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Certificate of Higher Education in Employability Skills

LEVEL 4

Module Name: Managing Enterprise

Module code: BMSW4011

Assignment name: Business Plan and individual reflection

Task1, part 1 and 2

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Student number: [REDACTED]

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AI Acknowledgement

I confirm that I have not presented any AI generated materials as my own work.

I confirm that I have copies of my drafts, notes, and other resources I used, which I may be asked to provide in evidence.

Introduction:

Halwa is a luxury dessert brand crafting premium handmade chocolates infused with traditional Middle Eastern sweets like Maamoul and Gozeh. Our creations marry rich, authentic flavours with elegant, modern presentation, offering a unique blend of cultural heritage and luxury. Each perfectly packaged treat is ideal for special events, personal milestones, or moments of everyday indulgence, designed to elevate any occasion

The Story and Business Structure

Halwa was born from a shared passion for chocolate-making and Middle Eastern heritage. The founders saw a market gap for premium artisan chocolates infused with authentic Arabic flavours like Maamoul and Gozeh—often ignored by mass producers. As a Partnership, we combine diverse strengths, share profits, and foster a collaborative environment essential for long-term success (Kotler & Keller, 2016; Burns, 2016). This structure boosts creativity, reduces individual burden, and supports growth (Scarborough, 2014). While easy to form, partnerships require clear legal agreements to manage profit sharing, decisions, disputes, and responsibilities, helping avoid conflicts and address unlimited personal liability.

Mission Statement:

At Halwa, our mission is to preserve Arabic sweet traditions by blending them with premium handmade chocolate. We create desserts that honour cultural heritage while appealing to modern tastes, using the finest ingredients and authentic recipes. Each sweet is crafted to evoke memories, bring people together, and offer a unique gifting experience. Our goal is to spread joy, celebrate Middle Eastern identity, and make every occasion special, big or small (Mintel, 2023).

Aims

Our aim is to unite the richness of traditional Arabic sweets with modern elegance, offering premium products that honour cultural roots while appealing to contemporary tastes. We are committed to expanding our market presence, starting within the UK and later moving internationally, to share our unique creations with a broader, more diverse audience. This ambition aligns with the rising consumer demand for culturally authentic and high-quality confectionery that merges tradition with innovation, as

highlighted by recent trends in the food industry (Deloitte, 2023), positioning Halwa as a brand with global potential.

SMART Objectives:

Our SMART objectives are designed to build a strong foundation for Halwa. We will hire one non-family team member within six months to boost daily operations and customer service. Quarterly training will keep the team updated on candy-making and customer preferences. By year-end, we will launch a comprehensive range of 8-10 distinct Arabic sweets and chocolates. To broaden appeal, smaller, more affordable versions will be introduced by month three, priced at roughly 60-70% of premium offerings. Our goal is to achieve 10% quarterly customer growth, measured by new acquisitions and repeat purchases, by consistently meeting demand for unique cultural experiences. (Pine and Gilmore, 2019).

Unique Selling Proposition (USP)

Halwa uniquely combines the luxurious texture of artisan chocolate with the authentic, nostalgic flavours of the Middle East, offering a culturally rich, handmade indulgence that bridges heritage and modernity (Bainbridge, 2022).

Halwa uniquely combines the luxurious texture of artisan chocolate with the authentic, nostalgic flavours of the Middle East, offering a culturally rich, handmade indulgence that bridges heritage and modernity (Bainbridge, 2022). Our distinctiveness lies in this authentic fusion, not merely chocolate with a hint of oriental flavour, but a harmonious blend where both elements shine.

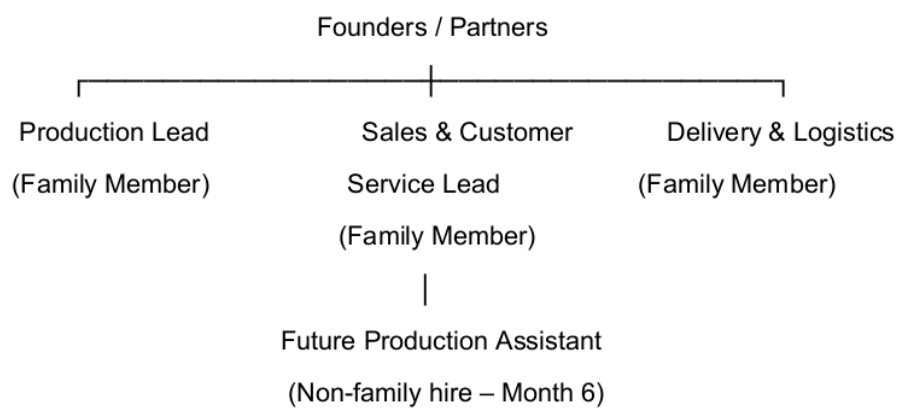
Physical Location

Halwa is strategically located in the Swansea City Centre for excellent exposure, high foot traffic, and convenient transport links. Despite potentially higher rent, this prime location enables efficient local delivery, facilitates collaboration with nearby complementary businesses and local events—ideal for a high-end, culture-inspired dessert brand (see Appendix 1).

Human resources-People

Halwa will operate as a family-run business, initially employing only family members to manage key roles. Responsibilities will be divided between production, sales, and delivery, with each family member contributing based on their strengths. This approach ensures trust, commitment, and cost-efficiency in the early stages. As the business grows, we aim to hire one additional non-family employee within six months to support production and expand operations.

Organisational Structure



Marketing activities:

Halwa employs both traditional and digital marketing strategies to build brand awareness and engage our target audience. We have designed professional flyers and business cards for local distribution (see Appendix 2 and 3).

Our online store, accessible at, www.halwabakery.com (see Appendix 4), allows customers to explore and purchase our products directly, offering a seamless shopping experience. Additionally, we plan to collaborate with local micro-influencers who align with our brand values and target demographic for authentic public relations. We will also run seasonal promotions and nurture a loyal customer base through targeted email marketing, WhatsApp campaigns, and updates via our website (Mintel, 2023; Pine and Gilmore, 2019).

Market research:

Our primary research involved an online survey of 30 local individuals aged 20–45. Key findings revealed a strong preference for handmade Arabic sweets as gifts. Approximately 30% of respondents valued competitive pricing, used Instagram for product discovery, and bought sweets for surprise gifting. This directly shaped our strategy, focusing on gift-friendly products, culturally resonant packaging, and Instagram marketing. Visual results are in Appendix 5.

Secondary research reinforces this, showing how culturally meaningful food strengthens customer connection (Kniazeva and Venkatesh, 2007). This insight profoundly influenced our video ads and storytelling campaigns on Instagram and YouTube. We aim to authentically connect with consumers who value tradition by showcasing the narrative and craftsmanship behind each sweet (Holt, 2004).

Financial resources:

Halwa's startup costs were funded through £1,350 in starting capital, a £2,450 Business Wales grant, and £1,600 in savings—totalling £5,400. This covered one-time expenses like equipment (£1,500), furniture (£1,500), and branding (£350).

Monthly running costs include rent (£500), utilities (£200), internet (£60), Shopify (£50), and salaries (£700). Main income sources are Pop-in Sales (£23,235) and Online Orders (£9,850). A 12-month cash flow forecast shows a positive net cash flow of £10,335, with five months showing minor losses due to lower seasonal sales.

Sales are expected to peak during Ramadan, Eid, and wedding seasons, supporting leaner months. Early investments focused on brand and website development. By keeping costs low and using online platforms, Halwa remains financially feasible and sustainable. Over time, sales growth and brand loyalty should improve profit margins. A structured financial plan helps monitor cash flow and support informed decisions (Hornigren et al., 2015).

SWOT analysis: Addressing Weakness

Weakness: Limited Brand Awareness.

As a new, niche business, Halwa's initial brand recognition is limited, making direct competition with established dessert brands challenging.

Strategic Mitigation:

To overcome this, Halwa will launch a targeted social media campaign on Instagram and TikTok. We'll share behind-the-scenes content, sweet-making clips, and genuine customer stories, fostering an online following and showcasing our handmade, cultural essence (Smith, 2022). Partnering with local micro-influencers focusing on food or lifestyle will significantly boost visibility and trust, aligning with our target market (Accenture, 2022). Attending food festivals and cultural events offers direct product presentation, strengthens brand recognition, and provides sampling opportunities. Encouraging customer reviews and referrals through small discounts or freebies will affordably build trust and attract new clients.

Individual Reflection:

Creating Halwa's business plan was a helpful experience, enhancing my knowledge of business strategy and promoting my personal and professional development. This process has equipped me with essential skills to further Halwa's development in the UK and beyond. It also provided me with a true understanding of the business journey — the difficulties, the importance of being adaptable, and the value of understanding customers' thoughts in guiding the business path.

New Business Skills Gained

A critical skill acquired was market research. I learned to design focused questionnaires, gather relevant data, and interpret findings for strategic decision-

making. This directly guided our marketing, especially regarding gifts, using Instagram, and customizable items.

I also gained expertise in branding, from defining a consistent tone and palette to designing marketing materials that convey both tradition and luxury.

Financial planning was another major learning area. I became proficient in creating a 12-month cash flow forecast in Excel, estimating income and expenses realistically. This gave a strong understanding of planning budgets, starting costs, and the value of efficient operations in the beginning stages.

I now understand how to assess financial feasibility, manage cash flow, and align spending with growth objectives (Horngren et al., 2015). I also developed problem-solving skills when testing different pricing and cost scenarios and gained confidence using financial tools to support decision-making.

Entrepreneurial Trait to Develop

I identified a need to improve my confidence in networking and business pitching. While I enjoy the creative and planning aspects, public speaking about the brand or approaching potential partners is challenging. Improving this quality will be important for gaining future teamwork, partnerships, and connections with investors. Developing this skill will also help in building long-term brand visibility and trust, both of which are essential for scaling a premium business.

Investment Perspective

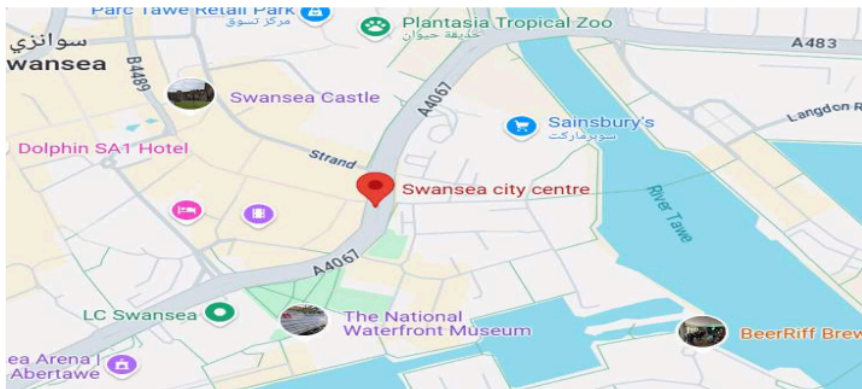
As an angel investor, I would invest in Halwa, contingent on providing support and guidance. The concept is strong: a culturally rich, handmade dessert brand that resonates emotionally and visually. Clear demand exists, particularly during seasonal events like Ramadan and weddings. The business has a unique brand image, a realistic money plan, and important growth potential.

To achieve this, I plan to go to local business events, workshops and join support networks for entrepreneurs to practice sharing my ideas and receive feedback.

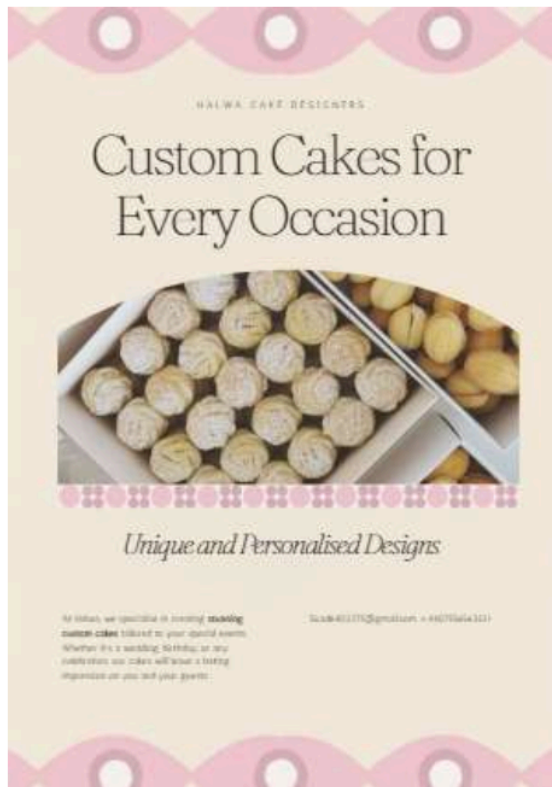
However, as an investor, I would seek a more developed strategy for building wider brand awareness and scaling production. Clearer sales targets and long-term marketing plans would also be essential. With the right mentorship and operational support, I believe Halwa can become a successful and recognized brand in the premium dessert market.

This experience has greatly boosted my business thinking, helping me feel surer about changing ideas into real, valuable projects. It also emphasized the importance of being strong, preparing ahead, and always learning in achieving success in business.

Appendix 1: Location



Appendix 2: Flyer



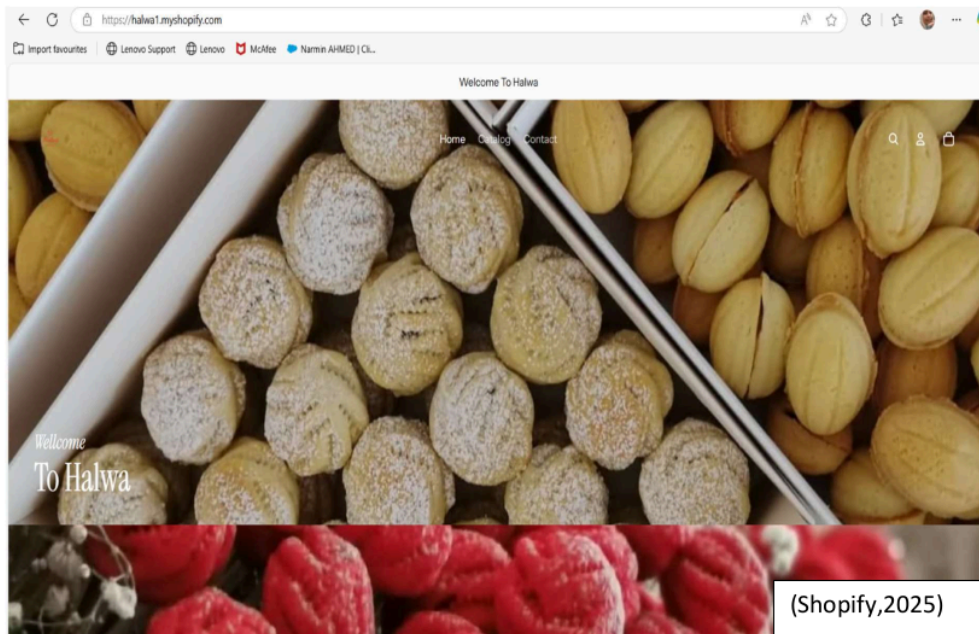
Appendix 3: Business card

(Canva,2025)



(Canva,2025)

Appendix 4:



Appendix 5:



[More details](#)

Appendix 6:

[illegible]

License and Permit	£60	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£60
Rent	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£6,000
Utilities	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£2,400
Internet Bills	£60	£60	£60	£60	£60	£60	£60	£60	£60	£60	£60	£60	£720
Shopfy Subscription	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£600
Salaries & Prime	£700	£700	£700	£700	£700	£700	£700	£700	£700	£700	£700	£700	£8,400
Ingredients	£500	£400	£200	£450	£320	£200	£390	£400	£250	£250	£210	£550	£4,120
Packaging	£150	£110	£60	£110	£130	£60	£140	£110	£70	£70	£60	£150	£1,220
Shipping	£100	£70	£35	£80	£95	£35	£70	£80	£25	£35	£30	£100	£755
Marketing & Advertising	£100	£0	£0	£70	£0	£0	£0	£0	£0	£100	£0	£0	£270
Customisation Materials	£30	£25	£10	£30	£25	£10	£25	£20	£15	£15	£10	£40	£255
Equipments	£1,500	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£1,500
Furniture & Fixtures	£1,500	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£1,500
Initial Branding & Design	£350	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£350
Total outflow	£5,800	£2,115	£1,815	£2,250	£2,080	£1,815	£2,135	£2,120	£1,870	£1,980	£1,820	£2,350	£28,150

Net Casflow	£3,600	£1,220	-£415	£1,350	£1,170	-£415	£1,165	£1,380	-£220	-£380	-£270	£2,150	£10,335
Opening balance	£0	£3,600	£4,820	£4,405	£5,755	£6,925	£6,510	£7,675	£9,055	£8,835	£8,455	£8,185	
Closing Balance	£3,600	£4,820	£4,405	£5,755	£6,925	£6,510	£7,675	£9,055	£8,835	£8,455	£8,185	£10,335	

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