



Business Name: **Bakery-shop**

Module Code: **BMSW4006**

Module Title: **Managing Enterprise in the 21st Century**

Student name	Student Id
Maria Mahu	2115144
Diana Elena Calin	2113991
Veronica Daniela Floria	2115140
Roxana Ioana Ciubotariu	2115139
Radu Robert Balint	2115162

Lecturer Name: Mushfiqur Rahman

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Cover Letter

To,

Barclays Bank

Montfichet Rd,

London

E20 1EH

Dear Mr/Ms

I, Maria Mahu, am writing this letter on behalf of RMDVR to express bakery-shop interest to pass our enclosed loan application. We are requesting a loan amount of £ 50 000 for the purpose to help the RMDVR grow the business, to buy the new equipment and modern technology for a good perspective in the future.

We thought that our business would be successful because our products are more in Romanian style, that is interesting for people from different cultures to taste our goods. Stratford it is populated area, and a lot of Romanian people live there and it's a good place for the investment.

We have attached my business plan as well including all the paperwork needed to apply for this loan. Our bakery will be very grateful if you can approve the loan to achieve our goals.

Kind regards,

Maria Mahu

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1.0 Introduction (Maria Mahu)

This report is going to describe: "Bakery-shop business plan" created by a group of students from UWTSD. The RMDVR bakery shop is a start-up bakery shop located in Stratford, based on the production of variety of products made from gran flour, with a wide scale of ways to serve our clients, and corporate fun and wonderful "gourmet" experience to generates enough profit. Building a successful small business, it's a big challenge, it takes a lot of planning and research in the beginning, but also a pleasure to make people happy when your work is truly appreciated by costumers.

The planning processes:



The Planning Process (Boddy, 2014)

According to Boddy (2014, p. 6) the first aspect of successfully planting the roots of a business, is to "draw resources from the external environment".

The bakery plans are to build a strong market position in the town, due to partners industry experience and mild the competitive climate in the area. Working us a team we must share the knowledge and to create a variety of products for our customers, also to impress our client with unique product especial in a Romanian style. For that we should have organisation skills, communication skills, curiosity, attention to detail skills, and proper composure under the pressure. Even we should also have dedication and patience and proper creativity skill (Escoffier, 2021).

We choose to delight all the people who lived in UK with our delicious goods and to became popular in a short time, promote our products every month and to prepare a proper marketing strategy to achieve a guaranteed success.

There will be the quality products and the business would focus on to provide the friendly and fair business environment to all the stakeholders (Giang, 2013).

1.1 Aim and objectives (Maria Mahu)

RMDVR Aim is to offer high quality bakery products which will surprise customers with their taste and aroma, we want people to love our pastries to enjoy being with us and to leave our stores with happy fillings.

Objectives:

- To provide good quality and organic products
- To increase production and services
- To build a qualified team
- To create our app to approach client's needs (personalized birthdays cakes)
- To offer fast and free delivery for loyal customers

1.2 Business description (Maria Mahu)

Today, business is a part of modern society. It's a type of organised and systemized activity for an additional profit. The modern society cannot exist without business. Baking business today is very popular in UK, it helps us to connect with people and with their wishes.

A bakery is an establishment that produces and sells flour-based food baked in an oven such as bread, cookies, cakes, pastries, and pies. A bakery for people is always a good investment because bread is a necessity for everyone. Maybe not all the people can afford to buy a cake but if they don't have a bread for sure they will visit our shop to buy it. We intended to cook bread all the time and once a week to introduce different types of cakes, to gain popularity in the town. Also, to develop a new product and promote it every month in store or online.

RMDVR is a bakery shop founded by a group of students from UWTSD, with a big potential and ambition will serve the clients with delicious bread, pies, cookies, cakes and other to impress with our professionalism and talent. All the products will be offered in a comfortable ambience where the clients can relax and enjoy a sweet treat with a tea, coffee in our warm small nest.

Our talented team of pastry chefs use the purest ingredients and state-of-the-art technology to create truly premium products. We consistently provide exceptional customer service and believe that customer satisfaction is our goal. We provide a respectful and positive work environment for our employee families, where everyone is equal. We let our 11 cultural points guide everything we do every day.

1.3 History (Maria Mahu)

The main idea to open a small business come from our group leader in December 2022, because she loves baking, she motivated us that baking in your kitchen is not just a simple hobby it's a piece of art which can bring a profit. Also, can be a great therapeutic activity for people who love cooking, baking in a creative way. For many people baking it's a great stress

reveller. Activities like cooking are nurturing activities. You feel amazing because what you make is going to feed people which is a very fulfilling activity.

The title of the business comes from first initial of each student's name.

In February 2021, we started to work properly to elaborate a real plan for our business (MAE Module). Working out a business plan, we did a full market research study which helps us create a document based on realities of the market environment and not on guesses and assumptions.

April 2022 a big start for our team, starting a business requires an enormous amount of attention, reflection, and careful examination. First, we should focus on our strength, weakness, and skills, thing about what we can do and where we can fail. Even if you already have the world's greatest business idea, it's important to start here because you may not have the skills or personality traits to turn it into a successful business. When you are working with passion, you are more likely to succeed and gain the good results. Often, passion is the only difference between a successful entrepreneur and a failed entrepreneur.

Coming up with a business idea is comparatively easy, turning out with an excellent business idea is tough. it's critical to your success that when starting out you explore as many ideas as possible before electing the ultimate one you may take forward.

Business success is all about momentum and understanding the success cycle may be key to getting the results you wish.



Image Source: [Business Success, Build a Cycle of Success for Your Business!](https://www.tonyrobbins.com)
([tonyrobbins.com](https://www.tonyrobbins.com))

Step 1 - Always treat people positive and encourage his work celebrating the success.

Step 2 - Stop telling yourself it's impossible, we like an individual are different and everyone has a different potential. We should believe in yourself and accept who we are.

Step 3- Understand the training effect it's one of the difficult parts because you should understand that you're not going to become a master overnight but what is more important is experience.

Step 4-Evaluate with accuracy all the situation in your own way and ask yourself what I should do to gain an expected positive result.

1.4 Business bakery importance (Maria Mahu)

A bakery store is very welcome for people, for some people is more than necessary because people of all ages and races eat bread, cookies, and love to eat cakes. Therefore, we choose this type of business to be always in contact with people and to work for them. A bakery plays an important role in our lives:

1. Improve living standards – Industries such as baking often help people change their lives.
2. Rational use of resources - effective use of socially insufficient resources.
3. Better quality and ample range of goods and services – it involves producing, buying, and selling goods and services at prices. Customer satisfaction is the top priority of modern businesses. Providing services such as bread, cakes, cookies, etc. is very important to the community.
4. Generating Utilities - Commerce makes commodities more useful to meet human needs. It adds the benefits of people, time, place, form, knowledge, etc. to a product, enabling people to meet their needs efficiently and economically.
5. Employment Opportunities - It provides employment opportunities for many people in the society.

1.5 Legal requirement (Maria Mahu)

“Invest in tomorrow-work safe today”.

It is very important to have legal documents when you start a business, it will help to avoid unnecessary problems and might cause potential harmony and path.

- Requirement to register with HMRC/ Business license- all business must be registered with HMRC as soon as your business started to can pay Class 2 and 4 National Insurance
- Local Authority Registration (Council)-the business should be registered with the council 28 days before selling the products.
- Bakery Insurance is always required to protect -equipment your business idea employees and even yourself.
- Food service license
- Bakery health and safety regulations-this includes a safe place to work, protection from risk injury, also safe equipment procedures.

- Gas/Electrical Safety Certificate- every rental property for it safety requires a Gas/Electricity Certificate.
- Employment legislation -this is to protect the business from any claim an employee could make, sickness suffered, accidents at work.

1.6 Mission and Vision (Maria Mahu)

Our mission is to prepare our pastries with love and harmony, serve the freshly baked products every day and make our customer happy.

The RMDVR vision is to become a successful company that continually innovates products to create an environment. That not only satisfies customers, but also promotes respect and equality among customers and employees alike.

1.7 Business structure (Maria Mahu)

Our bakery business structure is described as follows Fig1.Business Structure (Appendix).

Director

- Is one of the most responsible members from our bakery
- Responsible for communicating, implementing the bakery overall direction
- Leading the development of organisation strategy and evaluate bakery success

Production Manager

- Make sure that manufacturing process run smoothly and cost effectively
- Coordinate all production activities and operations

Bakery Chef

- Responsible for preparing diverse flavour and style for our bakery products
- Make sure the quality of ingredients to be at high standards
- Responsible for training new bakers

Asistant chef

- Help the bakery chef to prepare and arrange the food
- Cleaning the kitchen area
- Washing dishes and utensils.

Store Manager

- Ensuring that bakery is hitting its targets
- Working alongside to the team if it's necessary
- Recruiting, interviewing, hiring, disciplining, and firing staff at the store

Cashier

- Scanning products
- Managing transaction with clients
- Collecting payments in cash or cards

Sales Staff

- Responsible for finding potential customers to purchase bakery goods and services in a large quantity.
- Providing the customers with information about our freshly baked products and their ingredients.

Delivery Driver

- Transporting and delivering goods to customers safe and on time
- Reviewing orders before and after delivery to be sure that orders are complete
- Accepting payments for delivery

Marketing Manager

- Organize and manage marketing campaigns to increase awareness and demand for products and services
- Design, manage and evaluate marketing campaigns.
- Social media management
- Conduct market research to identify new opportunities
- Marketing department personnel management
- Market trend analysis and competitive research

Financial Manager

- Collect payments on behalf of bakeries
- Issue receipts to customers
- Prepare a financial report at the end of each work week
- Handle all financial transactions on behalf of the bakery
- Interface with our bankers
- Responsible for paying taxes, duties, and utilities
- Any other duties assigned by the CEO/Manager.

1.8 Bakery Advantages and Disadvantages (Maria Mahu)

Advantages

- Express Creativity
- Loyal customer base
- Nutrient Retention
- Sustainable Market/hard to resist
- Potential for expansion

Disadvantages

- Costly and Risky
- Working hours are not always friendly
- Intense competition
- Small profit
- Waste of ingredients

1.9 Technology plan (Maria Mahu)

Technology can play a huge role in running a business. The role of the latest technological developments is to improve the quality of service for better results. Today's technology can help us automate many necessary tasks, such as: menu planning, using software to find the balance between meeting customer needs in this way and developing the most profitable product. Software can help manage loyalty programs by collecting and managing customer data using third-party digital platforms. For example, you can send offers to your loyal customers, 10% off if customers recommend our products to their friends.

In the near future, we plan to create our personal website where customers can choose delicious products and pay online more easily. Apps are also revolutionizing the way customers order food, so we decided to develop our own app, including delivery to provide customers quality service.

2.0 Marketing (Diana- Elena Calin)

In this business plan, research will focus on the company's marketing planning, market analysis, target market, market research, sales, target and objectives, sales forecast, product, services and development, marketing strategy, competitors, marketing mix and marketing needs.

2.1 Marketing planning (Diana- Elena Calin)

As RMDVR is a start-up firm its marketing goals will be focused on the 3 main perspectives such as developing the proper and best market position in town, becoming highly popular in a short time and also impress the customers with unique items. Even the company's marketing team is focusing on September 2022's satisfied consumers and market success. The marketing manager will lead the project and plan the blueprint effectively for RMDVR. The bakery will also create a digital offering for improving the consumer experience. The major role of the marketing manager will be taking responsibility to promote the bakery items, increasing the organisation to the highest marketplace level and also attracting the customers. For this purpose, the development plan of RMDVR is to properly promote the new items once a month to know the consumer opinion.

For the marketing, the company has to focus on spending in various areas like sales, rent utilities, cost staff and many more. To do marketing, the per month cost of the company is spending on staff will be fixed and it will be around £8,640. Even the company has to spend £1000 and on account payable will be £2250. The company also has to spend on transport, stationary, cleaning and maintenance. The cost per month will be £55,000 (Anwar and Capko, 2022).

2.2 Target market (Diana- Elena Calin)

The segmentation will be used to identify the target market of RMDVR. The marketing team will use geographic and demographic segmentation.

From a geographic perspective, the marketing team will target Greater London areas to promote their bakery products. They mainly target Stratford and other closure regions.

In demographic segmentation, the marketing team will target both males and females who are from 12 to 35 years and are regular users of bakery items. The low- and mid-income group will be the main target of the company as they will provide high-quality bakery items at competitive prices. The people who are in the university, service or business world and maintain a busy schedule will be the main target. It will help them to make cake, cookies, and pastries as evening snacks or morning breakfast.

2.3 Market analysis

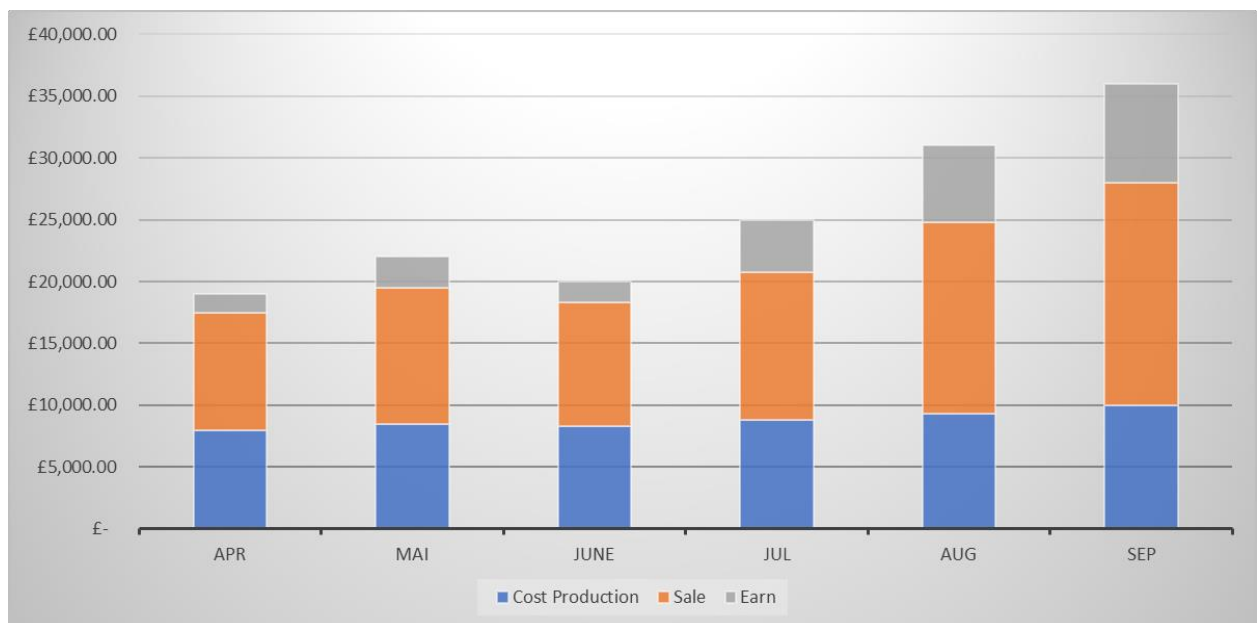


Fig 1: Market analysis

From the above diagram, it is determined that per month the production costs, sales and earnings will be consistently increased. In April, the cost of production will be around £7500, in May it will be around £9000 and will continue till June. Even in July, the cost will be £9200 and so on. On the other hand, the sales will increase to £27500 in September from £17000.

2.4 Market Research (Diana- Elena Calin)

The marketing team, with the help of SWOT analysis, will determine the company's strengths such as ambience, art design, various products, current equipment, and experienced and qualified staff. However, the company has various weaknesses such as new setup, new market, location advantage, strategies, and the competitive price. From this analysis, it is determined that major threats to the company are rivals, social media platforms and safety

regulations. However, the company is having opportunities like healthy-diet trends, product expansion, home delivery service and reasonable prices (Elsayed Fayed, 2021).

Even though PESTLE analysis, the marketing team determines the major social trends are income distribution, opinion of customers and lifestyle trends. In technological factors mobile application, goods production, and technology awareness are key (Grönholm, 2021).

The above discussion of the market research will help marketing teams to attract customers more online. The company can target the young generation through it easily and within a shorter period because of the current digital media lifestyle trend.

2.5 Objectives, target and sales (Diana- Elena Calin)

The main goals of the RMDVR are providing organic items and proper quality, expanding the services and production, developing the qualified group, developing the application to approach the needs of customers and also offering quick and free delivery for the loyal customers.

The sales target of the company will be 23% of morning goods, 37% of bread, 17% of pastries and cakes, and 23% of doughnuts per week. The company will target £27500 in sales within September (Osuna Franch, 2021).

2.6 Development, services and product (Diana- Elena Calin)

The bakery will bring to customers the tastiest items developed from gran flour and different mixes. Even the items are also served over the counter directly to the consumers. The major products of the company are bread, pies, doughnuts, biscuits, cakes and many more. Among these 4, the company's common snack is Doughnut. The company will also contain fillings of savoury or sweet along with highly common snacks consumed by consumers.

The bakery also focuses on technological development. The primary target is to offer digital services to customers and create strategies, services and products to finish in the future. Even the company will deliver applications with its staff depending upon offering consumers fast services. Customers may benefit from highly delicious and also fresh items. Even the company is focusing on a development plan for promoting the new items once a month to know the opinion of the customers. Even to attract customers, the company will offer a 'buy one get one free' concept (Espejo Salvador, 2021).

2.7 Sales Forecast (Diana- Elena Calin)

From the profit and loss account, it is determined that the company is targeting to increase their sales consistently in the years 2022, 2023 and 2024. In 2022, the company's sales are 10,200,00 whereas in 2023 and 2024 will be 15,500,000 and 30,000,000. On the other hand, from the profit and loss per month statement, it is determined the company's sales will be around £18,000.

2.8 Marketing strategy (Diana- Elena Calin)

The bakery aims to promote its products through social media. Social media is the major area for the marketing of products. The company can attract consumers by producing different types of unique products through their platforms of social media. PMDVR will introduce their products through its Facebook and Instagram pages, and this will be helpful to attract the attention of the consumers to the products. Through the social media platforms, they will introduce the pricing of the products and in this sense, the company will also introduce different types of offers as well as discounts regarding the products.

2.9 Market Situation (Diana- Elena Calin)

It has been analysed that the bakery market in the UK has a worth of 3.4 billion pounds. In this sense, it can be said that this is one of the largest industries in the UK market. Considering the values as well as the volumes it can be said that the bakery industry is included with the in-store bakeries, high-street bakeries as well as the bakeries related to the large plant. High street bakeries are considered the craft bakeries in the UK (Federation of Bakers, 2022). However, there is a challenging situation over the past five years regarding the production of the bakery products that should be considered by the company. In this sense, the trends, as well as the behaviours of the consumers, have changed after the outbreak of the COVID-19. So, the company should look at this area during the marketing of the products.

2.10 Market Competitors (Diana- Elena Calin)

There are different types of bakery companies in the market in the UK. Greggs in the UK is considered as the major bakery organization that is included with the 1968 numbers of the outlets. In this sense, it can be said that this type of large organization is making huge pressure on the organization. On the other hand, different types of high street bakery shops can also provide the products at minimum prices. So, the consumers can be attracted to these types of shops. Through this, it can be said that the rivalry of the competitors is high in the market and this is leading to the growth of the consumer's power. So, the bakery industry is highly competitive and this can make a huge threat for the new company PMDVR. As there are different types of organizations, the supplier can also be high as they can get a better price from the other companies (Ibisworld, 2022).

2.11 Market Segments (Diana- Elena Calin)

STP analysis

<i>Segmentation</i>	<i>Targeting</i>	<i>Positioning</i>
Demographic - The products will attract all ages of the consumers especially the company has the aim to attract the consumers between 12 and 35. Psychographic - Through the chocolate and creamy flavor, the consumers will be attracted. The decoration of the products will be important for attracting the consumer's attention. Behavioral - The products will be provided to the school-going children, college students as well as office going people.	RMDVR will target the lower to middle-class consumers, particularly with the affordable prices. In this sense, the students as well as office going people are included.	The company will focus on a low-cost strategy to deliver the products. In this sense, the products will be provided with packaging that can be recycled.

Table 1: STP Analysis

Source: (Self-developed)

2.12 Market Needs (Diana- Elena Calin)

The people in the UK are expecting the taste as well as the freshness in the bakery products. So, this is the major area that can make the success for the new organization in the UK bakery industry. COVID-19 has changed the expectations of the consumers of the products. So, the consumers are expecting healthy foods from the company. So, RMDVR needs to understand the things that are included with the products are genuine and these can negatively affect people's health. The people are always expecting affordable prices for the bakery products that are important for the success of the company. However, there is value in home baking in the market. In this sense, the handmade products of the company will make the proper value in the market (Puratos, 2020).

2.13 Marketing Mix 4Ps (Diana- Elena Calin)

Product - The company will provide unique as well as quality products to the consumers. The products of the company will be included with the cookies, cakes, bread, pies as well as delicious handmade bread that can be helpful for the consumer's attention.

Place - The products will be delivered in the locality of Trafford and the business has the plan to expand the products to the other popular areas of the UK where they can build their proper business.

Price - The products of the company will be provided at an affordable price. In the competitive market, the affordable price can make the proper value for the organization. The affordable price will be helpful to attract all types of consumers to the market. In this sense, it can be said that the bakery products will be provided at a cheaper rate than the other companies in the UK.

Promotion - The company is following the social media promotions for advertising their products and this will make the proper advantages for the company in the market. They will add accurate information regarding the products through social media which has the major advantage to attract the consumer's attention.

Through the analysis of the conditions of the market, it can be said that there are different types of competitors in the market that can pose a threat to the new company. So, the company must develop the proper plan for the marketing that is helpful to reach the goals of the organization. Through social media marketing, the company can gain the attention of the consumers. Through the development of the marketing mix, the plan of the company is introduced, and this is providing the proper idea regarding the strategy development that can make the business benefit the organization.

3.0 Finance (Radu-Robert Balint)

Finance is a broad term describing activities related to banking, leverage or debt, credit, capital markets, currency and investing. It essentially represents the process of managing money and raising the funds needed. Furthermore, monitoring, preparation and study of money, banking, credit, investments, assets and liabilities also makes up the financial system.

3.1 Finance Planning and Accounting (Radu-Robert Balint)

The financial plan of RMDVR is a document that outlines an individual's current monetary situation and long-term financial goals, as well as strategies to achieve those goals. Financial planning begins with a thorough assessment of an individual's current financial situation and future expectations.

The owners RMDVR Owns:

- 0 houses
- 0 cars
- 0 credits/debits to a bank
- £25,000 savings

The objective of RMDVR owner is:

- To Achieve a preeminent position in the retail bakery industry
- To Build a strong market position in the town

3.1.1 Start-up of RMDVR bakery (Radu-Robert Balint)

RMDVR is a start-up bakery shop located in Stratford, involved into the production of a variety of products made from grain flour. Furthermore, they master the skills and involvement into serving the clients to high standards. The main production of the company are bread, cakes, doughnuts, biscuits and pies.

The owner has invested **£25,000** in RMDVR Bakery. The owner borrows **£25.000** from the bank of England, funding comes from a three-year loan offered by the Bank of England at **4.29% interest**.

There were also further costs involved after the company's acquisition:

- Company's registration license/premises - **£200**
- Acquisition costs of additional work during conversion and operation
- Mass loss of production equipment from bakeries.
- iPad and shop Cash register - **£500**
- Large oven and refrigerator - **£5,000**
- Mobile proof box and grinder - **£1,000**
- Baking pans, grills, and cake tins of all shapes and sizes - **£600**
- 10 quarter mixers - **£500**
- Cake decorating tools, slicers, oven mitts, ingredient containers, baking Cutlery and wrapping paper - **£400**
- 100L Blizzard cake display cabinet - **£700**
- Furniture, telephone and internet installations, office supplies changeable; several chairs and tables, crockery - **£2,300**
- The cost of refurbishment of the venue is used to obtain the most beautiful appearance of RMDVR About - **£3,500**
- Other expenses such as advertising and leaflets, rent, phone and internet, material inventory, gas, electricity, water, and trash - **£3,800**

3.1.2 The Cost of Raw Materials (Radu-Robert Balint)

- wheat flour = 1,5 GBP/kg
- Chocolate =3,04GBP/100g
- sugar = 1,7 GBP/kg
- eggs = 1,7 GBP/12pcs
- ghee = 20 GBP/kg
- milk = 1,2 GBP/L
- seeds =15 GBP/kg
- Other items, salt, assorted fruits, baking powder, caramel colour, vanilla, butter, cream = 50 GBP/week

3.1.3 Cost of the main products ((Radu-Robert Balint)

Bread Costs:

Ingredients: composite flour, sugar, salt, ghee, water, milk, baking powder

Time to bake 190°F for 25 min = 7p

Ingredients	Quantity	Cost
Composite flour	600g	90p
Ghee	30g	60p
Sugar	90g	18.7p
Salt	9g	0.6p
Water	360ml	0.01p
Baking powder	12g	3.12p
Milk	120ml	13.2p
Total cost		1.8563£

4 dozen of cookies (48 cookies)

Ingredients: composite flour, sugar, chocolate, salt, ghee, egg, baking powder

Time to bake 350°F for 15 min = 4.2p

Ingredients	Quantity	Cost
Composite flour	185g	27.7p
Ghee	115g	2.3£
Sugar	180g	34p
Chocolate	225g	6.68£
Salt	2g	0.01p
Baking powder	2g	0.01p
Egg	1	0.14p
Total cost		9.67£

Cake 8 inch

Ingredients: composite flour, sugar, ghee, chocolate, baking powder, salt, water, eggs

Time to bake 200°F for 45 min

Ingredients	Quantity (g)	Cost (£)
Composite flour	500	£0.75
Ghee	340	£6.80
Sugar	600	£1.02
Chocolate	180	£6.68
Salt	9	£0.01
Baking powder	17	£0.15
X6 Eggs	300	£0.85
Water	710	£0.01
Total cost	2656.00	£16.27

RMDVR is obliged to pay interest on its loans to the Bank of England A monthly increase of 4.29% over three years. Therefore, the interest expense is Around £724.24 per month. RMDVR again Borrow £5,000 from the Bank of England at the same rate for one year.

RMDVR two part-time staff earn around £2,520 a month Waiter/Cashier. The minimum wage for servers/cashiers is £10.50 per person Hour. A new baker with a higher sales target starting in April. It is to meet the needs of the goods sold. So, salary goes up £4,903 a month for two cashiers/operators and a baker.

3.2 Cash Flow Planning (Radu-Robert Balint)

After opening RMDVR bakery and a period of 6 months with a positive number of an income using balance sheet, profit and loss, cash flow. The bakery will increase its inventory to satisfy the request for products

RMDVR bakery will not make stock of products or acquire more inventory than necessary for the time already stabilized. This will help RMDVR to avoid losing money and will help with the cash flow statements, which will show the increase in requests will be equal to the increase in inventory.

With the amount of cash saved every month RMDVR will create a capital for bad seasons to avoid a leak of cash in and out. This capital will ensure RMDVR to run for a period of 6 months of deficit income.

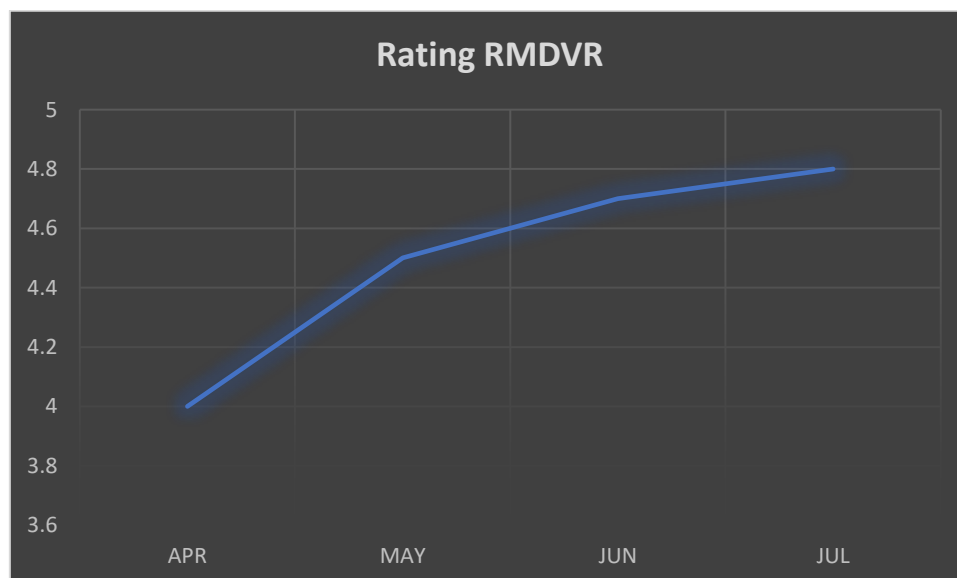
If RMDVR bakery will prosper and produce a good increase in income then a set of investments will have been made in equipment in people skills in our variety of products, this investment will upgrade our quality and quantity and will take RMDVR bakery in preeminent position in the retail bakery industry.

3.3 Monthly Financial Monitoring (Radu-Robert Balint)

Monitoring financial RMDVR is one of the most important parts of the system that will help us to understand what decisions need to take and where needs improvements.

To monitor the financial system, we use different tools that will show the state of business, using a cash flow statement, record the volume of new customers and we are looking after customer satisfaction ratings, all these results will contribute to the next step of RMDVR bakery.

- **Average Customer Rating per month**



RMDVR priority is to satisfy his customers' request with our products and make them to turn back to us.

A positive rating will bring more customers and will place RMDVR in the top bakery market.

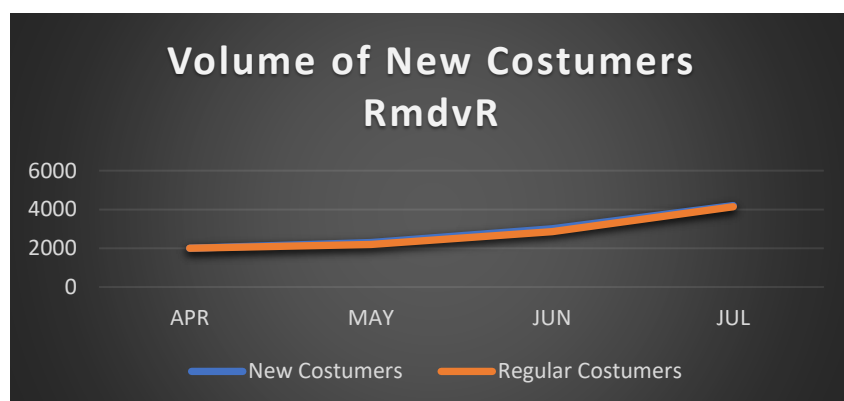
- **Cash Flow**

Month	APR	MAY	JUNE	JULY
Opening cash balance	£ -	£ 36,177.00	£ 31,016.00	£ 26,905.00
INFLOW				
Cash sales	£ 4,000.00	£ 4,700.00	£ 6,000.00	£ 8,400.00
Personal Capital	£ 25,000.00	£ -	£ -	£ -
Bank Loan	£ 30,000.00	£ -	£ -	£ -
Total Inflow	£ 59,000.00	£ 40,877.00	£ 37,016.00	£ 35,305.00
Total Cash Available	£ 59,000.00	£ 40,877.00	£ 37,016.00	£ 35,305.00
OUTFLOW				
Registration	£ 200.00	£ -	£ -	£ -
Production Equipment	£ 8,200.00	£ -	£ -	£ -
Furniture	£ 1,700.00	£ -	£ -	£ -
Phone/Internet	£ 200.00	£ 100.00	£ 100.00	£ 100.00
Renovation of permises	£ 3,500.00	£ -	£ -	£ -
Office supplies	£ 300.00	£ -	£ -	£ -
Advertising/Brochure	£ 200.00	£ 50.00	£ 50.00	£ 50.00
Rent	£ 1,500.00	£ 1,500.00	£ 1,500.00	£ 1,500.00
Raw Materias	£ 1,500.00	£ 1,500.00	£ 1,700.00	£ 1,700.00
Gas	£ 70.00	£ 70.00	£ 90.00	£ 90.00
Electricity	£ 200.00	£ 230.00	£ 260.00	£ 280.00
Water and Trash	£ 150.00	£ 150.00	£ 150.00	
Wages	£ 4,903.00	£ 4,903.00	£ 4,903.00	£ 4,903.00
Interest Bank 1	£ -	£ 724.00	£ 724.00	£ 724.00
Interest Bank 2	£ -	£ 434.00	£ 434.00	£ 434.00
Insurance Business	£ 200.00	£ 200.00	£ 200.00	£ 200.00
Total Outflow	£ 22,823.00	£ 9,861.00	£ 10,111.00	£ 9,981.00
Closing Cash Balance	£ 36,177.00	£ 31,016.00	£ 26,905.00	£ 25,324.00

In cash flow are all the details and proof of the income and outcome of cash which are required for the business to run, here is the progress of RMDVR from each month.

An increase in sales requires more raw material and more expenses to keep the request of productivity,, it takes money to make money”.(1)

- **Volume of new costumers**



The increased number of new customers represents the wealth of business and good management of market and funds. The increased number of customers will help RMDVR to take a financial decision for a long-term period for the next investments and improvements.

3.4 Monthly profit and loss statement (Radu-Robert Balint)

A profit and loss statement are a record of the income and expenses incurred by a business during a specific period. When used together, the income statement, balance sheet and cash flow statement together provide detailed insight into a company's financial performance. Comparing income statements from different accounting periods is important because changes over time are more telling than the numbers themselves. This document follows the general format, as shown in the following example. It starts with an income entry, called revenue, and then subtracts operating costs, including the cost of sales, operating expenses, tax expense, and interest expense. The difference, known as the bottom line, is net profit, also known as profit or earning. (FERNANDO, 2022)

- **Profit and Loss Statement**

MONTH	APR	MAY	JUN	JUL
Revenue				
Sales	£4,000.00	£4,700.00	£ 6,000.00	£ 8,400.00
Total Revenue	£4,000.00	£4,700.00	£ 6,000.00	£ 8,400.00
Expenses				
Cost of Gods Sold	£1,500.00	£1,500.00	£ 1,700.00	£ 1,700.00
Rent	£1,500.00	£1,500.00	£ 1,500.00	£ 1,500.00
Salary	£4,903.00	£4,903.00	£ 4,903.00	£ 4,903.00
Utilities	£ 520.00	£ 550.00	£ 600.00	£ 620.00
Total Expenses	£8,423.00	£8,453.00	£ 8,703.00	£ 8,723.00
Net Income	-£4,423.00	-£3,753.00	-£ 2,703.00	-£ 323.00

3.5 Balance Sheet (Radu-Robert Balint)

RMDVR balance sheet is a financial statement showing assets, liabilities, and equity. The balance sheet is one of the three core financial statements used to value a company. It provides a snapshot of the RMDVR financial position at the date of publication. Balance sheets are an important tool used by executives, investors, analysts and regulators to understand a company's current financial health. It is commonly used with two other types of financial statements: the income statement and the cash flow statement. A balance sheet contains information about a company's assets and liabilities. Depending on the company, this may include current assets such as cash and trade receivables or non-current assets such as property, plant and equipment (PP&E). Likewise, its liabilities may include short-term liabilities, such as trade payables and wages, or long-term liabilities, such as bank loans and loans. (FERNANDO, Balance sheet, 2022)

- **Balance Sheet**

Assets		Liabilities	
Current assets		Current Liabilities	
Cash on Hand	£23,100.00	Rent	£6,000.00
Bank Account	£30,000.00	Utilities	£2,290.00
Inventory	£6,400.00	Payroll	£19,600.00
Total	£59,500.00	Income Tax	£3,000.00
Fixed Assets		Sale Tax	£1,200.00
Furniture	£1,700.00	Other	
Kitchen Equipment	£8,200.00	Total	£32,090.00
Other		Fixed Liabilities	
Propriety	£ -	Loan	£30,000.00
Total	£9,900.00	Total	£62,090.00
Total Assets	£69,400.00	Total Liabilities	
		Equity	
		Capital Contribution	£1,200.00
		Retained Earnings	£6,110.00
		Total Liabilities and Equity	£69,400.00

3.6 Bookkeeping (Radu-Robert Balint)

Bookkeeping is the process of recording your company's monetary transactions into prepared bills on an everyday basis. It has the functionality to speak to the different recording strategies organizations can use. Bookkeeping is an essential part of your accounting.

Bookkeeping uses various components to record transactions (Nasi, 2022)

- Charts of Accounts
- Journal

- Ledger
- Cash Flow Statement
- Profit and Loss account
- Balance Sheet

Financial transactions for a trimester.

- Sales amount received **£23,100**
- Salary Paid **£19,612**
- Inventory Purchase **£6,400**
- Bad Debts **£30,000**
- Closing stock **£25,324**
- **Journal Entry**

Particulars		Debits	Credits
Sales Amount Received A/c	Dr	£ 23,100.00	
to RmdvR A/c			£ 23,100.00
Salary Paid A/c	Dr	£ 19,612.00	
to Cash A/c			£ 19,612.00
Inventory Puracse A/c	Dr	£ 6,400.00	
to NA A/c			£ 6,400.00
Bad debts A/c	Dr	£ 30,000.00	
to RmdvR A/c			£ 30,000.00

3.7 Current Financial Requirements (Radu-Robert Balint)

Financial requirements are to buy assets, goods raw materials for the flow of economic activities. RMDVR requires few investments with the time as the business is growing and need funds for the next period to keep a positive flow of cash and make sure that RMDVR will succeed in this period of development. There are two types of financial requirements.

- **Fixed Capital Requirements**

Those are fixed assets like land, building, equipment, furniture, and maintenance long-term investments.

- **Working Capital Requirements**

In short, working capital is the cash reachable to meet your current, non-permanent obligations. To make positive your working capital works, you will want to calculate your modern levels, task your future wishes and think about approaches to make certain you constantly have ample cash.

3.8 Financial Forecast (Radu-Robert Balint)

In the financial forecast are all the details of how cash has been used and what is the cash we can use as income and the outcome for each month, in other words, is a cash flow but for a long period.

A financial forecast is a period of 12 months of time where you will notice the up and down of a business and the bad period of a business. In the next forecast, the increase in sales will request an increase in raw materials and utilities to keep producing products and there is a period of investment to upgrade and maintain the health of the business

Maintaining or upgrading is necessary to keep a nice and clean environment and meet the standards of the market and the flow of customers, buy new furniture and new equipment, or upgrade is essential in this business. Maintaining is important for the view of business a nice and clean environment to work or to buy is more productive.

• Financial forecast

Month	APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
Opening cash balance	£ -	£36,177.00	£ 31,016.00	£ 26,905.00	£ 25,324.00	£ 24,493.00	£ 24,062.00	£ 25,011.00	£ 26,430.00	£ 30,669.00	£ 33,208.00	£ 36,137.00
INFLOW					£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Cash sales	£ 4,000.00	£ 4,700.00	£ 6,000.00	£ 8,400.00	£ 9,500.00	£ 10,200.00	£ 11,500.00	£ 12,200.00	£ 15,000.00	£ 13,000.00	£ 13,500.00	£ 14,000.00
Personal Capital	£ 25,000.00	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Bank Loan	£ 30,000.00	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Total Inflow	£ 59,000.00	£40,877.00	£ 37,016.00	£ 35,305.00	£ 34,824.00	£ 34,693.00	£ 35,562.00	£ 37,211.00	£ 41,430.00	£ 43,669.00	£ 46,708.00	£ 50,137.00
Total Cash Available	£ 59,000.00	£40,877.00	£ 37,016.00	£ 35,305.00	£ 34,824.00	£ 34,693.00	£ 35,562.00	£ 37,211.00	£ 41,430.00	£ 43,669.00	£ 46,708.00	£ 50,137.00
OUTFLOW					£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Registration	£ 200.00	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ 200.00
Production Equipmen	£ 8,200.00	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ 4,000.00
Furniture	£ 1,700.00	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ 1,000.00
Phone/Internet	£ 200.00	£ 100.00	£ 100.00	£ 100.00	£ 100.00	£ 100.00	£ 100.00	£ 100.00	£ 100.00	£ 100.00	£ 100.00	£ 100.00
Renovation of permis	£ 3,500.00	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ 1,500.00
Office supplies	£ 300.00	£ -	£ -	£ -	£ -	£ 300.00	£ -	£ -	£ -	£ -	£ -	£ 300.00
Advertising/Brochure	£ 200.00	£ 50.00	£ 50.00	£ 50.00	£ 50.00	£ 50.00	£ 50.00	£ 50.00	£ 50.00	£ 50.00	£ 50.00	£ 50.00
Rent	£ 1,500.00	£ 1,500.00	£ 1,500.00	£ 1,500.00	£ 1,500.00	£ 1,500.00	£ 1,500.00	£ 1,500.00	£ 1,500.00	£ 1,500.00	£ 1,500.00	£ 1,500.00
Raw Materias	£ 1,500.00	£ 1,500.00	£ 1,700.00	£ 1,700.00	£ 1,900.00	£ 1,900.00	£ 2,100.00	£ 2,300.00	£ 2,300.00	£ 2,000.00	£ 2,100.00	£ 2,200.00
Gas	£ 70.00	£ 70.00	£ 90.00	£ 90.00	£ 90.00	£ 90.00	£ 90.00	£ 100.00	£ 100.00	£ 100.00	£ 100.00	£ 100.00
Electricity	£ 200.00	£ 230.00	£ 260.00	£ 280.00	£ 280.00	£ 280.00	£ 300.00	£ 320.00	£ 300.00	£ 300.00	£ 310.00	£ 330.00
Water and Trash	£ 150.00	£ 150.00	£ 150.00	£ 150.00	£ 150.00	£ 150.00	£ 150.00	£ 150.00	£ 150.00	£ 150.00	£ 150.00	£ 150.00
Wages	£ 4,903.00	£ 4,903.00	£ 4,903.00	£ 4,903.00	£ 4,903.00	£ 4,903.00	£ 4,903.00	£ 4,903.00	£ 4,903.00	£ 4,903.00	£ 4,903.00	£ 4,903.00
Interest Bank 1	£ -	£ 724.00	£ 724.00	£ 724.00	£ 724.00	£ 724.00	£ 724.00	£ 724.00	£ 724.00	£ 724.00	£ 724.00	£ 724.00
Interest Bank 2	£ -	£ 434.00	£ 434.00	£ 434.00	£ 434.00	£ 434.00	£ 434.00	£ 434.00	£ 434.00	£ 434.00	£ 434.00	£ 434.00
Insurance Business	£ 200.00	£ 200.00	£ 200.00	£ 200.00	£ 200.00	£ 200.00	£ 200.00	£ 200.00	£ 200.00	£ 200.00	£ 200.00	£ 200.00
Total Outflow	£ 22,823.00	£ 9,861.00	£ 10,111.00	£ 9,981.00	£ 10,331.00	£ 10,631.00	£ 10,551.00	£ 10,781.00	£ 10,761.00	£ 10,461.00	£ 10,571.00	£ 17,691.00
Closing Cash Balance	£ 36,177.00	£31,016.00	£ 26,905.00	£ 25,324.00	£ 24,493.00	£ 24,062.00	£ 25,011.00	£ 26,430.00	£ 30,669.00	£ 33,208.00	£ 36,137.00	£ 32,446.00

3.9 Financial Statement (Radu-Robert Balint)

The three most necessary economic statements are the balance sheet, the income statement (P&L), and the cash flow statement. These three statements collectively exhibit the property and liabilities of a business, its revenues and costs, as properly as its cash flows from operating, investing, and financing activities. All these statements keep the record of cash flow, sales, income, outcome, equity, purchase, debits and credits these statements create a big picture of a business and analysis of these statements can help to understand the position of the business and its wealth

3.10 Breakdown Analysis (Radu-Robert Balint)

Breakdown evaluation refers to the technique of figuring out the elements that decide the charge of a product. It's additionally recognized as a should-cost analysis. (GEP, 2022) RMDVR bakery is a small bakery with all the equipment necessary to produce bread, cake, cookies, pie, and more. The bakery uses qualified staff to produce its goods and satisfy the request of our customers, our team is format from a cashier, a worker, and a qualified baker. RMDVR goal is to provide good quality and organic products, also to increase production service and to build qualified team. In the bakery, the baker will produce using our special workshop well equipped with an oven and fridge and all tools necessary to cover all the stages of production. The oven is electric, and it consumes 15p/h the fridge has a rate of consumption of 14p/h. To produce 1kg of bread it cost £1,92 plus labour for 15 min of work £2.50 multiplier with 12 the cost of production for the same amount of time, it cost £25.54/25min

The price of 500g of bread for one is £2,10

To produce 48 cookies cost £9,75

Wort time and cook 30min =£5

Price per cookie £2

Cake cost of production and cook £16.40

Work time 30 min= £5

The capacity to insert in the oven for an 8-inch cake is 6 cakes

A slice of cake cost = £3,50

4.0 Operations RMDVR Bakery (Roxana-Ioana Ciubotariu)

RMDVR Bakery will establish a large base of regular customers and therefore focus its business and marketing on local residents, who will dominate the target market. This will establish a sound and consistent revenue base to ensure revenue stability. High visibility and competitive products and services are key to capturing this market segment. RMDVR Bakery plans to create a path that is more accessible to our customers to open two applications, one

for home delivery orders and one to provide customers with the facility to give feedback on our products and services

4.1 Facilities RMDVR Bakery (Roxana-Ioana Ciubotariu)

RMDVR wants to offer our customers a part of our Romanian traditions, which have a lot of very delicious pastries and confectionery, which will delight the taste buds of any customer who enters our pastry shop.

The passion for creativity and innovation is at the heart of everything we do here at The RMDVR Bakery. Our mission is to offer our customers uniquely designed and lovingly cakes for all the celebrations of life. Our team is dedicated to providing a simple, friendly and affordable way to order cakes, learn new skills and enjoy handmade delicacies. From the glorious traditional to the amazing, there is no limit to our creativity and commitment.

4.2 Location RMDVR Bakery (Roxana-Ioana Ciubotariu)

Currently, The RMDVR Bakery operates only from the leased space in the Stratford area. This works well today because it is an area inhabited by many Romans. However, as the business grows, more accommodation options will be sought to expand the business to more areas of London. This can be in the form of small pastries in different spaces that can be visited by several buyers for our products.

4.3 Operating cost (Roxana-Ioana Ciubotariu)

Two part-time employees will be hired to start work on the opening day. These will be kept until the weekend of Bakery, unless strong sales show an additional need for them. In the fall, winter and spring, business partners will be the only staff needed. Employees will be paid 8.00 GBP per hour and will work a total of 20 hours per week. Salary expenses will be 600.00 GBP per month, with additional salary taxes of 640.00 GBP, for a total expense of 700.

Rent-the Stratford showroom, which is currently under consideration, rents 1,500 GBPs a month.

Utilities-the heat and electricity bills for RMDVR Bakery, a showcase in Area 4 of London, about the same size as those requested by pastry partners, pay 200 GBPs in the middle of the winter heat season. Taking into account the entry and reaching in colder conditions of use, an amount of 250.00 GBP is a reasonable estimated monthly average.

The bakery will operate four hours a day on busy days. Conversations with other bakery owners have indicated that a 4-story oven consumes £ 3 of gas per hour, for a total of £ 300.00 a month at full capacity.

A total value of GBP 750.00 per month is a reasonable estimated monthly average.

Advertisement-the RMDVR will broadcast a commercial on television channels in the opening week. Another ad will run on social networks. The total advertising costs will be 200

GBP per month. The SUN is known to be the focus of new business in London, and RMDVR Bakery will benefit from this publicity.

Advertising spending will be minimal in the fall, winter and spring. The company will rely on community service, liberal sampling and word-of-mouth features to reach new customers.

Repair and maintenance-the estimated maintenance cost for the first month is GBP 400.00. From there it gradually drops to £ 150.0 per month for the rest of the year. After the first year, maintenance estimates are reduced to GBP 100 per month.

Insurance- a business owner policy, which covers content, liability and some loss of income, will cost 400 GBP 500 GBP per year for RMDVR Bakery. The insurance worker will run 2.25 GBPs for every 100 GBPs you pay. RMDVR Bakery budgeted £ 100 a month in general insurance and £ 50 a month in its insurance store. Health insurance premiums for homeowners of GBP 300 per month.

Fees and licenses- the company has budgeted £ 200 a month for various fees and licenses.

General supplies- the general supplies will consist mainly of bread bags, which cost 0.05 GBP each for paper and 0.03 GBP each for plastic. The material of the bag, which affects the quality of the crust in the warehouse, will be chosen by the customer. These prices were included in the cost of selling each loaf. Cleaning and maintenance supplies will not exceed \$ 50. The RMDVR bakery budgeted GBP 125 per month as a conservative figure.

Business taxes- post-start business fees will be kept to a minimum. Partners of the RMDVR Patisserie will perform all the necessary work for registration and accounting, except for the submission of taxes at the end of the year and the calculation of depreciation. The company budgeted 350 GBPs in March of the year 2022.

Miscellaneous-RMDVR Bakery has budgeted GBP 150 per month to cover various expenses.

4.4 Manufacturing capability (Roxana-Ioana Ciubotariu)

Supplier

- Experience
- Expertise
- Industry
- QA Standards

Shop

- Material Handling
- Inspection
- Tracking

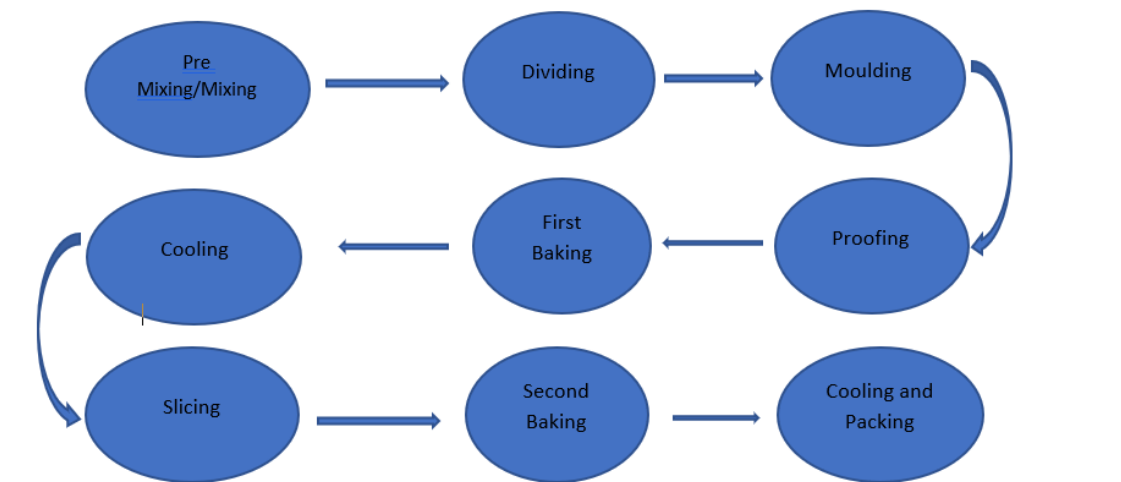
Machine

- Accuracy
- Resolution
- Speed

- Power
- Size
- Weight

4.5 Process (Roxana-Ioana Ciubotariu)

- Machining Motions



4.6 Suppliers, distribution channels (Roxana-Ioana Ciubotariu)

The RMDVR pastry shop must supplement its materials for pastry products, such as the raw material, in order to be able to start work for pies or cakes. To supplement the kitchen with everything necessary so that the workers have something to work with and not to miss anything in the kitchen.

The RMDVR bakery will offer its services through its website and also face to face. Many of the company's services include arranging a place or delivering products to any area of London. We will also offer discount on our products at any large order ordered online.

4.7 Labour (Roxana-Ioana Ciubotariu)

The workforce for RMDVR Bakery to ensure viability and fulfil the vision of the new business, we need two part-time bakers, two part-time kitchen porters and Roxana, Diana and Veronica will be part-time sellers and Robert and Maria as an accountant and decision maker so we can open the business and with the time when the business is going well and we will expand the business we can hire more people. For a start, it's a good idea to get involved as business partners to make it easier for us to deal with pastry without wasting a of money.

4.8 Customer Feedback (Roxana-Ioana Ciubotariu)

RMDVR Pastry will create a site where our customers can leave us feedback that can help us make changes to the customer experience that is good in our products and what is not good in our service to customers. And the feedback provided by the customer can give us an idea

of what we could add in addition to satisfy customers so that they always come back with pleasure. Our bakery feedback form:



RMDVR Bakery Shop Feedback Form

Name: _____

Email: _____

Age: _____

Gender: _____

01. Please rate the quality of our products

a. Good b. Very Good c. Fair d. Poor

02. Please rate the cleanliness of the bakeshop

a. Good b. Very Good c. Fair d. Poor

03. Please rate your overall dining are experience

a. Good b. Very Good c. Fair d. Poor

04. Staff friendliness, attitude and professionalism?

a. Good b. Very Good c. Fair d. Poor

05. How often do you visit RMDVR Bakery Shop?

a. First Visit b. 1-3 Times a Month c. 4-6 Times a Month

Thank you

4.9 Management and Organisations (Roxana-Ioana Ciubotariu)

- Management Team
- Business property The RMDVR Bakery

The strategy and management scheme, the bakery business could be privately owned at the start, but we plan to make it a limited liability business after years of hard work and this would determine whether it will continue to be wholly or partially owned. of us. And for this reason, we are trying to register the company name in London through LTD, thus protecting your new partners but also your business.

We need to make a successful bakery business plan. Starting a business is not going to be easy or it could be a total success, because there are many factors that determine us to make it a successful business. RMDVR pastry shop will create many benefits for the work team that will work in business and work hard.

4.10 Development, Milestone (Roxana-Ioana Ciubotariu)

We have a clear vision for our new ideas, we create a personalized development plan with a clear project schedule. Our team then began to create and develop new products with regular feedback on progress. We will get back to you and work on any amendments.

Once the recipes are complete, we can set up your entire supply chain, from ingredients to packaging. We can also supply new production units if needed. We are trained in managing business expansion and testing lines, identifying a clear critical path and implementing the gateway process to ensure we stay on track for a successful launch.

Development Once our products are ready to launch, we can offer you a range of complementary services to deliver our new products and catering to help us grow our business. We offer a wide range to choose from, you can find us both online and in person at our store in Stratford. We'll send you a photo and a video. You can see how our team works on the new range of pastries.

We can help you create the perfect presentation for your business proposals. Our extensive experience in working with PR activations for product launches means that we know how to capitalize on your brand through the press and media. We can even create and manage a custom event to test, demonstrate, and interact with your business and new consumers.

Support and Grow-once a business start running, we need to figure out how to attract and retain the ideal customers - which will ensure business continues to grow.

4.11 Exit Plan RDMVR (Roxana-Ioana Ciubotariu)

We will create a plan that will implement much more theologically and be one of the new technologies. We will review how the business works and what changes are needed to build on the strengths, reduce the weaknesses and take advantage of the opportunities in the Pastry industry.

We are passionate about creating new acquisitions to add new mergers to our business so that we can expand not only in some areas of London and beyond London but also online.

We want the RDVR Patisserie in the future to become known through our traditional Romanian products and to create our own identity with the products from our country to show that Romania is a country with many traditions and a very beautiful culture and recipes made only by Romanians.

5.0 Human Resource (Veronica- Daniela Floria)

Just like any other organization, that conducts business, our Bakery Business requires having a human resource and administration department. Our employees are the most valuable resources since they will enable us to meet our business needs. Moreover, before setting up the enterprise, we need to conduct a SWOT and PESTEL analysis to help us identify the

business strengths and weaknesses, as well as the external factors that will have an impact on the entity.

5.1. Importance of Human Resources (Veronica- Daniela Floria)

According to (Terziev, 2018), human resources simply mean the people, that is, the employees within the business entity, who with their professional and personal qualities, will make the business achieve its goal. Therefore, in conjunction with other resources, the human resources will help in meeting the Bakery Business needs. Moreover, they become a function when they are together with other resources, and hence become a subsystem and an object of management. Hence, as a subsystem they will influence the purpose of achieving certain results.

Secondly, human resources ensure that the available positions within the organization are filled with the right and competent employees. For instance, in our bakery business, various positions need to be filled such as bakers and marketers. Moreover, as the organization is based on hierarchy, the number of higher positions decreases and hence business entities require a person who understands the responsibilities of the positions such as the managing director, who will handle the work burden (Lekić and Vukosavljević, 2021).

Consequently, human resources aid in introducing technology within an organization (Robison-Barnes, 2017). Since the world has embraced and is still embracing the use of new technologies, business needs to use the newest technology in production processes. With the availability of human resources and the help of Human Resources, they ensure a swift introduction of the newest technology within the business entity. Therefore, with the training and motivation of employees in place, they adapt to the use of the technology; this will help in improving our bakery production process.

5.2. Functions of Human Resources (Veronica- Daniela Floria)

Human resources are simply people within organizations that possess skills in managing the activities of organizations. Therefore, human resources oversee that the organization achieves its goals and objectives (Briscoe et al, 2012). Achieving the goals and objectives is one of the functions of human resources as they are entitled to recruit those people who possess skills in the required field. For instance, in our bakery business, human resources have the function of ensuring that the business's daily sales are met.

Secondly, human resources are mandated to oversee the production and performance of employees (Renwick et al, 2013). For instance, employees need to be motivated. Motivated employees ensure that the business performance does well within the market operation by increasing their productivity level. In our business, it is the function of human resources to ensure that the productivity level of the employees' increases and is maintained to minimize employee turnover. This is achieved by rewarding employees and ensuring that their well-being is observed.

Consequently, human resources observe guidelines laid down by employment laws (DeCenzo et al, 2016). Human resources require to adhere to employment laws. For instance, workplace safety ensures employees are provided with the required work gadgets. In our business, it is the mandate of the human resources to provide workplace safety such as providing bakery equipment. Moreover, observing employee health is also a requirement that we will observe to the latter.

5.3. Role of Human Resources (Veronica- Daniela Floria)

HR personnel is the individual that possesses skills that help in recruitment within organizations. Therefore, as an HR, the following roles are applicable within the Bakery Business.

Recruitment and Staffing: The basic HR role is to hire and recruit individuals that possess the right skills for the job in question (Jones et al, 2012). Moreover, it does not end in the recruitment stage, but they also need to formulate various policies and strategies that employees must comply with to achieve the needs of the Bakery Business. Hence, the recruitment and staffing of our Business are to develop the ability to search and recruit the new talents to improve the quality of human capital within the entity.

Training and Development: After recruitment and selection, it is the role of HR to ensure that employees are trained to meet the technical and behavioural needs of the business operations, hence training and development is a crucial task of HR (Kadiresan et al, 2015). Training is significant as it will instill the required skills in the job operations and operate the technology used in the business's daily operations. For instance, initiating training programs such as legal training, team building, and skills development training.

Compensation and Benefits administration: Simply put, HR are entitled to pay employees for their work (Noe, 2017). They ensure that employees receive timely and fair compensation. For instance, in our bakery business, we will ensure that employees receive health benefits, stock purchase plans and retirement plans.

Employment laws: since business strictly follows labour and organizational laws, it is the mandate of an HR department to oversee that these laws are abided (Ahammad, 2017). For instance, laws such as the maternity leave act and the health and safety act will be adhered to by our enterprise.

Job Rotation: in the bakery business, it will be the role of Human Resources to ensure that employees are given different tasks. This will help the employees gain certain skills in a different field, such as marketing, hence becoming multi-skilled (Khan et al, 2014).

5.4. Human Resources Components (Veronica- Daniela Floria)

The human resource's objective is to ensure employee productivity by enhancing their efficiency within the organization and involves the following components (Bigdeli et al, 2018).

Acquisition: Deals with the recruitment and selection of the required labour as stipulated in the job description. The element ensures that our business obtains the right number of employees at the stipulated time who will help in completing the stipulated task. Hence, within this component, the concern is on the planning, recruitment, socializing and selection.

Development: After the socialization of employees, the development elements commence. In the Bakery Business, our concern at this phase is to impart skills and knowledge to the recruits, which will help them perform as required by the organization. Hence, it will involve conducting bakery procedures and how to handle bakery modern equipment.

Motivation: since employees perform best when motivated, our enterprise will initiate activities that will induce and inspire the employees to perform well on their daily schedules. This will include job specification, evaluating their performance, rewarding and punishment, work performance, and discipline. When these are initiated, we are assured that our organization will meet its objectives.

Maintenance: This is the last human resources component. It will be concerned with how the business will retain its employees. Hence, it will contribute to selecting employees who are good at performing assigned tasks. However, it will be achieved by providing a friendly working environment, safe working conditions, and adhering to labour relations, hence will enable the entity to retain capable staff.

5.5. Recruitment (Veronica- Daniela Floria)

As a business entity, the HR department will be mandated to identify, source, screen, shortlist, and interview the selected candidate for the job in question. Recruitment is significant to our organizations since it helps in increasing the value of our enterprise. Moreover, it helps in advertising the job description, which will help us find responsible candidates. Furthermore, it will help the business conduct a smooth selection that will help us save the organization's time (Balasubramanian, 2014). Moreover, it will help attract candidates without increasing costs that could be incurred.

5.6. Selection Process (Veronica- Daniela Floria)

It will involve a recruitment team, we will indulge in selecting and shortlisting the right candidates who possess the required bakery skills as stipulated in the job description (Purohit, 2015). It will involve the following stages.

Preliminary interview: At this stage, the organizations will conduct basic interviews to eliminate those who are unfit to conduct tasks within the enterprise. Therefore, it will help the organizations select those who are potentially fit to fill the vacancies.

Receiving Applications: After the preliminary interviews, the organizations will receive applications from potential employees where we will obtain information such as the candidates' biodata, work experience, interests and hobbies.

Screening Application: A special committee will screen the applications to choose potential employees who will be called for the interview once the applications are received. From the applications, the committee will look for criteria such as qualifications and work experience before selecting the candidates.

Employment Test: Before deciding on a suitable job for the employees, the organizations have to gauge their skills and talents. This will be conducted through aptitude tests, personality tests, and proficiency tests.

Employment interview: Our next step is to conduct an employee interview. It will help us identify the candidate's skills and their ability to work in our firm. Therefore, indulging in this initiative is to find the candidates' suitability and provide to them the work idea and what is expected of them. Therefore, it will help us select those who are right for the job.

Checking References: This will involve contacting the referees of the potential employee. It will help the organizations gather information regarding the person's experience and capabilities from their previous workplaces.

Medical examination: It is important to conduct medical examinations for potential employees determine if the potential employees are physically and mentally fit to conduct tasks within the enterprise. Hence, it will ensure that the health standards are higher, which will result in too few absenteeism cases, accidents, as well as employee turnover.

Final Selection and Appointment letter: After conducting all the interviews and medical examinations, the organizations will write to the selected employees a letter of appointment, which will confirm their selection to the organizations. In the letter, the organizations will include all the job details such as remunerations, allowances, and working hours.

5.7. Social Responsibility and Sustainability (Veronica- Daniela Floria)

It is the mandate of any business to engage in social responsibility and hence Bakery Business will not be an exception. Moreover, while conducting business, the enterprise needs to meet its needs without comprising the ability of future generations to meet their own need (Souza-Monteiro and Hooker, 2017). This means we will engage in activities that will not deplete the available resources since future generations will also want to use them. The business will engage in social responsibility by supporting the community and customer loyalty. This will help impact positively the lives of the local communities. Moreover, engaging in social responsibility will increase employee motivation.

6.0. Tools and Theories (Veronica- Daniela Floria)

6.1. SWOT Analysis (Veronica- Daniela Floria)

The SWOT analysis helps in identifying areas where the business performs well hence the critical factors that will be giving the business a competitive advantage (Rustamovna and Annamuradovna, 2016).

Strengths

Exceptional service and commitment to our customers: As the bakery owners, we pride ourselves on engaging with our customers every day as we are always within the vicinity. Moreover, we love interacting with our customers which helps us listen to complaints and act accordingly. We also love engaging clients to listen to what they envision for their cakes.

Convenient Location: We will situate the bakery in a highly trafficked area, where we will neighbor retail strips such as restaurants, shopping malls, and grocery stores.

Delicious Pastries: The bakery will provide daily baked pastries. Moreover, these pastries will be freshly made on daily basis, as we will not engage in selling stale pastries.

Qualified and experienced staff: The business will hire experience staff who will have 3-4 years of experience in bakery operations. They will ensure that the bakery produces quality and delicious pastries.

Weaknesses

New in the market: The business is still new in the market and therefore we have not gained customer trust.

High prices: With the Covid-19, there has been an increase in fuel prices and a shortage of supplies, which has increased the prices of basic bakery ingredients.

Opportunities

Healthy Diet Trends: the bakery is going to offer pastries with low sugar contents. This will be initiated when the company starts expanding.

Product expansion: The company to indulge in market Research to identify the missing demanded products, after which will provide the missing demand product.

Threats

Competitors: the market share is competitive since there are already established business entities that have expanded their franchises. Moreover, the business is still new in the market hence a low customer base.

6.2. PESTLE Analysis (Veronica- Daniela Floria)

Political factors: Politics affect the well-being of any business entity. To conduct business, the company must adhere to the ethical standards as set by the UK government so as not to harm any client. Therefore, we will have to comply with the safety regulations and standards.

Economic factors: The Covid 19 prevalence made the closure of businesses during the lockdown, but since businesses are coming back to normal, the bakery is likely to expand. This is because consumer spending is increasing as people have more disposable income. Moreover, the locals are bound to benefit from the organizations through employment, which will increase the economic growth of the locals.

Social factors: The business will be situated in a high-traffic area, where potential customers will have easy access. The population observes dietary measures and hence a culture of

eating low sugary food is likely to be experienced. Therefore, the company will offer low sugary pastries and cakes.

Technological factors: Since technological advances are taking over industries, the business will consider mostly the transportation sector. Some initiatives help products reach customers, and therefore the company to liaise with UBER eats so that customers can order pastries or cakes, which will be delivered via UBER eats.

Environmental Factors: The company uses environmentally friendly technologies in production. For instance, the business is planning to use Photovoltaic panels to produce electricity. Moreover, in the stores, only LED bulbs will be used. Consequently, the company will initiate an environmental program that will monitor all the efforts employed in minimizing its carbon footprint.

Legal factors: The Company needs to have an operating license. It will also have to register with the local environmental health departments since it will be operating in the food sector. Moreover, the company will have to stick with food safety regulations.

In this report, the concern has been on the Human resources, SWOT, and Pestle analysis of the bakery business. Therefore, it is wise to investigate the significance of having human resources in any organization. As a bakery business that wants to operate in the market, it is wise to understand the roles of human resources and the selection process, as this helps in recruiting potential employees that can help achieve the business goals and objectives. Consequently, for any business to operate, they need to conduct a SWOT and PESTLE analysis to help them identify threats and success factors that will determine its growth.

7.0 Conclusion

Running a small business can be one of the most challenging careers, but also one of the most rewarding for anyone. But to be successful, it takes a lot of effort to market your business because it is the most important thing in running a successful business. The other important part of success is having a good management team and good management skills to run the business. Communication, proper planning and creativity skills helped us to finish our project successfully, to discover who we are and who we want to be in the future, our passion for creativity and innovation is at the heart of everything we do

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Appendix

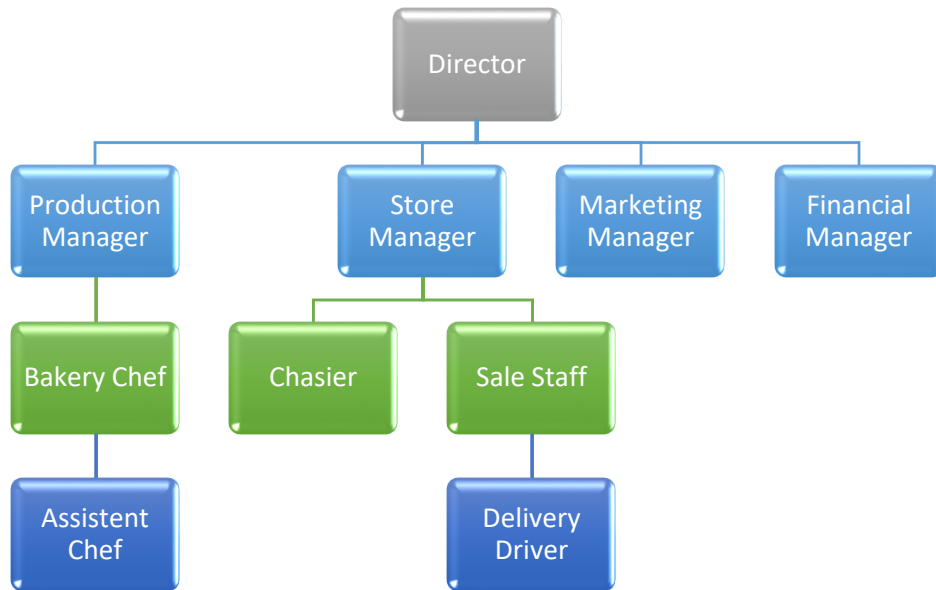


Fig1. Business Structure

Presentation slides:

Slide 1

Slide 1 of the presentation for The RMDVR Bakery Shop. The slide features the University of Wales Trinity Saint David logo in the top left corner. The main title 'THE RMDVR BAKERY SHOP' is prominently displayed in the center, with 'RMDVR' in a large, stylized font and 'BAKERY SHOP' in a smaller font below it. The tagline 'Baked with love' is also visible. Below the title, the text 'Group B' is shown. A table lists the students' names and their IDs. At the bottom, the lecturer's name 'Lecturer-Mushfiqur Rahman' is displayed, along with the university's motto 'Transforming Education; Transforming Lives' and the website 'www.uwtd.ac.uk'.

Students Name	Students ID
Maria Mahu(Team Leader)	2115144
Diana Elena Calin	2113991
Veronica Daniela Floria	2115140
Roxana Ioana Ciubotariu	2115139
Robert Radu Balint	2115162

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

THE RMDVR BAKERY SHOP
Baked with love

Group B

Students Name Students ID

Maria Mahu(Team Leader) 2115144

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Veronica Daniela Floria 2115140

Roxana Ioana Ciubotariu 2115139

Robert Radu Balint 2115162

Transforming Education; Transforming Lives

Lecturer-Mushfiqur Rahman

www.uwtd.ac.uk

Slide 2

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 Prifysgol Cymru
Y Ddeddf Gwladol
University of Wales
Trinity Saint David
05/05/2022

Trawsnewid Addysg; Trawsnewid Byrddau
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Slide 3

Introduction

RMDVR is a start-up bakery shop located in Stratford, based on the production of variety of products made from gran flour, with a wide scale of ways to serve our clients.

Our bakery will be focused to:

- Build a strong market position in the town
- Became popular in a short time
- Impress our client with unique product

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Business Description and History

RMDVR is a bakery shop founded by a group of student from UWTSD, with the purpose to achieve a preeminent position in the retail bakery industry. Dedicated to serve a delicious handmade bread, cookies, cakes, pies and to impress our clients with our professionalism and talent.

History

- December 2021 our group leader came with idea to open a bakery in Stratford
- February 2021 gave our team opportunity to elaborate a real plan for our business(MAE Module)
- April 2022 a big start for our team
- September 2022 Market success and satisfied customers

Slide 5

Aim and Objectives

RMDVR Aim is to offer high quality bakery products at a competitive price.

Objectives:

- ✓ To provide good quality and organic products
- ✓ To increase production and services
- ✓ To build a qualified team
- ✓ To create our app to approach clients needs (personalized birthdays cakes)
- ✓ To offer fast and free delivery for loyal customers

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Legal requirement

“Invest in tomorrow-work safe today”

- ✓ Requirement to register with HMRC/ Business license
- ✓ Local Authority Registration(Council)
- ✓ Bakery Insurance
- ✓ Food service license
- ✓ Bakery health and safety regulations
- ✓ Gas/Electrical Safety Certificate
- ✓ Employment legislation(working hours, sickness)

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Mission and Vision

Mission

Serving our freshly baked pastries every day, which will also give our taste buds a sweet tooth satisfactory. Our business will never disappoint and will constantly mesmerize the hearts of our customers by buying our products at an affordable price.

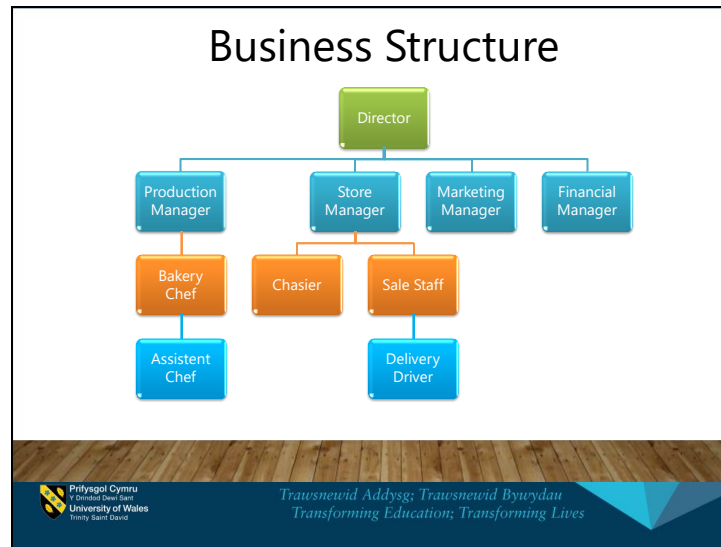
Vision

The **RMDVR** want to become a successful company that continually innovates products to create an environment. That not only satisfies customers, but also promotes respect and equality among customers and employees alike.

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Product service description

- The RMDVR shop brings to the customers the most tastiest products made from gran flour and other mixes. Our products are served over the counter directly to the customers.
- Bread- which is our speciality is one of the most selling product
- Cakes-different types of personalised cakes in a Romanian style
- Doughnut, biscuits – it is the most common snack consumed by the customers
- Pies- which contains various fillings of sweet or savoury ingredients

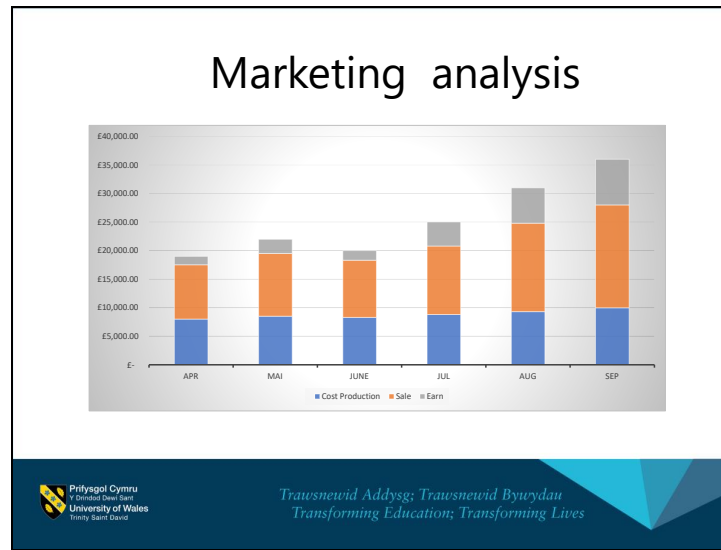
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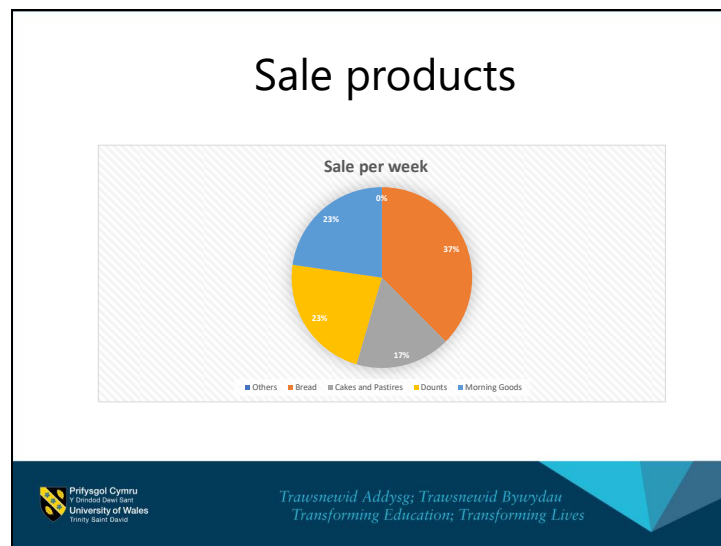
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Mary March

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Swot analysis

STRENGTHS • QUALIFIED&EXPERIENCED STAFF • LATEST EQUIPMENT • VARIETY OF PRODUCTS • ART DESIGN • AMBIANCE • OPPORTUNITIES • PRODUCT EXPANSION • HEALTHY DIET TRENDS • HOME DELIVERY SERVICE • HIGH QUALITY PRODUCTS WITH REASONABLE PRICE	• WEKNESSES • COMPETITIVE PRICE AND NEW MARKETING STRATEGIES • NEW IN THE MARKET • NEW SETUP • LOCATION ADVANTAGES • THREATS • COMPETITORS • SAFETY REGULATIONS • SOCIAL MEDIA PLATFORM
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PESTLE Analysis

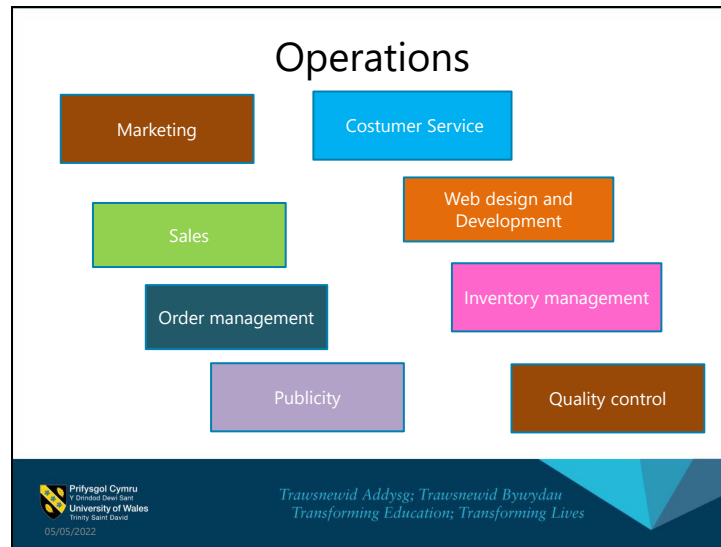
Political ✓ Government policy ✓ Political stability ✓ Tax policy ✓ Brexit	Economical ✓ Economical growth rate ✓ Inflation ✓ Market routes and distribution trends ✓ Exchange rate
Social ✓ Income distribution ✓ Consumer opinion ✓ Lifestyle trends ✓ Publicity	Technological ✓ Mobile app or web site ✓ Social media for promotion ✓ Goods production ✓ Technological awareness
Legal ✓ Legislation in area ✓ Labour rules ✓ Safety standards ✓ Discrimination	Environmental ✓ Environment protection ✓ Recycling and fight with plastic usage ✓ Energy consumption ✓ Weather



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Technology Plan

- ✓ **RMDVR** bakery-shop intends to have a zero-emission delivery fleet in certain locations by 2022 and in all markets worldwide by 2030.
- ✓ In the near future, our bakery wants to create its own applications in which our customers can choose their delicious products and pay much easier.
- ✓ Also, to make the own delivery application with its own employees in order to offer customers a quality service so that customers can benefit from the most delicious and fresh products.
- ✓ In addition to the digital offering to improve the customer experience, Bakery RMDVR develops products, services and strategies to compete in the future.

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Management and Organization

- Director
- Marketing manger – responsible for promoting bakery products, attract more customers and to raise the company to the highest level on the marketplace.
- Store manager – supervise baking staff and ensure that all bakery run smoothly.
- Finanacial manager- writing reports, investments, developing cash flow.
- Production manager – responsible for all the production activities of the bakery, the quality of the product, the development of the production.

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Social Responsibility and Sustainability

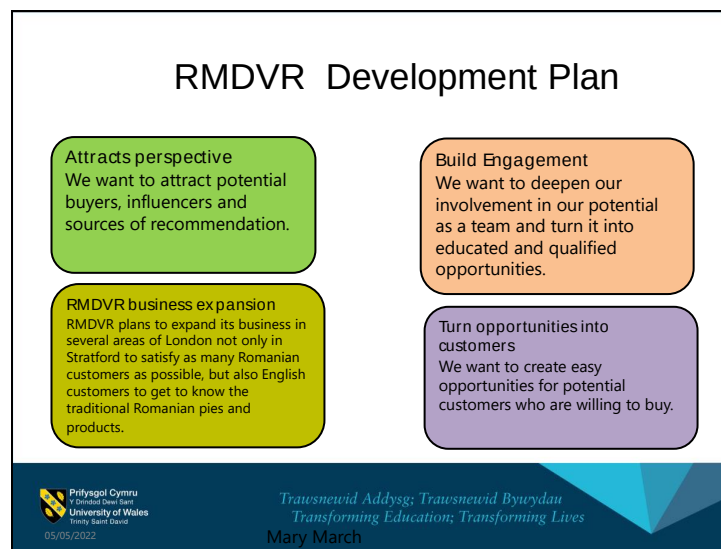
The bakery shop responsibility is to promote and support a Local Community initiatives, to encourage our workers to develop a sustainability and reasonable work/life balance.

RMdVR -recognised the importance of our environment and strives:

- ✓ To be a good contributor to the environment
- ✓ To reduce packing waste
- ✓ Conserve water
- ✓ To reduce carbon footprint
- ✓ Donate or repropose our unsold products

The store will be equipped with motion-based LED lighting and a timer to save energy.

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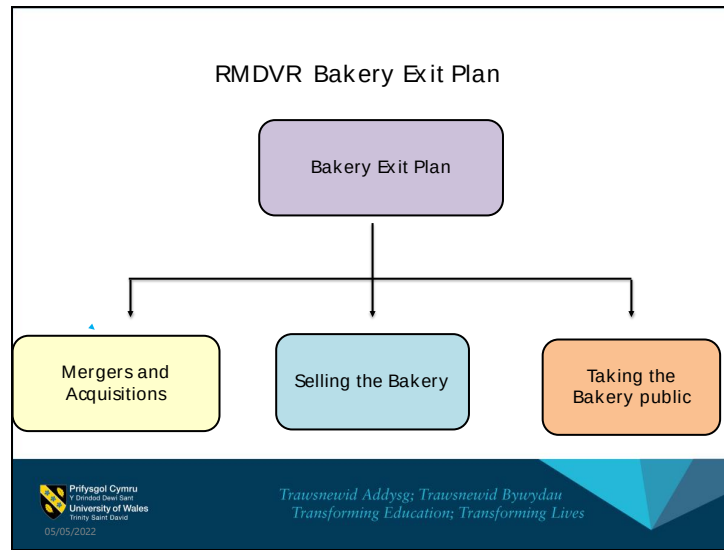
RMDVR MILESTONE PLAN				
WBS-CODE	Milestone	Scheduled Deadline	Adapted Deadline	Actual Deadline
1.1.1	Project launched	19/02/22	26/03/22	30/04/22
1.2.5	As-is analysis completed	25/02/22	20/03/22	29/03/22
1.3.5	Rough concept created	12/03/22	19/03/22	30/03/22
1.4.5	Detailed concept created	15/03/22		
1.5.7	Technical implementation done	20/03/22		
1.6.9	All test completed	30/03/22		
1.7.5	Operational start-up done	01/04/22		
1.8.5	Project completed	09/04/22		



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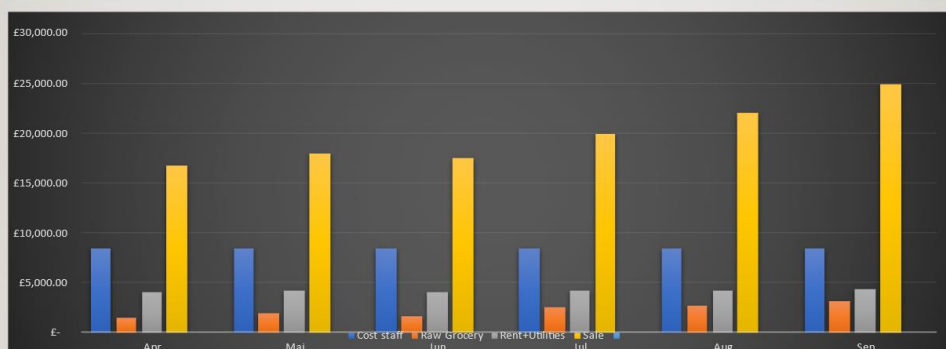
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FINANCIAL DATA



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BALANCE SHEET RMDVR

Assets		Liabilities	
Current assets		Current Liabilities	
Cash on Hand	£ 23,100.00	Rent	£ 6,000.00
Bank Account	£ 30,000.00	Utilities	£ 2,290.00
Inventory	£ 6,400.00	Payroll	£ 19,600.00
Total	£ 59,500.00	Income Tax	£ 3,000.00
Fixed Assets		Sale Tax	£ 1,200.00
Furniture	£ 1,700.00	Other	
Kitchen Equipment	£ 8,200.00	Total	£ 32,090.00
Other		Fixed Liabilities	
Propriety	£ -	Loan	£ 30,000.00
Total	£ 9,900.00	Total	£ 62,090.00
Total Assets	£ 69,400.00	Total Liabilities	
		Equity	
		Capital Contribution	£ 1,200.00
		Retained Earnings	£ 6,110.00
		Total Liabilities and Equity	£ 69,400.00

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PROFIT AND LOSS RMDVR

MONTH	APR	MAY	JUN	JUL	Column1
Revenue					
Sales	£ 4,000.00	£ 4,700.00	£ 6,000.00	£ 8,400.00	£ 23,100.00
Total Revenue	£ 4,000.00	£ 4,700.00	£ 6,000.00	£ 8,400.00	
Expenses					
Cost of Gods Sold	£ 1,500.00	£ 1,500.00	£ 1,700.00	£ 1,700.00	£ 6,400.00
Rent	£ 1,500.00	£ 1,500.00	£ 1,500.00	£ 1,500.00	
Salary	£ 4,903.00	£ 4,903.00	£ 4,903.00	£ 4,903.00	£ 19,612.00
Utilities	£ 520.00	£ 550.00	£ 600.00	£ 620.00	£ 2,290.00
Total Expenses	£ 8,423.00	£ 8,453.00	£ 8,703.00	£ 8,723.00	
Net Income	-£ 4,423.00	-£ 3,753.00	-£ 2,703.00	-£ 323.00	

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CASH FLOW RMDVR

Month	APR	MAY	JUNE	JULY
Opening cash balance	£ -	£ 36,177.00	£ 31,016.00	£ 26,905.00
INFLOW				
Cash sales	£ 4,000.00	£ 4,700.00	£ 6,000.00	£ 8,400.00
Personal Capital	£ 25,000.00	£ -	£ -	£ -
Bank Loan	£ 30,000.00	£ -	£ -	£ -
Total inflow	£ 59,000.00	£ 40,877.00	£ 37,016.00	£ 35,305.00
Total Cash Available	£ 59,000.00	£ 40,877.00	£ 37,016.00	£ 35,305.00
OUTFLOW				
Registration	£ 200.00	£ -	£ -	£ -
Production Equipment	£ 8,200.00	£ -	£ -	£ -
Furniture	£ 1,700.00	£ -	£ -	£ -
Phone/Internet	£ 200.00	£ 100.00	£ 100.00	£ 100.00
Renovation of premises	£ 3,500.00	£ -	£ -	£ -
Office supplies	£ 300.00	£ -	£ -	£ -
Advertising/Brochure	£ 200.00	£ 50.00	£ 50.00	£ 50.00
Rent	£ 1,500.00	£ 1,500.00	£ 1,500.00	£ 1,500.00
Raw Materials	£ 1,500.00	£ 1,500.00	£ 1,700.00	£ 1,700.00
Gas	£ 20.00	£ 70.00	£ 90.00	£ 90.00
Electricity	£ 200.00	£ 230.00	£ 260.00	£ 280.00
Water and Trash	£ 150.00	£ 150.00	£ 150.00	£ 150.00
Wages	£ 4,903.00	£ 4,903.00	£ 4,903.00	£ 4,903.00
Interest Bank 1	£ -	£ 734.00	£ 734.00	£ 734.00
Interest Bank 2	£ -	£ 434.00	£ 434.00	£ 434.00
Insurance Business	£ 200.00	£ 200.00	£ 200.00	£ 200.00
Total Outflow	£ 22,823.00	£ 9,861.00	£ 10,111.00	£ 9,981.00
Closing Cash Balance	£ 36,177.00	£ 31,016.00	£ 26,905.00	£ 25,324.00

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Conclusion

“Find out what you like doing the best and get some one to pay you for doing it”
Katherine Whitehorn

Starting a small business and working us a team to elaborate a bakery-shop plan was a challenge for us, but communication, proper planning and creativity skills helped us to finish our project successfully, to discover who we are and who we want to be in the future, our passion for creativity and innovation is at the heart of everything we do.

We found this business very perspective, it give a satisfying and fulfilling feeling by serving others.