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Business Plan

Enterprise and Entrepreneurship

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Introduction

Overview of the business idea

“Liquid Boost” is a cafe and production hub for fresh juices that benefit health and boost energy. “Liquid Boost” also provides mobile unit that can be dispatched to markets or events. “Liquid boost” products can also be ordered for delivery and subscriptions.

Product description and core offerings

“Liquid boost” a wellness beverage business offering premium cold pressed juices enriched with natural supplements including vitamins, probiotics, superfoods and medicinal mushrooms.

Production hub also provides café space for 30 people with takeaway and delivery options.

Production hub will also function as kitchen that provides healthy snacks, salads, bakes and seasonal dishes. Using leftovers from fruits and veg after squeezing and also following good nutrition and mix and matching with beverage provided. Food as well will be served fresh in café and packaged for takeaway, delivery or market stall.

Additionally, the business will operate a mobile unit that will attend local markets, community events, local festivals and private gatherings.

This multi-channel approach ensures multiple revenue streams whilst increasing brand awareness and customer engagement.

Legal Format and Management Structure

Legal Structure:

The business run as a Private Limited Company (Ltd). A private limited company benefits as its owners have limited liability; they only risk the money they invested. As a result, company has its own legal entity, which means it can make contracts independently. The company can sell shares to investors therefore is the best model for this startup. *BBC Bitesize* (2025).

Management Structure:

In the beginning the founder/CEO will care over the business and will also work more than one role. Necessary team to provide functional service will include Head chef and Front of house staff:

- **Founder/CEO:** Manages strategic direction, partnerships and financial control.
- **General manager:** Full time role supervising daily café running rotas, inventories and suppliers.
- **Marketing & events organiser:** This position takes care of promotions, social media and mobile event organisation.
- **Head chef & nutrition specialist:** Creates menu, controls and supervises kitchen.
- **Front of house staff:** Delivering daily front-of-house service and customer engaging in production hub and outside events.

This structure will be effective to start, but it will expand with more staff and less duties to CEO until business runs itself and CEO can open another branch.



PESTEL Analysis

Industry identification

The UK fresh juice market has been under pressure due to rising fruit prices and squeezed household incomes, as a result leading to falling sales volumes from 2019 to 2023. However, market value has grown because of higher prices, with the expectation to exceed £6 billion in 2025. Health trends are shaping demand, with consumers favouring drinks containing energy boosting and hydrating ingredients. Cost concerns are pushing shoppers toward cheaper juice drinks and own-label options, though premium drinks continue to grow thanks to their health appeal. *Mintel (2025)*.

Political factors:

Changes in trade regulations such as post-Brexit import costs, border control fees, increased compliance for imported fruit. As a result is raised buying costs for the fresh juice industry, especially for juice producers relying on imported fruit. (*Food and drink industry - Facts and stats. 2024*).

Economic factors

Sugar tax is huge factor in price to buy ingredients and sell sugary drinks. It is challenging to make juice drinks taste appealing without adding sugar, however it can benefit with agenda for health reasons and attract customers with low or no sugar drinks and make higher price acceptable.

Social factors

Society is very conscious about healthy choices, and they are aware of the link between nutrition and long-term health. Younger generation and gym enthusiasts actively seek organic, freshly made, vitamin, fibre and protein enriched superfoods and drinks. They are seeking alternatives for milk, sugar, gluten and meat that

compliments wellbeing and boosts energy. Popular is products with reduced sugars, fat, salt and low calories.

Technological factors

Subscriptions and apps are helping customers to pre order at home, on the go or whilst in a que. This results in an effective order processing and quick delivering to customer. Apps also brings customers attention by loyalty or point collecting programs, as well as email and notification reach out for deals and offers.

(Anon., 2021/2022)

Environmental factors

The carbon emissions have been reduced by 64% with the ambition to reach zero emissions by 2040. Lot of surplus food waste is distributed between charities and apps like “Olio” and “To good to go”.

Upcoming deposit return scheme will play vital role for environmental benefit. GOV.UK (2025, January 30)

United Kingdom’s main fruit and veg suppliers are forecasting temperature rise of 16% by 2050. As a result, climate change and global warming with water deficit can lead to pour harvests with shortages and price increases. *White, K. (2025)*

Legal factors

Guidance from health and safety standarts, employment and food labelling laws are required to run law abiding business.

Through PESTEL analysis, “Liquid Boost” can recognise the factors that is beyond its control but can also find the way to operate business to comply with the market tendencies, legal requirements and customer demand.

Market segmentation STP:

Segmentation:

Geographic target group is local residents reached within delivery distance as well as special events and markets. The primary demographic target market for “Liquid Boost” is aged between 18 and 45 years and includes all genders. This group is mainly made up of middle to high income earners who have the financial ability and willingness to purchase premium wellness products.

Targeting:

The target customers are likely to be students, professionals, entrepreneurs, gym goers and fitness trainers. Their busy lifestyles require convenient and nutritious food and drinks. From single individuals to young couples and small families who are seeking healthier lifestyle choices and look for fresh and healthy products that support wellbeing, energy and overall quality of life. *Kampamba, J. (2015)*

Positioning:

“Liquid Boost” is a premium brand that offers healthy juice and snacks. Unique sales point is the passion and attention to detail dedicated for cold-pressed juices enriched with functional supplements, alongside fresh and nutritious food that is produced using organic ingredients. Additional unique business approach is that it operates through a multi-channel operating model, that includes a physical café, a mobile unit, delivery services and subscription service.

Funding requirements and allocation.

Amount of £50k.

Start up costs

Item	Price
Kitchen	£ 9,500.00
Front of house	£ 9,500.00
Renovations	£ 8,000.00
Electric Mobile Bike Unit/ market stall	£ 8,000.00
Holding Stock	£ 2,200.00
Licences and permits	£ 1,500.00
LTD, trademark and digital marketing	£ 5,000.00

Total £43,700.00

Fixed costs

Rent, business rates and council tax	£ 2,500.00
Unexpected or investment	£ 500.00
Accountant and marketing	£ 500.00

Total £ 3,500.00

Variable cost

Month	Stock	Wages	Utilities	Total
January	£ 3,000.00	£ 7,500.00	£ 800.00	£12,300.00
February	£ 4,800.00	£ 7,500.00	£ 820.00	£13,120.00
March	£ 5,000.00	£ 7,500.00	£ 850.00	£13,350.00
April	£ 5,200.00	£ 7,500.00	£ 870.00	£13,570.00
May	£ 6,000.00	£ 8,500.00	£ 900.00	£15,400.00
June	£ 8,000.00	£ 8,500.00	£ 920.00	£17,420.00

Financial Forecast Table

Month	Revenue 75% GP	Fixed Costs	Variable Costs	Total	Profit/Loss
January	£12,000.00	£ 3,500.00	£ 11,300.00	£14,800.00	-£ 2,800.00
February	£19,200.00	£ 3,500.00	£ 13,120.00	£18,240.00	£ 960.00
March	£20,000.00	£ 3,500.00	£ 13,350.00	£18,600.00	£ 1,400.00
April	£20,800.00	£ 3,500.00	£ 13,570.00	£18,910.00	£ 1,890.00
May	£24,000.00	£ 3,500.00	£ 15,400.00	£19,250.00	£ 4,750.00
June	£32,000.00	£ 3,500.00	£ 17,420.00	£19,570.00	£ 12,430.00

Investment needed: £50, 000.

Startup: £43,700

January loss: £2,800

January fixed costs: £3,500

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