

# Fresh Bazaar

Independent Grocery Store – Bethnal Green, London E2

Enterprise & Entrepreneurship (LCLM4006)

Certificate in HE Business Skills for the Workplace

Owner: Md Jamal

# Business Overview

**Fresh Bazaar:** Independent grocery store in Bethnal Green

## Products:

Fresh produce, halal meats, Asian & international groceries, everyday essentials

## Mission:

Quality + affordability + community service for multicultural Bethnal Green

# Legal Structure & Team

**Legal Structure:** Sole trader (full control, simplified tax)

| Role                  | Responsibilities                                |
|-----------------------|-------------------------------------------------|
| Owner-Manager         | Daily ops, suppliers, finance, compliance       |
| Shop Assistants (2-3) | Customer service, tills, stock, halal knowledge |
| Stock Handler         | Deliveries, inventory, EPOS, rotation           |

All staff trained in food safety & customer excellence

# Market Analysis: Bethnal Green

| Community               | %   | Needs                                  |
|-------------------------|-----|----------------------------------------|
| British Bangladeshi     | 25% | Halal, Asian spices, specialty produce |
| White British           | 40% | Fresh, affordable, local               |
| Students & Young Adults | 21% | International snacks, quick meals      |
| Other Communities       | 14% | Ethnic specialty items                 |

**Key insight:** Larger households + price-conscious + underserved by existing shops

# PESTEL Analysis

| Factor        | Impact                                       | Why It Matters                                   |
|---------------|----------------------------------------------|--------------------------------------------------|
| Political     | Council supports small business              | Access to grants & favorable environment         |
| Economic      | Cost-of-living crisis = value-seekers        | Our pricing + specialist products target this    |
| Social        | Rising multicultural demand + health focus   | Unmet demand for halal/Asian products            |
| Tech          | Digital marketing affordable, EPOS efficient | Low-cost engagement + operational efficiency     |
| Environmental | Sustainable sourcing valued                  | Local suppliers + biodegradable packaging        |
| Legal         | Food Safety Act compliance required          | Our professionalism builds trust vs. competitors |

# Competitive Landscape

## Key Competitors:

- **Tesco Express** (0.3 mi) – Convenient but lacks niche products, higher prices
- **Costcutter** (0.2 mi) – Low prices but poor fresh produce & inconsistent stock
- **Rahman's Corner** (local) – Good for Bangladeshi customers but narrow range

## Our Edge:

- Multicultural product diversity
- Extended hours (7am–11pm)
- Premium service & fresh quality
- Community trust & engagement

*IGD 2024: Independents gaining market share through specialization.*

# Marketing Strategy

| Segment                 | Approach                                     |
|-------------------------|----------------------------------------------|
| Multicultural Families  | WhatsApp, Facebook, community partnerships   |
| Working Professionals   | Instagram, extended hours messaging, loyalty |
| Students & Young Adults | TikTok, international snacks, budget promos  |
| Seniors                 | Print flyers, local partnerships             |

## Tactics:

- Grand opening with free halal samples • Loyalty card app (Spend £10, get £2 off)
- Weekly social media posts • Local mosque & school partnerships
- Google Business daily updates

# Operations

## Store Model:

- Hours: 7am–11pm, 7 days/week
- Suppliers: New Spitalfields (3x weekly), local daily (bread/dairy)
- Tech: EPOS system + social media

## Key Practices:

- 2+ staff on-site during peak periods
- Food waste → local charities
- Special ranges for Ramadan & Eid
- Staff trained in halal standards & food safety

# Startup Costs & Funding

| Item                      | Cost (£)       |
|---------------------------|----------------|
| Shop Rent                 | 2,000          |
| Renovation & Fittings     | 4,000          |
| Initial Stock             | 6,000          |
| Equipment (EPOS, fridges) | 2,500          |
| Licenses & Insurance      | 500            |
| Marketing                 | 500            |
| Staff Wages (Month 1)     | 3,000          |
| Contingency               | 1,000          |
| <b>Total</b>              | <b>£19,500</b> |

**Sources:** Savings + small business loan + Tower Hamlets council grants

# Financial Projections

## Month 1 Expenses:

| Category     | Cost (£) |
|--------------|----------|
| Rent         | 2,000    |
| Utilities    | 300      |
| Stock        | 4,000    |
| Staffing     | 2,400    |
| Marketing    | 200      |
| Owner salary | 600      |
| Misc         | 300      |
| Total        | £9,800   |

## Weekly Revenue:

| Week    | Sales   | Expenses | Net   |
|---------|---------|----------|-------|
| 1       | £2,000  | £2,300   | -£300 |
| 2       | £2,400  | £2,400   | £0    |
| 3       | £2,700  | £2,250   | +£450 |
| 4       | £3,200  | £2,850   | +£350 |
| Month 1 | £10,300 | £9,800   | +£500 |

Profitability from Month 1 with steady growth

# Scalability & Growth

## Year 1:

Establish as trusted local grocer; 500+ regular customers; profitable by Month 3–4

## Year 2+:

- Expand product range (organic, prepared foods)
- Online ordering + local delivery
- Catering contracts (schools, community centers)
- Second location (Whitechapel/Shadwell)
- In-house branded products (spices, ready meals)

# Thank You

Ready to discuss investment & partnership opportunities

**Md Jamal**

Bethnal Green, London E2