

**PROGRAMME: CERTIFICATE IN HIGHER EDUCATION SKILLS
FOR THE WORKPLACE**

MODULE: MANAGING ENTERPRISE IN THE 21ST CENTURY

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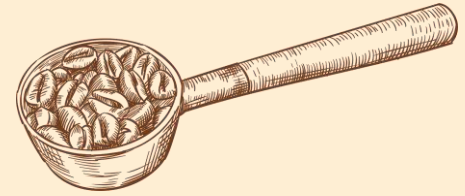


Executive Summary



The purpose of the following study is to discuss the business plan of Kafe Express and the researcher in the following study discussed the business overview and the different products and services. The marketing audit and the target market of the company are discussed in the following study. The following study discussed the marketing and the financial plan of the company.

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Introduction

- Kafe Express is one of the eminent start-up organizations operating in the United Kingdom that is leveraging itself more on using IoT.
- The company is on making a revolution of serving Greek coffee to customers on the go.
- In the following presentation, a proper business plan related to the company will be discussed.



Business Overview



- Kafe Express is a start-up company operating in the United Kingdom and implementing IoT in its business operation.
- Kafe Express has a registered office situated in London, England (kafe-express, 2022).
- The company was incorporated in 2014 and is a private limited company.
- We have the intentions of expanding into Birmingham.



Product and Services

Products

- Powdered coffee mix
- Sandwiches
- Cake
- Muffins

Services

- 24X7 availability of coffee through the Kafe Express application and website.
- Serves top-class Greek Coffee



Market audit

Pestle Analysis

Political factors – Relationship between UK and Greece.

Economic factors – The import tax plays a huge role in determining the price of the ingredients required for making the coffee.

Social factors – Social trends change people's mindsets and buying preferences and thus affect the company.

Technological factors – Focussed more on implementing the use of IoT in business.

Legal factors – Kafe Express of the United Kingdom needs to follow the Employment Rights Act of 1996

Environmental factors – Kafe Express focuses on recycling the cups used by them in the café.



Market audit

SWOT Analysis

Strengths – Excellent service

Weakness – Need to spend more on marketing and adapt aggressive methods in doing business.

Opportunities – Location, having regular costumers

Threats – Competition from regional players and coffee giants like Starbucks.



Target market

- It will be mainly targeted to the people of age group between 14 to 50 years of age.
- Traditional Greek coffee lovers.
- To the individuals who like to have coffee on the go while travelling or in a place where premium coffee is unavailable



Marketing Plan

Marketing mix

Product – Powdered mix coffee powder, Latte, Americano, Espresso and so on.

Price – Kafe Express uses a competitive pricing strategy to sell its products in the market, lower prices.

Place – Shopping malls, outlets and online.

Promotion – Kafe Express to promote their products in the market uses digital media campaigns to connect with more customers, social media.



Marketing Plan (Cont.)

Growth strategy

- Focusing more on a competitive pricing strategy
- Using different promotional strategies



Management Plan

- Prime location for doing business
- The powdered coffee mix product of the company is available in prime shopping centres.
- The company focuses on is the physical distribution centres of the company.



Financial Plan

In the books of Kafe Express	£	£
Income statement (projected)		
Revenue	400000	
less: Cost of goods sold	40000	
Gross profit		360000
Expenses		
Salary of staffs	4000	
Maintenance Expenses	600	
Transport exp	1000	
Legal expenses	250	
Insurance	600	
Miscellaneous expenses	250	
Total expenses		6700
Net income		353300

In the books of Kafe Express	£	£
Cash flow statement		
Cash at the beginning		200000
Sales		400000
Total cash received		600000
Cash paid		
Salary	4000	
Transport cost	1000	
Legal expenses	250	
Insurance	600	
Maintenance charge	600	
Total Cash paid		6450
Cash available at the end of the year		593550

Financial Plan

In the books of Kafe Express	£
Statement of the balance sheet (Projected)	
Assets	
Fixed asset	
Current Asset	
Cash	20000
	0
Inventories	15300
Debtors	13000
Total current asset	
Total Asset	48300
Liabilities	48300
Current liabilities	
Short term loan	10000
Accounts payable	8800
Total current liabilities	
Equity and liabilities	
Capital	20000
Add: Net income	35330
	0
Total equity and liabilities	28300
Total liability	28300

Ratio analysis	
Gross profit ratio	£
Gross profit	360000
Sales	400000
Gross profit ratio = (gross profit/sales)*100	90
Net profit ratio	£
Net profit	353300
Sales	400000
Net profit ratio= (Net profit / sales)* 100	88.325
Current ratio	£
Current Asset	228300
Current liabilities	18800
Current ratio= Current asset/current liabilities	12.1436
Return on capital employed	£
Net Income	353300
Total asset	478300
Current liabilities	18800
Capital employed = Total asset - Current liabilities	459500
Return on capital employed = Net income/ Capital employed	0.76888

Conclusion

Business plan of Kafe Express

- Market audit discussing the product and the services offered by the company
- The target market of the company
- Marketing and Financial Plan



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**Thank
You**

