



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David



(BMSW4006_LON)

Title: Ugly Pickles

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Task 2: Group Presentation (Week 10) Students are required to prepare a group PowerPoint presentation summarising the business plan they prepared and submit the PPT slides along with the written business plan (as one document). Each group will deliver their presentation in Week 10 in class. For online students, this will be done via Microsoft Teams, so you are required to make sure that you have all the necessary equipment and technical setup to deliver your role play on the scheduled date.

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives

06/12/2021



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Introduction

- Ugly Pickles is a vegetable shop that identified a sustainable way for making profit and contributes with help for the local community. It was established in the London Borough of Lambeth and currently employs 9 people with various vulnerabilities.
- The level of food waste has reached a very high level also due to the facts that the supermarkets are selling vegetables that are to a very high visual standards. Therefore, our company decided to add value to the ugly vegetables that are rejected from the shelves and buying them straight from the farms. We add value to it by cooking, pickling,
- The vulnerable people are facing long term unemployment and low-wage jobs adding more anxiety to their already challenged existence. Our company's business success is relying on their personal development by providing high paid jobs and continuous training

Business Description and History



- Founded in 2020, the business is adding value to less desired vegetables
- Is doing this by collecting or buying fruits and vegetables from farms near London
- Selling the produce after washing it, cooking or pickling it
- Employs vulnerable and disabled residents from the borough
-
- Provide quality training for its employees aiming to prepare them for management positions in any UK companies

Aim and Objectives



The aim is to be a self sustainable business model



The objectives are:

- To reduce food waste
- To improve the quality of our employees' lives
- To become a source of healthy and affordable meals

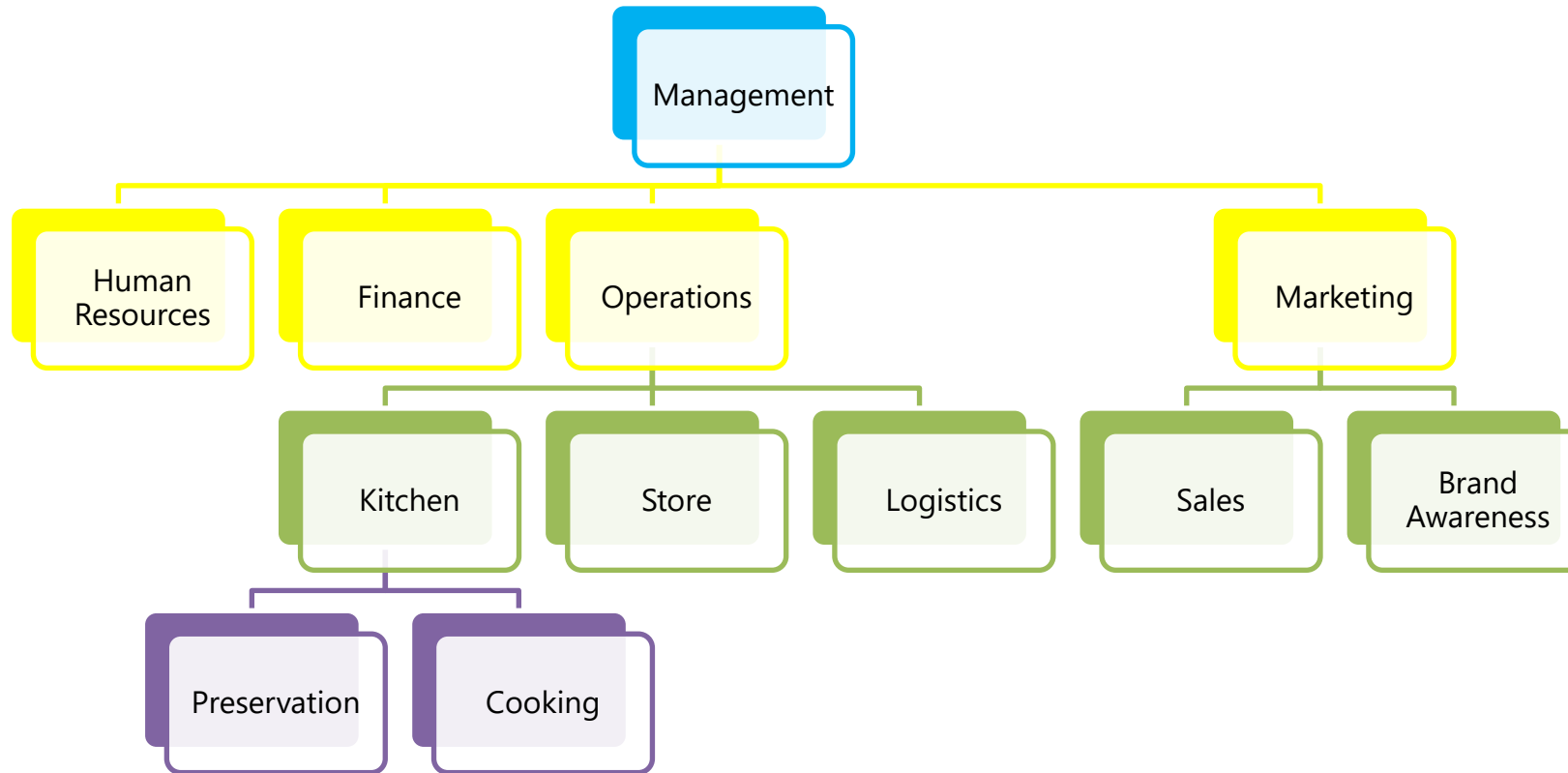
Mission and Vision



Vision Statement: Producing real food in a sustainable way,
teaching people to eat nutritious foods

Mission Statement: Eat healthy and real food
Have respect for the environment
Be self sustainable

Business Structure



Product or Service Description





Marketing Analysis and Trends

- Every year is estimated that 4.5 mil tons of vegetables are thrown
- A very ethnically diversified area
- A lot of people are transitioning to a healthier diet
- Low level of competition



SWOT Analysis



STRENGTHS

- Sustainable
- Environmentally friendly
- Responsible
- Educational



WEAKNESSES

- Pickling process takes time and can create a lag in the customers' order fulfilment



OPPORTUNITIES

- People became more sensible about their health and wellbeing



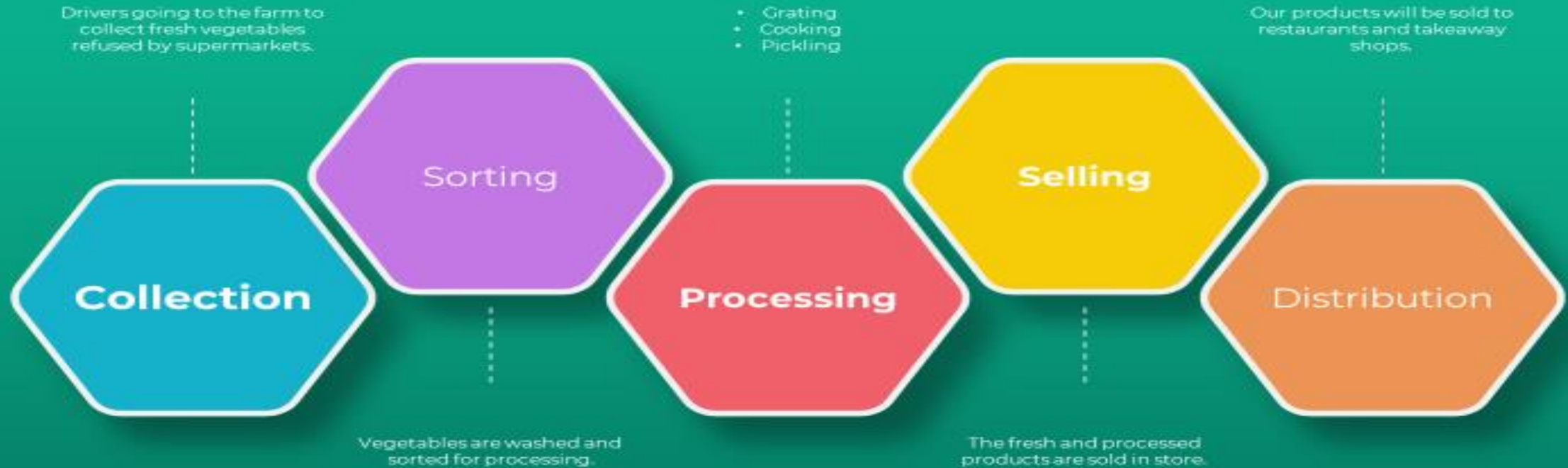
THREATS

- Competition
- Tax
- Climate change

PESTLE Analysis



Operations



Technology Plan



- High energy efficient equipment

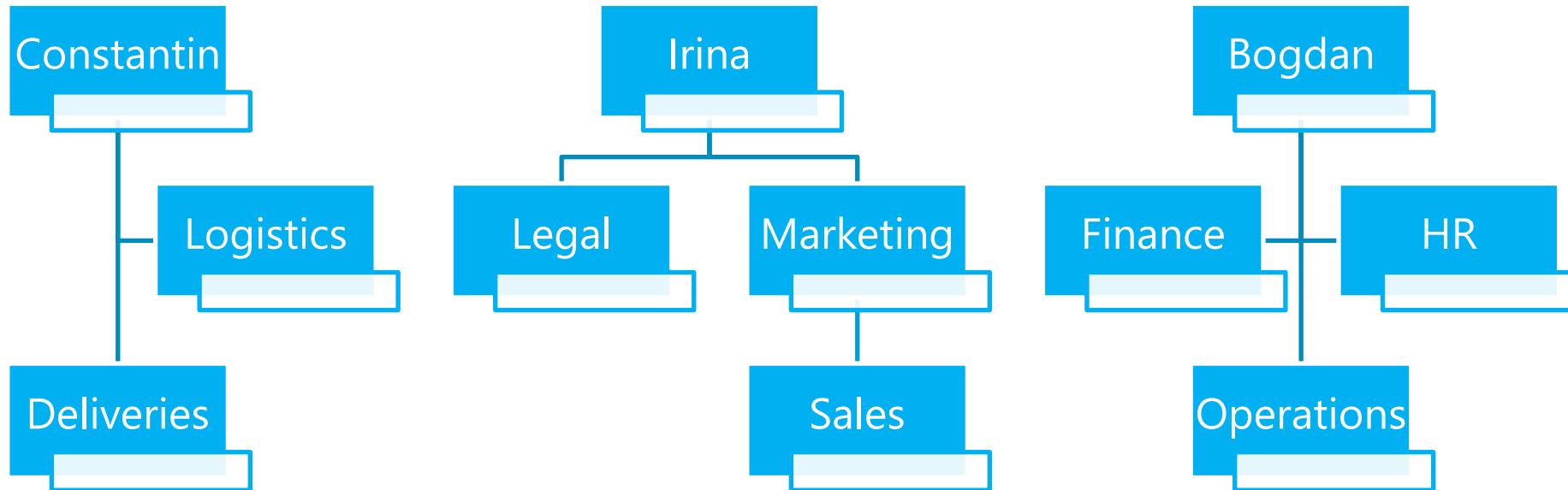


- Smart shelves for stock control

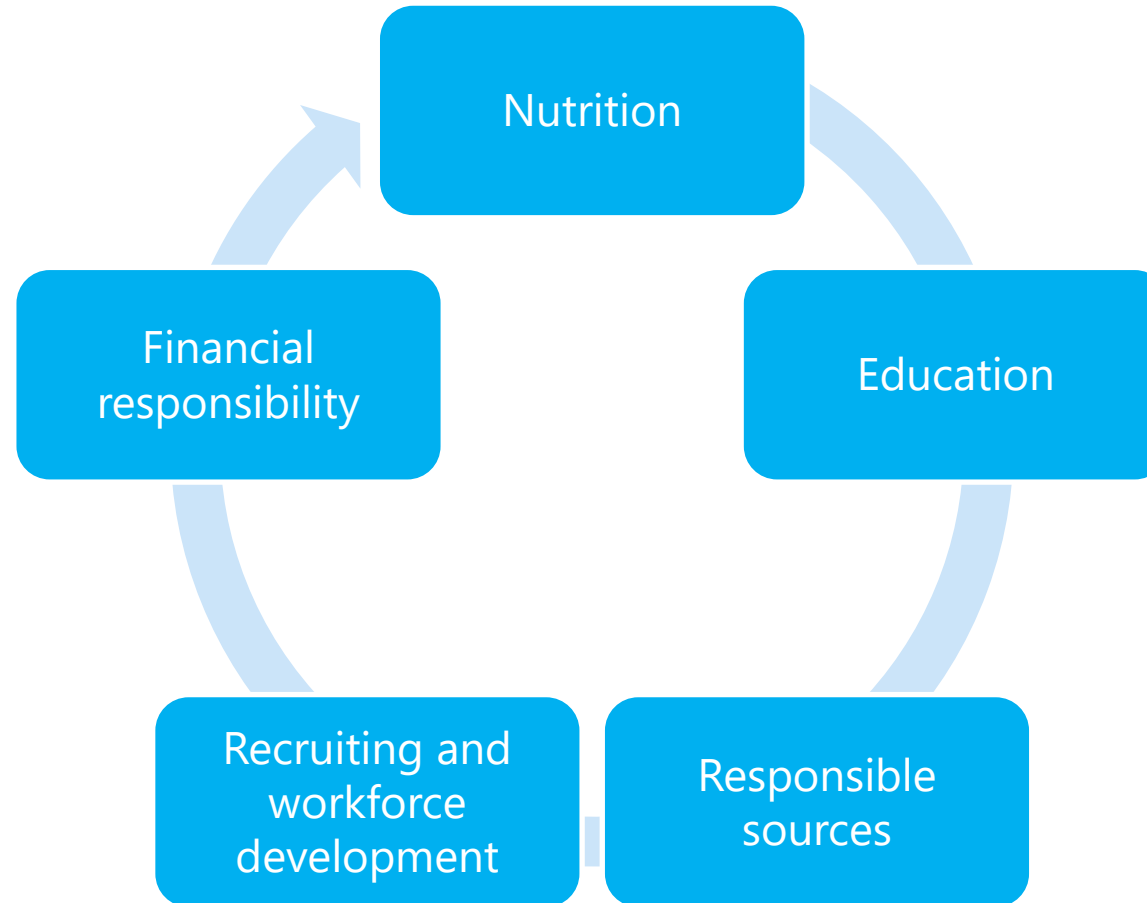


- Recipes
- Food safety
- Productivity

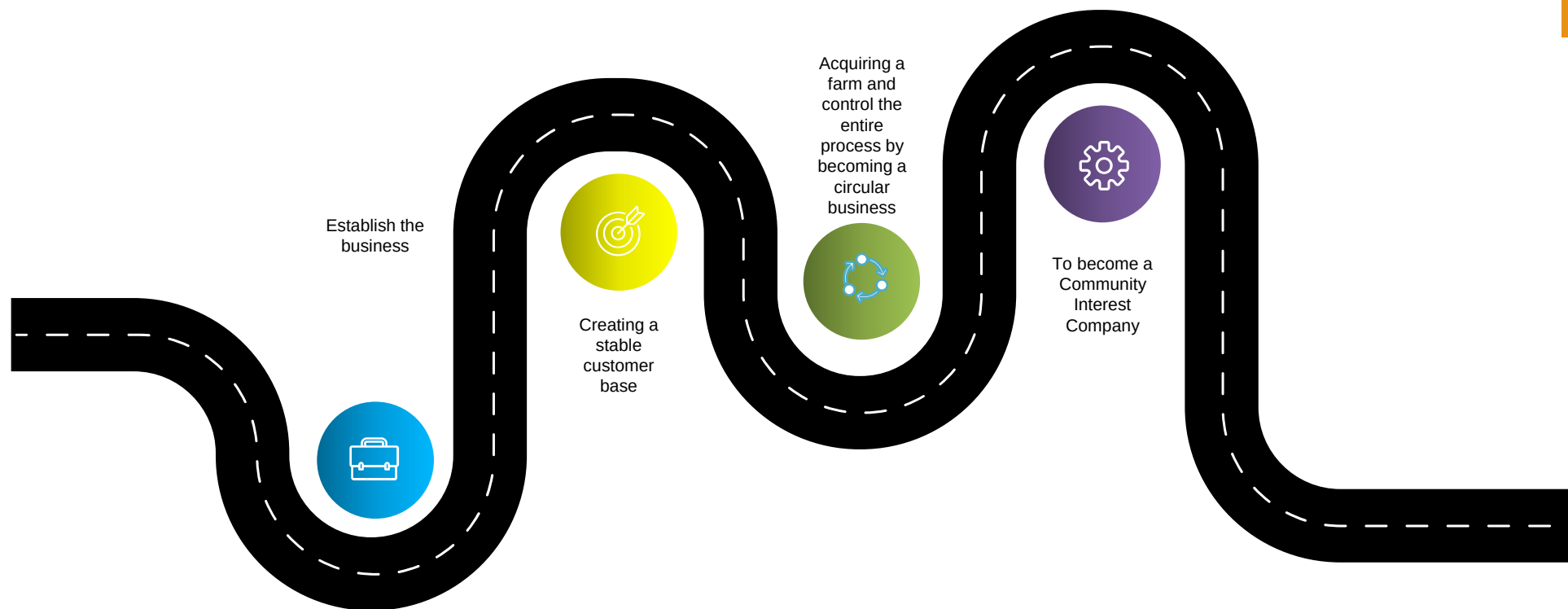
Management and Organization



Social Responsibility and Sustainability



Development, Milestone, and Exit plan

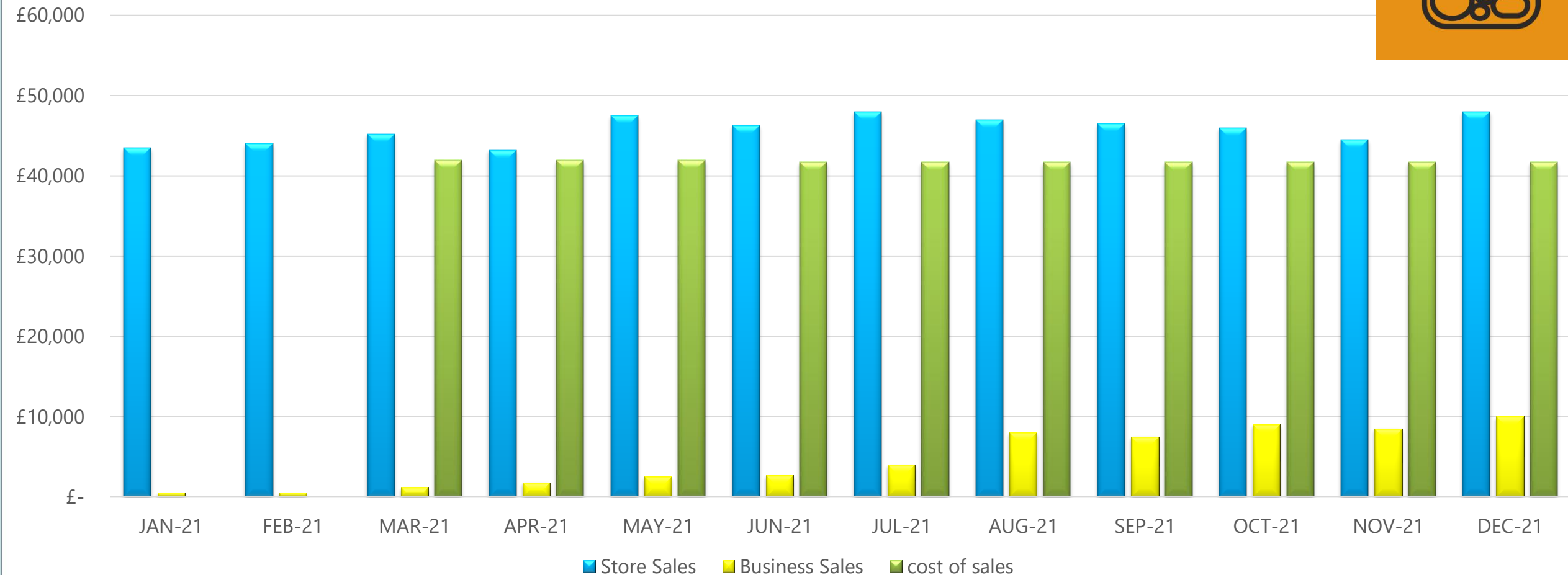


Financial Data

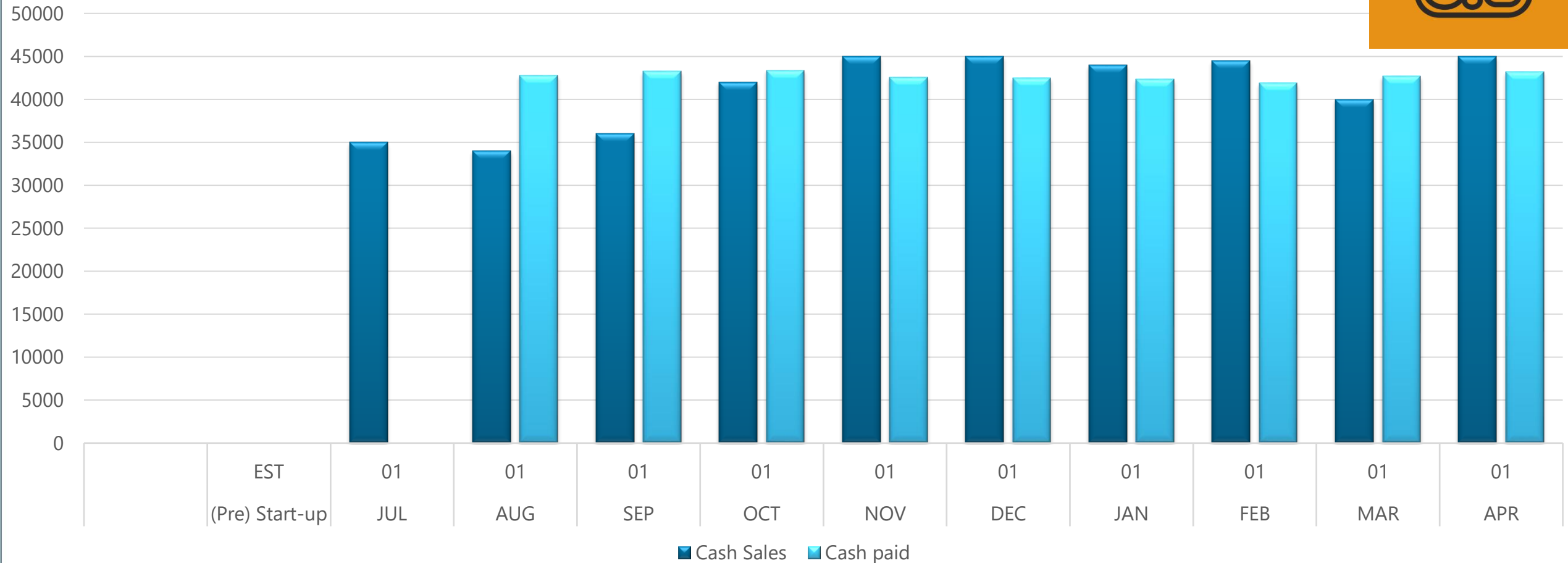


- Over 500 tons of vegetables rescued and processed
- Sales levels are approaching the £60 000 threshold
- Business sales are increasing

Profit and Loss Account



Cash Flow Statement





Balance Sheet

Chart Title





Conclusion

The business was well received with increasing number of customers entering the store. At the same time, restaurants are increasing their orders due to the positive feedback from the customers. For the next period we will focus on increasing the sales to the restaurants in order to get a constant sales volume which will insure our company sustainability.

Our workforce is stable, no exits, we are looking to increase it by 20% in the next 3 years.

References

Thank you!

Any Question?