

Managing Enterprise in the 21st Century

Business Plan

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CocoVida



CocoVida Green Coconut Business Plan

Executive Summary

CocoVida Green Coconut is a sustainable street-beverage startup offering fresh green coconuts at high-footfall locations across London. The business aims to provide customers with a healthy, natural, and refreshing alternative to sugary drinks while supporting environmental responsibility through sustainable packaging and responsible coconut waste management.

Operating as a sole proprietorship, CocoVida will initially trade through licensed street markets, events, and public locations. The target customers include commuters, office workers, students, tourists, and health-conscious consumers who are increasingly interested in natural products and sustainable lifestyles. The business opportunity is supported by growing consumer demand for healthier beverage choices and environmentally responsible brands.

CocoVida's competitive advantage will come from offering freshly opened coconuts containing natural coconut water and fresh coconut flesh, combined with a strong focus on customer experience, sustainability, and digital marketing. The business will use social media platforms, local partnerships, and community engagement to increase brand awareness and develop customer loyalty.

The estimated startup investment required is £15,000, covering licences, equipment, initial stock, packaging, marketing, and working capital. Through effective cost management, suitable trading locations, and strong customer relationships, CocoVida aims to achieve financial stability within the first year and expand into additional locations in the future.

Business Concept

CocoVida Green Coconut is a sustainable street food business specialising in fresh green coconuts prepared at the point of sale. The

concept is based on providing customers with a convenient, healthy, and natural alternative to processed soft drinks and artificial beverages.

The business will operate as a sole proprietorship, allowing the founder to maintain control over decision-making, quality standards, and daily operations. CocoVida will focus on three key values: health, sustainability, and customer experience. By offering a minimally processed product with environmentally friendly practices, the business aims to attract customers who value wellbeing and responsible consumption.

Product Description

CocoVida will sell premium-quality fresh green coconuts containing natural coconut water and fresh coconut flesh. Unlike many commercial drinks that contain added sugar, artificial flavours, or preservatives, CocoVida's product provides a natural refreshment option.

The business will focus on maintaining high hygiene standards, reliable sourcing, and excellent customer service. Sustainable practices will include biodegradable packaging and responsible management of coconut waste through recycling or composting methods.

The product will appeal to health-conscious consumers, fitness-focused customers, commuters, tourists, and individuals seeking convenient refreshments while travelling or working.

Business Objectives (SMART Objectives)

CocoVida has developed SMART objectives to guide its growth:

Short-term objectives:

- Within the first six months, achieve an average of 50 customer purchases per trading day by operating in suitable high-footfall London locations.
- Within three months, introduce environmentally friendly packaging for at least 80% of products sold.
- Within the first year, build brand awareness by achieving 1,000 social media followers through Instagram and TikTok marketing.
- Within the first year, generate sufficient revenue to cover operational costs and achieve financial stability.

Long-term objectives:

- Within three years, expand into additional London locations and create employment opportunities.
 - Develop additional coconut-based products to increase revenue streams.
 - Establish CocoVida as a recognised sustainable beverage brand within the UK health and wellness market.
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Market Analysis

The UK health and wellness market has experienced increasing demand as consumers become more aware of nutrition, lifestyle choices, and environmental issues. This creates a positive opportunity for CocoVida because many customers are looking for healthier alternatives to traditional sugary drinks.

London provides a suitable market due to its large population, high levels of tourism, busy transport networks, and demand for convenient food and beverage options. High-footfall locations such as markets, business districts, and transport areas provide opportunities to attract commuters and workers seeking quick refreshments.

The main competitors include juice bars, smoothie shops, cafés, supermarkets, and other street beverage businesses. However, CocoVida will differentiate itself by focusing specifically on fresh green coconuts, sustainability, and a unique customer experience. While

competitors may sell processed drinks, CocoVida offers a natural product with minimal processing.

The main target groups include:

- **Office workers and commuters:** customers seeking convenient drinks during busy working days.
 - **Students:** customers interested in affordable and healthier options.
 - **Health-conscious consumers:** individuals who value natural hydration and wellbeing.
 - **Tourists:** customers attracted by a unique fresh coconut experience.
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PESTEL Analysis

Political and Legal Factors:

CocoVida must comply with UK food safety regulations, street trading licences, and hygiene requirements. Following legal standards will protect customers and maintain business reputation.

Economic Factors:

Rising costs of supplies and living expenses may affect consumer spending. CocoVida will manage this through effective budgeting, supplier relationships, and competitive pricing.

Social Factors:

Growing awareness of healthy lifestyles and sustainability creates opportunities for natural beverage businesses.

Technological Factors:

Social media marketing and digital payment systems will support customer engagement and efficient operations.

Environmental Factors:

Environmental responsibility is central to CocoVida's strategy. Sustainable packaging and waste reduction will support the company's ethical image.

Marketing Plan (4Ps)

Product

CocoVida will offer fresh green coconuts prepared directly for customers. The product will focus on freshness, quality, natural ingredients, and sustainability.

Price

The pricing strategy will reflect the premium quality of fresh coconuts while remaining affordable for students, workers, and tourists. Promotional offers and loyalty schemes will encourage repeat purchases.

Place

The business will operate in high-footfall London locations, including markets, business areas, events, and busy public spaces. Selecting suitable locations will increase customer visibility and sales opportunities.

Promotion

Promotion will focus on digital marketing through Instagram and TikTok, sharing product images, customer reviews, and sustainability messages. CocoVida will also use local events, partnerships, and customer recommendations to increase awareness.

SWOT Analysis

Strengths

CocoVida's strengths include a unique product offering, strong sustainability values, low startup costs compared with a permanent shop, and alignment with increasing demand for healthy products.

Weaknesses

As a new business, CocoVida may have limited brand recognition and financial resources. Weather conditions and seasonal demand may also affect street trading performance.

Opportunities

The business has opportunities to expand into more London locations, develop partnerships with gyms and businesses, introduce new products, and benefit from the growth of the wellness market.

Threats

Potential threats include competition from established beverage brands, rising supplier costs, changing regulations, and supply chain challenges.

Management and Operations Plan

CocoVida will initially operate with a simple management structure. The founder will act as Business Manager and will oversee strategic planning, finances, suppliers, marketing, and daily operations.

Part-time staff will support customer service, product preparation, hygiene procedures, and sales activities. Employees will receive training in food safety, customer service, and sustainability practices.

The operational process will include sourcing fresh coconuts from reliable suppliers, safe transportation, correct storage, hygienic preparation, and efficient customer service.

Technology will support business operations through digital payments, accounting software, and social media marketing.

Financial Plan

The estimated startup investment required for CocoVida is £15,000.

Funding sources:

- Founder investment: £5,000
- Startup loan or external investment: £10,000

The investment will cover:

- Trading equipment
- Licences and permissions
- Initial coconut stock
- Sustainable packaging
- Marketing
- Working capital

First-Year Financial Forecast

Expected monthly income:

- Month 1: £2,500
- Month 3: £4,000
- Month 6: £6,000
- Month 12: £8,000

Estimated monthly production costs:

- Coconut stock: £1,500
- Packaging: £400
- Transport and storage: £300
- Hygiene supplies: £100

Total estimated monthly production cost: £2,300

The business aims to achieve break-even by selling approximately 34 coconuts per day. With strong locations and effective marketing, this target is realistic.

Technology Plan

Technology will support Coco Vida's operations, marketing, and customer relationships. The business will use digital payment systems to provide customers with convenient payment options. Social media platforms will be used for marketing, customer communication, and brand promotion.

Technology will also assist with financial management through digital accounting software, allowing the business to monitor sales, expenses, and profitability effectively.

Human Resource Plan

During the startup stage, Coco Vida will operate with a small team consisting of the founder and part-time staff. Employees will be responsible for customer service, product preparation, sales, and maintaining hygiene standards.

Staff training will focus on food safety, customer service, sustainability practices, and efficient business operations. As the business expands, Coco Vida plans to recruit additional employees and create local employment opportunities.

Expansion Plan and Conclusion

CocoVida's long-term strategy is to develop from a small street beverage business into a recognised sustainable drink brand. After establishing a successful customer base in London, the company aims to expand into additional locations, introduce new coconut-based products, and create employment opportunities.

The business combines commercial opportunity with positive environmental and social impact. By responding to increasing demand

for healthier drinks and sustainable products, CocoVida has the potential to achieve long-term profitability while contributing to a healthier and more environmentally responsible community.

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