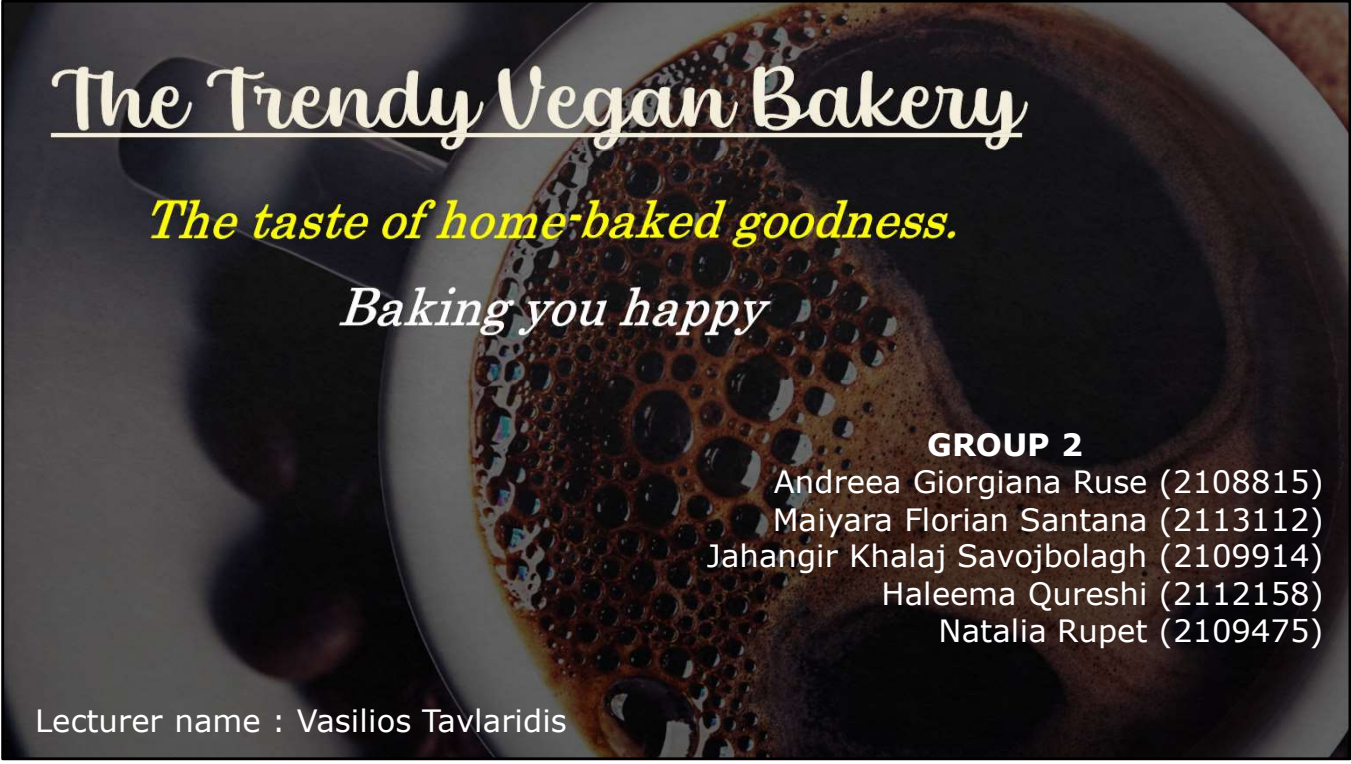




The Trendy Vegan Bakery

The taste of home-baked goodness.

Baking you happy

GROUP 2

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Executive Summary

- ◊ Vegan bakery-Plant based products
- ◊ Healthy food
- ◊ Located in the heart of Birmingham
- ◊ Caters to vegans and non vegans.
- ◊ Aspire to become the Nation's bakery, which exclusively serves vegan community

This is the business plan for our vegan bakery idea. All of our products will be plant based. Our aim is to supply healthy food across the west midlands with a store based in the heart of Birmingham.

Business Overview



Cake Animated GIF - Cake Animated Woops - Discover & Share GIFs, (2022)

- ◆ We are vegan bakery who sells vegan baked goods and products.
- ◆ We aim for success in producing high quality goods for our customers.
- ◆ Specialise in home made cakes and treats.
- ◆ We aim to achieve 5 stars in food and hygiene
- ◆ Zero animal cruelty policy.

The business is named Trendy Vegan Bakery and the location of the business is in the heart of Birmingham, United Kingdom.

The Trendy Vegan Bakery specialises in selling vegan baked goods, and we're starting this company to inspire people to lead healthier lives.

Vegan drinks, vegan breakfast and vegan cakes are some of the items that are aimed by the business to attract customers from the heart of Birmingham. The company aspires to be the Nation's bakery that exclusively serves the vegan community, and it currently aims to be affordable to attract more customers and succeed in the new business idea.

Products



Vegan Pastry



Vegan cakes

Cakes: 32 %

Bread: 19 %

Rolls: 15 %

Retail bakery products: 10 %

Vegan drinks: 8 %

Pies and quiches: 2 %



Vegan Drinks



Vegan Breakfast

Vegan Pastry producing different vegan products-which includes vegan pastry, cakes, drinks and breakfast.

The business is proactive in determining the customer preferences for the various product variations that can appeal to a variety of customers and aid the business in succeeding. For Trendy Vegan to be successful, it is important to understand the preferences and needs of the Birmingham market. For this, the business has targeted to represent around 32 percent of cakes, 15 percent of vegan rolls and 19 percent of bread for obtaining effective engagement of customers. Additionally, the business has aimed to represent around 10 percent of retail bakery products for attracting more customers from the commercial and household sector.

Market Audit

a) Competitors



Vegan Bake-House's albums(2021)

Copyright Medicine (2022)



The Warehouse Café (2019)

The market audit is a systematic plan of a business regarding external and internal factors which contribute to a successful organisation. Market audit is vital because it supports a business in recognising strengths and weaknesses and other areas to consolidate on.

At present, Birmingham has vegan bakeries such as Vegan Bake-House, Medicine Bakery and The Warehouse Café, which are already having success. These companies can provide complexity to Trendy Vegan Bakery as this is new in the market. Moreover, the companies are having the trust of their customers. For this, Trendy Vegan needs to be active in wider product variants to create effective customer engagement that can increase sales.

b) Swot Analysis - device that helps business managers to evaluate the strengths, weaknesses, opportunities and threats involved in any business. (Ommani, 2011, p.9448)

Table 1: SWOT Analysis



Pruitt, (2022)

Strengths	Weaknesses
• Offer high quality • Healthy products • Good location • Superior team talent	• Sales • No too much diversity • Higher prices than other stores
Opportunities	Threats
• Opening more stores • Collaboration with other companies • Growing numbers of the vegans • Widen new market segments	• Established competition • Change in costumer trends • Changing price for ingredients • Global economy

In many organisations individuals use models such as SWOT analysis. The SWOT analysis is a acronym for STRENGTH WEAKNESS OPPORTUNITIES AND THREATS.

The SWOT analysis within a business plan is beneficial to identify the strengths and weaknesses of the company, which are effective for further opportunities and taking action against threats. SWOT analysis can be referred to as the internal business environment, which is helpful to make strategic choices to meet the demands of a business.

c) Pestel Analysis

Table 2: PESTEL Analysis

Political	Economic	Environmental
• Brexit • Tax • War	• Increasing labour costs • Tax	• Recycle • Weather • The importance of promoting environmentally friendly products
Social	Technological	Legal
• Covid • Flexible hours • increase in vegetarian diet community of healthy eater-plant based diet	• Increasing costs of machinery • Free wi-fi • Ordering online • Self service • Social media	• Employment law • Data protection • Health and safety law

A management strategy that has yet to be used in the literature is called PESTEL analysis. PESTEL is a framework that can be used to analyse how external political, economic, social, technological, environmental, and legal factors effect trail management. Assessing PESTEL analysis is significant to identifying the external business environment for a company, which is effective to recognise the strategic choices for obtaining success. Further discussion has been made to analyse the external business environment of Trendy Vegan Bakery.

Target Market

Jasmine K(2018)



1.As an example Indian people (Birmingham city council, 2011).

2.Vegans who prefer to eat out their breakfast

3.Vegetarians who occasionally eat vegan food

4.People interested in healthy eating

5.People who care about the welfare of animals.



© Pollfish(2021).

We cater to service users from South Asian communities like Indian ethnicity, as they strictly avoid animal products in their diets. We also serve to customers who want to try something new for once , by making sure all food allergies are handled correctly. The specific target market is actively influencing the business to achieve success and effective market growth in order to strengthen branding opportunities.

Marketing Plan

PRODUCT

- Function
- Packaging
- Services



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PRICE

- Costs
- Discounts

PLACE

- Distribution
- Logistics
- Chanel



© Goran Obrovac(2022)

VERIFYBEE(2019)



PROMOTION

- Advertising
- Sales
- Publicity

The four Ps are the four essential factors involved in marketing a product or service to the public.

The four Ps are product, price, place, and promotion.

A proper marketing plan is beneficial for a business to obtain successful customer engagement and branding opportunities. Additionally, a sales plan is also having the benefit of progressing within a business effectively. Through a proper sales plan, a sales strategy can be implemented that can increase sales. A marketing campaign can be an advantageous approach for Trendy Vegan Bakery to have the chance of attracting customers. Through marketing campaigns, the company can be able to provide product specifications that can satisfy the demands of customers. Buying the products as per their choice can be significant in this regard, which is effective to consider the market growth.

On the other hand, social media marketing can be approached by the company to target wider customer segments. Users of social media are having a great number, which is supportive to attract them to the buying process. The company can make advertisements regarding their products through social media for getting the engagement of customers. As a start-up, the company will implement an affordable pricing strategy as a sales plan for getting success over effective sales. By providing offers at an affordable rate, the company can have the possibility to engage several customers from Birmingham, which is a success

factor to establish in the target market.



Our management team consist of 5 members. We have Natalia who is the HR Manager, Maiyara the executive manager, Haleema- the Finance Manager, Jahangir- the head baker and Andreea which is the Sales Manager.

According to the roles of the management team, the specificity is there to evaluate the necessary business action for which effective sales and business opportunities can be obtained for a business. The role of the management team is appropriate to concern the review of marketing and sales plans alongside employee management for providing the needful and consistent business process. As per the present business, there is a need for human resource management for hiring sales executives and other managerial persons for the company. Additionally, providing training and knowledge regarding the sales of the product can be there while HR management is present within the company. On the other hand, sales and finance management are also required for the company. Through sales management, there has been the scenario of keeping records of sales and identifying the latest trends that can enhance the sales activity of Trendy Vegan Bakery. Moreover, finance management is needed to have records of financial projections such as appropriate cash flow, profits, and losses for taking major business decisions to obtain success.

Financial Plan:

a)Cash Flow

A	B	C	D	E
	Jul-23	Jul-24	Jul-25	Totals
Sales Income	€15,000.00	€70,000.00	€80,000.00	€165,000
Grants	€50,000.00			€50,000
Bank Loan				€0
Investment by Owner	€15,000.00			€15,000
Total Incoming	€80,000	€70,000	€80,000	€230,000
Stock/ Materials	€5,000.00	€6,500.00	€7,000.00	€18,500
Rent & lease	€15,600.00	€15,600.00	€15,600.00	€46,800
Wages	€30,000.00	€35,000.00	€40,000.00	€105,000
				€0
Utilities	€2,400.00	€2,400.00	€2,400.00	€7,200
Insurances	€1,000.00	€1,000.00	€1,000.00	€3,000
Repairs and Renewals				€0
Pet Control	€600.00	€600.00	€600.00	€1,800
Phone/Internet	€360.00	€360.00	€360.00	€1,080
Advertising				€0
Trash bins	€1,440.00	€1,440.00	€1,440.00	€4,320
Miscellaneous				€0
				€0
				€0
Accountancy Fees	€1,500.00	€1,500.00	€1,500.00	€4,500
Total Outgoing	€57,900	€64,400	€69,900	€192,200
Incoming less outgoing	€22,100	€5,600	€10,100	€37,800
Opening Bank Balance	€0	€22,100	€27,700	
Closing Bank Balance	€22,100	€27,700	€37,800	

b) Profit & Loss

Business: **Vegan bakery**

Period: Year to 31 July, 2023

Sales: **£ 15,360** (A)

Grant: £50,000

Investment by owners £15,000

Less direct (variable) costs:

materials £ 5000
direct wages £ 30,000
other £

Total direct costs **£ 35,000-**

Gross profit/contribution: **£ 0** 4536
O (B)

Fixed costs (overheads):

wages/salaries (incl. taxes) £ 0
Rent and Lease £ 15,600
heat/light/power £ 2400
Pet Control £ 600
insurance £ 1000
Trash bins £ 1400
Telephone/ internet £ 30

other Prof. fees £ 0
other Sundry

Total fixed costs **£21,030** **£ 0** (C)

Net profit **£ 24,330**

Less drawings or dividends **£ 0**

Profit retained in the business **£ 0**

Break-even point=7121 units $A \times C / B$

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