



Program of study: Certificate in Higher Education Business Skills for the Workplace



Module name: Enterprise and Entrepreneurship



Module code: LCLM4006



Assignment title: HealthSip Smoothies

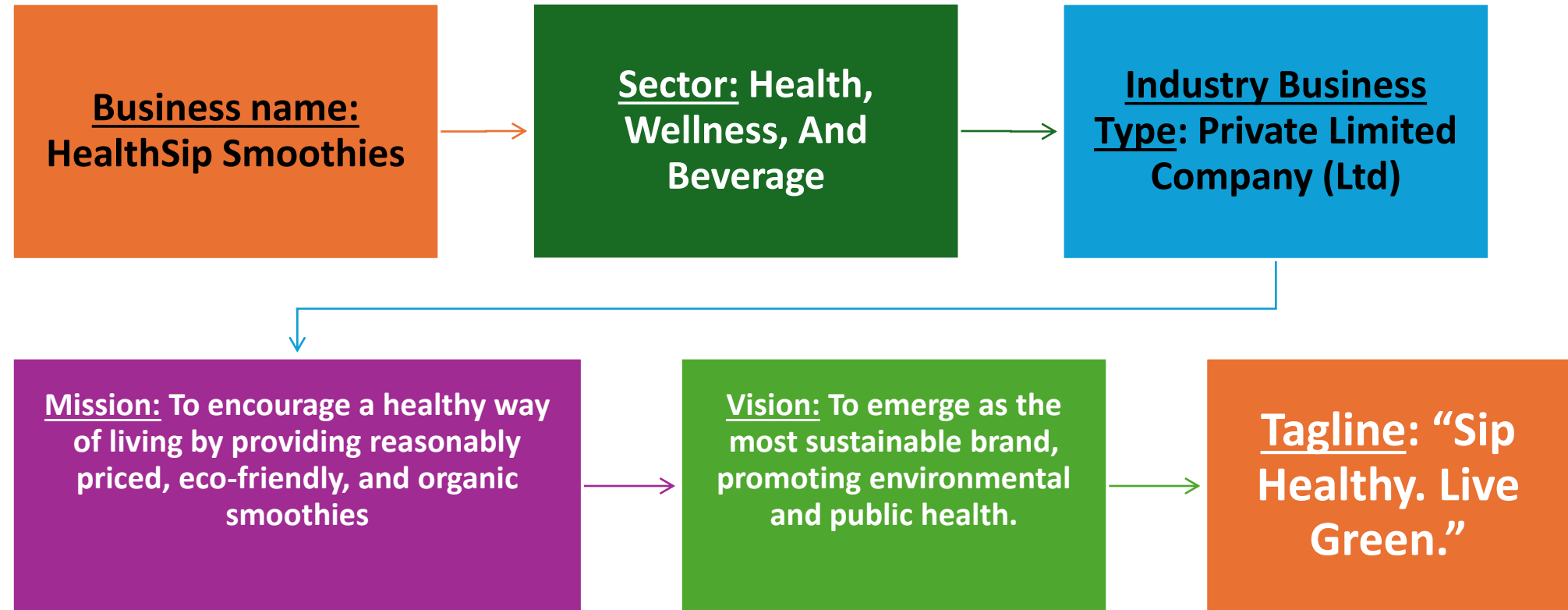


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Business Overview



Products and Services

Main Offerings

- Smoothies for detoxification
- Smoothies high in protein

Unique Selling Points

- 100% organic substances
- No preservatives or added sugar
- Fruits and vegetables grown nearby
- Sustainable straws and cups (Kotler et al., 2021).

Additional Services

- Pre-ordering with a smartphone app and home delivery
- Subscription options for monthly smoothies
- "Make your own smoothie" choice



Management Structure



Legal Format

Legal Form: Private Limited Company (Ltd)

Registered Under: Companies Act 2006 (UK)

Reasons for Choosing Ltd Format:

- Limited liability protection
- Stronger brand credibility
- Easier access to investors and funding
- Clear ownership and profit-sharing structure

Regulatory Compliance:

- Food Safety Act 1990
- Consumer Rights Act 2015
- Environmental Protection guidelines
- Business registration with Companies House (Clegg et al., 2020)



PESTLE ANALYSIS

For strategic planning, a PESTEL study is essential. It helps HealthSip Smoothies comprehend how the external business environment affects its sustainability and success in the cutthroat beverage market of the UK (Johnson et al., 2020).



Political Factors

01

The UK government supports companies that produce sustainable and healthful food.

02

Campaigns from Public Health England promote consuming less sugar.

03

Brexit's implications on imported raw materials and fruits (tariffs, delays at customs).

04

Rules for trash management and food hygiene set forth by the local council (Mintel, 2023).

Economic **Factors**

Consumer expenditure is impacted by rising living expenses and inflation

Growing desire for reasonably priced, healthful food options

Expansion of the UK smoothie market, which is worth more than £300 million

Potential to boost the local economy and create jobs (Mintel, 2023).

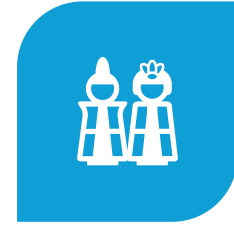
Social Factors



Transition to eco-friendly and health-conscious lifestyles.



Plant-based diets and veganism are becoming more popular in the UK.



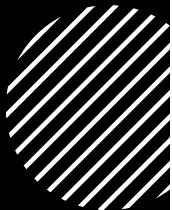
Millennial individual's desire for sustainable brands is growing.



Increased knowledge of food constituents among consumers



Technological Factors



Integrating contactless payment methods and digital ordering apps



Digital marketing using influencers and social media



Efficient chilling and blending equipment for effectiveness



Data analytics to monitor consumer preferences (Intel, 2023).

Environmental Factors

- Citrus supply systems are impacted by climate change
- A strong need for waste-free production and environmentally friendly packaging
- Adopting straws and mugs that decompose naturally
- Priority to cutting down on food waste and carbon emissions (Mintel, 2023).

Legal Factors



Adherence to the 1990 Food Safety Act and the 2015 Consumer Rights Act



Compliance with environmental protection legislation in the UK



Requirements for dietary information and allergen labeling



Registering as a food company with the local municipality (Mintel, 2023).

Marketing Strategies



Digital Buzz: Active on Facebook, Instagram, and TikTok; influencer partnerships; rewards-based loyalty program



Community Reach: Pop-up smoothie bars, loyalty discounts, and sampling at gyms and colleges



Green Branding: "Sip Healthy. Live Green" uses biodegradable packaging, local sourcing, and eco-storytelling



Smart Deals: Reasonably priced items, student discounts, packages, and rewards for referrals (Fill, 2020).

Funding and Initial Cost

Total Funding Required: £60,000

Funding Source:

- **60% (£36,000) – Start-up loan (UK Start Up Loans Scheme)**
- **25% (£15,000) – Personal savings**
- **15% (£9,000) – Family contribution**





Allocation of Funds

- ✓ Shop Setup & Equipment: £20,000 (blenders, refrigeration, furniture)
 - ✓ Raw Materials & Inventory: £8,000 (fruits, packaging, supplements)
 - ✓ Marketing & Branding: £7,000 (social media ads, website, logo design)
 - ✓ Staffing & Training: £10,000 (two part-time staff & barista training)
 - ✓ Licensing, Insurance & Legal Fees: £5,000
 - ✓ Working Capital (first month): £10,000 (utilities, rent, maintenance) (Burns, 2020)
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References

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