

Individual Written Business plan

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ENTERPRISE AND ENTREPRENEURSHIP LCLM 4006

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Introduction

An entrepreneur is a person who takes the initiative to start a company and manage it at their own financial risk. ¹³ The purpose of this work is to draft a business plan that takes into account everything that has to be thought about before a company is launched (Santellano, 2021). The report will focus on the strategic tactics and approaches that contributed to the successful company strategy.

Business Overview

The bakery sector welcomes newcomer Moon Light. The first Moon Light bakery was just opened in London. It's undeniable that the popularity of pastries has skyrocketed in recent years, and that a company like Moon Light stands to gain financially as demand for pastries continues to rise in the marketplace (Morris, 2018). Moon Light is in a category of its own thanks to its in-house pastry bakery. The company's early success may be attributed to the variety of flavors and tastes it offered. Moon Light also sells a variety of other items on the market, which vary with the seasons. These are some of the most popular items on the market today:

1. Choux pastry. Anmei.Studio/Shutterstock.
2. Filo pastry. Grazziela/Shutterstock. ...
3. Rough puff pastry. this_baker/Shutterstock. ...
4. Viennoiserie. kathringabriel/Shutterstock. ...
5. Puff pastry. New Africa/Shutterstock. ...
6. Hot water crust pastry. David Pimborough/Shutterstock. ...
7. Shortcrust pastry. Goskova Tatiana/Shutterstock. ...

Legal format of the company

Since there is no other entity involved in the ownership of Moon Light, it may be classified as a single proprietorship. In the business world, startups are often defined as limited liability companies (LLCs). The ability to respond rapidly to changes in the business environment is a major perk of operating as a lone proprietor. The absence of governmental interference in sole proprietorships also facilitates their expansion. A company's capacity to expand into new markets may be aided by its minimal liability and by less government regulation. Due of the lower overhead associated with starting a single proprietorship, Moon Light may legally operate in this country.

Management of the company

In the setting of Moon Light, the following describes the senior management staff, along with their relevant qualifications and degrees:

Employees	Degree	Skills
Chief executive officer	Engineering degree.	Creativity skill Communication skill Problem-solving skill
Director	Management degree.	Designing skill Team work skills Time management skills
Owner	Post graduation in Arts.	Management skills Time-work skills Communication skills
Financial officer	MBA In finance.	Time management skills Financial skills Resource skills
Manager	Computer science degree.	Team task skills Management skills

Target market and the marketing strategies

Target market

Moon Light' ability to stand apart from the competition is a potential selling point. Moon Light stands out from the competition because to the novelty of its pastry beans in retail bakeries; the fact that the company also operates its own farms further increases this advantage.

Moon Light has decided to concentrate on the younger market since, according to their research, young people are particularly interested in pastry drinks.

Marketing Strategy

A company's ability to increase sales and productivity may be charted out in detail with the help of a well-thought-out strategic marketing strategy. To be successful, a company

must first comprehend and then put into action its own unique strategic marketing strategy. The new Moon Light company has to implement a winning advertising strategy to ensure its continued success.

Executive Summary

New to the pastry scene is Moon Light, which offers doorstep delivery of a variety of pastries in a wide range of flavours. In order to ensure the firm's steady growth, it must first prepare a comprehensive strategy. The plan lays out the specifics of how you'll achieve your marketing goals and reach your target demographic. You'll also receive an in-depth look at your competitive landscape and your marketing approach.

Marketing objectives

In order to expand successfully, we need to raise the total revenue of baked goods and drinks sold online.

The goal is to increase the company's net profit by 40 percent via the use of Omni channels to persuade customers.

To learn whether or not the hoped-for results may be attained by the designated deadline.

Assessing the impact of internet advertising on revenue and output.

Improve the degree of customer satisfaction with the company's products and services by meeting or exceeding their expectations.

Situational analysis

When doing a swot analysis of the internal setting of a new start-up firm, it is crucial for the company to consider the marketplace as well as the company's surroundings as a whole (Fadhil and et al., 2018).

Strength • Recruit skilled and talented staff • Efficient human resource team • Different offers and discounts	Weakness • Inefficient operational performance • Low cost strategy
Opportunity • Emerging business market • Cashless stores	Threat • Rising cost • Economic crisis

Marketing Strategy

To get an edge in the marketplace, businesses develop marketing strategies with the long-term objective of satisfying the wants and requirements of their target audience. The Moon Light company plans to adopt a marketing mix approach to boost sales and overall efficiency. To better meet the needs of its target market, the Moon Light startup will distribute its pastry goods in a wide range of flavours and varieties. The term "price" refers to the monetary consideration that a buyer must provide in return for a seller's goods or services. The company's dedication to keeping prices low has allowed them to win over and keep as many customers as possible. Location: Cunningham and coworkers (2018) note that new businesses are more likely to succeed if they provide their wares both online and off. It is planned to have a physical storefront from which users may also access various internet services. The Moon Light will be promoting themselves via online channels.

Tactics and Implementation

In order to succeed, a new company has to use methods and approaches that have been proven effective in promoting similar companies in the past. Each company must engage in marketing since it is crucial to their success. When trying to market a product or service, it's crucial for a business to have a firm grasp of its value proposition and areas of uniqueness. These areas serve to define the product's characteristics and include client requirements that must be met efficiently in order to achieve profitability.

Industry and Competitors analysis.

A business's potential for success may be traced back to the specific actions outlined in an operational strategy. It's a strategy for figuring out where a company is making money and where it's losing money so that it can make the necessary adjustments to get off the ground (Maye, Kirwan, and Brunori, 2019). In its early stages, the Moon Light startup will use digital channels to advertise its wares and provide its services both online and in physical locations. The company will be based in London, UK, and its first order of business will be to determine what kinds of physical infrastructure it would require in order to function effectively and achieve its goals. On January 15th, 2023, the company will officially launch after months of planning, gathering funding, and setting up the necessary infrastructure. Before kicking out a new venture, it's crucial to do a thorough assessment of all necessary components, including design approval and major project milestones. However, before a corporation can begin operating legally, it must first complete a number of necessary legal procedures and paperwork. The Moon Light company is a sole proprietorship, meaning that its one and only owner makes all business decisions and keeps all of the company's earnings or losses. In order to ensure the safety of their clients, pastry shops must adhere to regulations concerning health trade licences, eating house licencing, insurances, and even emergency security certificates. When opening a pastry and beverage establishment, it is crucial to take into account all of the relevant regulations, standards, and certifications.

Funding and Financial Analysis

For any enterprise to get off the ground, its founder will need access to funding mechanisms that will allow them to invest in necessary infrastructure like computers and office space (Di Marino and Lapintie, 2018). Moon Light is a new bakery that wants to provide customers a variety of pastries, so they need to figure out how much money they'll need to get started. While preparing to establish a firm, it's crucial to think through a contingency plan that anticipates and accounts for potential financial risks. There is an initial investment of \$800,000. However, stressing the need of a sales projection and proforma financials.

Balance sheet

Particulars	Details	Year 1 (\$)	Details	Year 2 (\$)	Details	Year 3 (\$)
Assets						
Long term assets	65000		50000		55000	
Less Depreciation	1900	52300	1800	59200	1900	64100
Current Assets:						
Trade receivables		25200		26000		23200
Inventory		15200		15700		16000
Cash Balance		7000		7000		7000
Total Assets		99500		106000		108400
Liabilities						
Current liabilities:						
Trade payable	23300		26500		27000	
Bank loan	45000	68300	50000	73500	50000	77000
Non-current liabilities						
Debts		7500		8000		8000
Equities						
Share Capital		15000		17000		19000
Total Equities and liabilities		90800		98500		104000
					-99600	

Costing and funding

Particular	Funding source
Bank loan	\$1000
Crowd funding	\$3000
Angel investor	\$2500
Venture capitalists	\$3500
Total	\$10000

Conclusion

The purpose of this business plan is to lay out all of the major steps that need to be taken before launching a firm. The Moon Light Pastry Shop is a fictional new bakery in this business plan. What makes this company stand out is its promise to satisfy customers' growing need for a variety of pastry flavours (Yun and Kim, 2019). Some companies provide flavoured pastries, but they charge high prices, whereas Moon Light plans to sell theirs at more reasonable rates in order to attract more customers and expand their business. The marketing strategy, strategic goals, marketing strategies, operational plans, market research, and financial projections are all part of the company plan. Therefore, it is crucial to create and organise a business strategy before launching a company for the best chance of success.

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