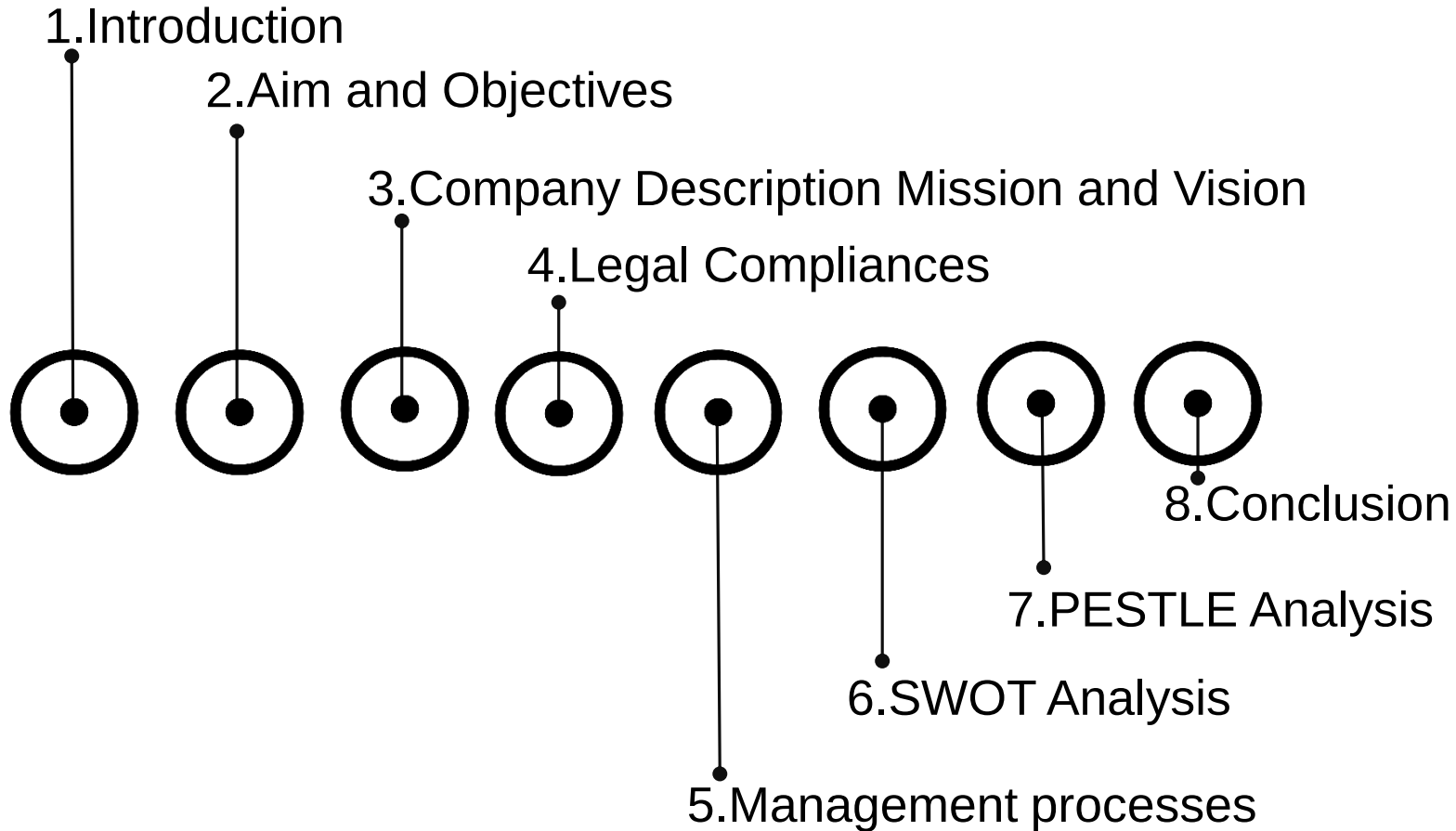
Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives

31/05/2018



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CONTENTS.MK



INTRODUCTION-MK

Supreme coffee will be a coffee shop located with in UWTSD London campuses.

Aim

To improve students livelihood.

Objective

To make profits.

Mission

To positively impact university students.

Vision

To create a comfortable eating place for students.

Estimated start up cost is **£30K** .
& **53%** profit margin.

LEGAL COMPLIANCES. M.D.K

SC will ensure compliance with ➡



Company registration.



VAT Registration.



Health and safety, Fire safety regulations.



Food hygiene regulations .



Staff understand the principles of good food hygiene.



Registration of food premises, Licences.



We keep records of all our business income and expenses.



Keeping records for our employees' pay, pay their tax and National Insurance contributions.

MANAGEMENT PROCESS.M.K

Sales targets & Objectives.

To make 53% profit margins every month from the beginning.

Market Planning

On site student target marketing plan to be executed.

Market analysis

76 % are students
20% university staff
4% are other service users.

Sales forecast

Profit margins
Up to
53% by month 1
64% by month 12

Target Market

University students
at UWTSO and
other service users

Market Research

A 5 years structural growth starting 2016 in the coffee shop business is predicted by city group. Researchers.

MANAGEMENT PROCESS. M.K

Marketing Strategy

In our marketing strategy, we deliver quality product and services.

Our food, beverage, must first sell themselves through word of mouth.

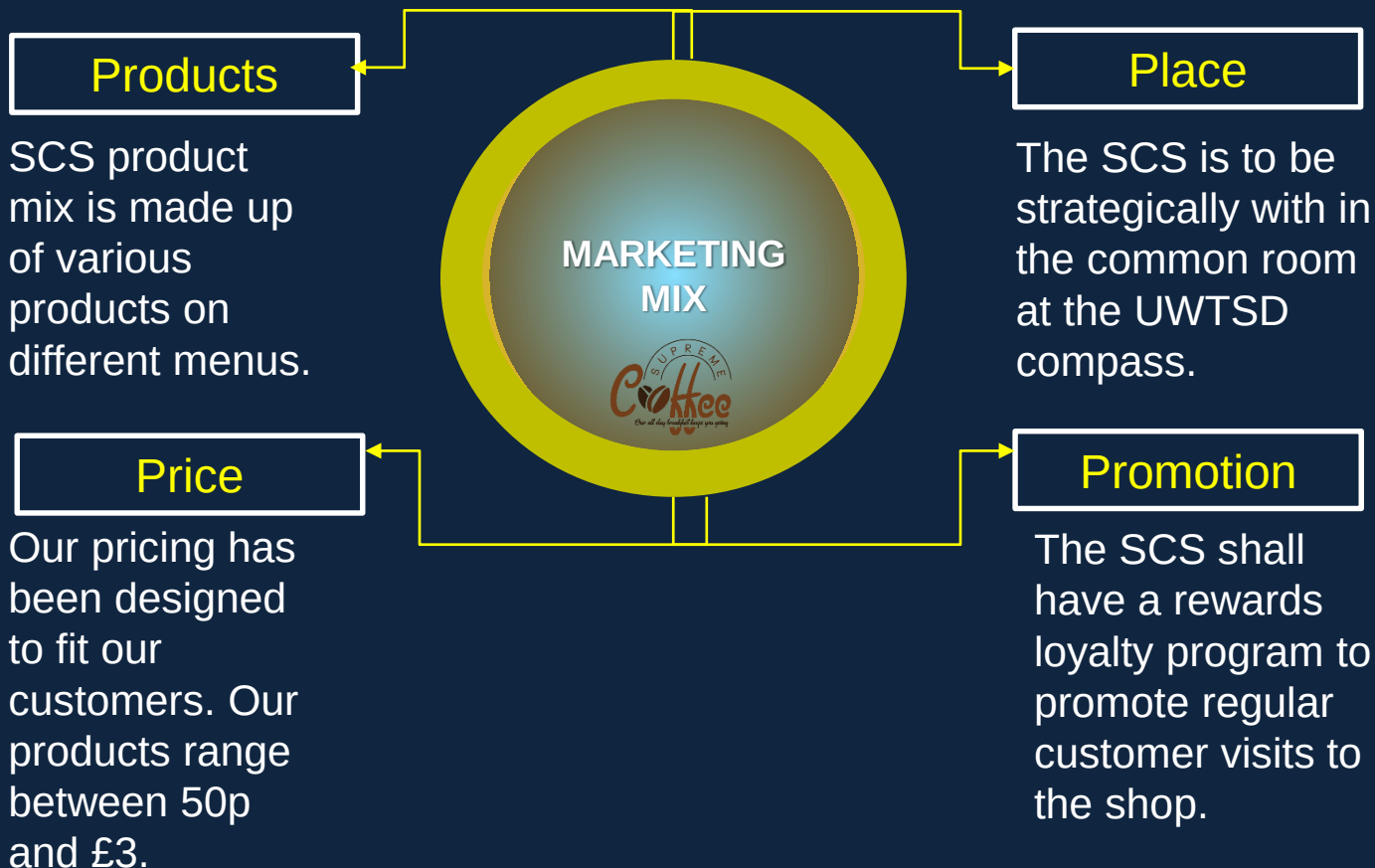
Market

IBIS World, states that's there is greater interest in coffee blends and origins by consumers. Expected growth in the industry is to a compound annual rate of 5.7% over the five years through 2017-18 to reach £6.2 billion.

Market Competitors

There is currently no serious competition with our business in the university of wales.

MANAGEMENT PROCESS .M.K



MANAGEMENT PROCESS.M.K

MARKET SEGMENTS

SCS will appeal to students, staff and other stake holders of UWTSD London compass. SCS will meet the need for a coffee shop in UWTSD.

MARKET NEEDS

Our customer's needs and expectations are vital to the success of our business. The repeat customers who will come into the SCS. We shall endeavour to keep our products and menus fresh to meet the changing needs of our customers.

MANAGEMENT PROCESS. M.K

PRODUCTS AND SERVICES



MENU 1

MENU2

MENU 3

MENU 4

Fresh juices

Mixed fruits
Orange
Mange
Passion
cranberry

Teas & Coffee

Iced tea /coffee
Cappuccino
Americano
Black coffee

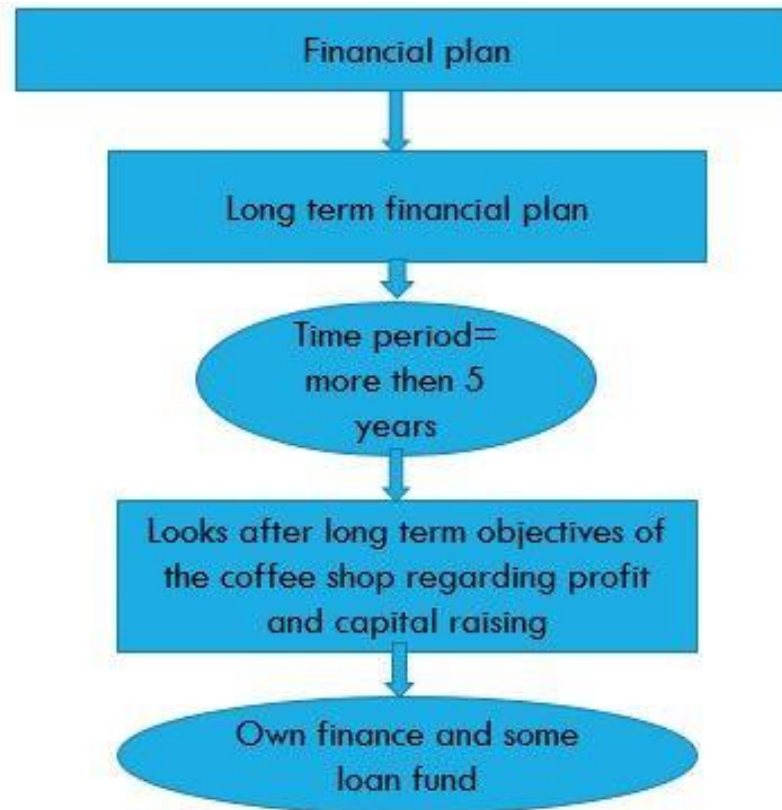
Fixed breakfast

English
breakfast 1.
English
breakfast 2.

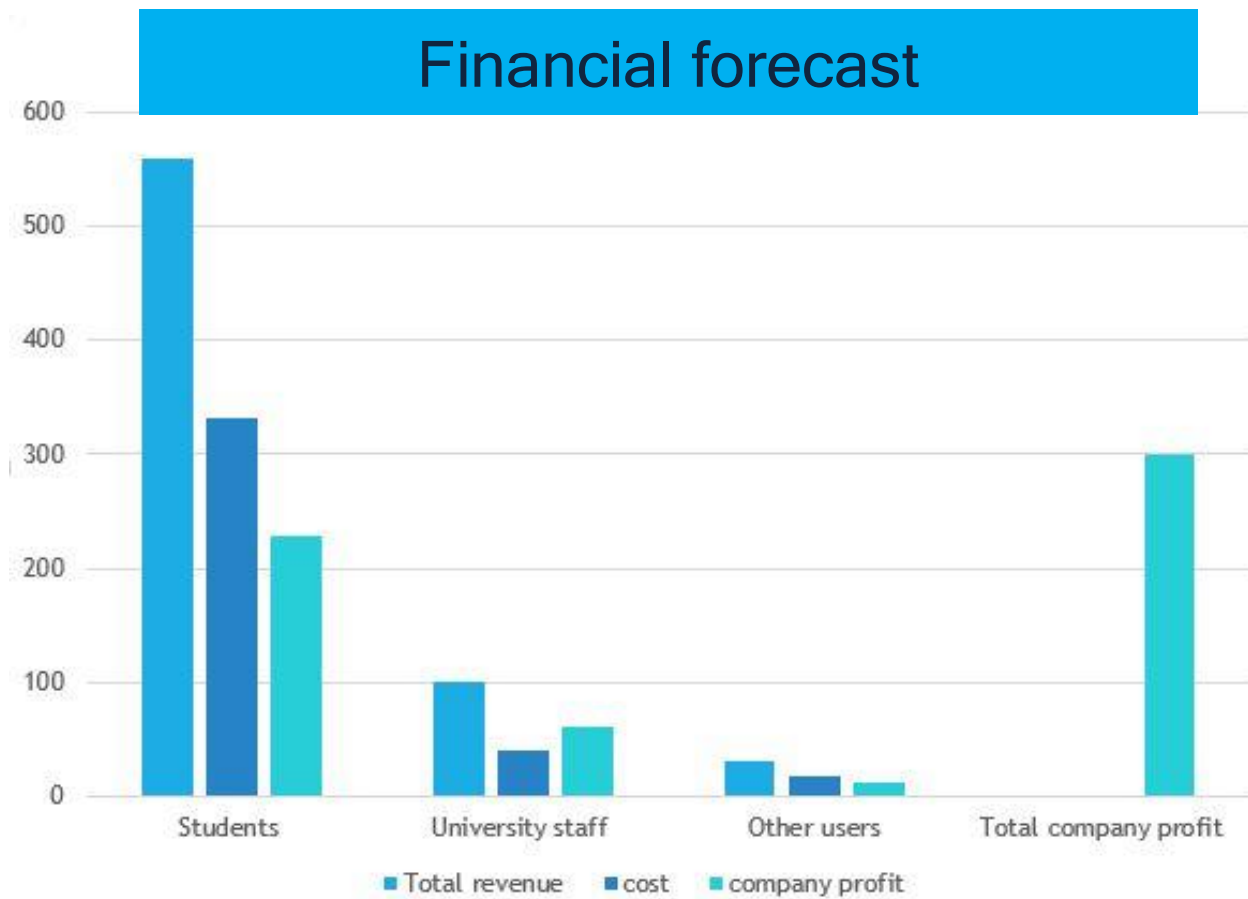
Snacks

Muffins,
Croissants
Doughnuts
Cake
Crisps, e.t.c

MANAGEMENT PROCESS FINANCE. M.S



MANAGEMENT PROCESS FINANCE. M.S



MANAGEMENT PROCESS FINANCE. M.S

Statement of Financial Position of Coffee shop

Particulars	Notes	Amount in pound		
		month-1	month-2	month-3
ASSETS				
Non-current Assets		10,000	9,800	9,600
Property, Plant & Equipment	2.00	10,000	9,800	9,600
Current Assets		30,700	41,000	42,000
Inventories	3.00	22,000	23,000	18,000
Deferred Expenses	4.00	3,000	6,000	7,000
Trade Receivables	5.00	500	5,000	10,000
Advances Deposits & Prepayments	6.00	1,000	6,000	6,000
Cash & Cash Equivalent	7.00	4,200	1,000	1,000
TOTAL ASSETS		40,700	50,800	51,600
EQUITIES & LIABILITIES				
Shareholders' Equity		39,000	43,000	44,000
Share Capital		30,000	30,000	30,000
Revaluation Reserve				
Retained Earning		9,000	13,000	14,000
Non-Current Liability		-	-	-
Term Loan	8.00	-		-
Current Liability		1,700	7,800	7,600
Short Term Credit Facilities	9.00	1,000	5,000	4,000
Trade Creditors	10.00	200	2,000	2,000
Liabilities for Expenses	11.00	500	800	1,600
TOTAL EQUITIES & LIABILITIES		40,700	50,800	51,600

MANAGEMENT PROCESS FINANCE. M.S

Statement of profit & Loss of coffee shop

Particulars	Note	Amount In pound		
		month- 1	month-2	month-3
Net Turnover	12.00	16,981	20,000	16,000
Cost of Goods Sold	13.00	5,000	4,000	4,000
Gross Profit		11,981	16,000	12,000
Operating Expense		2,981	3,200	1,760
Administrative Expenses	14.00	1,000	1,400	500
Selling & Distribution Expenses	15.00	1,881	800	400
Finance Cost	16.00	100	1,000	860
FC exchange gain/(loss)	17.00			-
Other income	18.00	-		-
Net Operating Profit Before Tax		9,000	12,800	10,240
Less: Provision for Income Tax				
Net Profit		9,000	12,800	10,240
Profit margin		53%	64%	64%

MANAGEMENT PROCESS FINANCE. M.S

Statement of Cash Flows for year one of Coffee shop

Particulars	Amount In pound
A) Cash Flow From Operating Activities:	
Net Profit / (Loss)	100,000
Adjustments for:	
Depreciation	4,800
Adjustment	
Prior Period Adjustments	
	104,800
(Increase) / Decrease in Current Assets:	(40,000)
Current	40,000
Previous	-
Increase / (Decrease) in Current Liabilities:	7,000
Current	7,000
Previous	-
Net cash provided/ (used) by Operating Activities	71,800
B) Cash Flow From Investing Activities:	
Net cash (used) / provided by investing activities	40,000
(Acquisition) of Non current assets & share	40,000
Disposal of Non current assets	-
C) Cash Flow From Financing Activities:	
Net cash (used) / provided by financing activities	-
Current	
Previous	
Net increase/ (decrease) in cash and cash equivalents	111,800
Add: Cash and cash equivalents at beginning of year	-
Cash and cash equivalents at end of year	111,800

MANAGEMENT PROCESS.D.H

ADMINISTRATION AND HR

Work scheduling

Working rota need to be prepared for the employee of the supreme coffee to maintain the efficient operations. Supreme coffee need to prepare the rota week by week basis.

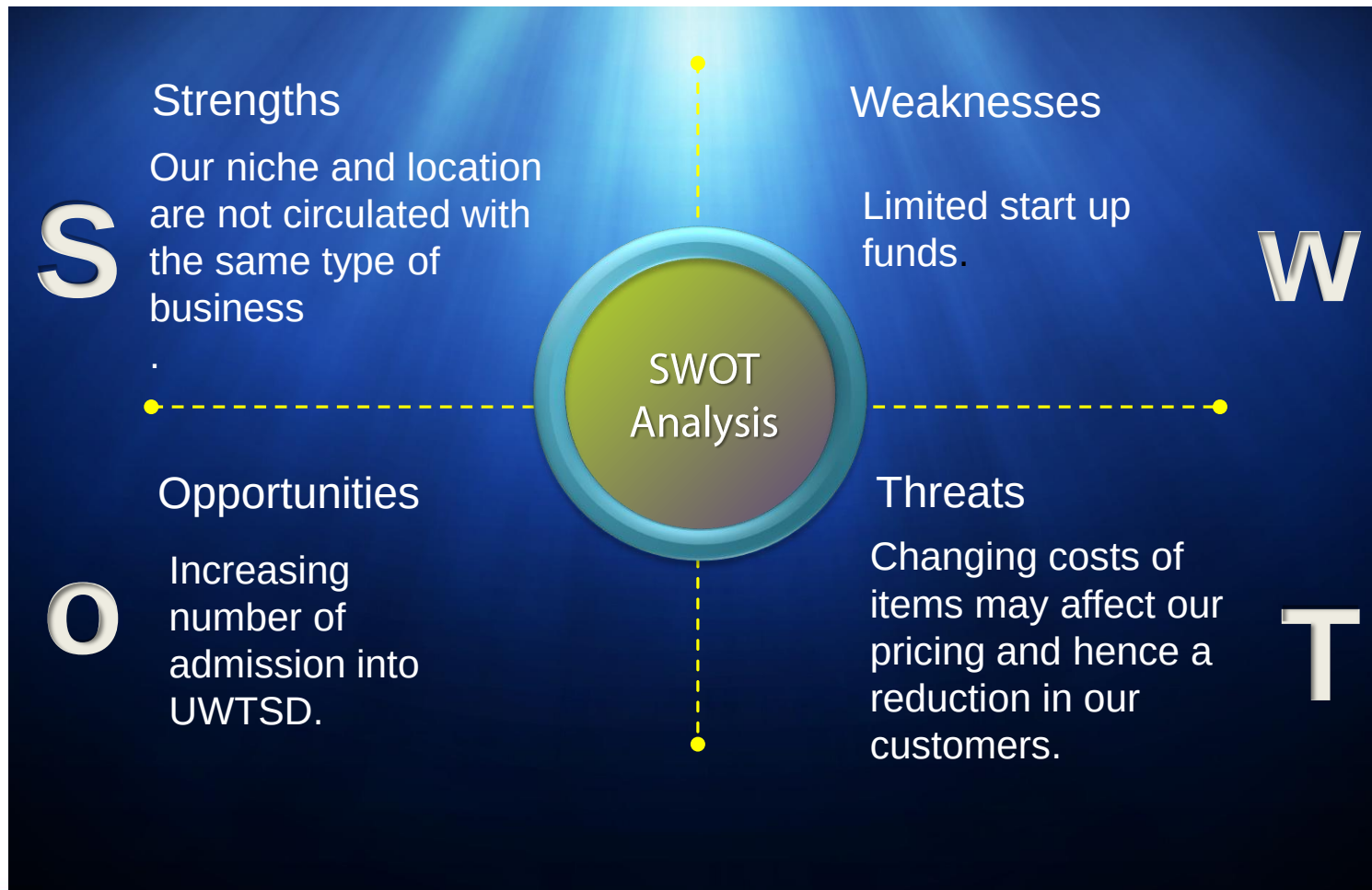
MANAGEMENT PROCESS.D.H

ADMINISTRATION AND HR

Payroll handling

The administrative work will entails the maintaining of the payroll of all the workers of Supreme Coffee so that every one can be paid on time. Supreme Coffee should have a payroll department to maintain the paper work of payroll department. Employee will contact anything in relation to the pay or salaries.

SWOT ANALYSIS. M.A



PESTEL Analysis. N.S

Political

The political factors affecting our business may include the tax policy and the employment law. We will adapt the up to date tax policy and pay the proper amount of tax and will comply with the government employment law.

Economical

As we will be running the business where there will be students, they will always try to find the alternative if our price is expensive. They will go to our competitor who might sell the quality products with low price which will affect our yearly turn over.

PESTEL Analysis. N.S

Social

As we will be running business in England and Wales we have to be careful about the local culture where we should not have any clash.

Technological

We have to offer the customer a high speed free WiFi so that they can enjoy their drinks with their study as well as social networking. We will take the contact less payment and there should not be any charge for card payment.



PESTEL Analysis. A.K

Environmental

We will be environment friendly. By being “Green and Ethical Business” which will not affect the environment at all. We will always recycle.

Legal

We will make sure that we are always in complying with the local laws and policy.

Conclusion-MDK

The Supreme coffee shop is designed to become the number one coffee shop brand across the UWTSO companies.



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Thank you. Any Question?

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LEARNING LOG. ALL

Magandazi Daniel
Katakaya

Working with my group enhanced my experience in team building, development, management and it expounded on my knowledge in developing a business plan a whole, critically looking at every part with the objective of keeping the goal of the team in clear view. It widened my knowledge in the management process marketing.

Nahid Sultana

We worked together, discussed about problems and found solutions through brainstorming in our group meetings. While taking any decision, sometimes everybody was not agreeing with each other. But we made logical solution by discussion. We did Skype and Facebook as online meeting platforms and our experience is good. There was not any remarkable technical problem in meeting online. I have learned how to work on a group, and how to maintain good communication with others. I enjoy the process because working in a group makes work easier and it makes people to come closer.

Mohammad Alam

The experience of working with a group while coming up with a business idea, and generating a business plan has enhanced my ability to understand the different dynamics of business. From designing the products and services which was my part together with the SWOT analysis. I am now able to analyse the strength , weaknesses and threats of any business. And hearing from my team members' contributions has broadened my understanding of business as a whole.

LEARNING LOG. ALL

Mohamed Shahin	Previously I thought that people have to gain years of experience to start new business but now I believe to start any business planning is very crucial. The group work was very beneficial for me as I gain able to develop a business plan. I realized that the contribution of the financial issue is very effective for the business plan. I had developed the financial statement of out coffee shop store and found that for the year 1 company will be able to generate profit up to 53% and the following years it will make 64% profit.
Dilowa Hossain	It was a great experience working in a group on management processes- Admin and HR. The group work was very helpful and insightful for us to be able to develop a business Idea. I now know how to work in a group.
Amir Khan	I was introduced to the practice of good business planning and this has been very beneficial to me. Understating how to carry out PESTEL analysis has encouraged me to do more research about the coffee shop business.