

Business Plan for

<SWEETS TRUCK/ HERITAGE SWEETS ON THE ROAD>

Produced By:

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AI Declaration:

“I confirm that I have not used any AI tools in the research and creation of this assignment. I confirm that I have not presented any AI generated materials as my own work. I confirm I have copies of my drafts, notes, and other resources I used, which I may be asked to provide in evidence.”

1. EXECUTIVE SUMMARY

Heritage Sweets on the Road is an innovative baked goods business based in Cardiff, specialising in freshly baked cakes inspired by the rich culinary traditions of Türkiye, Italy, Romania, France, and India. Operating from a fully equipped kitchen in Tudor Street, our unique concept brings an international array flavour directly to the heart of Cardiff City Centre, catering to both locals and tourists. We offer a diverse menu featuring signature cakes from these five countries, each beautifully packaged in bags and boxes adorned with international flags emphasising cultural appreciation and authenticity. A government loan has been secured to cover initial expenses, including the purchase of the food truck, kitchen rent, equipment, and marketing efforts. With a strong marketing strategy and strategic location, we anticipate reaching break-even point within first year of operations, followed by a steady growth. We aim to become a beloved fixture in Cardiff's culinary scene, offering a delightful fusion of global flavours that celebrate diversity and bring people together and with a dynamic marketing approach to position us for success and sustainable growth.

2. THE BUSINESS IDEA- Mohammed Ali Haider

2.1 The Product/Service

- Company name: Heritage sweet truck
- Location: Cardiff
- Industry: Bakery
- This business aims to sell sweets of different heritages. We have focused on 5 different heritages which are Türkiye, India, Romania, France, and Italy with the aim to expand further with more popularity.
- Features and benefits: traditional sweets on wheels – we offer a diverse menu of authentic sweets and an array of fusion desserts that blend traditional flavours with modern recipes. These traditional sweets will bring diverse cultures together.

2.2 SWOT Analysis Summary

Strengths: (Appendix A)

- Offering a unique combination of ethnic homemade cakes.
- Mobility and flexibility due the caravan-based operation
- Personalized customer experience through the ability to go to distinct locations for the customer needs.

Weaknesses:(Appendix A)

- Limited capacity for storage a step back on busy times.
- Weather conditions impact directly on the number of customers.
- Operational cost increased with moving and supplying the truck more frequently due to the limited storage place.

Opportunities: (Appendix A)

- Event presence, easy to achieve due to the nature of the business
- The rising demand for homemade and manufactured products (*Hermayan & Perkantoran, 2023*)
- Event caterers.

Threats: (Appendix A)

- Market competition: the location is in city center where are similar street vendors and dessert shops.
- Economic slowdowns: inflation and the rise in the cost of living.
- Law enforcement and regulations.

3. THE TEAM

3.1 Key Personnel

Name and Company Position:

Mohammed Ali Haider - Baker

Salary - £19837

Skills and Experience:

1. 5 years - Takeaway owner - Led and directed team members on effective methods, operations, and procedures. Purchased adequate quantities of necessary stock (food, beverages, equipment, supplies)
2. 7 years – Restaurant owner- Developed, implemented, and managed business plans to promote sales. Created positive atmosphere and ensured that each customer received exceptional food and services.
3. Skills – effective communication skills, flexible worker, excellent timekeeping
4. Present: Enrolled in Hotel Management-University Trinity Saint Davies- business and financial skills.

Role and Responsibilities:

Baking all goods. Ensuring a multicultural environment with food of multiple cuisines.

Name and Company Position:

Victoria Prodan- Seller, Cashier, and Product Finisher

Salary: £19837

Skills and Experience:

1. Baccalaureate degree at high school - Moldova.
2. 4 months - Cashier- Wisconsin Dells (United States)
3. Level 4 in Certificate in Higher Education- Academy of Economic Studies, in Moldova.
4. 1 year -Waitress in Albufeira (Portugal).
5. 2 years- Assistant Sale Supervisor- ability to work with customers, effective communication, and leadership skills.
6. Present – Enrolled in Hotel Management-University Trinity Saint Davies- business and financial skills.

Role and Responsibilities: Collecting payments, packing, and selling the products, health, and safety.

Name and Company Position:

Marinela Covasneanu- seller, cashier, and product finisher

Salary: £19837

Skills and Experience:

1. Level three baccalaureate -Romania -physique and chemistry qualification.
2. 11 years - children store- communication skills and balance my patience
3. Level 4 in Certificate in Higher Education- management skills
4. 11 years McDonalds-manager- communication, time management, leading and decision-making
5. Present: Enrolled in Hotel Management-University Trinity Saint Davies- business and financial skills.

Role and Responsibilities: Health and safety, Packaging and selling products, collecting payments.

Name and Company Position:

Cristiana Staicu- baking sweets and cleaning.

Salary: £19837

Skills and Experience:

1. Baccalaureate with intensive English in Romania.
2. Law University finished in Romania at University Titu Maiorescu but without a bachelor's degree.
3. For 2 years I worked for a communication company for USA and after that came in UK in 2019.
4. For 2 years I used to work for Adecco company as a shift supervisor based in Amazon (managing people's rota, payments, holidays)
5. For 3 years working as a Trainer in a Logistic warehouse for H&M.
<i>Name and Company Position</i> Ionel Babache- Truck Driver <i>Salary: £19837</i> <i>Skills and Experience:</i>
1. Baccalaureate diploma with philology and history qualifications 2. 10 years I worked for food company driver refrigerated van 3. 3 years driver for Amazon delivery driver 4. 2 years Manager at myself Transport Company 5. Present: For 2 years worked as a taxi driver
<i>Role and Responsibilities:</i> Truck Driver and restock the van

3.2 Skills Gaps & Key Partners

- **3.2.1 Additional Staff Requirements (Roles and Responsibilities):**

Accountant to keep on tracks the company finances.

3.2.2 Training and Development:

No trainings as the company's employees are the partnership members.

• **3.2.3 Outsourced Support / Key Partners:**

- Insurance company
- Accountable company

4. MARKET RESEARCH- Victoria Prodan

4.1 Market Information, Trends and External Factors

Through the market research, the new business venture is required to identify several important statistics to support its business proposal. The population of Cardiff is approximately 366,300, based on the most recent census figures (Office for National Statistics, 2022). The popularity of food trucks in the UK has also grown exponentially in recent years, with a 13% rise in the number of mobile food vendors between 2018 and 2021 (Grand View Research, 2024). Some key trends we have identified that are important to our business idea are the increasing demand for convenience food products and growing interest in artisanal, international, and experiential dining options. The PEST analysis (Appendix B) also highlighted factors like the uncertain economic outlook, which may impact consumer spending power. However, government support for small businesses and entrepreneurs was another external factor noted, which we will investigate further to seek any applicable grants or incentives.

4.2 Customer Profiles: According to our competitor's customer profiles, our main target audience can be young professionals (ages 25-34), with more females, than males. (Similar Web, 2024), (Appendix H), office workers from the surrounding business district who are frequent visitors to the mall during their lunch breaks or after work to shop/socialise. Followed by people (aged 35-44), mostly with kids, who make regular trips to the mall for errands or leisure time. And retirees (aged 65+), often visit the mall during less busy mornings or weekday afternoons for social interaction and light shopping. (Appendix H).

4.3 Competitor Profiles: The food truck industry has seen significant growth in the last years (Appendix K). Our target market consists of selling international sweets in the town centre area, who are looking for unique snack option. Our main competitors are **Cake Box Cardiff, Chummy's Bakery, Muffin Break**, who are selling sweet

products, but we aim to stand out with our international desserts. Based on market research, our main competitor is Cake Box, with more customers per month than other competitors. (Similar Web, 2024), (Appendix G). Taken in consideration this fact, we aim to differentiate ourselves from the competitors by offering an international sweet taste.

5. MARKETING PLAN- Marinela Covasneanu

5.1 Price

Considering the diversity of people reunited in Cardiff, the actual inflation rates, and the multitude of competitors on the market, our prices had been created through cost advantage. The choice is lower prices value for high quality products (Ebbing, 2022) to attract the customer attention. Also, differentiation advantage by having diversity (5 country representative sweets) (Appendix D) and tailored packages with international flag design (Appendix F) will help in developing a loyal customer market and with time to slowly raise the price with the aim of making profit.

5.2 Product

Our products appearance is classic, based on representative baked sweets of the chosen five countries. We rely on the quality and amazing taste to give our customers an exceptional experience of flavours. (Appendix E)

We will have bags for individual products and boxes for international bundles customised with international flags printed on to accentuate the diversity background of our delicatesses. Also, the same design for cups, napkins and other accessories that accompanies the main product. (Appendix F)

The motto that will complement the sublime savour of our sweets will be “[Embrace the sweet side of diversity and savour delicate moments](#)”

5.3 Placement

The main method of selling the products will be on the location of our sweets truck (Appendix O), placed in Cardiff Center City. According to market research the customer target is based on middle aged and young working people, families, and retiree. (Similar Web, 2024) Lunch time location near factories or business buildings to benefit from break times. Weekends around parks and city centre mall to sweeten people promenades. With time will approach the online delivery through user friendly e-commerce websites, food ordering delivery and collaboration with local businesses to conduct joint promotions. (Sparviero, 2021)

5.4 Promotion

Social media Marketing- Platforms like Facebook, Instagram, and LinkedIn same as principal competitors. Mouth to mouth words through friends and family to share content and run targeted ads. (McGruer, 2020) (Appendix L) (Appendix N)

Email marketing- Newsletters, promotions and personalised offers sent by email. (Thomas et al., 2022)

Search engine optimization- Create an optimised website to rank higher in search engine results, driving organic traffic (Google, etc) (Mota Pinto, 2020) (Appendix M)

Events and Webinars- Presence to events, festivals, and private parties to engage with the customers and attract new ones.

Content marketing- Create videos with the manufacture of our goods to show openness and to build trust among the customers. (Sheridan, 2019)

Flyers- Present our business door to door, in the mailboxes and through main stores and busy locations. (Appendix N)

6. KEY RESOURCES- Cristiana Staicu

6.1 Premises

To be more practical and efficient the base of the business is a kitchen space rented near the busy city centre in Cardiff, with 1500£ PCM, partially equipped, (Appendix I) on Tudor Street, just on the outskirts of Cardiff City Centre. This will be the place where we prepare the desserts from where will be delivered to the sweet truck, with the location in the Cardiff City Center to be finalised and commercialised.

6.2 Equipment

The van is partial equipped with tools needed to be used such as: cash register, fridge, and small size oven. Display with heating will be added for 149.99£ with temperature display and temperature range between 30 to 85C. (Appendix I)

As the kitchen is partially equipped being a commercial kitchen, with most of the fixtures, fittings for a professional catering space, provided in the renting lease, in addition we will purchase a big oven for 1,280.40£ with 21000W and 3 cooking chambers tailored for our baking process. (Appendix I) For the future with the business growing upgrades will be done to improve production.

6.3 Key Suppliers

Our ingredients will be weel choose and in this way, we will deliver the best taste from different countries.

“BuyWholefoodsOnline.co.uk” will be our supplier for ingredients such as: flour, sugar, and other dry ingredients

“Riverford” will be responsible to offer us fresh supplies such as: butter, milk, and eggs.

7. FINANCES AND START-UP SUPPORT- Ionel Babache

The average revenue for the food truck can vary widely depending on location, menu, and operating costs. Based on recent data, the average revenue for a sweet truck is around £346,000 per year. Some food truck can generate significantly higher revenues with some reaching up to £4,20 million per year.

Our start-up costs for opening the business after adding all the fixed and variable expenses is situated around £25,082.00 and our start capital is £100,000.00

EXPENDITURE	Year 1
	£
Company Registration	£ £60
Rent/Rates	£ 18,000.00/year
Staff Wages	£ 99,185.00/year
Travel/Accommodation	£ 5000.00/year
Telephone (mobile)	£ 864.00/year
Broadband	£ 330.00/year
Utilities	£ 8540.00/year
Marketing and materials	£ 9000/year
Insurance	£ 4240.00/year
Capital	£ 100,000.00
Expenditure/Equipment	£ 29,929.00(van+)
Training & Development	£ N/A
Accounting/Legal	£ 520.00/year
Outside Services	£ 200,00/year
Stock/Materials Purchases	£ 102,000/00/year
Bank Charges	£ 6,600.00/year
Office Consumables	£ 1,800.00/year
Loans Repayments	£ 21,320/year
Total Expenditure	£ 300,988.00 /year

YEAR ONE PROFIT/LOSS	£
Total Income	£292,500.00
Total Expenditure	£300,988.00
Profit/Loss	£ (8488)

7.1 Financial Summary

The expenditure income for the business have been estimated based on research and the requirements of the business. Staff Wage £99,185 / year aims at paying competitive wage for human resources to keep quality personnel and employ both full and part-time employees.

Rent about £180000 /year is for the appropriate premises in area with a substantial number of potential clients.

Stock/Materials £102 000/year is the cost of supplies necessary for expected sales and priced according to supplier's quotes.

Marketing £9000 /year is employed to finance various promotional activities contained in the marketing plan, adverts through digital and printed media.

Loan Repayments 21,320 /year represent borrowed capital to fund the start-up cost, repayment is based on projected revenue.

Operational Expenditure £ 29,929 /year encompasses various necessary expenses.

The report reveals threat Sales A of £ 292500 yearly, derived from anticipated prices and product availability in target market.

Capital Introduced £ 100,000 & Loans 106,600 fund the initial outlay of the business and earliest cash flow requirement.

The total annual expenditure for the business is £ 300,988 while its annual income is only £ 292500 leaving the annual loss at £ 8,488 in the first year.

INCOME	Year 1
	£292,500.00/year
Sales A?	£292,500.00/year
Sales B?	N/A
Sales C?	N/A
Capital Introduced	100,000.00
Funding	N/A
Loans/Borrowing	106.600.00
Total Income	£ 292,500.00

We e estimated a break-even point for our business after calculating (Total fixed price £268.728 /price per unit £3.25=£82,865.50-£117,540 variable costs=£ (-34,674.50) Break-even point) within in the first year. This indicates that we will surpass the break-even point in a year, and we already have the path to succeed and to generate profit.

APPENDICES

Appendix A – SWOT Analysis

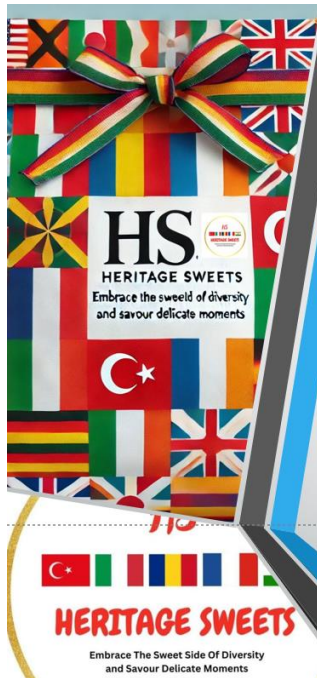
STRENGTHS	WEAKNESSES
➤ Unique Offering: Heritage Sweets offers a unique combination of ethnic sweets and drinks that cater to Cardiff's diverse population. This variety makes the business a niche player with minimal direct competition (Johnston & Smith, 2021). ➤ Mobility and Flexibility: Heritage Sweets uses the caravan-based mode of operation that would allow the business to pursue location strategies using high footfall areas and seasonal events, thereby raising its visibility and sales potential. ➤ Personalized Customer Experience: Mobility would allow a caravan for possible personalized interaction with the customers, leading to loyalty for the brand and subsequent repeat business.	➤ Limited Capacity: Caravans are limited by small size of cafe and limit in storage capacity, hence limiting both production and inventory. This is a step back in coping with the need when high demand is seen. ➤ Weather Dependency: Sales could be affected when adverse weather conditions prevail outside. It is a caravan business and being in Wales especially in fall and winter revenues would be unstable (Doering, et al., 2019). ➤ Operational Cost: Fuel usage and the parking fees as well as the costs of maintaining the business might prove to be higher operational cost in the business.
OPPORTUNITIES	THREATS
➤ Event Collaborations: Sponsorships and activities related to local festivals, farmers' markets, and neighborhood events increase brand presence and lead acquisition. ➤ Rise in the Demand of Handmade and Specialty Foodstuff: There is an upward demand of unique and qualitative foodstuffs which gives way for marketing Heritage Sweets ethnic foods (Hermayanto, et al., 2023). ➤ Entry into Event Caters: Catering can become another source of income when there is catering during a private event such as weddings or corporate occasions.	➤ Market Competition: Street food vendors offering similar street foods and traditional desserts shops become potential competitive competitors. ➤ Economic Slowdowns: The consumer reduces spending during an economic slowdown on discretionary products, including specialty sweets. ➤ Regulatory Hurdles: Food safety regulations, permits to sell from a vehicle, and city regulations pose operational challenges (Benzaghta, et al., 2021).

Appendix B – PEST Analysis

P	• <i>Regulations around mobile food vending and licensing requirements</i> • <i>Food safety and hygiene legislation</i> • <i>Tax policies</i>
E	• <i>Disposable income levels and consumer spending habits</i> • <i>Inflation and rising costs of supplies/ingredients</i> • <i>Interest rates affecting loans</i>
S	• <i>Consumer demand for artisanal, international sourced foods</i> • <i>Interest in health/wellness and dietary preferences, like gluten free, dairy free</i> • <i>Popularity of recreational activities like street food</i> • <i>Cultural diversity</i>
T	• <i>Online ordering/delivery platforms for reaching new customers</i> • <i>Social media for marketing and customer engagement</i> • <i>Food preparation/packaging technology advances</i>

Appendix C – Copy of Pitch Supporting Material





SWOT ANALYSIS

• STRENGTHS:

- Unique Offering for customer diversity through 5 country-based products.
- Mobility and Flexibility: ability to move around in key locations
- Personalized Customer Experience: go to customers locations and for parties and customize deserts for different occasions

• WEAKNESSES:

- Limited Capacity: small storage capacity a step back for busy periods.
- Weather Dependency: outside location, number of customers influenced by weather changes
- Operational Cost: cost of gas for choosing the right location and to bring supply from the base kitchen.



• OPPORTUNITIES:

- Event collaborations: local festivals, farmers markets and events
- Current rise in homemade and handmade products
- Possibility of entrance in events catering industry

• THREATS

- Market competition: Cardiff City Center has an abundance of cakes, sweets and bakery shops, that share the same product range
- Economic slowdowns: reduction of people spending funds due current inflation and the raised cost of living
- Law enforcements and regulations

Appendix D



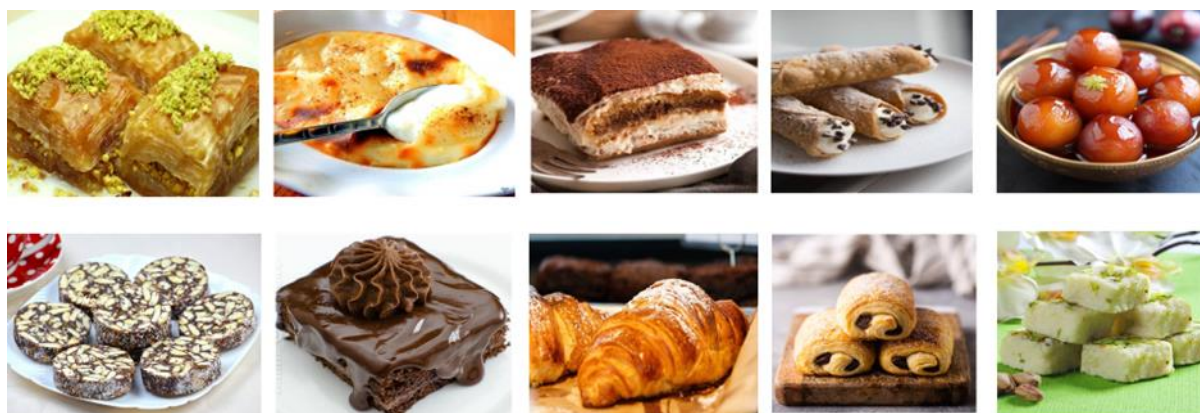
"Embrace the sweet side of diversity and savour delicate moments"

HS

SWEETS & BEVERAGES

BACLAVA SMALL SIZE: LARGE SIZE: TURKISH RICE PUDDING: TIRAMISU: CANNOLI: BISCUIT SALAMI: CHOCOLATE RUM CAKE: CROISSANT: PAIN AU CHOCOLAT: GULAB JAMUN: KALAKAND:	 £4.50 £7.00 £4.00 £4.00 £1.25 £2.50 £3.00 £1.50 £2.00 £3.00 £3.00
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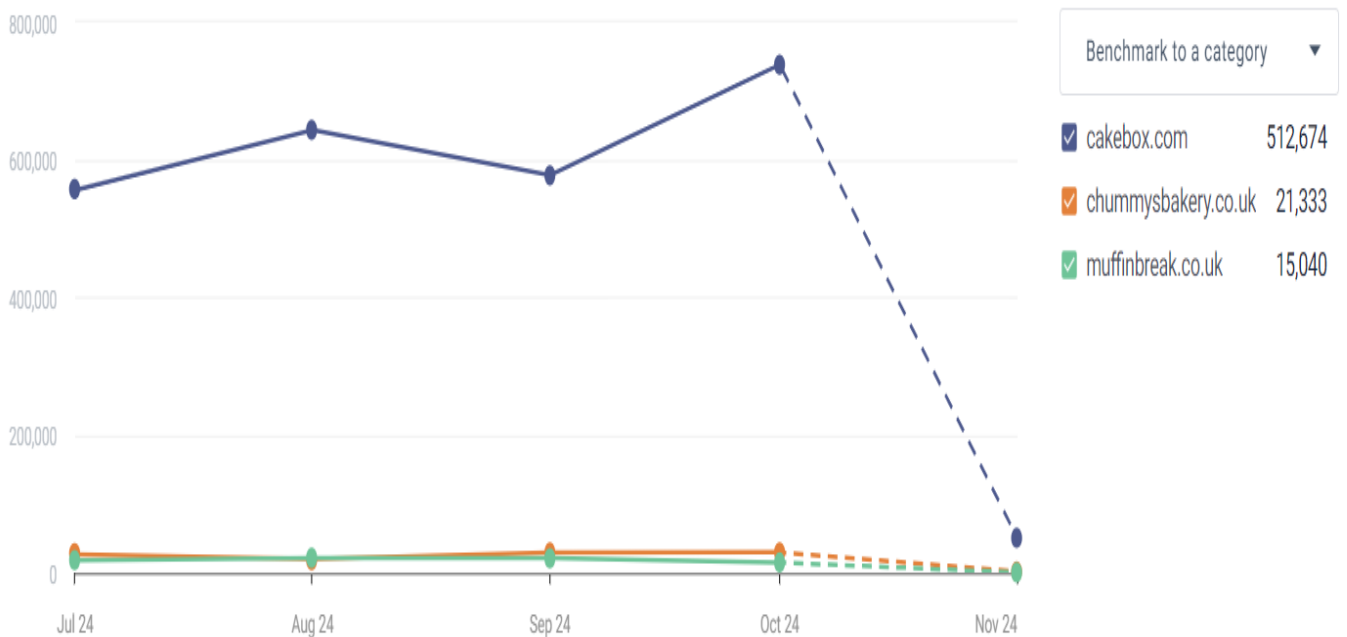
Appendix E



Appendix F



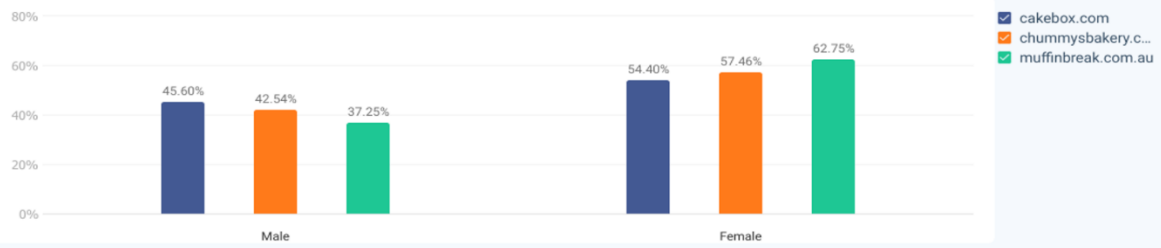
Appendix G



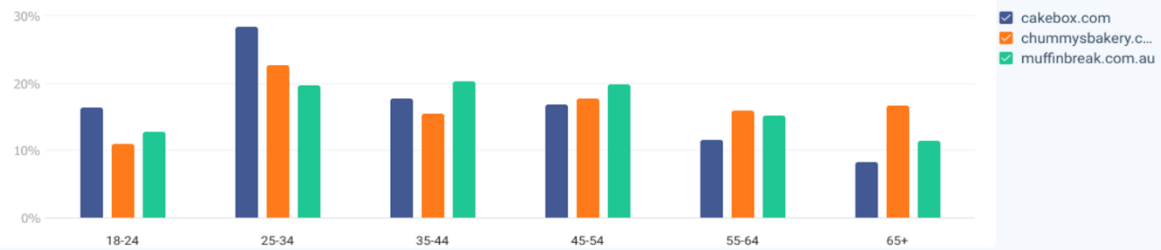
Traffic and Engagement (monthly visits, Oct.2024)

Appendix H

Gender Distribution



Age Distribution



Target audience demographics

(Similar web, 2024)

Appendix I –Kitchen



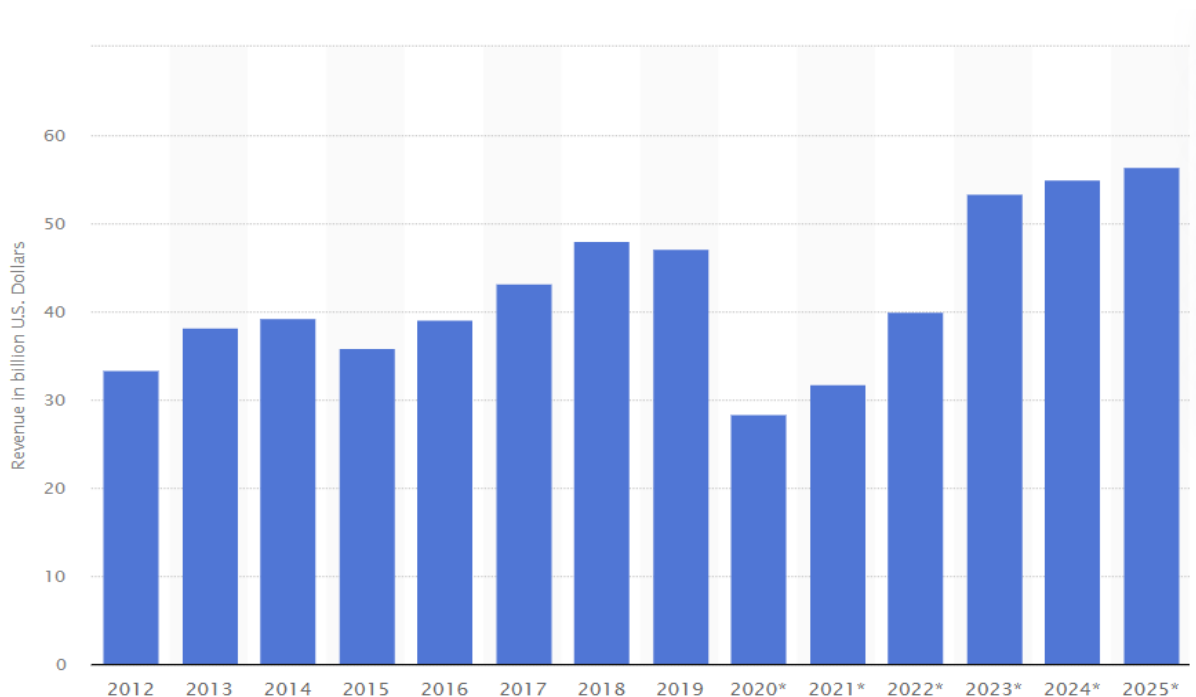
Appendix J –Key Supplies

SUPPLIERS PRODUCTS PRICE LIST per month

- Flour 100kg- £284.06
- Sugar 100kg- £202.40
- Milk powder 25kg- £179.33
- Cacao powder 10kg- £130.39
- Vanilla powder 1kg- £330.69
- Mascarpone 10kg- £120.00
- Rum extract 1kg-£100.00
- Turkish delight 10kg- 497.80
- Eggs 1000- £1990
- Rice 100kg- £100
- Condensate milk 50kg-£200
- Ricotta cheese 50kg- £498
- Cooking chocolate 25kg- £372.50
- Butter- 50kg- £398
- Pistachio 15kg- £661.05
- Oil 100l- £ 115.00
- Cinnamon 5kg- £69.40
- Sweeteners 25kg- £247.25
- Gluten free flour 100kg- £988

Total per
month for
cake
manufacture
products =
£7843.87

Appendix -K



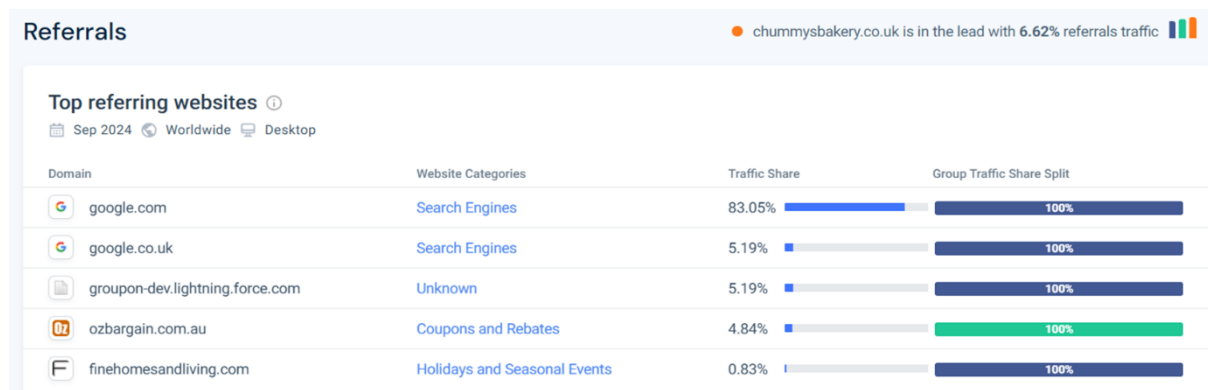
(Statistica Research Department, 2023)

Appendix- L



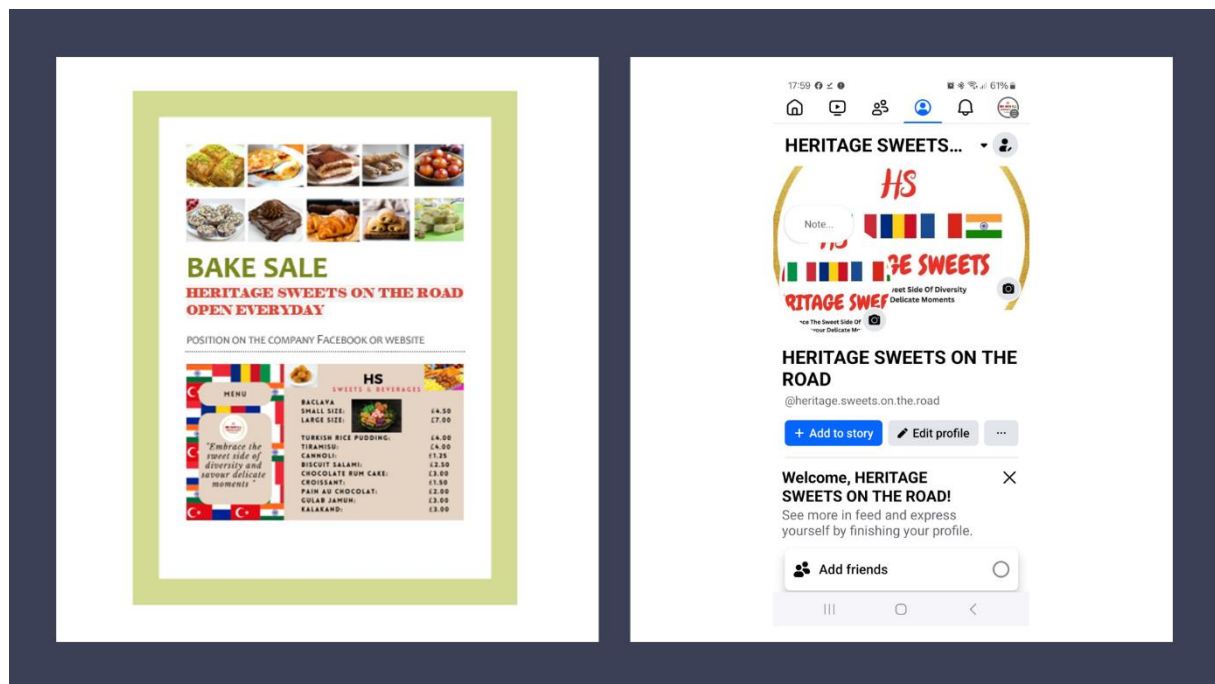
(Similar Web, 2024)

Appendix- M



(Similar Web, 2024)

Appendix -N



Appendix O



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