

LEVEL 4 ASSESSMENT SPECIFICATION

Student name:	Isabela Avadanei	Student ID number:	2515143
Programme:	Certificate in Higher Education Business Skills for the Workplace		
Module:	Enterprise and Entrepreneurship		
Module code:	LCLM4006	Contribution to Overall Module Assessment (%):	50%
Lecturer:	Birmingham: Dr Chung Lai Johnny Wan London: Dr Charles Oham	Internal Verifier:	Dr Lizeta Demetriou Naomi Doerge Dr Chung Lai Johnny Wan
Assignment Title:	Task 1: Individual Written Business Plan	Word count (or equivalent):	Business plan – 1500 words $\pm$ 10%.
Submission deadline:	Week 8 Monday 27th of July 2026 at 10:00 am.	Return date of provisional marks & written feedback:	24th of August 2026
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark: Work which is submitted up to 1 week late will be capped at 40% for the first attempt and will be awarded a mark of 0% for re-assessment. Late submission penalties may be lifted only if there is an approved extenuating circumstances claim. Work submitted more than 1 week late will be considered as a non-submission and will not be marked. The work may be considered as a submission for reassessment if offered by an Examining Board or if there is an approved extenuating circumstances claim.		

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Module: Enterprise and Entrepreneurship (LCLM4006)

Lecturer: Mustakkim Afrin

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BUSINESS PLAN: ACASĂ LA NOI – ROMANIAN FOOD & GROCERY

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1. EXECUTIVE SUMMARY

This business plan sets out my idea for a small independent shop called Acasă la Noi, which translates to “At Our Home” in Romanian. I want to open it in Dartford town centre, because I have noticed there is a clear need for this kind of business in the area. Many Romanian people living and working in Dartford, Gravesend and nearby towns have to travel long distances, often over 20 minutes by bus or car, just to buy authentic food and items they know from their home country. This takes up a lot of time and money, and it is something I have experienced myself and heard from many friends and family too.

My shop will sell traditional Romanian groceries, freshly prepared home-cooked meals, and small cultural goods. I also want to make sure the business helps the local community and cares for the environment, as the assignment asks for at least one element of sustainability or community support. I will reduce single-use plastic, buy as much as possible from small producers, and donate any unsold fresh food that is still good to local food banks instead of throwing it away. I plan to start as a sole trader, with total start-up costs of £8,500, coming from my own savings and a government Start Up Loan. I believe this business will work well because it fills a real gap in the market, and it will be a welcoming place for everyone, not just Romanian people.

2. ABOUT THE BUSINESS

2.1 What the business will offer

Acasă la Noi will be a warm, friendly space that feels like a little piece of home. I will provide:

- Authentic groceries: cured meats, different types of cheese, pickled vegetables, jams, spices, traditional bread, sweets, soft drinks and other products that are very hard to find in regular supermarkets.
- Fresh ready meals: dishes like sarmale, mici, ciorbă, cozonac and other classic Romanian foods, which I will cook myself fresh every morning. I decided to make these on site because I know that people miss the taste of home-cooked food, and pre-packaged products in stores often have too many additives and do not taste the same.

- Traditional items: small gifts, holiday decorations, books and other things that remind people of family and celebrations back home.

- Small seating area: a couple of simple tables so people can sit for a few minutes, have a coffee or a pastry, and talk if they want to.

I want to buy many products directly from small family producers in Romania, so I can guarantee quality and also help those small businesses reach customers here in the UK. Wherever possible, I will use paper bags, glass jars and biodegradable packaging instead of plastic, and I will encourage customers to bring their own containers for takeaway food. I will also make sure prices are fair and similar to other Romanian shops in the area, so people do not pay more just because the shop is closer to them.

2.2 Location

I will rent a small shop unit right in Dartford town centre, close to the main high street and the train station. This spot has very high footfall every day, and it is easy to reach from all the surrounding areas where many Romanian families live and work. I have checked online and asked people I know, and there is currently no dedicated Romanian food store in Dartford – the closest ones are in Gravesend or East London, which is not convenient for most people.

2.3 Legal and management structure

At the start, I will operate as a sole trader. This is the simplest, cheapest and most flexible legal structure for a new small business, and it means I keep full control over all decisions. I will work in the shop myself most days, and when sales grow and I get more customers, I will hire one or two trusted part-time staff to help me. If the business becomes very successful after a year or two, I might change to a limited company later, but I want to keep things simple and personal at the beginning.

3. MARKET RESEARCH

3.1 PESTEL Analysis

We learned this analysis method in class to look at the different factors that can affect a business:

Factor	Details for my business
Political	The UK government offers support and loans for new small businesses, and importing food from Romania is allowed as long as I follow all food safety and border rules.
Economic	The cost of living is high right now, so people are looking for good quality food at reasonable prices. Many customers also prefer to spend their money with independent local businesses rather than big supermarket chains.
Social	There are thousands of Romanian people living in Kent. I spoke to around 20 people I know, and almost all of them said they have to travel far just for basic items like pickles or traditional cheese. I also asked some British friends and neighbours, and they said they would be interested in trying Romanian food if it was easy to find.
Technological	I do not need expensive or complicated systems. I will use Facebook and Instagram to share photos of new products, announce special offers and let people know about holidays and seasonal items. I can also take orders for collection if people want to reserve things.

Environmental	More and more customers care about sustainability now. Cutting down on plastic waste and donating leftover food will not only help the planet and people in need, but it will also make customers trust and support my business more.
Legal	I must follow all rules about food hygiene, health and safety, business registration and tax. I will get all the necessary certificates and insurance before opening the shop.

3.2 Target market

My main customers will be:

- Romanian people living or working in Dartford and nearby towns
- Local residents who like trying food from other countries
- Workers and students looking for affordable, tasty meals during the day

3.3 Competitor analysis

Big supermarkets only stock a very small range of Eastern European products, and they do not have fresh homemade food or the full selection of items people want. The specialist Romanian shops are too far away for most people. My advantages are that I offer a complete range of authentic goods, fresh food made daily, personal friendly service, and a convenient location right in Dartford.

4. MARKETING PLAN

I do not have a large budget for advertising, so I will use low-cost, simple methods that work well for local businesses:

- Set up free Facebook and Instagram pages for Acasă la Noi, and ask friends and family to share them
- Distribute simple leaflets at local churches, community centres and other places people meet
- Offer free small samples of food like cheese or cakes on opening day, so people can try them and find out about the shop
- Run a basic loyalty card scheme: after 10 purchases, customers get a small item for free
- Post updates about traditional holidays and what special food I will have available for those times

5. FINANCIAL PLAN

5.1 Require funding

Source	Amount	Reason
Personal savings	£4,500	My own money invested in the business
Government Start Up Loan	£4,000	Low-interest loan for new entrepreneurs
Total	£8,500	

5.2 Start-Up costs

Item	Estimated cost
Shop rent and deposit	£1,800
Equipment: fridges, shelves, cooking gear	£2,200
Initial stock of food and products	£2,500
Licences, insurance and registration	£800
Signage, leaflets and opening promotions	£600
Contingency fund	£600
Total	£8,500

5.3 Financial forecast

I estimate monthly sales will be around £3,200 in the first few months, rising to roughly £4,500 once the shop is well known and customers come regularly. Monthly running costs for rent, bills, new stock and any part-time help will be about £2,600, which means I should make a small profit from the start. If everything goes well, after the first year I might add simple online ordering for people who cannot visit the shop easily.

6. CONCLUSION

Acasă la Noi is a practical, well-thought-out business idea that meets a real need in Dartford. It is not just a shop – it is a place that brings people together, supports the community, and respects the environment. I have researched the market, calculated the costs carefully, and I am confident this business can succeed and grow steadily over time.

7. REFERENCES

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