

Managing Enterprise in the 21st Century



BMSW4006

Sweet N Treat

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Lecturer: Mushfiqur Rahman

Cover Letter

Mr. Frank Rivera,

114 Guild Street,

London

Dear Mr. Frank Rivera,

With over 12 years of extensive experience in the industry, we, a group of professional bakers are writing to express the interest in the baking industry. As per the 15 years, we have expertise in a large array of freshly baked goodies, and we have an extensive line of baked items that are sold at bakeshops in and around London.

We as a group of bakers have specialized in baking and serving savouries as well as sweets which include an array of pastries, pies, cakes, and panettone which is Italian sweet bread. With the assistance of the professional and success-driven group members, we have been able to bring in our twist and unique touch to the goods we make and have been able to express love and happiness through food. The professionalism of our members and their enthusiasm in working will make it easier for the shop to manage prompt shifts also to express creativity and customizations in baking customer expectations. We truly have the potential to provide unique and sophisticated recipes that would challenge the intricate taste pallets of customers as we plan to open our new business venture. We would love to bring forth our unique twist in baking to a larger audience and satisfy our valued customers with our recipes and delicious treats.

With massive confidence held at heart, we believe that we can utilize our academic and professional knowledge to develop new recipes and create a new twist in the baking industry not just with the food but also with the store ambiance and customer service. Please do not have any doubts and feel free to get in touch with us at the earliest you possibly can to vacate an interview to have a discussion and view of our business plan. We hope and are looking forward to hearing a positive reply from you and thank you in advance for considering us.

Sincerely,

Sweet and Treat Team

Business plan for 'Sweet N Treats'

Executive Summary

The following plan is prepared to demonstrate the proposed business plan for 'Sweets N Treats' Dessert shop. Sweets N Treats is a partnership business owned by three professional culinary experts that are interested in bringing a new and unique twist on traditional sweets and dessert making. The aim is to promote healthier lifestyles for the community whilst creating awareness among the customers that desserts and other sweets that are traditionally sugary and oily can be prepared and enjoyed with less to know sugar and oil that would yet taste the same or even better.

As for our business, we are focused on the customers based in and around London who are especially within the ages of 30 to 80 and are living a health-conscious and fit lifestyle. According to our statistics, the most vulnerable group of individuals to diseases caused by sugar and fat are within the group and further demonstration of the market and how our products will be marketed are demonstrated within this plan. To invest by selling some equity of the business in return of funds. Certainly, this business report demonstrates all the above details in a much more detailed and factual manner for the users to understand the base and magnitude of the Sweets N Treat dessert shop.

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1.0 Introduction

Obesity and heart diseases have become a prominent risk in the UK at present. According to the House of Commons Library obesity statistics, over 28% of the population in England are obese with nearly 36% being overweight (Baker, 2021). The reason behind this situation is identified as the economic crisis leading to the poorest individuals being unable to achieve the required nutrition rate as well as the busy lives people spend. This busy format has encouraged individuals to linger towards fast food chains and thus enhancing the healthiness of such places has become vital in England. Thus, the Sweet N Treat shop will be a valuable concept that will be introduced to the F and B industry in England.

Sweets and Treats is a new business that is launched in London by the dedication and partnership of three partners who have prior experience and education in culinary art and are focused on building a unique concept in the F and B industry. Since food and beverage industry fall under the monopolistic market structure, developing new ideas and concepts is very important in the industry (Bayona-Saez, Cruz-Cázares, García-Marco and Sánchez García, 2017). This is a food retailer that sells sugar free sweets, desserts and other baked goods that provide the sensation of traditional sweets and desserts in a much healthier and health-conscious method. Sweets N Treats sell an array of baked goods, fresh juices, sweets, and desserts that consists of a vast variety of items that would fit any type of taste pallet and can satisfy anyone and everyone's taste buds.

The aim of the business is to provide healthier alternatives that people can enjoy to their hearts extent without stressing about the health risks it may bring. Our objective is to not only rely or focus on profit maximization but also to bring forth a positive brand image as well as to manage a good customer relationship and win the market leader in the healthy dessert and sweets market. For this, we have prepared this business plan to showcase how and what we will be doing to bring this idea into a reality.

2.0 Skills and Experience

We are a group of 3 professionals with a collective experience of over 10 years. The three professionals within the team are mentioned below along with their academic and professional backgrounds.

1. Elena Chita

She is a baker with a degree in healthy baking and cooking. This talented personality has 5 years of experience producing panettone in Palermo Fiasconario bakery. Currently she is engaged in an academic bakery certification programme and enjoys experimenting with new recipes and flavours when preparing baked pies and pastries. With a complicated taste pallet of her own, she can mix and match different flavours in order to create unique flavours for taste buds of others.

2. Annesa Keryon Johnson

With a diploma certificate in Baking and a diploma certificate in sweets and desserts from John Academy London, she is the youngest of your team. Owning her online cake and treats business, she has been a home baker for over 3 years and a professional cake decorator at The Cake Parlour in London for a year. A young yet energetic talent that drives all of us to be the best we can.

3. Lovinia Ebanks

With a degree in culinary arts obtained from Milano Culinary Institute, she is one of the most creative bakers we have in our team. She has worked for 2 years at local bakers that specialize in cake baking and decorating and is very intelligent and versatile in her design. With many creative abilities as well as expertise, she is also a part-time home baker and children's party planner.

3.0 Business Description and History

Sweets N Treats is a Bake Shop that focuses on serving healthy desserts, pies, cakes, soft drinks, and sweets that are drawn from various cuisines from around the world and perform customization of cakes and other treats upon customer request. Lead by a group of three professional and experienced bakers that come from across the globe, Sweets N Treats will be able to bring tastes and unique techniques from the heritage and countries of the professionals who will incorporate their unique knowledge and industry expertise to provide the best satisfaction to our valued customers. Their passion to bring forth tasteful and rich delicacies drew the ambition for our young bakers to start Sweet N Treats.

The unique aspect that shines Sweets and Treats from its competitors is that the business focus on not just satisfying the sweet cravings of customers but also provides a treat for health-conscious individuals. We as a bakery focus on using no artificial colours or flavouring and provide sugar-free sweets and bakes to our customers. The flavouring and pasteurizing are obtained using a variety of fruit and vegetable extracts that are locally produced.

With a delightful ambiance and customer orientation, we are truly focused on creating a unique atmosphere and experience for our customers. By utilizing the best local resources and farm-fresh products as well as engaging the best and most enthusiastic talents to join in hands with us, we aim to achieve success through maximum customer satisfaction and sustainability to become the best partnership-owned bakeshop in London. Thus, whether it is a birthday, special celebration, or a simple meet-up with a friend, our shop is the ideal place to indulge the sweetest memories.

4.0 Organizational aim and objectives

As a new entry to the baking industry, we focus on satisfying our customers on a much more unique and different method than that of other bakeries within the industry. We aim to ensure that our products are delicious as well as healthy so that they can be enjoyed by anyone and everyone without any fears or doubts. The company goal is to provide healthy desserts and sweets to our customers at a very affordable and worth the price paid to ensure long-term existence and to become one of the pioneers in the bake and dessert industry that is sugar-free (objective vs. subjective on Vocabulary.com, 2021).

4.1.1 Short term

- Creating awareness among 25% of the target audience about obesity and the importance of healthy eating habits within the first month since launch.
Making our target audience and society understand the risks of obesity and promote a much healthier alternative for traditional sweets and desserts. This is a short-term objective because we as an organization do not want to push or create any force on societal change and instead want to just promote that there are healthier options that are as equally or better tasting.

4.1.2 Medium-term

- Creating 20 new employment opportunities for the young high school students and college students within the first 6 months of business.
We as an organization focus on creating job opportunities for our local community as a way of giving back in terms of CSR. Thus, it is a medium-term objective since we will take initiations for it as per our growth potentials.

4.1.3 Long term

- Generating 20% revenue from sugar free baked goods sale within the first year.
Having a growth rate of sales revenue is our primary objective. We are focused on gaining more customer attraction and increases in sales revenue as we progress in our business.
- Increase the level of satisfaction by 20% among customers who purchase our product for the first time or as a habit.
The shop is as interested in enhancing customer satisfaction as much as increasing sales revenue because we are aware that since we bring out a niche concept, it is very important to maintain and enhance customer satisfaction to promote our business and gain success.
- Establishing a strong brand image and goodwill with a 25% market share at the end of the first annum.
We are fully focused on creating and maintaining a strong brand image as we move forward to increase customer attraction and loyalty as well as to have a spin over the competition in the industry.

5.0 Business Structure

The business format or structure that will be used to manage and initiate the Sweets N Treats Dessert shop will be a partnership. The three partners will be sharing the equity or ownership of the business equally since each partner has funded the business equally (Staff, 2021). The expertise of each partner towards other business-related aspects apart from culinary expertise will be used to manage the other elements of the business process. However, a few other employees will be hired to have a smooth flow of business activities.

6.0 Product or service description

Sweet N Treat is a bakery shop that offers sugar-free cookies, low-calorie sweet treats, Tiramisu, Panettone, Organic cupcakes, and Diet milkshakes to customers. All the products sold and distributed by the company are sweetened and coloured with various fruits and vegetables. Food products will be available with natural sweetness and flavourings derived from a variety of natural ingredients sourced from around the world. Product or service description

Each item formed and produced by Sweet N Treat focuses on a healthy alternative to those in need of a sweet treat. Whether eating in or taking away every customer will enjoy their own unique experience. Sweet N Treat is an ethical brand whose aim is raising awareness about obesity and the importance of healthy eating habits.

The ambience within the organisation aims to create awareness amongst its customer regarding the importance of a healthy balanced diet and help shape healthy eating habits whilst attracting its customers to try out the products and services offered. Sweet N Treat aims to create a strong brand image and influence better eating habits.

Through increasing the level of satisfaction among its customers, Sweet N Treat aim to generate a feasible amount of sales revenue which in turn will allow the business to open franchises across the United Kingdom and in time globally. This will Create employment opportunities, lowering unemployment and contribute to stimulating economic growth.

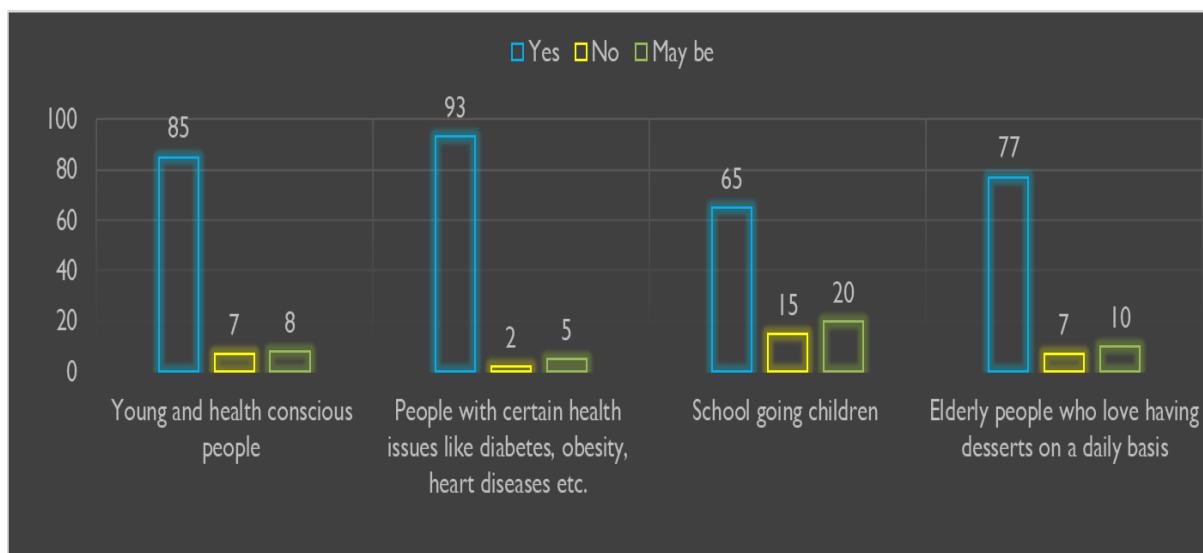
When employment levels are high you tend to see an increase in spending. This will allow for financial evolution. Sweet N Treat is not only about distributing desserts and confectionary but to also create employment opportunities and reducing unemployment.

7.0 Market analysis and trends

We performed extensive market research to determine whether there is a market demand for our goods. This is important for determining the viability of a business concept and the chance of success or failure. According to research, the selling of desserts and Sweet N Treat products has continued to increase by around 10% over the last five years. The popularity of chilled desserts is steadily rising in the United Kingdom.

Obesity awareness continues to rise in the United Kingdom, but healthy eating habits are becoming more common, and people are conscious of the importance of eating moderate portions and keeping to a healthy diet. Evidence shows that desserts are highly popular among the British people and is traditionally a part of a three-course meal also known as 'afters.

A recent survey conducted with a total of 200 people showed that over 80% of people would eat sweat deserts. The sample contained 50 people from each of our 4 target market segments. The market encompasses health-conscious people, people suffering from obesity, children of school age and a selection of the public who like desserts. The results of the survey and market research is presented below:



According to IRI, a global research company, the level of health consciousness among residents is increasing every day, and the amount of healthy food products purchased by UK residents is also rising.

72 percent of UK consumers are changing their purchasing habits and are more aware of purchasing foods that are lower in fat, salt, sugar, and calories.

Organic food is preferred by 43 percent of UK consumers.

Obesity is a growing public health concern in the United Kingdom.

In 2018, the average amount of desert ingested per person per week was 25 grammes.

The psychological and functional needs, demands, preferences and desires of a product among our target market is key when thinking about the sustainability of a product.

. Sweet N Treat understands that our target group is already aware of the importance of the company's goods. Good snacks and treats are in high demand on the market. Many people are becoming more health conscious, but their passion for and appetite for sweets is growing.

Individuals are feeling forced to purchase sugary and calorie-dense sweets because they have yet to discover a safe yet delicious alternative. Our products will allow our customers to consume and enjoy the delicious taste of Sweet N Treats without putting their health at risk. This is due to the use of sugar-free fruits and ingredients.

As the number of persons who cannot consume foods with high sugar and calorie levels are increasing in the UK (people suffering with heart disease and diabetic patients) we find that they are not being able to enjoy desserts and sweet treats.

Our products will give them the opportunity to consume and enjoy the delicious tastes of sweet treats that are not detrimental to their health. This is due to the usage of fruits and sugar free ingredients.

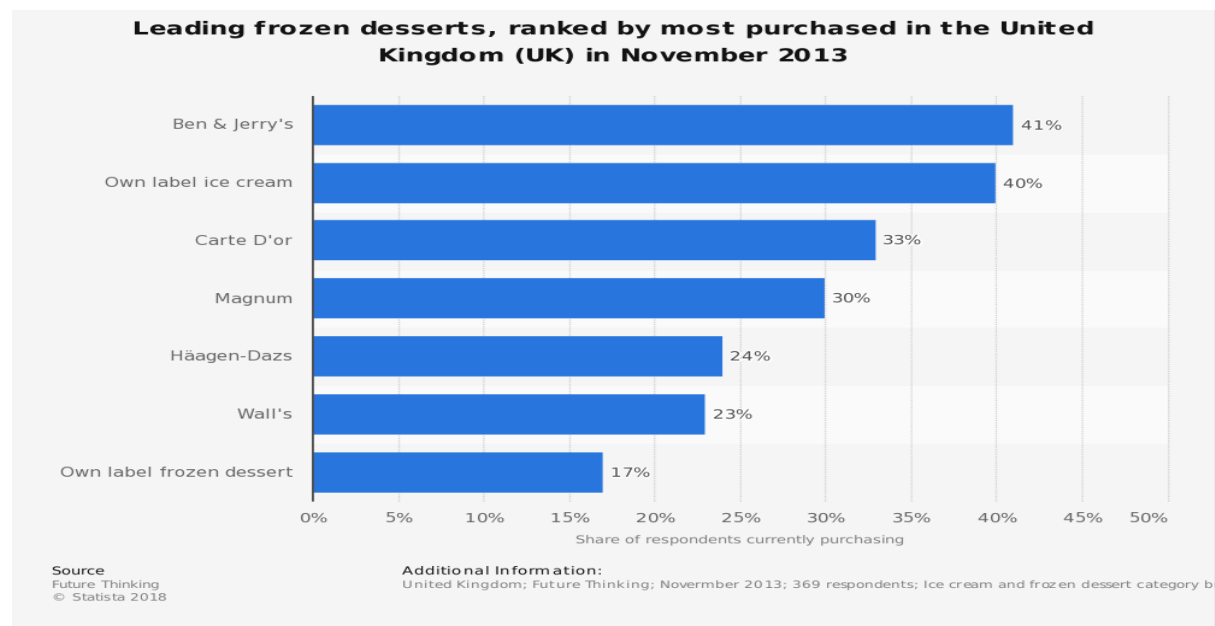


Figure: Market situation

Sweet N Treat is in Canary Wharf London. Our Competitors are Krispy Kreme, Lola's Cupcakes and Zaza. What we have in common with our competitors are that we make sugar-free and colour-free sweets; however, what distinguishes us apart from competitors are that we have a variety of products and recipes, which allows us to reinvent ourselves with new products on the market that attract new customers.

8.0 Operations

Quality management within any organisation is vital if products or services are to be reliable and consistent. "Operations all the way in which products, that is, goods and services are produced. Operations are a transformation activity: transforming resources convert imports into outputs." (Karlsson, 2009, p. 8) This involves quality planning, quality improvement, quality control, and quality assurance. It also contributes to good operation management. The smooth operation of an organisation will contribute to making Sweet N Treat one of the world's leading brasseries.

There are many facets to running a company, and one of the most important is quality. When deciding to buy something, quality is normally the first thing on a mind of customers. Quality can be viewed both internally and externally, and it can meet the consumer's needs. People consider quality, which is measured by whether a product meets its specifications and contributes to the overall reliability of the operational process for both employees and customers. Sweet n Treat will pay close attention to the needs of their clients, with workers on hand always to offer excellent service. Sweet N Treat customers should be assured that the company is looking out for their best interests.

Tangibles are extremely essential, particularly in the food industry. Customers would be influenced by the appearance and hygiene requirements of Sweet N Treat. Aesthetics are very relevant because they influence purchasing decisions. Sweet N Treats customers should be assured that they will still receive the highest quality levels and nutritious food. Employees will still follow strict hygiene policies, which include being appropriately dressed. Sweet N Treat will operate speedily, dependably, flexibly, whilst providing a quality and valuable product. By doing so they satisfy what the customer needs. Inventory management will be used to meet the expected demand.

Our priority is to ensure that the goods we sell and the environment we create are of the highest quality. We will ensure that we produce a reliable product that meets the customers' needs by ensuring in such a high-quality production process. Simplifying processes is crucial because it increases profitability and leads to higher system and output quality.

9.0 Technology plan

As a small start-up business, the three business owners will be responsible for the technology plan. Technology can increase productivity and create an entire new market for the business and improve communication processes. Technology will allow us to reach out to a wide audience and gain customers from various areas and increase sales. Technology has the impact to influence how individuals think. Technological developments have enabled managers to reduce staff resources and rely on technology to carry out certain duties.

The use of Uber Eats, Deliveroo and Just Eat will enable customers to order products online and products will be delivered straight to their door. These companies will also assist in endorsing the Sweet Treats promoting deals as and when they arise. The use of Facebook, Instagram TikTok, Snapchat, and Twitter will also allow Sweet Treat to promote the menu and deals available.

The use of card machine and contactless payments will allow cash less transaction and will also be beneficial when taking orders online. PayPal will also be an application used to support online transactions as individuals do not always to supply their bank details firsthand. Sweet N Treat will also provide the option to pay via bank fund transfer. Online banking service have allowed greater flexibility in payment methods which customers are growing more and more accustomed to.

Technological advances have allowed organisations to adapt to change. Customers are using online devices more regularly to conduct transactions and carry out services. By looking at the social influences we can analyse current trends and products being brought by a certain group i.e. teens and use technology to compare prices with our competitors. The demographical factors also determine who we are selling products too. The study of individual's vital statistics such as where they are from, their race, and their age influence how well the business will succeed and allow us to price our products competitively. The use of technology will allow us to keep track of stock and our ordering system will be reliant on our online inventory catalogue allowing for less wastage.

Technology also creates the possibility to open franchises and allow Sweet N Treats to work with different people both nationally and internationally. Ecommerce can lead to wider markets and cheaper products as many have experienced this through Amazon. Digital and social media technologies has transformed communication in organisations and transformed marketing functions significantly. Through technology the work within the organisation can be linked and allow for greater productivity.

We have seen customer service approaches change over the years where automated response are provided dependant on what has been asked by the customer. There are advantages and disadvantages to this approach as the automated response gives a general response and not an answer specific to the customers query. Technology allows us to communicate instantly with people and keeps us always connected. Technology allows for a better customer experience, greater transparency, improved efficiency and better employee engagement and flexibility. Rotas can be accessed online and via mobile app.

Technology provides and easy access to information. Customers can be informed of ingredients which is especially use full to individuals who have allergy concerns. Our mission as an organisation will be available for all who wants to view and understand how goals and vision.

Technology allows managers to supervise activities and ensure everything is on track. Technology brings together tools to promote services and if we want to remain competitive, we must ensure we keep up with technological changes as and when they arise.

That said Sweet N Treat will not rely on technology solely as we are aware that there are disadvantages to technology. Technology has its security issues and can cause loneliness within our daily lives.

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MANAGING ENTERPRISE IN THE 21ST CENTURY

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INTRODUCTION



We like to present our Sweet n Treat business plan, which will be a small dessert shop.



The specialty of this dessert shop is that we use only natural sweeteners and fruits in our desserts.



Whether it's catching up with a friend, celebrating a birthday, or simply enjoying life's sweet moments

AIM AND OBJECTIVES

Aim:

- The business has an aim of offering healthy desserts to the customers at a reasonable price
- Become the pioneer in the dessert industry for serving dessert items without sugar

Objectives:

- Creating awareness among 25% of the target audience about obesity and the importance of healthy eating habits within the first month since launch.
- Creating 20 new employment opportunities for the young high school students and college students within the first 6 months of business.
- Generating 20% revenue from sugar free baked goods sale within the first year.
- Increase the level of satisfaction by 20% among customers who purchase our product for the first time or as a habit.
- Establishing a strong brand image and goodwill with a 25% market share at the end of the first annum.

COMPANY DESCRIPTION MISSION AND VISION

- Sweet N Treat is a desert shop that offers customers healthy cookies, cakes, and natural juice
- The company's products are sugar free and free of artificial colors
- Various fruits and vegetables are used to sweeten and colors the food items provided by the company.
- The company's mission is to raise public awareness about the importance of maintaining healthy eating habits
- To attract consumers to try our goods and services.
- The company's vision is to build a strong brand and location to expanding across the country.

LEGAL COMPLIANCE



- The legal form of the business is a partnership among 3 owners
- Legal papers, such as a trade licence, trademark documents, and insurance, must be provided .
- Employee rights and customer rights laws will be applied in business activities and the creation of company guidelines.



MANAGEMENT PROCESS MARKETING

- Market Research

Who are our customers

- Target Market

Who is the target audience

- Market Analysis

Desert sales increasing

- Market Situation

Health consciousness increasing



MARKETING MIX PLACE

Location: Canary Wharf



MARKETING MIX PRODUCT

➤ **Low Calorie Sweet Treats**

➤ **Italian Panettone**

➤ **Tiramisu**

➤ **Organic Cupcakes**

➤ **Diet Milkshake**



MARKETING MIX



Price

- Reasonable and affordable for target audience
- Affordable For Party and other events
- Bulk Deals available

Promotions

- Social Media
- Leaflets
- Uber Eats / Just Eat
- Direct Marketing





COMPETITORS

- Krispy Kreme
- Lola's cupcakes
- Zaza



MANAGEMENT PROCESS / FINANCE

- Lease amount for the location and space of the shop
- Cost of buying equipment
- Cost of raw materials
- Marketing and promotional expenses
- Cost of requiring legal documents of the business
- Trade license insurance bank account



MANAGEMENT PROCESS/FINANCE

Bookkeeping

- Keeping a regular and accurate account
- Every single transaction must be recorded accurately in the accounting book

MANAGEMENT PROCESS/ FINANCE CONT..

- The determination and maintenance of monthly income statements
- Determine whether the company is incurring financial loss or profit.
- Keeping track of the expenses.

Company Name

PAYSLIP

Employee: _____ Pay Period: _____
 ID Number: _____ Pay Cycle: _____
 Job Details: _____
 Job Number: _____

Earnings	Amount	Deductions
Basic Salary	xxxxxxxxx	Taxation
		UIF
		Others
		Total Deductions
Gross Earnings	xxxxxxxxx	Total Deductions
		Net Salary Transferred

Income Statement

Name: _____
 Time Period: _____

Financial Statement: Profit & Loss

Revenue

Gross Sales
 Less: Sales Returns and Allowances
 Net Sales

Cost of Goods Sold

Beginning Inventory
 Add: Purchases
 Freight in
 Direct Labor
 Indirect Expenses
 Inventory Available
 Less: Ending Inventory
 Cost of Goods Sold

Gross Profit (Loss)

Expenses

Advertising
 Amortization
 Bad Debts
 Bank Charges
 Charitable Contributions
 Commissions
 Current Labor
 Depreciation
 Dues and Subscriptions
 Employee Benefit Programs
 Insurance
 Interest
 Legal and Professional Fees
 Licenses and Fees
 Miscellaneous
 Office Expense

MANAGEMENT PROCESS / ADMINISTRATION



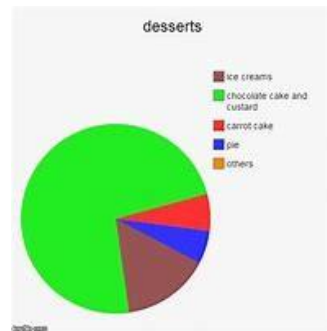
- Job scheduling has many benefits and is extremely important. This method is critical working hours and schedules .
- Helps in identifying employee availability for each shift.
- There are 3 persons within the workforce
- Each shift is 8 hours
- 2 employees are present and available for each shift
- Scheduling allows each employee's duties to be assigned and finalized.
- The command structure and managerial responsibilities are also created.

MANAGEMENT PROCESS/MARKETING CONT..

Marketing Analysis

- ✓ The overall sales of desserts and sweet bakery products has increased by approximately 10% in the last 5 years
- ✓ The popularity of chilled desserts is increasing continuously
- ✓ The increasing knowledge and awareness regarding obesity and healthy eating habits among British people.

Spending on chilled desserts in the United Kingdom from April 2020 to March 2021



SWOT ANALYSIS

Strength:

- Unique Product
- Employee Knowledge
- Location

Weakness:

- First business start up
- Not a major Chain
- Limited H&S qualifications

Opportunities:

- Increase in demand of healthy deserts
- Existing demand for product

Threats:

- Established branded competitors
- Increased price of ingredients
- Rent and Business Rates

PESTLE ANALYSIS

- Political:

Brexit

- Economic:

Slow economic growth / Working from Home

- Social:

Health Consciousness increasing

- Technological:

Technological advancements

- Legal:

Employee rights, Consumer Laws must be followed

- Environment:

The concept of organic products are beneficial to environment



CONCLUSION

- Our business has a motto of serving healthy and nature sweets and dessert to the consumers.
- We are promoting an all -round healthy lifestyle which will benefit the community around our location.



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