



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



Business name: Organic Family

Students: Lucia Cristina Majer (ID:604527) Stiliyan
Georgiev Anastasov (ID:1604650)

Tutors Name - Anita Nan

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives

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Introduction

The Coffee Shop aims to represent our family business. Our catering experience is vast as each member had previously worked in restaurants and other small coffee shops and the business's goal is to serve clients with the best quality organic products.

Aim and Objectives

- To balance the operating costs of our business in a way that would lead to good affordable prices for our customers and increased profit for ourselves.
- Unique and relaxing dining experience
- To have Take Away service
- To expand our business

Mission and Vision

- Families would be welcomed for breakfast, lunches, brunches and dinner having different meal deals to choose from
- Open from 7:00 AM -7:00 PM Monday to Sunday
- To have organic ingredients handled with care
- Our plan is to create the coffee shop as a family business with seven members of family working- Manager, Barista, Chef, Till operator, kitchen porters

Legal Compliances

- License from local authority insurance
- Laws regulating exporting and importing our products from different countries.
- Food hygiene

Management Process

Management process consists of four critical factors as follows:

- Planning
- Organizing
- Leading
- Controlling

Management Process Cont..

Planning our business:

- The daily main operations such as dealing with suppliers, managing staff, developing marketing strategies and ordering inventory are overseen by the manager who is also our main investor in our family. Most of the staff consists of family members, from baristas to kitchen porters.

Management Process Cont..

- Planning our business:
- Our plan is to set our prices as modest ones, not being a high-end place but also not a fast-food take out place like. Since our resources and funds are limited we are offer value in more ways than just affordable prices, such as friendly service, good delivery and unique products.

Management Process Cont..

- Organizing:

In terms of organizing, as said above the manager will be mainly responsible with the daily activities, including attributing the right tasks to the right persons. The bar would be run by the members who had previously served drinks and have social skills, while the cash till will be handled by a trusted family member who had previously learned how to open and close a cash register.

Management Process Cont..

- Organizing:

We intend to strike a balance between what the business needs from its employees, as job specialization, and the need of our staff to have jobs that entail variety and autonomy. Our organizing is not traditional, divided into departments, but listening to customer needs.

Management Process Cont..

- Leading:

Leading involves motivation leadership styles and approaches and communication. Leading is influencing or prompting the member of the organization to work together with the interest of the organization, and represents the most important factor of the management process.

Management Process Cont..

Leading:

Since the whole business is owned by the family, this is our strong suit. Leading the business is meant to be a success as every employee's own interest is for the business to thrive and succeed. This makes a lot for our organization as we trust each other thus people feel more free and welcomed in our environment.

Management Process Cont..

Controlling:

We measure our achievements by controlling, analysing and comparing reports such as our inspection records, financial statements, sales reports, production results. We also create an yearly budget for expenses that is always analysed at the end of the period together with the record of labour hours lost.

Management Process Cont..

Controlling:

If problems such as difference between the results and planned action occur and persist, action will be taken by the manager to improve performance.

SWOT Analysis

Strengths:

- Exceptional and loyal staff
- Small size thus a more comfortable and “easy-going” atmosphere

Weaknesses:

- Marketing budget (counting on word of mouth)

Opportunities:

- Customers in the market are loyal

Threats:

- A lot of competitors in the market with similar products

PESTLE Analysis

Political:

- Government attitudes towards businesses and trade relationships between the country that produces our products (coffee) and the UK.

Economic:

- Increase in the cost of the minimum wage and taxes can affect our business.

Sociological:

- consideration of health, attitudes towards coffee. E.g. coffee is high in caffeine which may lead to sleep disorders but it also boosts metabolism.

PESTLE Analysis

Technological:

- Better brewing coffee machines, leading to a decrease in the price of purchasing these. This allows our business to brew our own coffee.

Legal:

- Laws regulating importing and exporting of products; laws related to where the coffee shop may trade.

Environmental:

- Natural hazards that affect the harvest of coffee such as earthquakes, rain, poor harvest and drought.

Conclusion

Therefore our coffee shop's plan is to create a relaxing environment where customer needs come first. The business still has room for improvements but its quality products and service are meant for success.

Learning Log

At the beginning of the presentation, we believed that is going to be really hard to achieve the final document being a group with only two members, but we met up weekly we used WhatsApp to communicate efficiently.

We both got involved equally and made an effort to work together as a group with professionalism.

Both of us (Lucia Cristina Majer, Stiliyan Georgiev Anastasov) shared ideas and became more motivated to achieve our professional goals (co-working is a movement that was invented for you).

Learning Log

We did enjoy quality time, socialization and collaboration, getting people together for a better and successful result. You get to know yourself better, your limits, your skills, and your colleagues of your group too.

References

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Thank you!

Any Question?