

Enterprise and Entrepreneurship

Assessment Task 2 presentation

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Business Plan

CocoVida Green Coconut is a new sustainable street food business that will sell fresh green coconuts to customers in busy London locations. The business will provide customers with a natural and refreshing drink directly from a fresh coconut, together with the fresh coconut flesh inside. The product offers an alternative to conventional soft drinks and is particularly suitable for customers who want a fresh and convenient product while travelling, working or shopping. The main unique selling point of CocoVida is the freshness of the product. Customers can see their coconut being prepared and served directly, creating a different experience from buying a packaged drink. The business will also focus on attractive branding, good customer service and responsible waste management.

CocoVida Green Coconut will operate as a sole trader business. This legal structure is appropriate for the initial stage because it is relatively simple to establish and allows the owner to maintain direct control over business decisions. The business will initially be owner-managed, with additional staff considered as the business grows and expands into more London locations.

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- List all the sections and subsections of your presentation for easy reference.
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Introduction

- Introduce yourself.
- My name is Samihe Quadi, and I am the founder of CocoVida Green Coconut. I am currently studying the Certificate in Higher Education Business Skills for the Workplace, and this presentation is part of the Enterprise and Entrepreneurship module.
- The purpose of this presentation is to introduce my business idea, CocoVida Green Coconut, and explain how the business can become a successful and sustainable street food enterprise in London. I will present the business concept, its unique selling point, key external factors affecting the business, marketing strategies and funding requirements. My aim is to demonstrate to potential investors that CocoVida has a clear business opportunity, a realistic operating model and potential for future growth

- Explain how your product/service fulfils a need in the market.

- **Business Idea and Product**

- CocoVida Green Coconut is a sustainable street food business that will sell fresh green coconuts in busy London locations. The business will serve customers fresh coconut water directly from the coconut, with the option to enjoy the fresh coconut flesh inside. The product will be prepared and opened for customers at the point of sale, providing a fresh and enjoyable experience.
- CocoVida fulfils a market need by offering customers a natural and refreshing alternative to sugary soft drinks and heavily processed beverages. Many people in London have busy lifestyles and want convenient refreshments while travelling, working, shopping or exploring the city. Fresh green coconut provides a convenient drink that is different from the usual bottled and canned options.
- The business will also respond to growing customer interest in fresh products and more environmentally responsible choices. CocoVida will use suitable sustainable packaging and aim to manage coconut waste responsibly. This combination of freshness, convenience, customer experience and sustainability gives CocoVida an opportunity to differentiate itself from traditional drink and snack businesses.

Section 2 - Legal Format and Management Structure

1. Legal Structure

CocoVida Green Coconut will operate as a **sole trader business**. I have chosen this structure because it is suitable for starting the business on a small scale and allows me, as the owner, to have full control over important business decisions. Setting up as a sole trader is also relatively straightforward, which allows me to focus on developing the business, serving customers and building the CocoVida brand.

This structure aligns with my business goals because CocoVida will initially operate from licensed street markets and high-footfall locations rather than requiring a large permanent premises. As the business becomes more established and generates higher revenue, I can review the legal structure and consider whether becoming a limited company would be more appropriate for future expansion.

2. Management Structure

CocoVida Green Coconut will initially have a simple owner-managed structure because the business is at its startup stage. I will be responsible for the overall management of the business, including purchasing stock, managing finances, arranging trading locations, marketing, customer service and ensuring that the business follows relevant food safety and trading requirements.

As the business grows, additional staff can be employed to support daily operations. Staff members will be responsible for preparing and serving coconuts, maintaining cleanliness, assisting customers and managing the trading area. I will continue to oversee the business and make strategic decisions about growth, finance, marketing and future locations.

Organisational Structure

Owner / Business Manager



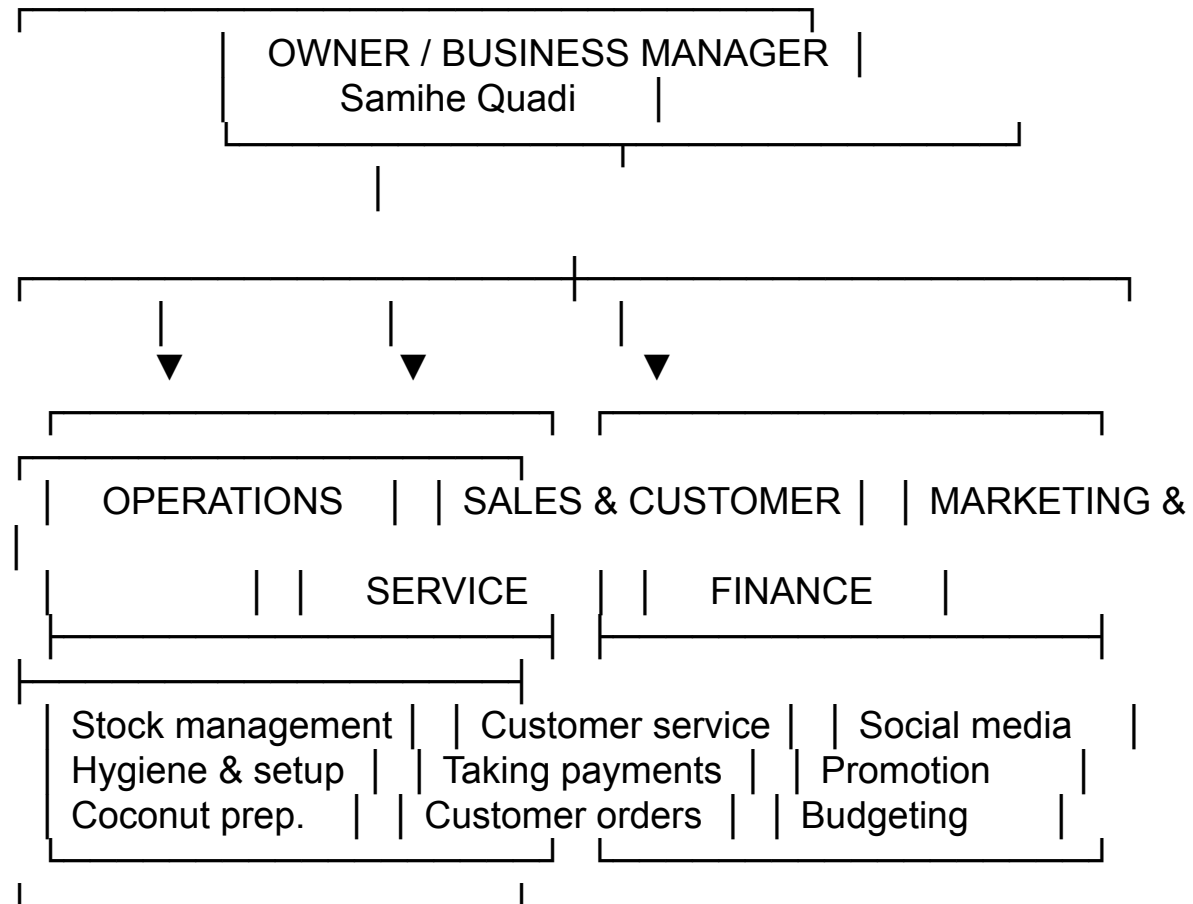
Sales and Customer Service Staff



Coconut Preparation and Stall Operations

This simple structure allows CocoVida to remain flexible during its early stage while providing a clear management system that can be expanded as the business grows.

Organisation management plan



PESTEL Analysis and Alignment with Business Strategy

Political Factors

CocoVida Green Coconut operates within London's street trading environment, where local authorities control trading locations, licences and market regulations. Changes to local authority policies or street trading requirements could affect where and when the business can operate. CocoVida will reduce this risk by maintaining the required permissions, communicating with market managers and keeping up to date with changes in trading regulations.

Economic Factors

The cost of coconuts, transportation, packaging, equipment and market trading can affect CocoVida's profit margins. Changes in the cost of living may also influence how much customers are willing to spend on refreshments. CocoVida will manage this risk by monitoring costs, controlling stock levels and reviewing prices when necessary. The business will also focus on busy locations where there is strong customer demand.

Social Factors

There is an opportunity for CocoVida because many customers are interested in fresh and convenient food and drink options. Consumers may also be attracted to products that provide a different experience from traditional packaged drinks. CocoVida will respond by offering freshly prepared green coconuts and providing friendly customer service. Social media will also be used to build awareness among younger customers and people interested in fresh food and drinks.

Technological Factors

Technology provides CocoVida with opportunities to promote the business and communicate with customers. Instagram and TikTok can be used to show the product, announce trading locations and attract new customers. Digital payment systems can also make purchasing quicker and more convenient. CocoVida will use social media and digital payment technology as part of its everyday business strategy.

Environmental Factors

Environmental concerns are important because selling fresh coconuts creates natural coconut waste and requires packaging. Customers are increasingly aware of the environmental impact of businesses. CocoVida will aim to use environmentally responsible packaging and manage coconut waste appropriately. Where possible, coconut waste can be separated and directed towards suitable recycling, composting or waste-management systems. This will support the business's sustainability objectives and strengthen its brand image.

Legal Factors

CocoVida must comply with relevant food safety, hygiene, street trading and business requirements. Failure to comply could result in penalties or restrictions on trading. The business will reduce this risk by following appropriate food hygiene procedures, maintaining a clean preparation area, obtaining the necessary permissions and ensuring that staff understand their responsibilities.

Alignment with Business Strategy

The PESTEL analysis shows that CocoVida operates in an environment containing both risks and opportunities. The business strategy will therefore focus on compliance, cost control, customer demand, technology and sustainability.

Political and legal factors will be managed through maintaining the correct street trading permissions and following food safety requirements. Economic pressures will be addressed through careful purchasing, stock control and appropriate pricing. Social trends will be used as an opportunity by positioning CocoVida as a fresh and convenient alternative to conventional drinks.

Technology will support the marketing strategy through Instagram and TikTok, while digital payments will improve the customer experience. Environmental factors will be addressed through responsible packaging and coconut waste management. Overall, CocoVida will use the PESTEL analysis to make informed decisions, reduce potential risks and take advantage of opportunities for growth in London's street food market.

Section 4 - Marketing Strategies

Target Market

CocoVida Green Coconut will target customers in busy London markets and high-footfall locations. The main customers will be students, young adults, office workers, commuters and tourists who want a fresh, convenient and refreshing drink.

Customer Segments

The primary customer segments are health-conscious customers, busy workers and commuters, students and tourists. These customers are likely to value convenience, freshness and trying something different.

Unique Selling Points

CocoVida's main USP is fresh green coconut served directly to customers, providing both coconut water and fresh coconut flesh. The product is natural, refreshing and offers a different experience from ordinary bottled drinks.

Marketing Strategies

CocoVida will use Instagram and TikTok to promote the product through short videos, photographs and location updates. The business will also use attractive branding and trade in busy locations to attract customers directly. Good customer service and word-of-mouth recommendations will help encourage repeat purchases.

Section 5 - Funding Requirements and Allocation

Category	Estimated Cost
Startup costs	£8,000
Fixed costs	£3,000
Variable costs	£2,500
Working capital reserve	£1,500
Total funding required	£15,000

Startup costs will include the gazebo and trading equipment, initial stock, branding, signage, packaging and licence-related setup costs. Fixed costs will cover regular expenses such as market trading fees, insurance, storage and other operating costs. Variable costs will mainly include coconuts, packaging, transportation and other costs that increase with sales.

Six-Month Financial Forecast

The following forecast is based on an estimated selling price of **£10 per coconut**, with sales increasing as the business becomes more established. The figures are projections and may change depending on the trading location, customer demand and operating costs.

Startup Cost	
Furniture	£8,000
Accessories	4000
Toileteries	1000
Renovation	5000
Total	£18,000

Fixed Costs	per month
Rent	£1,500
Bus. Rate	£300
Gas bill	£150
Two Emp Salary	£3,500
Accountant	£100
Total cost	£5,550

Variable Costs	Jan	Feb	Mar	Apr	May	June
Electricity	£300	400	500	700	700	750
Raw materials	£400	600	650	800	800	1000
hourly paid Emp	£0	500	500	600	600	700
Total Var cost	£700	£1,500	£1,650	£2,100	£2,100	£2,450

	Jan	Feb	Mar	Apr	May	Jun
Fixed	£5,550	£5,550	£5,550	£5,550	£5,550	£5,550
Variable cost	£700	£1,500	£1,650	£2,100	£2,100	£2,450
Total cost	£6,250	£7,050	£7,200	£7,650	£7,650	£8,000
Revenue	£3,000	£4,500	£6,000	£8,000	£8,600	£9,500
Profit/loss	-£3,250	-£2,550	-£1,200	£350	£950	£1,500

Investment capital needed = £25,000

(£18,000 + £3,250 + £2,550 + £1,200)

Investment needed = **Total Startup Cost** + (**Operational Cost** - **Revenue** up to the break-even point)

Conclusions

Conclusion

CocoVida Green Coconut is a promising street food business that offers fresh green coconuts to customers in busy London locations. The business has a clear target market, a distinctive product and strong opportunities through social media and high-footfall locations.

The business will operate as a sole trader initially, allowing simple management and direct control. The PESTEL analysis shows that CocoVida can manage external risks through legal compliance, careful cost control, sustainable waste management and effective use of technology.

With an initial funding requirement of **£15,000**, CocoVida has the resources to establish the business and support its early operations. The financial forecast indicates potential for growth and profitability within the first six months. In the future, CocoVida aims to expand into additional London locations and build a recognised and sustainable brand.

Questions?

