

Students name and number: Marie Jandova (2020984) , Jaime Martin (2019142), Martin Dimitrov Naydenov (2022271), Angel Moises Pichardo Garcia (2021158)

Programme: CertHE Skills for the Workplace

Module: Managing Enterprise in the 21st Century

Module code: BMSW4006

Assignment Title: Managing Enterprise in the 21st Century

Lecture: Zainab Atta

The Skills for the Workplace Business Plan

Title: **4Chicks**

Students:

Jaime Martin De La Leona Hidalgo (2019142)

Marie Jandova (2020984)

Martin Dimitrov Naydenov (2022271)

Angel Moises Pichardo Garcia (2021158)

Lecture:

Zainab Atta



Table of Contents

Marie – Introduction

Jaime - Product Description, Operations

Marie – Description, Marketing Trends and Analysis, SWOT Analysis

Martin - Human resources, Management and Organization, Social responsibility and sustainability

Angel - Financial data

Cover Letter

- We choose a Start Up Loan from the government , because it have free support and guidance and low interest.
- We want to open a family food truck at Liverpool Street.
- Start Up stage
- 25,000£ amount
- Marie Jandova-Marketing; Jaime Martin-Operations; Angel Garcia-Financial Department; Martin Naydenov-Human Resources
- For contact Angel Garcia +44123456789
- Martin Naydenov+44987654431
- Email:4chicks@gmail.com

1. SMOKED BACON SANDWICH (Product Description)



- Our handmade **BREAD** (salt, sugar, oil, yeast and gluten free flour) 1 day
- **SMOKED BACON** (Big pieces of Pork Belly, Black pepper, Salt, Brown Sugar, Maple syrup, Apple juice, water) cooking during the shifts for following days. 1-2 weeks.
- **RUCULA**. Fresh everyday, regular marinated (salt, balsamic, lemon, oil) At the moment
- **ONION CHUTNEY**. (Onion, Olive oil, Brown sugar, Malt vinegar, Garlic, Mustard and Paprika), must stay in a Jar for 2 weeks, after that can last already open 2 months. Unopened much longer.

2. "VEGUSHROOMS" SANDWICHES (Product Description).

- Our handmade **Bread** (Salt, sugar, oil, yeast and gluten free flour) 1 day.
- **Lettuce**. Fresh from the day
- **Tomato**. Fresh from the day
- Beer Baked **Mushrooms** (Portobello mushrooms, Cooking gluten free beer, garlic, parsley, salt and black pepper). 1 day.
- **Mashed Avocado**. (Avocado, limes, fresh onions and red chillies) At the moment.



(Amodernrose.com, 2014)

COFFEE AND DRINKS

- LATTE
 - CAPUCCINO
 - AMERICANO
 - FLAT WHITE
- Whole Milk and Oat Milk (Gluten Free)

- STILL AND SPARKLING WATER
- ORANGE JUICE
- ICED TEA

CROISSANT OF THE DAY: PLAIN, ALMOND AND CHOCOLATE



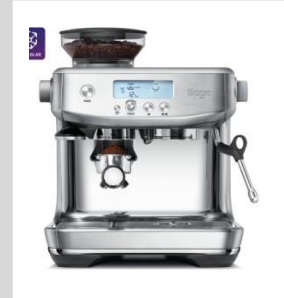
(Coffeeshopstartups, 2014)

EQUIPMENT

- BRADLEY P10 PROFESSIONAL FOOD SMOKER - £1079.98
- Parry Wide Griddle PGF800G - £587.98
- RUSSELL HOBBS RH7TF67SS Mini Fridge - Stainless Steel- £114.00
- SAGE The Barista Pro - £699.00

(Nisbets Plc. Catering Equipment Supplies)

(Curry PC World Business)



OPERATIONS - MISSION

- 3-5 Years, new home for East Londoners. Future Franchise.
- Friends and Family.
- NO more expensive and complicate food. Grandma food.
- KEEP IT SIMPLE – KEEP IT DELICIOUS – KEEP IT AFFORDABLE.



(Coffeshopstartup, 2014)



(Coffeshopstartup, 2014)

£ OPERATIONS– VALUE £ PROPOSITION

COOKED FOOD

SMOKED BACON– 2
WEEKS

MUSHROOMS– 1-2
DAYS

ONION CHUTNEY– 2
MONTHS

BREAD – FROM 6am
to 8am DAILY.

FRESH FOOD

TOMATO

LETTUCE

RUCULA

AVOCADO

ONIONS

RED CHILLIES

LIMES

PARSLEY

DRY STORE

Garlic

Salt

Black pepper

Malt Vinegar

Gluten Free Flour

Cooking beer

Brown Sugar

Maple syrup

Apple Juice

Olive oil

Yeast

OPERATIONS –GOALS AND OBJECTIVES

- Our GOAL is to catch most of the audience from Liverpool Street offices to our food truck, same as the East Londoners. Make the difference from the price to quality with the rest. To gain that, we will base everything in our Food Smoker Bread, Bacon, Chutney, and Mushrooms for our “Veggushrooms” will be bake at our P10 Food Smoker.
- The objective is to make It MEMORABLE, using social media, and our friendship as a key to attract most of the people.
- KEEP IT SIMPLE– KEEP IT DELICIOUS – KEEP IT AFFORDABLE



(Coffeshopstartup, 2014)

Food Truck 4 CHICKS Introduction and Business description

Food market business/truck

Based on Liverpool street

We sell High quality COFFEE and FOOD for affordable prices

We have our unforgettable three -pound deal

All our products are homemade, family business

We are open to all current marketing trends

Professional working team

SWOT ANALYSES for FOOD TRACK (linked in our revenue position)

STRENGTHS - Placement/Easy access - Production capacity - Experienced Experts in Hospitality - Flexibility and Response to Market - Community Building business - Small staff - Quality Fresh food	THREATS - Addition competition on the market - There could be restrictions and regulations on the food truck - Trend where more potential clients working from home not the office - Competition from lower quality, prices food
OPPORTUNITIES - Professional Barista and Chef - Communicative and friendly team - Food for offices of our clients - Advertising technology - Menu is cleared up and appealing to the customers and their preferences - Collaboration with coffee/drinks/food deliveries	WEAKNESSES - Prices of food increasing - Size of the truck - No sit down are, always grab and go

MARKETING

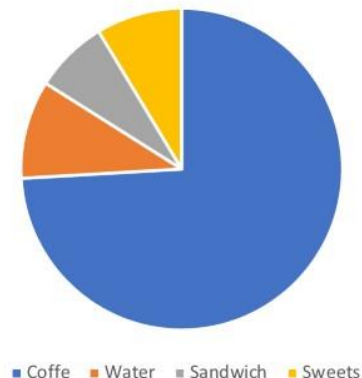
- The segments of market in which we compete is STREET FOOD and DRINKS
- Our potential clients are (COMUTERS, OFFICE WORKERS as our food shop is at the LIVERPOOL STREET by the one of the biggest Stations in London.
- What influences their purchasing decisions?– TIME and CONVINIENCE
- Grab and GO style



OUR Unit Selling Points

Items that we selling based on our clients need and their time considerations (percentage and company records)

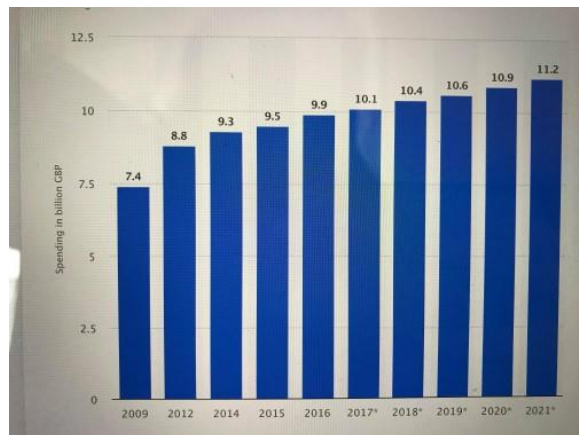
- Your morning coffee and breakfast sandwich/porridge for only £5 within 2 minutes – That is our MORNING PROMOTION = 2 for £5
- Each food and drink in the shop £3!
- And you are getting quality food! London roasters fresh coffee and home-made sandwiches made by our passionate professional workers in our Family business.



GROW of TAKEAWAY FOOD Market statistics

(source- Statistical 2021)

Year	Orders
2016	136 million
2017	172 million
2018	221 million
2019	286 million



Instagram and Facebook Marketing

- Videos from kitchen– People like to see how is food and coffee made on the house fresh and nice
- Daily reminders of what coffee is in the grinder that day
- Chef specialties of the day
- Coffee making videos and explaining the background and process
- Menu written from all sides of the truck, nice big and clear
- Prices and promotions written with huge letters, our only £3 per item deal !
- Morning deal 5£ per two items
- People can order by text
- We owning the concept, the Brand, the shop that has everything for £3 and Quality is the best
- Sizes and examples of our products on the display– customer knows for what he is paying for
- Accurate music and atmosphere
- Nice looking and CLEAN Truck



Business Plan Human Resources

Martin Naydenov



Staff

- Family Business.
- No hiring people, with that we will spare money, for licenses and wages.
- Not necessary to provide a training, so spare and time.
- Better running a business, not solving a problems between a colleagues ,as this is a Family Business.
- Spare money and from paid holidays and sick days.

Opening Hours

- Monday-Friday
- 6am-4pm
- That are the hours when Liverpool street is most busy.
- 2 days off, with that we can organise many other stuffs as that is a family business.
- Not to long hours.



Positions

- Marie Jandova -Marketing
- Angel Garcia Financial Sector
- Jaime Martin -Operations
- Martin Naydenov -Human Resources
- No one of us have experience in those positions, but we all worked previously in the Hospitality.
- Carefully considered.

Licences and requiered documents.

- Food business registration.
- Food premises approval.
- Street trading licence.
- Comerical gas safety certificate.
- Food hygiene certificate.

Licenses and Documents held

- Food hygiene certificate
- Food Business registration
- Food premises approval

FINANCIAL PART OF 4CHIKS

FINANCIAL DATA



WHY US?

**BENEFITS OF
TRUST?**

**REASONS OF
HIGHER
PROFITS?**

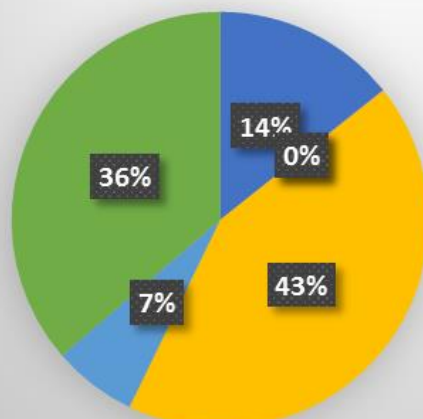


**WE GOT THE KNOWLEDGE ALREADY, SO ZERO COST
ON TRAININGS.**

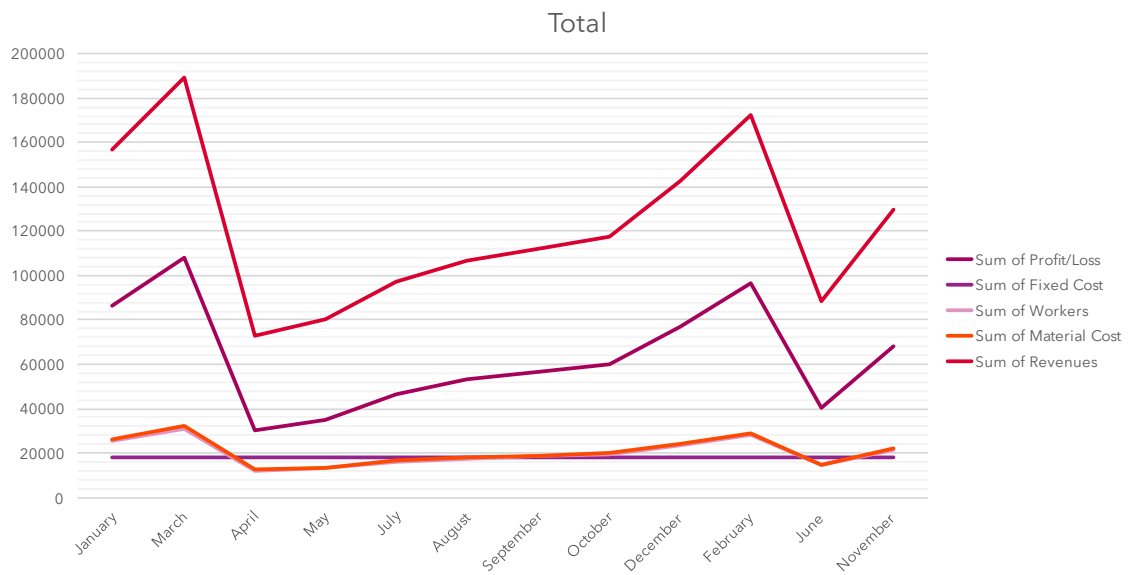
**ALL FOUR OF US ARE GOING TO BE THE EMPLOYEE'S
SO NO EXTRA COST AND FULL TRUST ON
MAINTAINING THE BUSINESS GROW.**

**WE WILL BE SITUATED IN ONE OF THE BUSIEST
STATION OF LONDON, SURROUNDED BY OFFICES,
NEW BUILDING CONSTRUCTION SIDE AND ALL OUR
SWEET AND SAVORY FOOD WILL BE MADE BY US
FROM SCRATCH.**

Daily Sales Analisy



- Daily Sales Number
- Daily Sales Price by Unit
- Daily Sales Material Cost by Unit
- Daily Sales Total Revenue
- Daily Sales Total Coast



EXCEL PLAN PART. 1

Daily Sales									
Product	Number	Price by Unit		Material Cost by Unit		Total Revenue		Total Coast	
Coffe	600	£	3.00	£	0.46	£	1,800.00	£	274.29
Water	80	£	3.00	£	0.75	£	240.00	£	60.00
Sandwich	60	£	3.00	£	0.42	£	180.00	£	25.00
Sweets	70	£	3.00	£	0.71	£	210.00	£	50.00
Total	£ 810.00	£	12.00	£	2.34	£	2,430.00	£	409.29

Workers			
Employee	Pays	Hours	Total Pays
Employee 1	£ 10.00	10	£ 100.00
Employee 2	£ 10.00	10	£ 100.00
Employee 3	£ 10.00	10	£ 100.00
Employee 4	£ 10.00	10	£ 100.00
Total	£ 40.00	40	£ 400.00

Montly Expenses		
Rent	£	150.00
Water	£	30.00
Internet	£	30.00
Electricity	£	50.00
Insurance	£	120.00
Licensing	£	80.00
Others	£	150.00
Total	£	610.00

EXCEL PLAN PART. 2

Annual Profit and Loss													
Breakdown	April	May	June	July	August	September	October	November	December	January	February	March	
Growth	10%	10%	10%	10%	5%	5%	10%	10%	10%	10%	10%	10%	10%
Days in Month	30	31	30	31	31	30	31	30	31	31	28	31	
Revenues	£ 72,900.00	£ 80,190.00	£ 88,209.00	£ 97,029.90	£ 106,732.89	£ 112,069.53	£ 117,673.01	£ 129,440.31	£ 142,384.34	£ 156,622.78	£ 172,285.06	£ 189,513.56	
Material Cost	£ 12,278.57	£ 13,506.43	£ 14,857.07	£ 16,342.78	£ 17,977.06	£ 18,875.91	£ 19,819.70	£ 21,801.68	£ 23,981.84	£ 26,380.03	£ 29,018.03	£ 31,919.83	
Workers	£ 12,000.00	£ 13,200.00	£ 14,520.00	£ 15,972.00	£ 17,569.20	£ 18,447.66	£ 19,370.04	£ 21,307.05	£ 23,437.75	£ 25,781.53	£ 28,359.68	£ 31,195.65	
Fixed Cost	£ 18,300.00	£ 18,300.00	£ 18,300.00	£ 18,300.00	£ 18,300.00	£ 18,300.00	£ 18,300.00	£ 18,300.00	£ 18,300.00	£ 18,300.00	£ 18,300.00	£ 18,300.00	
Profit/Loss	£ 30,321.43	£ 35,183.57	£ 40,531.93	£ 46,415.12	£ 52,886.63	£ 56,445.97	£ 60,183.26	£ 68,031.59	£ 76,664.75	£ 86,161.22	£ 96,607.35	£ 108,098.08	

REFERENCES (Jaime Martin 2019142)

- Contributor, C (2020) *Operational Objectives for a Business*. Available at: <https://smallbusiness.chron.com/operationabbjectives-business-62174.html> (Accessed 04 November 2020).
- Smithers, R. (2020) *Organic food and drink sales rise to £2.45bn*. Available at: <https://www.theguardian.com/business/2020/feb/05/organic-food-and-drink-sales-rise-to-245bn> (Accessed 05 February 2020).
- Spitalfields (2021) *Market*. Available at: <https://www.spitalfields.co.uk/market/> (Accessed 16 August 2021).

PICTURES REFERENCES:

- Nisbets.co.uk
- Currys.co.uk
- Coffeeshopstartups.com

REFERENCES (Martin Dimitrov 2022271)

- www.gov.uk (Date accessed 10.08.21)
- <https://squareup.com/gb/en/townsquare/food-truck-cost>. (Date accessed 11.08.2021)

REFERENCES (Marie Jandova 2020984)

- [Patel N. \(2016\)](#) Awesome Marketing Strategies For Small Businesses. [online] Available at: <https://buildfire.com/marketing-strategies-for-small-businesses/> [Accessed: 3. August 2021]
- Ward H. (2021) Global No.1 Business Data Platform. [Online] Available at: <https://www.statista.com> [Accessed: 1. August 2021]
- Smith L. (2021) The 18 Best Marketing Strategies for 2021 (From the Experts). [Online] Available at: <https://www.wordstream.com/blog/ws/2021/01/04/best-marketing-strategies-2021> [Accessed: 5. August 2021]
- Kustov D. (2021) How To Plan Your Business Marketing Strategy For 2021. [Online] Available at: <https://www.forbes.com/sites/forbesagencycouncil/2021/03/16/how-to-plan-your-business-marketing-strategy-for-2021/?sh=48827587a884> [Accessed 10. August 2021]

REFERENCES (Angel Moises 2021158)

GOV.UK. 2021. Write a business plan. [online] Available at: <https://www.gov.uk/write-business-plan> [Accessed 18 August 2021].

www.mypos.eu. 2021. Starting a food truck business in the UK. [online] Available at: <https://www.mypos.eu/en/starting-a-food-truck-business-in-the-uk#research> [Accessed 10 August 2021].

Report linker. 2021. Get Insights on Market Intelligence with AI. [online] Available at: <https://www.reportlinker.com> [Accessed 8 August 2021].

Egan, C., 2021. Here Are Need-To-Know Food Truck Costs [online] Square. Available at: <https://squareup.com/gb/en/townsquare/food-truck-cost> [Accessed 8 August 2021].

Egan, C., 2021. Here Are Need-To-Know Food Truck Costs (and How to Save Money). [online] Square. Available at: <https://squareup.com/gb/en/townsquare/food-truck-cost> [Accessed 6 August 2021].

Haag, A., 2021. [online] Journals.sagepub.com. Available at: <https://journals.sagepub.com> [Accessed 18 July 2021].

Borosky, P., 2021. Quality Business Plan | Business plan writer for small businesses.. [online] Quality Business Plan by Borosky P., MBA. Available at: <https://qualitybusinessplan.com/> [Accessed 15 August 2021].

Monmouth Coffee Company. 2021. Monmouth Coffee Company | London Roasters & Shops. [online] Available at: <https://www.monmouthcoffee.co.uk/> [Accessed 18 August 2021].

Cover Letter by Martin Naydenov

Marie Jandova. Owner

Business Description and History

Business structure

Market analysis and Trends

Jamie Martin. Owner

Product Description

Operations

Martin Naydenov. Owner

Human Resources. (Management and organization, and Social Responsibility)

Angel Garcia. Owner

Development, milestones and exit plan.

Financial data

Appendix

August 10, 2021.

4Chicks.Liver Pool Street 147

EC2M 7PP

London United Kingdom.

Dear Miss. Zainab,

We are a small family business. We will open a food truck at one of the busiest areas of London and that is a Liverpool Street. There has a big station, many offices and many other places. We will offer a delicious homemade prepared food on good prices.

Our business is at start up stage. After we searched which is our best option for Loan, we understood about the Government Loan, which is exactly for a small or family business in a startup stage. We can ask for Loan from 500 to 25.000 sterling pounds. We want to take the maximum amount. We meet all of the criteria , for example to not have that business more than 2 years, to be at Start Up stage, have a business plan and Etc.

We carefully consider based on our experience, knowledges, and skills that Marie Jandova will be responsible for the Marketing. Angel Garcia Financial Department. Jamie Martin Operations. Martin Naydenov Human Resources. If you have any questions, or want to talk with us, don't hesitate to contact us via phone or email.

Phone Number: Angel Garcia+442377899009 Martin Naydenov +440987786754

Email: 4chicks@gmail.com

Thank you for your time and attention!

Your Sincerely,

4Chicks.

EXECUTIVE SUMMARY

The purpose of this report is to introduce our idea of a Business Plan, an amazing Food Truck around Liverpool Street Station “4 Chicks”. We will divide this report into all the different parts that a Business Plan needs, we followed The Chapter 23 from our Moodle page to develop in a successful way, and we divided responsibilities from there. Four of us, we are so glad to introduce to you our idea of how, simple, and tasty food can make the difference in a big city as London.

We did deep research in all the statements of the plan, and we used also our own experience in hospitality to develop a realistic and measurable project to this module.

We hope that you will appreciate our effort, and we hope you to see how this business idea can be profitable for any real investors that approach to us.

Business Description, History and Structure – Marie Jandova (2020984)

4Chick Is successfully Competing in Food industry, Street food market with our amazing Food truck where we provide home cooked food and high quality coffee from London roasters. We are little family business, four friends that worked for such a long time in hospitality. We have years and years of experience. We all started working on restaurants, food markets since young age. We always worked for somebody else but kept dreaming of our own business. When we finally had the chance to open one, we knew it had to be a food truck. We want to be mobile. Joint different food markets, see what location is the best for sales, where we like to be, where are the most lovely sort of customers. We have all done chef college where we all also met. We know each other since beginning of our journey and we trust to each other. Angel stayed in the kitchen developing his chef skills, learning different cooking and baking methods and different kitchens. Martin became a Manager in restaurant and began to managing staff, managing deliveries, meeting and clients, everything under his control and got life experience with different problem solving. Jaime took over one of the best Restaurants in SOHO LONDON as a Waiter, providing the best customer service on high level for different kind of people, people from different cultures, backgrounds, religions, people of different age. And what about me? I did few barista courses, worked with roasters to understand where the best coffee coming from, did latte art course and attend few coffee competitions. Became professional barista and now I can deliver you the most smooth and tasty coffee in the area. When we put all these skills and knowledge we were collecting years together we are bullet proof. This is what we love and stand by. 4Chicks.

Market Analysis and Trends :+-

INTRODUCTION

Here I am going to take you through Market analysis and how to be successful in marketing. What are the Keys to easy promotions and what the most popular today trends.

Market Research, Target Marketing

The client is the sole focus. (Bangs, 1995) What are our clients needs? Who are they? What people want to purchase? What is the client base demographically. All about researching.

Consumers	Businesses
Office Workers	Little Family business
Travelers	Food
Students	Drinks
Tourists	Homemade Quality
People living near by	Liverpool Street located

Our Food truck is based on Liverpool Street by the one of the busiest stations in London with a daily footfall of **174,000**. (Standart.co.uk news 2021)

Our potential Clients are people that travel – COMUTERS. People that coming to work, Liverpool Street has many offices, many businesses, lots of working opportunities in the area. Than people that coming from the Airport or going to the Airport, Liverpool Street Station has direct trains and busses to Stansted Airport. Also Tourists. People that travel will definitely appreciate time convenience of our Business. People want to get Food and Drinks in a short time, with good quality, grab and go. Which we can offer.

People working in the area might be our regular clients, they have to be able to afford our service on daily bases, they might also be in rush to work so time is very important. They won't want to wait for one coffee and one croissant more than ten minutes.

People that going to the Airport, early morning, definitely needs hot coffee and some hot food. Tourists doesn't have so much money to spend, everything in London is so expensive so they will definitely be happy about our friendly prices.

Customers' Needs	Can WE?
Hot drinks	YES
Cold drinks	YES
Savoury Food	YES
Sweet Food	YES
Gluten Free	YES
Vegan	YES
Fast Service	YES
Quality	YES
Professionality	YES
Convenient price	YES

Marketing Strategy

We chosen to be at busy and easy accessible place for everyone. The segments of market in which we compete is STREET FOOD and DRINKS, sales of takeaway food has been growing constantly, people cook and prepare food at home less and less. So why to not put a food truck on busy place. Annual revenue from street food in the UK is **over £600 million** and growing **20% per year**, according to industry organisation British Street Food (britishstreetfood.co.uk).

- Mobile food stands' share of industry revenue is expected to have risen over the past five years. (IBISWorld, *Takeaway & Fast-Food Restaurants in the UK*, November 2017).
- The street food experience encourages people to spend more. 50% of consumers are buying street food at least once a week and 64% are happy to spend more than the average lunchtime spend (£5 in UK) on street food. Our offer is £5 food and drink which is more than convenient. 72% like the variety of flavours in street food, we offering sweet and savoury, regular and vegan. The majority of street food market users are under 40 years old (83%). (Santa Maria Foodservice, *Street Food Report*, October 2016)

- Which means that people are willing to spend more and more in the future as well. Placement of our food truck could not be better, based on Liverpool Street with the ability to move if the business won't go so well (Petticoat Lane Market, Spitafield Market). We can always change to location. But based on Liverpool Street we have huge opportunity to get clients and to drag clients to us as we will have better or the same prices as our competitors and our food is home made by us with gluten free and vegan options also high quality with London roasted coffee by well known brand Monmouth one of the best. If we compare our prices with other Street food shops and trucks we offering the cheapest options of homemade food, where in other shops piece of simple cake is from four pounds up, cookies three pounds and up. Bakeries around have even five pounds and up price per item. They can't beat Our prices three pound per item. We are expecting people to remember us and come to us again and again. As street food market sales are growing in general, we expecting to grow also. With our very acceptable prices and high quality food, drinks and customer service.
- Our Food truck is family business, we all are friendly and talkative, we love our customers and our job. We will always try to provide the best services and make our customers days brighter. They will be coming to us as regulars for years. We remember our regular customers names and how are they, what is their morning coffee. People be happy to come to us again.

Strengths and Weaknesses

What are the key benefits your customers will get as a result of buying your products and services?

Our biggest strengths and opportunities

- **Professionalism**, we all have years and years of experience with cooking, we hold the best barista certificates.
- **Customers comes first.**
- **We are very flexible** as this is our only job, dream job and we have quick response to market changes. We are all young and full of energy

- **Community building business** where we are friends to our clients.
- **Quality and Fresh food** that we are preparing our self in the house
- We can offer **food service to offices** of our clients (**catering**) when they can order in advance.
- **Our menu is cleared up and appealing to customers and their preferences**, many people are becoming vegan these days and they have intolerance such a diary intolerance or Gluten allergy. We considered our options and tried to work everything out in their and our favour without changing the price three pounds per item.
- **Advertising technology**, we have access to internet 24/7, we are able to post every day through the day. Chef Specialities, offers.
- **Price - £3 per item** and our morning **offer £5** drink and food offer.

Our Weaknesses and Threads and How we solve them

- **Competition on the food market** – of course there are other similar businesses to our, they sell food and coffee too, Prat a Manger or Nero Coffee has little lower prices for croissants because as a big company they can afford it, but they can not deliver as fresh as we can. Also for our sandwiches we bake our bread our self our quality is better for the same price. When we want to compare the same quality we have to compare some other little family business but as we checked their prices in the area, they can not compare to out three pound deal. They asking more.

Who are our competitors?

List three of our competitors with their strengths and weaknesses

Competitor	What are they good at	What are they not so good at
Pret a Manger	Prices, many choices of drinks and food	Customer service, Quality food
Vida Bakery	Cakes, Sweet options, Customer service	Price – Very expensive
Tea and Coffee terrace	Coffee and Tea, Customer Service	Closing Early, Don't do delivery, very expensive

- **Competition from lower quality and lower priced food** – can be a thread until the people find out that quality food is better food, nowadays people in especially in London seeking, organic food more than ever before.
- **Trend where more potential clients working from home** – we are still able to do delivery, 22% of consumers order takeaway from street food venues. The food-to-go market continues to scale up (Mintel, *Eating Out Review - UK*, September 2017) And people still like to go out and grab a nice made fresh coffee, people are still traveling, we offering order in advance, save time system and people will come to us for a cup of coffee and fresh made bread the same way as they have to come and they groceries, getting take away coffee even on your day off is very common in London
- **Prices of food are increasing** – we prepare everything our self, we buy the flour and we bake in our kitchen, prices are increasing but not massively and if prices would increased massively – salary will go up to. Also we currently offer our product for very ow price so we can afford to go up, other shops will also have to go up and we will keep the best price all the time anyway
- **Not Sit down** – unfortunately we can offer proper seat in but we can offer little bar with few chairs in the back of the truck. People like to go and grab also there are nice places where to cunsume and it does not have to be nowhere near our truck. Grab and Go can be very convenient is you do not like busy places as Liverpool street is.

Distribution, Advertising, and Promotion.

Distribution

Distribution means **to spread the product throughout the marketplace** such that a large number of people can buy it. Our minimum for successful Food truck should be 600 customers per day and with the size and capacity of our Food truck we can do up to 1000 customers per shift/day.

We are gount to apply two out of four distribution technics **direct selling and selling through intermediaries**.

Advertising – Digital, social media

A digital advertising strategy is necessary for our digital transformation and keeping in touch with our customers all the time, being available all the time. With the strategy we can create and build our community.

Platforms that we gonna use and Why ?

Since everyone nowadays have internet in their phone and is necessary for today's life and work, we have to use this opportunity, all these platforms you can use for free, that's why they are so popular and everyone is on them. We are able to reach clients from different locations, different taste in products, see their reactions, what they like, without them coming physically in the shop.

Facebook – Facebook has become one of the most powerful marketing platforms on the planet. Due to size, data and creativity there has never been quite a time like it when you can place adverts in-front of the most relevant audiences.

Instagram - Being part of the Facebook family means Instagram comes with a suite of advanced tools and resources to be able to help you grow your business. Upbeat Agency is a specialist Instagram advertising based in London.

TikTok – People are coming to TikTok to discover new products and be inspired to purchase them. With a simple, speedy set-up process and familiar interface, TikTok Ads Manager will have you sharing your products with the platform's 100million strong European community in no time.

We can Reach our customers with target lookalike and custom audiences.

Google - Google is where people search for what to do, where to go, and what to buy. Your ad can appear on Google at the very moment someone is looking for products or services like yours. Whether they're on desktop or mobile, a well-timed ad can turn people into valuable customers. Google also using elderish people who are not much into Social media, we can then reach more people in ones, they can see our review and location.

We will always try our best to get connected with our customers online, to make posts about daily promotes, daily chef specialities, how we baking our bread, how we making our sandwiches step by step. People like to see that is really homemade and prepared on the house. We want to wish them good morning and invite them to our food truck. They can also order in advance their coffee, than just come and get it.

Promotions

We have our £3 promotion all the time, Each item the same price, no matter what our clients buying from us. We have only one size of coffee to make it easier, but we have regular and vegan options and they are both for the same price, if our clients get Oat milk latte it will be the same price as regular Latte. All our sandwiches gluten free so there is no need do any price difference.

We also have our Morning Promotion £5 Per two items – Any drink + Any Food (snack) Which I can confirm people love to use.

PRODUCT DESCRIPTION (Jaime Martin 2019142)

In this part of the report, we will be able to have a deeper understanding of why we choose the ingredients listed below, the main reason behind this, is the low cost in daily cooked food, our main ingredients will be able to stay longer in the fridge, freezer and in the jar (smoked, pickled...), this will help us to reduce costs without losing flavours. The only ingredients that we will have to cook on daily basis will be the mushrooms and the bread, and we will do in the same smoked oven as the smoked bacon, and the onion chutney.

1ST SANDWICH: "SMOKED BACON SANDWICH"

- **Smoked Bacon.** The big pieces of Pork Belly will be smoked in our Bradley P10 professional smoker oven, they can last at least 1-2 weeks after that in the fridge, and over a month in the freezer. Here is where we can reduce costs, after each shift we can see our production for the following weeks and cook one more piece in advance for the next weeks. We will need to cut few slices and touch them in our parry wide (2-3 minutes depending on the thickness of the cut) for each sandwich according to the orders. (Anderson 2020).

The ingredients that we will use to marinate our big pieces of Pork Belly will be from our dry supplier as: (apple juice, brown sugar, salt, black pepper, maple syrup...) all those ingredients can last long time in our truck. Checking their expiring date, but most of them will stay over a month. (Anderson 2020).

- **Bread Rolls.** The bread is one of the fresh ingredients that we will have to cook every day, the first person to arrive in our truck, will have to bake the rolls, using our Bradley P10 professional smoker oven. The recipe is very simple (sugar, salt, olive oil, gluten free flour and water), due my experience as a baker, I know how low cost is to make bread rolls, anyway we will pay little bit more in gluten free flour, which is basically same flavour, and we can make sure that our costumers with gluten intolerance can enjoy our sandwiches. Same as before, all our ingredients will come from our dry supplier. Which is very good in terms of ordering and time saving.
- **Rúcula.** This will come from our fresh supplier, every day, fresh product and fresh and top quality, it will be marinated with salt, balsamic, lemon and oil; the only product here that we have to check every 2-3 days are the lemons which will come from our fresh food supplier, the rest will come from our dry store supplier and can last at least for a month with us. (Anderson 2020).
- **Onion Chutney.** As all of us we know from our previous experience, pickled ingredients are so tasty and can last for a very long time out of the fridge in the proper jar. After cooking them, they must stay for 2 weeks in the jar before they ready to be serve. The ingredients we will use are: Onion, Olive oil, Brown sugar, Malt vinegar, Garlic, Mustard and Paprika. Apart of the garlic, the rest of the ingredients coming

from our dry supplier, so that means those ingredients can last for over a month. (Anderson 2020).

Our bacon sandwiches will be popular in the area for the food Bradley P10 Professional Smoker where these sandwiches will be made. There is no other oven of this type in the area, which will be this special taste to all of our products.

2nd SANDWICH: "VEGUSHROOMS"

- **Beer baked mushrooms.** This one is other of our specialities cooked on the day, we will use garlic, fresh parsley, and gluten free beer. As soon as our costumer are ordering we are finishing them in our Parry Wide, the last 2-3 minutes of the cooking time to make sure they are perfect for the sandwich. Those mushrooms and the **bread** are the only products that we must make sure they are fresh every day.
- **Tomato and Lettuce.** Fresh from the day, well clean.
- **Mashed avocado.** Mixed with limes, onions and red chillies, this ingredient has to be made also in the moment from fresh ingredients. 30seg. – 1min.

Our vegan sandwiches are so fresh, with the speciality of our beer mushrooms and the rich taste of an old tradition and rich recipe of mashed avocado from Dominican Republic.

DRINKS

Our drinks are mainly coffee (Monmouth coffee) with just two types of milk only to reduce costs, as people experienced in East London as we are, we know that most of the people will be happy with just the vegan option and the dairy option. We will be serving still water, sparkling, bottled orange juice and bottled iced tea. The prices will be detailed in our operational food costs.

SWEETS

Due our reduce space into the truck, we decided to sell 3 types of Croissants, almond, chocolate, and plain ones, from Millers Bespoke Bakery. I have checked in their website, and they do delivery every day for a very good affordable price and good quality. (Millers Bakery 2021).

OPERATIONS (Jaime Martin 2019142)

In this part we will be describing the different statements of everything that regards to operational management, starting for describing our operation costs on our ingredients, and operation strategies in the function of our services.

OPERATION COSTS (Ingredients and suppliers)

As we are not a real company, we could not have access to the real suppliers, in their websites we have been asked for our real address, real name of the company, and real budgets to start ordering. So we did an accurate approach through ASDA, where we can find most of the ingredients needed to develop our business in a profitable way.

	<u>Pork Belly (750gr.)</u>	<u>£3.07</u>
	<u>Portobello Mushrooms (250gr.)</u>	<u>£1.50</u>
	<u>White onions (1kg.)</u>	<u>£0.65</u>
	<u>Tomato (750gr.)</u>	<u>£1.35</u>
	<u>Rúcula – Wild Rocket (60gr.)</u>	<u>£0.55</u>
	<u>Lettuce (2 pieces)</u>	<u>£0.95</u>
	<u>Avocados (79.0p/each)</u>	<u>£0.79</u>
	<u>Red Chillies (70gr.)</u>	<u>£0.47</u>
	<u>Limes (4pk)</u>	<u>£0.59</u>
	<u>Garlic (3pk)</u>	<u>£0.69</u>
	<u>Salt (750gr.)</u>	<u>£0.27</u>
	<u>Black pepper (104gr.)</u>	<u>£1.35</u>
	<u>Malt vinegar (568gr.)</u>	<u>£1.24</u>
	<u>Gluten free flour (1kg.)</u>	<u>£0.45</u>
	<u>Cooking beer (18x440ml)</u>	<u>£10.97</u>
	<u>Brown sugar (500gr.)</u>	<u>£0.79</u>
	<u>Maple syrup (180ml.)</u>	<u>£1.98</u>
	<u>Apple juice (1lt.)</u>	<u>£0.79</u>
	<u>Vegetable Oil (5lt.)</u>	<u>£6.50</u>
	<u>Sugar (2kg.)</u>	<u>£1.25</u>
	<u>Oat milk (1lt.)</u>	<u>£1.20</u>
	<u>Whole milk (2lt.)</u>	<u>£1.19</u>
	<u>Sparkling water (8x500ml)</u>	<u>£2.50</u>
	<u>Still water (8x500ml)</u>	<u>£2.50</u>
	<u>Orange juice (8x275ml.)</u>	<u>£2.50</u>
	<u>Iced tea (1.25ml.)</u>	<u>£1.60</u>
	<u>Croissants (6pk)</u>	<u>£1.50 (Millers Bakery can not give us an accurate price because is just a project, not a real business).</u>

(All those prices are according to the website of ASDA, online shopping, 2021).

The only product that we are going to get from a special supplier is our coffee grain, which one must be a special one to attract most of the people in the area. (MONMOUTH COFFEE COMPANY. 2021)

Fazenda do Sertão

BRASIL

Nazareth Dias Pereira

Cocoa, praline, low acidity, heavy body, dark roast 250gr.x5 = **£35.00**

OPERATIONS (Facilities and Location)

In this part I will inform you in a very accurate way, the different possibilities that we have, to place our business in Liverpool Street using as a reference Old Spitalfields Market, one of the most important food markets in the area. To be more realistic I helped myself with the real square footage (Loopnet.com 2021) one of the most important commercial real estate companies in London for new Businesses.

OPTION 1

SINGLE FLAGSHIP

Ground Floor	1,538 sq ft / 143 sq m
First Floor	2,689 sq ft / 250 sq m
TOTAL	4,227 sq ft / 393 sq m

(Potential for extra 1,268 sq ft of first floor outside space, if required)

OPTION 2

FLAGSHIP GROUND FLOOR UNIT AND FIRST FLOOR RESTAURANT/OTHER USE UNIT

Unit 1 – Flagship Ground Floor

Ground Floor	1,538 sq ft / 143 sq m
--------------	------------------------

Unit 2 – First Floor Restaurant/other use

First Floor	2,689 sq ft / 250 sq m
Outside Seating	1,268 sq ft / 118 sq m
TOTAL	3,957 sq ft 368 sq m

TENURE

The shop is available to let by way of a new effectively full repairing and insuring lease, for a term to be agreed.

In accordance with all other lettings at Old Spitalfields Market, the lease will be contracted outside the security of tenure and compensation provisions of the Landlord and Tenant Act 1954 Part II (as amended).

RENT

Upon application

Service Charge and Insurance

Upon application

RATES

The rates will be revaluated should the unit be split over ground and first floor.

However, we are verbally advised by the local authority that the premises are currently assessed for rating purposes on an A3 basis, and as follows:

Rateable Value 17/18	£265,000
Rates Payable	£132,235 per annum

Interested parties should make their own enquiries.

ENERGY PERFORMANCE CERTIFICATE

An EPC is available on request.

LEGAL COSTS

Each party is to be responsible for its own legal costs incurred in connection with the letting.

(Loopnet.com 2021)

OPERATIONS (Manufacturing capability)

In this part we will be available to see where we are going to base all our business, which is in 4 very important equipment elements that will help us to develop an amazing food and service.

- BRADLEY P10 PROFESSIONAL FOOD SMOKER - £1079.98
- Parry Wide Griddle PGF800G - £587.98
- RUSSELL HOBBS RH7TF67SS Mini Fridge - Stainless Steel - £114.00
- SAGE The Barista Pro - £699.00

Those elements will be the key of our Business, and if we are happy with the results of this equipment we will implement them in our future places, which ones will be explain in our exit plan.

We decide to get this Bradley P10 Professional food smoker to make everything that we needs, we can bake, smoked, and even reheat food in there, is so professional and the maintenance is very well explain in the instructions, so, same as with the other equipment, just following the instructions, we will be able to clean it, and do the maintenance ourselves.

(Nisbets Plc. Catering Equipment Supplies, 2021)

(Curry PC World Business, 2021)

SPACE

Food trucks are usually 16 feet long and 7 feet wide, but they can be anywhere between 10 and 26 feet long. (Webstaurantstore.com 2021). Through my research in terms of the sizes of a food truck, we realised that the equipment that we decide to get is more than acceptable to input inside our food truck, enough space for that and for 3 of us to work at the same time inside.

OPERATIONS (Processes)

Productivity on the fabrication process, this is how we set up our company. Low costs and not many fresh ingredients, cooked ingredients that can last for long time without losing any flavours (smoked and pickled) and orders from our suppliers when is needed (sweets) to reduce costs and time in the process of fabrication.

With this plan, we can make sandwiches extremely quick using our Parry Wide as the element to touch again our prep food, and the bread to later add the fresh ingredients as salad. Crunchy, warm, and tasty.

OPERATIONS (Mission, Objectives, and Goals)

Within the next three years, we want to achieve the following business goals and milestones.

- ✚ Obtain the necessary funds.
- ✚ Find and lease an appropriate manufacturing facility.
- ✚ Purchase machinery, supplies, and equipment.
- ✚ Set up shop and start selling.
- ✚ Targeted markets were successfully penetrated.
- ✚ Secure contracts to meet sales targets.
- ✚ Become a successful business.
- ✚ Make a name for yourself as an industry leader.

We want to build a new home for East Londoners, they must feel like at home, we do not want to offer them complex and expensive food, must be simple and tasty. If everything goes well, we can set up our second truck, then the third, following the same procedure as in this plan. Is a medium-term business plan, so, in 3 years we must be able to get enough reputation and value to put our food truck business on the market and receive some offers for it.

Convert this Limited Company into a Franchise is our main goal.

OPERATIONS (Quality Control)

To have a proper control of our Business we have, to follow the guidance of the Government in this matter "THE GUIDE TO HYGIENE AND SAFETY STANDARDS FOR MOBILE FOOD BUSINESSES".

We need to stay in our feet in these statements of the Business: Buying, storing, preparing, cooking, and displaying service in the right way, following the previous guidelines that I mentioned above, and doing different exercises of training ourselves weekly and monthly to be trained everyday on high standards of safety and hygiene. (www.tendringdc.gov.uk 2021).

CONCLUSIONS

Everything starts from our food description, our food ingredients, their prices, how we are going to cook them, when and where, everything is well explained in our food description, and in operations we had a very bright idea about how these little friends plan can be developed in a very successful way.

Having a deeper look into our competitors we have realise how using social media and our previous skills and experience we can get our own place in a city as London. After all my research everything match, and this plan is a Goal measurable and very realistic.

Human Resources (Martin Dimitrov Naydenov 2022271)

Introduction

In our family business, I am the Human Resources Manager. Me and my other partners decided, to not hire other people, as for a small business have a lot of benefits. We will work 5 days per week and not too long hours. We choose our working days and hours, to be when is the busiest time at Liverpool Street. It was my responsibility to check what licenses we need to have, and how to receive them. As well and to tell the financial department, how much they will cost. Some of them, already held them, and took us up to 28 working days to receive them, and around 20 pounds, it is depending on the council. As this a food truck one of the most important licenses, was the Food Allergens, as we are responsible, if someone have an allergic reaction. We decided to apply for the start up stage up loan, which is from the government. We narrowed 25.000, with a low interest, and a good terms. We had and a lot of other supporting help from the government.

Human Resources

What is a Human Resource? (HR) is the division of a business that is accused of discovering, screening, selecting, and preparing position candidates, just as regulating worker advantage programs. HR assumes a key part in assisting organisations with managing a quick changing business climate and a more noteworthy interest for quality representatives in the 21st century.

John R. Hall, an American institutional market analyst, first begat the expression "human asset" in his book "The Dispersion of Abundance," distributed in 1893. Notwithstanding, it was not until the nineteenth century that HR offices were once evolved and entrusted with tending to mistaken assumptions among representatives and their bosses.

Is also very important to mention and what responsibility have the HR. Managing and using people effectively
Tying performance appraisal and compensation to competencies
Developing competencies that enhance individual and organisational performance
Increasing the innovation, creativity, and flexibility necessary to enhance competitiveness
Applying new approaches to work process design, succession planning, career development, and inter-organisational mobility
Managing the implementation and integration of technology through improved staffing, training, and communication with employees.

I choose to be In Humans Resources, by many reasons. One of them is, that position required a very good interpersonal skill. I always loved to work and communicate with people .As my old job was a Tour Guide, I talked a lot with people from different nationalities and cultures. That helped me a lot to improve my interpersonal skills. My previous job gave me and other skills. To recognise the people. With that I mean to know, who lie for example on interview, or who I can trust and so on. Other skill which I have is a good leadership skill. As I were a tour guide, this position was and a Tour Leader. My responsibilities at this position were to create the route of the trip. To navigate and manage the team in the bus for example. That includes drivers, Tour Guide and other team members. I am happy I had this opportunity to gain that knowledges, but with the time I decided, I want to have my own or a family business. I liked the idea to have a food truck as I have and experience in the Hospitality.

Staff

To hire a staff is a responsibility of the HR. Me and my partners carefully consider that we will not need to hire a people, as this will spare money and have other benefits, like not necessary to provide a training, or approve licenses. Just we need to do that. We will not only run, HR, Operations, Financial Department and the Marketing. We will prepare and homemade food, clean the truck and prepare it. It is going to be and easier to do our schedule, and as we are a family, we will function perfect like a team. Is very important to be a strong team and specifically for a small business in a start-up stage. In the next paragraph I want to support my opinion about, how important is the teamwork with an article from Forbes, which is one of the best business Magazines.

As organisations began to understand the benefits of employee satisfaction and teamwork, some fields of work began a shift away from the common assembly-line model to organisational structures that took advantage of the highly productive team environment. Teamwork" became a buzzword, and team workshops became all the rage. Unfortunately, in many corporations, it was treated by upper management as a fad to be weathered. Despite these initial setbacks, it has become increasingly apparent that the productive harnessing of the power of a team is here to stay. It's never been more important than in today's lightning-fast, idea-oriented organisations to emphasise collaboration rather than control. Achieving effective teamwork is not much easier today than it was back in the days of monolithic, slow-moving corporations. Although one might argue that working in teams is the natural and instinctive state of humanity, our life experiences in this fast-paced, competitive life tend to produce individuals who can be more interested in self-promotion, self-protection and working independently off-site. With all the management advice available today, it can be confusing to decide on a path to follow. There are a few effective steps to keep in mind when shaping a powerful team. Teamwork and trust go hand in hand. The power of a team is exponentially increased by their openness and diversity. Another key component in a successful team is the ability of the individuals to carry their own weight in a workgroup. One way to encourage individual follow-through is to be clear when setting expectations. An agile team requires an adaptable culture, not only in a specific division but from the entire company. Being inflexible in the face of today's ever-changing business environment is tantamount to actively encouraging failure at multiple levels. Successful teams involve everyone in finding actionable answers to overcome obstacles.

So because of that we wanted a strong team, easier manage a business, spare money, and possibility to be more focused on more important stuffs in the beginning of our business. And we are sure every decision is the right, regardless we have to work much more.

Work time

The work time is one of the most important parts of one business. We decided to work 5 days a week, 10 hours per day. We choose the busiest time on Liverpool Street, where is located our business. In my opinion is very important, the working time to be well structured. We wanted to make sure we will take the best of hour opening hours and days, which are Monday till Friday from 6am till 4 pm. It is important and we to have a time for rest, as we are the only staff, and have to manage many other things, related to the business. It have and many articles and books, which explain why to have a rest is so important. Here are some benefits.

Keeping your brain sharp. In fact, down time is essential for boosting motivation, learning from the past, planning for the future, processing new information, making memories, problem solving, maintaining your ability to concentrate, and even sustaining a personal code of ethics. Down time is perhaps one of the most essential ingredients for continued workplace success.

Being more creative. More and more research confirms that regularly giving your mind a break promotes creativity, while failing to take rest days can erode innovative thinking. This might explain those flashes of insight that come to you in the shower or after a nap – little glimpses of evidence proving that down time is essential for the brain to generate fresh ideas.

Get more done (in less time). Studies consistently find that taking time off from work actually allows you to work more efficiently whenever you get back to the grindstone. In one study, people who were asked to take off one day each work week ended up reporting higher productivity and a greater sense of accomplishment over time.

Making better decisions. Too much time working without a break can fatigue your brain, reduce your ability to concentrate, put you in a bad mood, and generally put a damper on your emotional capacity. In contrast, regularly taking short breaks and combining them with a weekly rest day will allow your brain to replenish its faculties so that you're able to make thoughtful and well informed choices at work.

Having a time to review and reflect. Taking some time off gives you the space to assess how things are going at work and make adjustments as necessary. A rest day is also a good time to celebrate your accomplishments and refresh your sense of purpose so that you return to work with renewed motivation to get things done.

As conclusion, I can say we took the right decision to work 5 days instead of 6. On one hand, we are the only staff so we spare as already mentioned time and money, on the other hand, to have a rest is very important. Many other business prefer to work 6 or even 7 days a week, but for sure they loose a good productivity and is possible to take

a wrong decisions, as I already supported that. That is why, we are sure we will be the best, and we will be successful.

Licenses

To run one business is very important and a must to have all licenses and documents. In UK is a very big advantage that to receive all of the required documents is kind of easy and cheap. Depends of the council most of the licenses cost around 20 pounds each and take up to 28 working days. It is always better, before to open the business, on first place to held as much documents, possible. The simple reason is, that is regardless to start a business and invest money, without the documents, because is a illegal to work. And as we need a loan, also is helping our application to be approved. Is also a must to know and what are all of the requirements. It is HR responsibility to prepare that. So I had a look and already our company have some of the licenses.

So there are all of the licenses and documents we need. Food Business registration, Food premises approval, Street trading license, Commercial gas safety certificate, Food hygiene certificate and Food Allergens certificate.

As I mentioned is very important we to be well prepared. So already we held the Food premises approval, Food hygiene certificate, Food business registration and the Food Allergens Certificate. All of the documents have to be renewed around every 3 years. Only the Food Allergens certificate is recommended to be every 3 months or even every month.

The reason is, that we have a responsibility, about what we sell, do we have explain to the people what exactly contain our food. If we don't do that or forget something from the law, that can cause even a death. We can choose if we have to provide the information about the allergens in a card, website or if the person who explain to the customer about the ingredients have to make sure he has prepared the food. Personally my experience proof that the best option is just have a prepared list/card with all of the required information.

Conclusion

As a conclusion I can say that with all the hard work we did, the ideas and experience, we will run a successful business and for sure with the time 4 chicks will be a chain. We are enough prepared with all of the documents and licenses well prepared. We have our clear strategy why this will be only a family business. We took all of the advantages of this opportunity to not hire other people. We realise, we will busy, not having a free time, but with right decisions we will manage to reach our goals. For us the most important is, we to succeed and develop our business. Every beginning is hard, but don't have impossible things. We also manage to have the perfect working days and hours. So soon we will offer to the people the best homemade food on good prices.

Financial Statement (Angel Moises 2021158)

This document will be showing the financial part of the business presented as the 4 Chicks, by taking you through some of the important financial structure of the company.

Developing a financial plan in the business it is very important, because allow you to understand the numerical part of the business and make a plan of which are need more attention; therefor to avoid risk and money wastage (soldo.com, 2021).

Many business plan are failing because of no plan it been made or no goals had been set up, the financial part also allow the business to have the capital management and investment strategy (successharbor.com, 2021).

There will be the explanation of the numerical part and the explanation of different result of the calculation; therefor it is very important to pay attention on the description; however not all the number are the exact amount, they are the average taken from different resources, because to have the exact number in everything some record of the business should be done first.

Financial Analysis of Expenses

The 4 Chick will be a food truck business, as said, and will be situated just outside of Liverpool Street station in London.

According to the Network Rail latest analysis, 5,395,652 are the people that entering and exiting from that station (Netrail.co.uk, 2021) and all of them would be potential customer for the business without counting the other potential part of the customer that will arrive or pass by, with other method of transportation.

Licencing it is one of the part that many can considerate difficult and expensive, but from the secondary data collected at the Street Food Central it is possible to take in consideration that premises like the HACCP or the Registration with the local authorities, are completely free (Streetfoodcentral.com, 2021), therefor those are cost that no need to be added to the business.

While the biggest first expenses are taken over by the food truck and equipment like the food smoker, because according to the research the truck can cost between £ 5.000 and £ 50.000 but by buying one from second hand it is certainly easy to find deal for £ 1.000 (Mypos.eu, 2021); and the brand-new Bradly professional smoker cost it is £ 1,079.98 (Nisbets.co.uk, 2021). While the Parry Wide Griddle PGF800G it is £ 587.98, the Russell Hobbs RHTT67SS mini fridge Stainless Steel it is £ 114.00 and the Sage The Barista pro will be £ 699.00 (Nisbets Plc. Catering Equipment Supplies, 2021).

Choosing to take all those important needed for the business, as brand new, and maintaining those expenses to the minimum will help the start-up business to have a bigger budget for other expenses; therefor those fixed cost are part of the monthly expenses but they do not repeat as it is once time only. The consideration of buying brand all those needed equipment can save the business extra expenses in future, as those brand new equipment will come with and insurance for any future repairment or maintenance.

4 Chicks will be producing his on food from scratch and that is helps the business to maintain consistency on the quality of the food, sustain the natural environment as less daily delivery of primary material will be required and also the saving on the food wastage (Interfaithsustain.com, 2021). Here are just allocated some of the important part of the business need, all the rest of the expenses can be provided if required.

Daily Sales Data Analysis

The following data will show the number of sales daily sale of each item, like the coffee 600 a day, bottle of water 80 a day, sandwiches 60 a day and sweet croissant 70 a day; and all those amount of sales per day are the number that should be sold, to have a sustainable business. The selling price it is recorded in the side of price by unit, which is £ 3.00, and right next it is visible the material cost by unit that is £ 0.46 for each coffee made, £ 0.75 for each bottle of water, £ 0.42 for each sandwich and £ 0.71 it is the cost of each sweet to the 4 Chick food truck business.

Following there is the total revenue and the way the business arrive to those numbers, it is by multiplying the number sales per the number of the price by unit; therefor £ 1,800.00 it is the result of the following operation 600×3 .

Regarding the total cost it is the result of another operation that has been done by multiplying the material cost by unit per the number of sales, in fact the £ 60.00 water that appear in total cost it is the result of the operation 80×0.75 .

Profits it is the part that show the very important meaning of the business, because the primary goals on business it is to earn money (Kenton, 2021); therefor the £ 155.00 in profits of the sandwich it is the result of £ 180.00 in total revenue mines the £ 25.00 in total cost; while the £ 2,020.71 found in last part of the profit it is the sum of all the profits.

Employees Data Analysis

The front line members of the 4 Chicks business would be the owners as is it a family company, it is certain that smart employers need to benefits their employees providing wages package and other benefits (smallbusiness.chron.com, 2021); in fact the data show that in the pays it would be £ 10 per hour, the hours each employer will spent working are in hours and are 10; regarding the last number that is £ 100.00, it is the result of the following operation the pay amount multiplied by the amount of hours. The £ 400.00 it is the final sum that would be calculated in this way, number of employee multiplied for the total pays or just by summing each total pays of the 4 workers.

Monthly Expenses Data Analysis

After conducting different research it is not possible to have the exact price for the monthly expenses, as the business required to be registered.

The fixed cost they are expenses that do not change over the short-term even if a business experience change in the sales volume (Bragg, 2021).

During different primary data collection like call, emails and information request with different company, and personal information shared by great food truck Sub Cult business that used to be situated in Liverpool Street; it is possible to have the average of the fixed cost that 4 Chicks it is going to face.

Each of the monthly expenses will be repeated each month with no variance expect from for two of them, that are the licensing that will need be renewed from time to time and others that are a budget that can go below but not above, as it is for expenses for daily material and will be collected over a moth expenses.

Profits and Loss Data

The business needs a projection during the all year, a statement that is also synthesized as P&L and is specified the revenues, costs and expenses during the year (Fernando, 2021).

Here it is possible to see the growth of the business per month, and it is actually going down over two months that are August and September. The reason of that is because over those two months are expected holidays from the staff member; therefore its productivity will go down and during September it will quit the city as said in the research conducted at Avoid Crowd (avoid-crowd.com, 2021). The projection of the all year can help the 4 Chick to build possible new plan and strategies, and also show the moment when the revenue, material cost and worker cost goes up or down; also will be possible to see a better diagram example of each one of them in the appendix.

Milestone

Regarding plan and strategies that 4 Chick has, it is possible to see them in the operation part briefly, they are also the part of the financial part.

Milestones are an important part of the business, it is the actual plan put down in to practical (Berry, 2021).

This business milestones are:

- Obtain the necessary funds.
- Find and lease an appropriate manufacturing facility.
- Purchase machinery, supplies, and equipment.
- Set up shop and start selling.
- Targeted markets were successfully penetrated.
- Secure contracts to meet sales targets.

- Become a successful business.
- Make a name for yourself as an industry leader.

Each one of the member it is taking responsibilities for two of those plans, and also have determined time to achieve each goal; there for during meetings organised on the necessities of the business, it is discussed each one of them. Discussing the milestone can help the business to understand where to focus more, how fast can the goal be achieved, the processes of how to get there or simply understand if it is necessary.

Each milestone will also need to be refreshed or renewed, when it is problematic to achieve or also when it is been easy to complete.

Exit Plan

The final aim of the 4 Chick it is to achieve the franchise, that is mean when the company will be able to distribute the product and the concept through other partnership with agreements and licencing (franchise.org, 2021).

Before get to that point lot of step will followed by the 4 Chicks company and one of those step it is get the business in the stock market; therefor means to the compilation of markets and trades where regular actions of selling, trading, and issuance of shares of widely organized companies get spot (Chen, 2021).

During different analysis of secondary data and search through different articles, the 4 Chick will need to ensure to cover all the debts, found strategies during the way to maximise the profit or look for private investor and collect.

The company opportunities when it is in stock market are many to take in consideration, for example generating cash and the expansion of the business (Chen, 2021).

Regarding selling the employees part of the share it is a idea that 4 Chicks can avoid as the business it own by each one of them, but it is possible to considered to sell to private small investor in such a ways would be possible to have more support to invest more in the company and arrive to the franchise.

Financial Conclusion

The 4 Chicks business it is a sustainable because, each one of the members have already experience and knowledge in the field; therefor expenses on basic training are compare to zero. Very important it is for the business have people with experience to avoid mistake, waste of money and time; also it is certain that many things would be new for each of the company member. This business plan it is not entirely finished and many others sources, data and analysis are available on request.

Regarding also the cashflow, that are the money that goes in and out of the company (Hayes, 2021), it is a part that dose not actually show in this business plan, as many others detail need to be completed before having the accurate one.

The 4 Chicks food truck can be a successful business and a new opportunity for investor to increase their capital; therefor it is a rare opportunity that should be taken and helped to realize.

REFERENCES (Jaime Martin 2019142)

- A Guide to Hygiene and Safety Standards for Mobile Food Businesses (2006). Regulation (EC) No. 852/2004 Available at: <https://www.tendringdc.gov.uk/sites/default/files/documents/business/licensing%20%26%20legislation/food/mobile%20food%20business/A%20GUIDE%20TO%20HYGIENE%20AND%20SAFETY%20STANDARDS%20FOR%20MOBILE%20FOOD%20BUSINESSES.pdf> [Accessed 01 September 2021].
- Anderson, E. (2020) *Expiring Products – Food & Ingredients*. Available at: <https://www.canr.msu.edu/news/expiring-products-food-ingredients> [Accessed 20 April 2020].
- Asda Groceries (2021). Available at: <https://groceries.asda.com/> [Accessed 01 September 2021]
- Egan, C. (2021) *Here are the Costs of Starting a Food Truck (and How to Save Money)*. Available at: <https://squareup.com/gb/en/townsquare/food-truck-cost> [Accessed 24 June 2021].
- Leech, N. (2017) *Eight dos and don'ts for launching a successful business*. Available at: <https://www.theguardian.com/small-business-network/2017/jan/06/advice-launching-successful-business-first-year> [Accessed 6 January 2017].

- LoopNet (2021). *Old Spitalfields Mkt.* Available at: <https://images1.loopnet.com/d2/ntF1mh9Nf2KnrNEH3F90NcNP0bV7IRxIumQdfJSySfY/document.pdf> [Accessed 01 September 2021]
- Monmouth Coffee Company (2021) Available at: <https://www.monmouthcoffee.co.uk/product/fazenda-do-sertao/> [Accessed 01 September 2021]
- Millers Bakery (2021) Available at: <http://www.millersbakery.co.uk/products.html> [Accessed 01 September 2021]
- Rodney, B. (2006) *A sample business plan for small food businesses.* Available at: <https://www.uvm.edu/vtvegandberry/Pubs/SampleFoodBusinessPlanOklahomaState.pdf> Oklahoma State University [Accessed January 2006].
- Spitalfields Market (2021) Available at: <https://www.spitalfields.co.uk/market/> [Accessed 01 September 2021]
- Taylor K. (2020) *How to turn A corporate Strategy into An Operational Plan.* Available at: <https://www.forbes.com/sites/forbescommunicationscouncil/2020/12/08/how-to-turn-a-corporate-strategy-into-an-operational-plan/?sh=53e870145928> [8 Dec. 2020]
- Up Market (2021) Available at: <http://www.sundayupmarket.co.uk/> [Accessed 02 September 2021]
- White, A. (2014) Top tips: How to write a business plan. Available at: <https://www.theguardian.com/small-business-network/2012/jul/06/business-plan-writing-tips> [Accessed 19 February 2014]

REFERENCES (Martin Dimitrov Naydenov 2022271)

- GOV.UK. 2021. *Apply for a Start Up Loan for your business.* [online] Available at: <<https://www.gov.uk/apply-start-up-loan>> [Accessed 13 August 2021].
- Investopedia. 2021. *Human Resources (HR).* [online] Available at: <<https://www.investopedia.com/terms/h/humanresources.asp>> [Accessed 19 August 2021].
- Janine Schindler, M., 2021. *Council Post: The Power Of A Team.* [online] Forbes. Available at: <<https://www.forbes.com/sites/forbescoachescouncil/2018/10/01/the-power-of-a-team/>> [Accessed 15 August 2021].

- Life hack. 2021. *Why Rest Days are Important for Higher Efficiency at Work*. [online] Available at: <<https://www.lifehack.org/347808/why-rest-days-are-important-for-higher-efficiency-work>> [Accessed 17 August 2021].
- Square. 2021. *Here Are Need-To-Know Food Truck Costs (and How to Save Money)*. [online] Available at: <<https://squareup.com/gb/en/townsquare/food-truck-cost>> [Accessed 12 August 2021].

REFERENCES (Marie Jandova 2020984)

- Patel N. (2016) Awesome Marketing Strategies For Small Businesses. [online] Available at: <https://buildfire.com/marketing-strategies-for-small-businesses/> [Accessed: 3. August 2021]
- Ward H. (2021) Global No.1 Business Data Platform. [Online] Available at: <https://www.statista.com> [Accessed: 1. August 2021]
- Smith L. (2021) The 18 Best Marketing Strategies for 2021 (From the Experts). [Online] Available at: <https://www.wordstream.com/blog/ws/2021/01/04/best-marketing-strategies-2021> [Accessed: 5. August 2021]
- Kustov D. (2021) How To Plan Your Business Marketing Strategy For 2021. [Online] Available at: <https://www.forbes.com/sites/forbesagencycouncil/2021/03/16/how-to-plan-your-business-marketing-strategy-for-2021/?sh=48827587a884> [Accessed 10. August 2021]

- Bangs, D. H., Jr. (1995). *The business planning guide: Creating a plan for success in your own business*. Chicago IL: Upstart Publishing. Brenner,
- G., Ewan, J., & Custer, H. (1990). *The complete handbook for the entrepreneur*. Englewood Cliffs NJ: Prentice-Hall.
- Covello, J., & Hazelgren, B. (1995). *Your first business plan*. Naper-ville, IL: Sourcebooks.
- Gray, D. A. (1995). *Start and run a profitable consulting business: A step-by-step plan*. Bellingham, WA: Self Counsel Press.

Refences (Angel Moises 2021158)

Network Rail (2021), Station Concourse Footfall. Viewed www.networkrail.co.uk (22 August 2021),.

Street Food Central 2021, What Food Truck Catering License Do I Need For The UK? Viewed www.streetfoodcentral.com (22 August 2021).

My Pos (2021), Starting a food truck business in the UK. Viewed www.mypos.eu (22 August 2021),.

NISBETS (2021), Bradley P10 Professional Food Smoker. Viewed www.nisbets.co.uk (22 August 2021),.

Malomet, E. and Keller, E., (2021). Food Production, Where and How on Earth Did We Go Wrong? The Interfaith Center for Sustainable Development, Uniting for a Sustainable Future. Viewed www.interfaithsustain.com (23 August 2021).

Kenton, W., 2021. *Understanding Profit*. (online) Investopedia. Viewed www.investopedia.com (Accessed 28 August 2021).

Bragg, S., (2021). *Examples of fixed costs — AccountingTools*. (online) Viewed www.accountingtools.com (Accessed 29 August 2021).

Fernando, J. (2021). *Profit and Loss Statement (P&L)*. Viewed <https://www.investopedia.com/terms/p/plstatement.asp> (1 September 2021)

Avoid Crowds. (2021). *Best Time To Visit London To Avoid Crowds In 2019 - Avoid Crowds*. (online) Viewed <https://avoid-crowds.com/best-time-to-visit-london-to-avoid-crowds-2019/> (Accessed 2 September 2021).

Berry, T., (2021). *Use Milestones to Make Your Business Plan a Real Plan*. Viewed <https://articles.bplans.com/milestones-make-your-business-plan-a-real-plan/> (1 September 2021).

International Franchise Association. 2021. *What is a Franchise?*. (online) Available at: <https://www.franchise.org/faqs/basics/what-is-a-franchise> (Accessed 2 September 2021).

Chen, J., (2021). *Stock Market | Investopedia*. (online) Investopedia. Viewed <https://www.investopedia.com/terms/s/stockmarket.asp> (Accessed 2 September 2021).

Hayes, A., (2021). *Cash Flow*. (online) Investopedia. Available <https://www.investopedia.com/terms/c/cashflow.asp> (Accessed 2 September 2021).

Soldo. (2021). *What are the advantages of financial planning in business*. Available at: <https://www.soldo.com/en-gb/blog/what-are-the-advantages-of-financial-planning-in-business/> (Accessed 2 September 2021).

Successharbor.com. 2021. *50 Reasons Why Some Businesses Fail While Others Succeed*. Available at: <https://www.successharbor.com/why-some-businesses-fail-while-others-succeed-02132015/> (Accessed 2 September 2021).