



Module: Entrepreneurship

Name: Alina Don

Student ID: 2209918

Module code: LCBB5001

Lecturer: Amer Kareem

Table of content:



Introduction: Slide 3

Overview of the business: slide 4

Management team plan: Slide 5

Target market: slide 6

Competitors: Slide 7

Funding requirement: slide 8

Conclusion: Slide 9

References: slide 10

Introduction:

- It is the historical strategy used by the company for the matrix (Teoli *et al.* 2019).
- The main strengths the communication skills, observing skills, and critical thinking skills.
- The main weaknesses are numerical skills, time management skills, and organizational skills.
- With the help of these skills, it provides many types of opportunities. Communication skills help build and observe skills that are helpful in the attention of the task and critical thinking is used for the USP of the baking business.
- The lack of numerical skills creates many types of threats in the calculation of the result and time management skills problems create problems in the satisfaction of the demand of the customers.



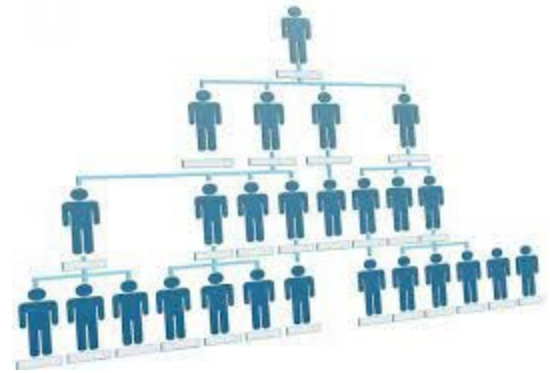
Overview of BakeOrgan

- The name of the company is BakeOrgan
- The company's main idea is to prepare the cake with the help of vegetables which is a healthy option for the customers and provide quality products to the customers in the market.
- The company is focused on the people and planet and trying to save the environment for future generations.



Management team plan:

- It is the proposal that is used by the company to highlight the expertise and credential managers of the company (Indeed, 2024).
- The company BakeOrgan is hiring talented workforces who are providing a high amount of contribution to the success of the company.
- The company COO has a master's in business administration and experience in the field of IT, the CFO is a master's in finances and the CMO is a bachelor's in business administration. HR manager is a diploma in people management.



Target market and marketing strategies

- The company's target market is the age group of 18-40-year-old people who are carry the mid-income group.
- The company targets males who prefer healthy food.
- The company marketing team uses a comprehensive business strategy for the growth and development of the company.



Competition and differentiation strategies:

- Competition refers to the situation in which one company trying to be more successful as compared to the other companies in the market (MBN, 2024).
- Dusty Knuckle, Farro, and Brod are the main competitors of the business.
- The company should use the competitive advantage strategies for the competitor's analysis in which the company produced quality goods and services as compared to other competitors of the business.
- For the analysis of the competitors, the company used the 5 Portes in which the threat is moderate.



Funding requirements and allocation

- The company should take a loan from the bank for the remaining amount.
- The initial investment is 50,000 dollars.
- This amount is recovered from the shareholders of the company 68,602.



Conclusion

- This presentation highlights the new business idea.
- This business model produced healthy cakes with the help of vegetables and organic products.
- The company faced a high amount of competition in the baking market of the UK.
- The company has taken a loan from the bank.





List of references

Indeed (2024) *How to write a management*

team business plan (with an example) ... Available at:

<https://www.indeed.com/career-advice/career-development/management-team-business-plan>

(Accessed: 02 March 2024).

MBN (2024) *What is competition? definition and examples, Market*

Business News. Available at:

<https://marketbusinessnews.com/financial-glossary/competition/> (Accessed: 02

March 2024).

Teoli, D., Sanvictores, T. and An, J., (2019). SWOT analysis. Available from: <https://europepmc.org/article/med/30725987>