

BUSINESS PLAN FOR

Berry Boost Açaí Bar

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1. EXECUTIVE SUMMARY

Berry Boost Açaí Bar is a proposed health-focused café in London offering premium açaí bowls, smoothies, protein shakes, and nutritious snacks. The business aims to meet the growing UK demand for convenient and health-oriented food options, supported by rising interest in plant-based nutrition and sustainable consumption (Intel, 2023; Food Standards Agency, 2022). Target customers include university students, young professionals, and fitness-focused individuals aged 18–35, a demographic strongly aligned with wellness and convenience trends (Statista, 2023).

The venture requires approximately £40,000 in start-up funding to cover premises, equipment, staffing, marketing, and initial stock. Profitability is projected within the first year. Short-term priorities include establishing brand awareness and customer loyalty, while long-term objectives focus on product expansion and multi-site growth across major UK cities.

2.1 The Product/Service

Business Name: Berry Boost Açaí Bar

Industry: Food and Beverage Industry – Health and Wellness Sector

Location: London, United Kingdom

Business Description

Berry Boost Açaí Bar is a proposed health-focused café specialising in premium açaí bowls, smoothies, protein shakes, and nutritious snacks. The concept responds to the growing UK demand for convenient, high-quality, and health-oriented food options. Rising consumer awareness of nutrition, wellbeing, and preventative lifestyle choices has significantly influenced purchasing behaviour, with many individuals actively seeking healthier alternatives to traditional fast-food products (Statista, 2024; Intel, 2023). The café will offer freshly prepared, customisable products made from high-quality ingredients, supported by a modern and welcoming environment that promotes healthy living.

Target Market

The business is primarily aimed at university students, gym members, fitness enthusiasts, and young professionals aged 18–35. This demographic is highly engaged with wellness trends, digitally active, and increasingly motivated by products that support their health and fitness goals. Research indicates that younger consumers are

driving growth in the UK health and wellness sector, particularly in relation to functional foods and nutritious on-the-go options (Deloitte, 2024; Euromonitor International, 2024).

Main Products and Services

- Customisable açai bowls with fresh fruit, granola, seeds, and premium toppings
- Fresh smoothies and protein shakes
- Healthy snacks and grab-and-go items

Key Features

- Fresh, high-quality ingredients sourced from trusted suppliers
- Vegan, dairy-free, and high-protein menu options
- Sustainable packaging and contemporary branding

Customer Benefits

- Convenient access to nutritious food and beverages
- Products tailored to individual dietary needs and preferences
- A positive café environment that supports health and wellbeing

Value Proposition

Berry Boost Açai Bar differentiates itself by offering a specialised, health-focused menu that combines nutritional value, product customisation, and premium ingredient quality. Unlike traditional cafés with limited healthy options, the business provides a cohesive wellness-driven experience supported by strong social-media engagement and visually appealing product presentation. With consumer demand for functional foods and wellness-oriented products continuing to rise in the UK (Euromonitor International, 2024), the business is well positioned to build a loyal customer base and establish a sustainable competitive advantage within the London market.

2.2 SWOT Analysis Summary

2.2 SWOT Analysis Summary (Updated with New Citation)

Strengths

Specialised focus on healthy açai bowls, smoothies, and wellness-oriented products

Strong alignment with the growing UK health and wellness market

Customisable menu options that cater to diverse dietary needs and preferences

Weaknesses

High start-up and operational costs associated with quality ingredients and London premises

Limited brand awareness as a new market entrant

Dependence on imported açai and other specialist ingredients

Opportunities

Increasing consumer demand for nutritious, functional, and convenient food products

Expansion of food delivery platforms and digital ordering channels

Potential partnerships with gyms, universities, and wellness organisations

Threats

Strong competition from established cafés and health-food chains

Rising food, labour, and utility costs affecting profitability

Economic uncertainty influencing consumer spending behaviour

Risk Reduction Strategy (Updated Citation)

Berry Boost Açai Bar will mitigate risks through careful financial planning, targeted digital marketing, and the development of strong supplier relationships. The business will diversify revenue streams through in-store sales, delivery platforms, and strategic partnerships. Research suggests that businesses that continuously analyse market conditions and adapt their strategies to evolving customer needs are more likely to maintain long-term competitiveness (Porter, 2008). This approach will support operational resilience and strengthen the café's position within the London health-food sector.

3. THE TEAM

THE TEAM

Founder and Owner

Skills and Experience:

The founder has experience working in customer-facing hospitality environments, developing strong interpersonal, communication, and problem-solving skills. Experience interacting with customers has provided an understanding of customer expectations, service quality, and complaint resolution. The founder has also developed organisational and time-management skills, which are essential for managing stock levels, coordinating suppliers, and overseeing daily business operations. In addition, a strong interest in health, fitness, and nutrition has informed the development of the business concept and provides insight into the preferences of the target market.

Role and Responsibilities:

The founder will be responsible for the strategic and operational management of Berry Boost Açaí Bar. Specific responsibilities will include:

- Managing daily business operations and ensuring efficient service delivery
- Monitoring revenue, expenses, and overall financial performance
- Managing relationships with suppliers and ordering stock
- Developing and implementing marketing campaigns across social media platforms
- Recruiting, training, and supervising staff members
- Ensuring compliance with food safety and hygiene regulations
- Monitoring customer feedback and implementing service improvements

Assistant Café Staff (Barista and Service Assistant)

Skills and Experience:

The assistant café staff member will require experience in food preparation and customer service within a hospitality environment. Essential skills include the ability to work efficiently under pressure, maintain high standards of food hygiene, and communicate effectively with customers. According to the Food Standards Agency (n.d.), food handlers must follow appropriate hygiene procedures to ensure food safety and protect public health.

Role and Responsibilities:

The assistant café staff member will support the day-to-day operation of the café through:

- Preparing açaí bowls, smoothies, and other menu items to a consistent standard
- Serving customers and processing cash and card transactions
- Maintaining cleanliness and food hygiene standards throughout the premises

- Monitoring ingredient levels and informing management of stock requirements
- Assisting with opening and closing procedures
- Supporting customer service activities and resolving basic customer enquiries

3.2 SKILLS GAPS & KEY PARTNERS

3.2.1 Additional Staff Requirements

Role Needed	Why Needed	Skills Gap Filled
Part-Time Café Assistant	To support food preparation and customer service during busy periods and weekends.	Food preparation, customer service, cash handling and day-to-day operational support.
Social Media Marketing Assistant (Part-Time / Freelance)	To increase brand awareness, create engaging content and manage online engagement.	Digital marketing, content creation, social media management and online advertising.
Shift Supervisor (Future Growth)	To support business expansion and daily management when customer demand increases.	Leadership, staff supervision, scheduling, problem solving and operational management.

3.2.2 Training and Development

Training Required	Provider	Why Needed	Estimated Cost
Level 2 Food Hygiene and Safety Certificate	Food Standards Agency approved provider	To ensure compliance with food safety regulations and maintain hygiene standards.	£20 – £40 per employee
First Aid at Work Training	Local accredited training provider	To ensure staff can respond appropriately to workplace emergencies.	£100 – £150 per employee
Social Media Marketing Course	Google Digital Garage or online provider	To improve digital marketing knowledge and customer engagement strategies.	Free – £100

According to the Food Standards Agency (n.d.), food businesses are responsible for ensuring that employees are appropriately trained in food hygiene procedures relevant to their role.

3.2.3 Outsourced Support / Key Partners

Business / Partner	Service Provided	Why Important	Estimated Cost
Accountant	Bookkeeping, payroll, tax returns and financial advice	Ensures financial compliance, accurate record keeping and better financial decisions.	£500 – £1,000 per year
Local Fruit and Health Food Supplier	Supply of açai, fruit, granola and other ingredients	Ensures consistent product quality, reliability and stock availability.	Variable based on orders
Deliveroo / Uber Eats	Online ordering and delivery service	Expands customer reach, increases convenience and boosts sales opportunities.	Commission-based (typically 20–35% per order)

★ **Note:** These additional staff, training programmes and key partners will help Berry Boost Açai Bar operate efficiently, meet legal requirements and provide high-quality products and services to customers.

4. MARKET RESEARCH

5. MARKETING PLAN

5.1 Price

Example Pricing:

- Classic Açaí Bowl (Regular) – £8.95
- Protein Açaí Bowl – £10.95
- Fresh Fruit Smoothie – £5.50
- Protein Smoothie – £6.50
- Healthy Snack Pots – £3.95

How do your prices compare to competitors?

The proposed prices are competitive within the London health food and café market. While some independent cafés offer lower-priced alternatives, Berry Boost Açaí Bar will compete through product quality, fresh ingredients, and customisation options. The pricing strategy reflects the premium nature of the products while remaining affordable for the target market.

What do your prices say about your brand?

The pricing strategy positions Berry Boost Açaí Bar as a premium yet accessible health-focused café. Customers will associate the brand with quality ingredients, nutritional value, and a positive customer experience. According to Kotler, Armstrong and Opresnik (2021), pricing can influence customer perceptions of quality and value.

5.2 Product

Branding Ideas:

Berry Boost Açaí Bar will develop a modern and vibrant brand identity focused on health, freshness, and wellbeing. The brand will promote an active lifestyle while creating a welcoming and inclusive environment for customers.

Packaging Ideas:

- Eco-friendly takeaway bowls and cups
- Recyclable paper bags
- Branded packaging featuring the company logo and social media handles

Business Colours/Style:

- Purple (representing açai)
- Green (representing health and freshness)
- White (representing simplicity and cleanliness)

How will products look visually?

Products will be designed to be visually appealing and suitable for social media sharing. Fresh fruit toppings, colourful ingredients, and attractive presentation will encourage customers to post content online, helping to increase brand awareness through user-generated content.

5.3 Placement

Where will products be sold?

- In-store café sales
- Online ordering through the company website
- Delivery platforms such as Deliveroo and Uber Eats

Business Location:

The business will ideally be located within a busy area of London with high levels of footfall, close to universities, gyms, offices, and public transport links. This location will provide access to the primary target market while increasing visibility and convenience.

Distribution Methods:

Products will be sold directly to customers through the physical café and online ordering systems. Delivery partnerships will allow customers to access products without visiting the store, increasing market reach and sales opportunities.

5.4 Promotion

Social Media Marketing:

- Daily content on TikTok showcasing product preparation and customer experiences
- Instagram posts and reels featuring new products, promotions, and healthy lifestyle content
- User-generated content campaigns encouraging customers to share photos and reviews

Advertising Methods:

- Paid Instagram and TikTok advertisements targeting local consumers
- Promotional flyers distributed at local gyms and universities
- Google Business Profile optimisation to improve local search visibility

Customer Loyalty Methods:

- Digital loyalty card offering a free product after a set number of purchases
- Student discounts during selected periods
- Exclusive offers for repeat customers through email marketing

Influencer or Partnership Opportunities:

The business will collaborate with local fitness influencers, personal trainers, sports clubs, and gyms to increase brand awareness and credibility. Partnerships with universities and fitness communities will also provide opportunities to attract new customers and strengthen customer relationships.

How will awareness be created?

Brand awareness will be created through a combination of social media marketing, influencer partnerships, local advertising, customer referrals, and community engagement. According to Chaffey and Ellis-Chadwick (2019), digital marketing enables businesses to build customer relationships, increase brand visibility, and engage with target audiences more effectively. By combining digital and traditional promotional methods, Berry Boost Açaí Bar will establish a strong presence within the local market and encourage long-term customer loyalty.

6. KEY RESOURCES

6.1 Premises

Business Location:

The proposed location for Berry Boost Açaí Bar is Central London, ideally close to universities, gyms, office buildings, and public transport hubs. Areas such as Shoreditch, Canary Wharf, or King's Cross would provide access to the target market of students, young professionals, and fitness enthusiasts.

Why is this location suitable?

This location is suitable because it experiences high levels of pedestrian traffic throughout the day and is surrounded by the business's primary target customers. The proximity to gyms, universities, offices, and transport links increases the likelihood of attracting both regular and new customers. In addition, a visible location can

strengthen brand awareness and support business growth through repeat purchases and word-of-mouth marketing.

Commercial retail units in London vary significantly depending on size, location, and footfall levels. For the purpose of this business plan, an estimated annual rent of £30,000–£45,000 has been allocated, with business rates estimated at approximately £5,000–£8,000 per year. These estimates are based on rental costs for small retail units in London and surrounding commercial areas advertised by commercial property agents. According to Levy and Weitz (2019), location costs represent a significant investment for retail businesses and should be carefully considered when evaluating market opportunities and long-term profitability.

6.2 Equipment

Equipment Needed	Purpose	Estimated Cost	Supplier
Commercial Blender (x2)	Preparing smoothies and açai bowls	£800 (£400 each)	Ninja Professional / Vitamix
Commercial Refrigerator	Storing fresh fruit, açai, and dairy products	£1,200	Nisbets
Freezer	Storing frozen açai and ingredients	£700	Nisbets
POS System and Card Machine	Processing customer payments	£500	Square
Tables and Chairs	Customer seating area	£1,000	IKEA
Branded Signage	Exterior and interior branding	£500	Local signage company
Reusable Preparation Equipment	Food preparation and serving	£300	Nisbets
Laptop and Printer	Administration and business management	£700	Currys

6.3 Key Suppliers

Supplier	Product/Service Supplied	Why Important	Estimated Cost
Nativo Acai UK	Frozen açai products	Core ingredient used in açai bowls and smoothies	£400–£600 per month

Booker Wholesale	Fruit, granola, toppings, and ingredients	Provides regular stock required for daily operations	£800–£1,200 per month
Coca-Cola Europacific Partners	Soft drinks and bottled beverages	Additional product range for customers	£150–£300 per month
Vegware	Sustainable takeaway packaging	Supports environmental objectives and brand image	£200–£400 per month
Deliveroo	Delivery platform	Expands customer reach and online sales opportunities	Commission-based
Uber Eats	Delivery platform	Provides an additional sales channel and customer convenience	Commission-based

7. FINANCES AND START-UP SUPPORT

Estimated Year 1 Financial Forecast

EXPENDITURE

Expenditure	Year 1 (£)
Company Registration	50
Rent/Rates	40,000
Staff Wages	32,000
Utilities	3,000
Marketing	2,500
Insurance	1,200
Equipment	5,700
Stock Purchases	18,000
Accounting/Legal	1,500
Training & Development	500
Total Expenditure	104,450

INCOME

Income	Year 1 (£)

Product Sales	140,000
Funding	10,000
Loans/Borrowing	15,000
Capital Introduced	10,000
Total Income	175,000

YEAR ONE PROFIT/LOSS

Total Income	175£ Total Income, 175,000 Total Expenditure, 104,450 Profit, 70,550 ,000
Total Expenditure	104,450
Profit	70,550

7.1 Financial Summary

The financial forecast is based on the expected costs of establishing and operating Berry Boost Açaí Bar during its first year of trading. The largest expenditure categories are rent, staff wages, and stock purchases, reflecting the costs associated with operating a food and beverage business in London. Equipment costs include commercial blenders, refrigeration units, point-of-sale systems, furniture, and food preparation equipment.

Income projections are primarily generated through the sale of açaí bowls, smoothies, healthy snacks, and beverages. Based on an average transaction value of approximately £10 and an estimated 40–50 customers per day, annual sales revenue is projected to reach £140,000. Additional funding will be obtained through a combination of personal investment, start-up funding, and a small business loan.

According to the British Business Bank, a range of funding options are available to start-up businesses, including Start Up Loans, grants, and other forms of financial support designed to encourage entrepreneurship and business growth.

Appendix A – SWOT Analysis



APPENDIX A – SWOT ANALYSIS

BERRY BOOST AÇAÍ BAR



STRENGTHS	WEAKNESSES
 Specialised focus on açaí bowls, smoothies, and healthy food products.  Strong alignment with growing health and wellness trends.  Ability to offer customisable menu options for different dietary requirements and lifestyle preferences.	 High start-up costs for equipment, premises, and stock.  Limited brand awareness as a new business.  Dependence on imported açaí and fresh ingredients, making the business vulnerable to supply chain disruptions and price fluctuations.
OPPORTUNITIES	THREATS
 Growing demand for healthy and nutritious food options in the UK, particularly among young adults and health-conscious consumers.  Expansion through delivery platforms such as Deliveroo, Uber Eats, and Just Eat, increasing market reach.  Partnership opportunities with local gyms, universities, and fitness influencers to increase brand visibility and credibility.	 Strong competition from established café chains and independent health food businesses in London.  Rising food, energy, and labour costs due to inflation may reduce profit margins.  Changes in consumer spending behaviour during periods of economic uncertainty may reduce demand for premium food products.



SWOT ANALYSIS SUMMARY

Berry Boost Açaí Bar is well positioned to capitalise on the increasing demand for healthy, convenient, and customisable food options. By leveraging its strengths and opportunities, while effectively managing weaknesses and threats, the business can build a strong brand presence and achieve long-term success in a competitive market.

Appendix B – PEST Analysis



APPENDIX B – PEST ANALYSIS

BERRY BOOST AÇAÍ BAR



 POLITICAL	 ECONOMIC	 SOCIAL	 TECHNOLOGICAL
- Government support for small businesses through grants, loans and start-up schemes (British Business Bank, 2024). - Increasing focus on public health initiatives and encouraging healthier eating habits. - Food safety and hygiene regulations enforced by the Food Standards Agency (FSA, 2024). - Business rates and employment legislation may increase operating costs.	- Inflation and rising cost of living affecting disposable income (ONS, 2024). - Rising costs of ingredients, energy and labour may impact profit margins. - Growth in the UK food and beverage market, projected to reach £121.6 billion by 2028 (Statista, 2024). - Increased consumer interest in premium, healthy and experiential food products.	- Growing health and wellness trend with increased demand for nutritious and functional food options. - Younger consumers (18–35) prioritise healthy lifestyles, sustainability and ethical sourcing (Mintel, 2024). - Demand for plant-based, vegan and allergen-friendly menu options. - Consumers value experiences, social media exposure and brand authenticity.	- Growth of online food delivery platforms such as Deliveroo, Uber Eats and Just Eat. - Social media and influencer marketing are key drivers of brand awareness and customer engagement. - Use of digital ordering, loyalty apps and contactless payments improves customer experience. - Data analytics and customer feedback tools help businesses understand trends and improve products.

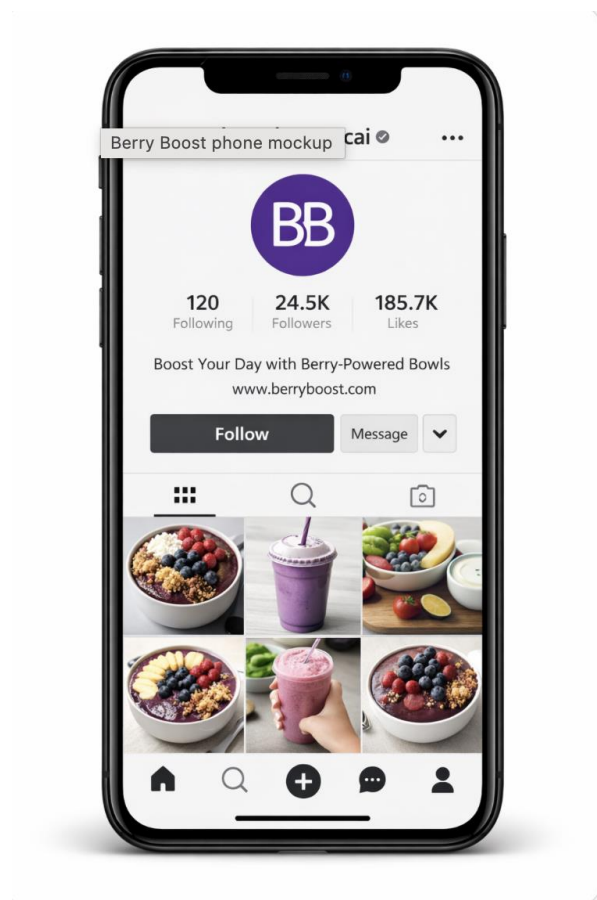


IMPLICATIONS FOR BERRY BOOST AÇAÍ BAR

The PEST analysis indicates that Berry Boost Açai Bar operates in a supportive environment for healthy food businesses, with strong social and technological trends driving demand. However, economic pressures and regulatory requirements present challenges that require careful financial planning, efficient operations and strong compliance with food safety standards.

Sources: British Business Bank (2024), Office for National Statistics (2024), Statista (2024), Mintel (2024), Food Standards Agency (2024)

Social Media Mock-Ups



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