T2G2

REPORT FOR A BUSINESS PLAN OF MISS CAPRICE



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Cover letter

Petya Petrova
Director of Miss Caprice pizza
358 Oxford Street
W1 2AB

3rd of April 2022

Charlie Nunn
Lloyds Banking Group
25 Gresham Street,
London
EC2V 7HN

Dear Mr Nunn,

I am attaching my business plan to you with the hope of receiving a start-up cost of £100 000. I made some research about your history in 2021 where your main goal was to support customers and purposes of Helping Britain Prosper. Me as a new director on the market, I would like to develop my company with your help.

I am the director of the restaurant, but we are five owners which everyone of us has savings during the period of planning. We have approximately £50 000 which is not enough to develop our business for interior and supplies. We will be the first company in the city which will produce such different kind of service, so we hope to be well established before competing companies enter the industry.

As stated in the plan, we will also be a part of British Heart Foundation and 2 of us will manage the accounts of the company and sales. We have contacted already the British Heart Foundation who agree with us to manage the charity. We also have found a warehouse from where we will take our supplies for our food such as Marks and Spences because they provide the amount of high quality which we need when we go forward with the business after we receive our supplies such as machines.

If you think there must be any changes for our business plan, please don't be hesitate to contact me as soon as possible.

Yours Sincerely,

On behalf of Miss Caprice Pizza
Petya Petrova

1. Introduction

Miss Caprice Pizza has been a family company for over 15 years and now intends to expand and establish a franchise system across the United Kingdom. This business plan presents business description and history, aims and objectives, mission and vision, business structure, legal compliances, market trends, target marketing, marketing research, marketing mix, marketing research, management and organisation, operations etc. also, SWOT and PESTLE analysis for Miss Caprice Pizza, as well as the company's goals for the next several years. The company's main premise is to create a new Miss Caprice Pizza store every year. On the market, our firm began with a competitive advantage because we have been on the market for a long time and our personnel and receipt are the same, but we provide new and contemporary receipts on a regular basis, which has resulted in excellent success management experience will be beneficial for future growth and expansion.

1.1. Business description and History

Before we introduce it to the government to get the permission to open our pizzeria, we decided to make some improvement on the size of the business. We were very sure that we will going to succeed through the market, even though we had so many competitors at this time, that’s why we decide it to trade in other countries because like this we can develop our service and more people we will hear for us.
Our business started from the university, when like a group of 5 girls we had the opportunity to do a business plan for a company. It was not that hard all together to decide that our business will be called Miss Caprice. Thereafter our business plan was approved by our university, we decided to release it in real time. We insert our improvements to the business plan, we provide all documents needed for the relegalisation of the business and the government decided to give us permission not only for London, but even to expand further.
Since that time, we were taking it slowly to the development.

Our main pizzeria now is located in Oxford Street. We chose this location because there are many people such as tourist, teenagers, workers and families (which are our target) who are passing near our shop and can have the opportunity to sit in and have a nice lunch. The other reason we choose this location is because as many tourists we have as many profits as possible our business will make which is our priority. Near our company is an underground and busses which is a good transport link for the people. they can use the tube services of central line, Victoria line, Bakerloo line, overground and southern trains. It is easy to take busses from there because the bus stops are located very close to the restaurant. Busses like No 6, 13, 9 etc are going through there.

Starting up a business was a big deal for us, but we manage it as we already had the knowledge of how to develop it. Also understanding better our market is helping us to understand how to deal with our competitors. Starting first from a small business was the

best decision that we made, because it was easier for developing. Now, we are even more responsible for the business finance, protecting the business, keeping it legal, paying taxes and keeping records, because we are dealing with that for over 15 years which we can only be thankful to our customers who are loyal to us.

1.2. Aims and objectives

For our business plan and strategy, we are setting first our aims and objectives because they are our priority. To set our goals, we need to look hard of how our company is operating and to have a clear idea for the business how will develop in the future. Setting our strategy for aims and objectives will give us the opportunity to look at the external factors such as new competitors who are just rising in the market. We are aiming to provide to our customers the best high-quality food and services, so we can meet their satisfaction. We believe that if we achieve our objectives, we will see the satisfaction of our customers which will lead us to success.
Nowadays, the people are too busy to cook or students after school who are hungry are coming in our restaurant to have their lunch or dinner and some of the people who have fast going life as well. (*Mission Statement, n.d.).* We are not only providing to our customers sit in, but we also provide for them take away and deliveries. Moreover, they can use our website for a quick menu and ordering instead of waiting on a queue. Our objectives are explaining how exactly we are achieving our goal. The objectives are short-term which are helping to the company to achieve the long-term goals. (*British Business Bank, 2021).*

One of our objectives is to provide different variety of food for different types of customers. Every customer has a different taste, and it is our pleasure for us to satisfy them by baking the perfect pizza for them the way they like it. Another objective is to serve high-quality food with reasonable prices. Our customers are on first place, we want them to feel free to eat, instead of wondering how they will pay their bills. The following objective is to meet customer needs with alternative menu. The customers can create their own pizza. They can choose the ingredients, type of base etc.
Last but not at least objective for our business is to get know our target market. Getting know our customers is very difficult, because as I said, everyone has a different taste and different ideas. Providing them feedback after their order will help us to improve our service and get know them more.

1.3. Mission and vision

Our mission for Miss Caprice is to show to our customers that every pizza can be tasty and there is no time to waste. Our customers are our priority. We want our mission to have. A significant impact on our customers' future. Completing the mission will help to expand more and have positive company culture. Miss caprice wants to provide to its customers the best experience, that's why we upgrade our menu every time so it can be more alternative so can suit the taste buds of the customers. The mission statement for our business is defining the culture, values, fundamental goals and ethics. It also reveals our actions, how we are

completing our tasks and why. Furthermore, it also describes how each of these factors applies to our stakeholders such as employees, suppliers and the community. With the help of our mission, we can define our long-term goals that the business wants to achieve in the future such as increasing in brand awareness, increasing the size of the market and improving the service. (*James Chen, Aug 20, 2021*). Our mission helps to clarify the purpose of the company, which makes it useful guide for our employees to be motivated and in line with our values.
On the other hand, vision statement is a future-based and gives to our employees' direction of the company rather than our customers. While our mission is focusing on the purpose of Miss Caprice, the vision statement creates the fulfilment of that purpose. The vision for Miss Caprice is to be No1 for our customers by building in them trust, increasing our rating and have passion. This is the internal communicational tool that helps our team to reach the company's goal by giving alignment and inspiration. (*Sean Peek, dec 21, 2021*). We will try to get feedback for our services so if we must improve something, to provide to our customers better experience. Miss caprice has lots of things which must across, but each of these things are helping of becoming and exceptional and tastiest pizza company with the quality expected from the people. with our innovative strategy and global business management, our rapid growth and success is going through our team, and it works effectively for our customers to make them happy. By achieving our mission and vision statement, we aim to become a global leader in the pizza industry.

1.4. Business structure

As we are following the plan, we have only five roles of operations which are director, human resources, sales manager, marketing director and finance administrator. The role of the director is to manage the business as applying strategic and operational decisions. The human resource's role is in charge to recruit and train people for work and in care to fire them. The sales manager is responsible for restaurant sales as making analysis for improvement if are in need. Moreover, the marketing director is responsible for the promoting of the business's service which means that he is operating all company's websites and social media. Finally, the finance administrator is the one who is dealing with all reports for finance, income and expenditures because they are the most important for Miss Caprice due to legal policies.

Our business structure as we are a start-up business will be a partnership. It will be running from the five of us which means that we are responsible for all our profits, debts, losses and liabilities. As usual, like all other companies we need to have the necessary licenses and permits for our regulation. The business partnership doesn't have a legal status, except that all of us must be registered with HMRC and for self-assessment and complete separate taxes as this is a legal requirement. (*British business bank, n.d.).* Each partner will be paying taxes on their shares from the gained profit of the business. Each of us is liable for any losses the business does. The advantages of to be partnership structure is that we benefit from each other's knowledge. this means that one of us has experience before in managing business so this person can share his ideas. The partnership also provides for us flexibility and support. As each of us is responsible for its position and we are self-employed, we don't need to deal with the administrative requirements of limited companies. On the other hand, the making of decisions will be slower, because if there are many different ideas, they should be reviewed carefully and decided if they are possible for the business or not. Whether these ideas are

good so they can bring a success to the business. Also, each partner in Miss caprice as I said has unlimited liability activities and the transferability will be difficult for achieving. The following licenses which our business will have are Health Safety license, sales privilege license, fire inspections and permits, planning license, cleaning license, occupational licenses, permits and certificates, local license and zoning license.

1.5. Legal compliances

We will be ensuring with all legal compliances four our business from the existing national and international laws. As a start we need to have The Companies Act 2006 which is the main legislation for the UK law. In this act will be include the company law provisions of this act; the audit, investigation and community enterprise of act 2004; the provisions of the companies Act 1985 and the consolidation act 1985 that remain in force. *(UK Public general acts, 2006 c.46.; 01/01/2007).*
The main objective of the compliance in the business is to avoid criminal behaviour and react appropriately to it. The compliances regulations are in place to protect us, our business, employees and property. Our business will comply with applicable industry regulation set by financial conduct authority and Law society. Our finance regulation will be as taxes, HMRC, keeping records and accounting. As I said above, Health and Safety for the employers and employees and the most important the general data protection regulation. The data protection policy will make sure that every employee's personal item, information will be kept in a safe place therefore, no one's personal information will be exposed to unwanted people. this will give to our employees' trust and loyalty to work for us meaning that they will feel comfortable. About the employment law, we need to have for each worker a contract, grievance, disciplinary and HR procedures. The wage of our employers will be based on their performance. Starting as a three-month temporary contract they will be paid on £10.27 per hour. If they stand out with good performance, they might transfer before the probation to a permanent contract which will increase their salary with £2 more per hour. The regulations and laws are ever changing with new rules and updates coming into place all the time which makes a big challenge for our business to keep up although its important that we do. So, to minimise our chances of being non-compliant, we need to have a control on the organisational policies and procedures, regular risk assessments and keeping all our documentation as proof of our compliance. *(Nick Green, Mar 22, 2022).*

2. Marketing

2.1. Product description

Our products which are especially pizzas are made for our customers with love. We have different kind of pizzas such as Margherita, keto pizza which has inside almond flour eggs, mozzarella and is nuts and allergies free. We also have a special pizza called Miss Caprice which is to give to our customers to choose their base which can be thick or thin, type of dough (crispy, 9-grain etc.); topping (vegan dairy free, meat or meat free etc.); some stuffing inside where is the end of the pizza such as tomato paste, mozzarella etc. Option for veggie pizza as well. Except of pizza, we will serve also pasta, salads, soups option for three to five course meals. We also provide organic and Vegan wine for the people with preferences. Miss

Caprice will provide alternative menu with fast delivery to all local areas in London. Our pizzeria is specialised in the preparing of pizzas with proven recipes that have successful launch in London and the surroundings. Our bakers are preparing for our amazing pizzas a hand – tossed dough coming with a secret sauce which makes customers to come again and again. Our items in the menu are with reasonable prices so every person can have the chance to taste of our delicious products. As we will target the vegan, vegetarian and people on diet, we are doing keto pizzas from whole-wheat dough with almond etc.

Miss Caprice offers the wide online and instore menu selection so can be liked from many people with different preferences. As more people nowadays are becoming healthier, the whole-wheat dough options are available for all piazzas. Can be in crusts and breadsticks. Moreover, Miss caprice pizza is the only pizzeria which provides a vegan option to customers in the surroundings. The many options for flavoured crust options with cheese, garlic etc. coming with different pizza toppings also bring our company one stap apart from our competition. The expanded hours of work and the fast delivery allows to our customers multiple options for tasting our pizzas. *(More Business, n.d.).*

2.2. Target market

The marketing analysis for our business include the target market. We are targeting families, tourists and people the age of 20 and over. To identify our target market and to provide the best service to them we need to get know our customers, their needs and why they buy this particular product. *(SBBC, n.d.).* To know all these facts, we will provide for them a feedback and questionnaires with simple questions so we can understand their expectations and to be able to receive from us what they are looking for. On the other hand, our business has a limited time, resources and budgets, so if we want to reach out our customers effectively, we need to segment the target market. We can segment our target market into 4 groups such as demographic (age, gender, income, nationality, ethnicity etc.); geographic (their country, region); physiographic (social class-lower, upper or middle; lifestyle, personality etc.) and behaviouristic (unaware, aware or interested to buy; attitude toward product; consumption status etc.).

Our market share is between 1% and 5% because still we are a small business. The bigger market share we have, bigger expenses will bring into the company which we cannot allow as a start. And finally, our competitors who are Pizza Hut, Il Pizzaiolo, Pizza Pilgrims Selfridges etc. and we are following strictly them for comparing our services with theirs and prices of which ours are better.

2.3. Marketing trends

When we talk about market trend analysis, it’s much more than checking overall demand fluctuation. A thorough analysis investigates all aspects of your market. We’ll get a deep understanding of consumer behaviour, its impact on the market in general, and our business. (*Similarweb, n.d.)*

Pizza has always been one of the most popular foods among consumers, but there are lessons to be learned from the storey of pizza's rise during the pandemic when thousands of

restaurants closed or failed to adapt to rapidly changing times. *(Jardins, n.d.)* Prior to the epidemic, many consumers went to restaurants or ordered takeout, but today, many individuals prefer home delivery. People like pizza more than ever, yet preferences differ since customers gained weight during the epidemic. That is why we switched to a gluten-free, low-carb pizza. Last year, a variety of meat-free vegetarian and vegan toppings were introduced, which are healthier and the fastest-growing. Innovative pizza technology is growing as well. Customers can see it on their online application where the delivery driver now, they can follow it. You do not have to call or go to the shop anymore. They can use a phone app and can order. People desire to save the earth because they believe it is necessary that's why we prefer Eco-friendly packaging that uses less plastic and paper or other recyclable materials. Customers prefer a pizza business that is more ecologically conscious, such as the driver using an electric bike or car.

2.4. Marketing Mix

The marketing mix has been defined as “the mixture of controllable marketing variables that the firm uses to pursue the sought level of sales in the target market”
(*Middleton and Clarke, 2012)*
A marketing mix is a combination of the marketing tool we use to get a Miss Caprice pizza its intended marketing goal. The classic marketing mix is equal to the 4P model product, price, place, promotion.

Miss Caprice pizza 4P'S

Product
We would like to make more new pizzas in the future. If the dough is the same, we'll change the topping; if the dough is different, such as gluten-free or low-carb, we'll keep the same topping. More importantly, we must maintain a high level of quality.

Price
Miss Caprice Pizza has a competitive price in this area, and we anticipate an increasing number of potential clients. We can still provide free delivery and customers will not have to pay more than other providers.

Place
Customers can place orders online or through the Miss Caprice App. We have a contract with a delivery provider, and Miss Caprice's marketing mix includes a home delivery service.

Promotion
Miss Caprice's company places a strong emphasis on complete marketing leaflets, social media, and radio advertising. We've advertised on all of the social media sites where we're active. We appear on the Running Show once a year and help them with this excellent advertising.

2.5. Marketing Research

Miss Caprice's pizza market research is designed to learn about guest satisfaction, revealing mistakes to improve the quality of service. Pizza is not limited to a certain age, since almost everyone eats it. But some, especially the younger generation, consume more. Therefore, after conducting market research, our main target audience is the following group of people: Universities, High schools and other higher education institutions, Children, Households, and Offices.

Miss Caprice Pizza recognizes that marketing and related activities are the lifeblood of any business.

We let the quality of our services speak for us by creating an online and offline platform where satisfied customers can participate in the word-of-mouth advertising of our products and services. Miss Caprice Pizza also implements the following marketing strategies:

• Create active profiles on social networks, customer-centric and focused on them.

• Introduce our business by sending cover letters, flyers, brochures and other marketing materials to our target markets, such as higher education institutions, markets and schools.

• Carry out promotions for our customers and presentations to promote our brand.

• Advertise our services on relevant financial and business websites and newspapers, radio and television, and other online platforms. *(Business Guarantor, 2021)*

3. Operations

3.0. Operation

The operations department chooses the finest quality control procedures to guarantee that a product or service meets accepted standards. This part will demonstrate how the shop is operating during the process.

Miss Caprice Pizza employs a total of ten people. Management has developed an effective interview system to guarantee that the restaurant is staffed with highly qualified persons for each position. Each application will be scored and evaluated based on a set of set rules for each post for specific positions, background checks will be made. Employment activities will be focused on referrals and the general manager's direct advertising efforts. For every position in the restaurant, a complete training programme is delivered. Individual training materials and personal guidance on how to cook the perfect pizza will be provided to highly qualified people filling such roles. New employees must be familiar with safety, customer service, health rules, and all other aspects of their jobs. All different positions will be training because we do multiple shifts.

3.1. Management and organisation

Our management and organisation are consisting of five stages which are planning, internal and external environment, growth and organising.

The planning stage for us is when we are defining our goals for a future direction. After defining those goals, we will take alternative actions for achieving them and ensure effective implementation plan. The strategic planning is based on our mission statement which is fundamental reason for existence and involves the entire organisation when formulating all objectives. Also, the strategic plan involves all our strengths, weaknesses, opportunities and threats for determining the position of our company to be effective in the environment. We have another way for planning which is the tactical. This is involving the developing and specification for implementing the strategic plan which is supported by the operational planning. This operational planning is defining these steps for support and specifies ways for achievement. *(University of Minnesota, n.d.).*

The internal environment for Miss Caprice is all factors which have a direct impact on the business such as management changes, employee morale, culture, financial issues etc. In general, these factors are easier to control than the external because we can predict the issue before happening and we can make a quick action.
On the other hand, the external environment are all factors who have the potential to affect our business from outside. Some of these factors are the competition, political factors, economical environment, government regulations etc. The external environment is harder for controlling due to the fact that we cannot prepare for them and give us no control on our actions. (*Ryan Hultzman, Sep 9, 2021).*

Growth planning is similar to our business planning, but here we are focusing only on our revenue and expansion so we can take needed actions to achieve it. For our growth, we will reinvest our earning back into the company as opposed to pay out interest to continue spurring growth. The growth plan is very important for our business it can bring an experience of low sales, loss of customers and increased competition. This plan is helping to Miss Caprice to prioritise its resources so we can make effective actions addressing one of these issues. As we are a small business, we will follow our strategies so we can increase our sales revenue such as selling more of our products to our consumers. *(NI Business Info, n.d.).*

The organising part in Miss Caprice involves the design of all our roles. Here we are making our decision on the duties and responsibilities for each of us. This is the level of the business which is deciding how we can coordinate our effort effectively through the different roles. The organising is the function of our business where we are developing our organisational structure which provides graphic representation of command within Miss Caprice. Our organising is important it creates the organisation and communication among our departments for structural relationship. *(University of Minnesota, n.d.).*

3.2. Social responsibility and Sustainability

It is very important for our business to focus on the social responsibility, because its our obligation to pursue achievable long-term goals for our people in the community. We use our social responsibility to give a respect not only to our employees but to our customers as well and thank for their loyalty to us. That's why our company decided to have a franchise with other companies so we can develop our business beyond our community and loyal clients who are believing in us. We will take a part as a charity partner which means that 10% of our profits, we will give to British Heart Foundation. This is an advantage for Miss Caprice because

it will help for our business to be seen as a positive force in the society. This will boost our awareness and keep our business on top. The loyalty of our customers is the most important, because is helping our business to stay away from floating. Without them, our business will not exist, so some of their expectations for us is not to keep all profits for us but to give to the society as well. *(Chastity Heyward, Nov 18, 2020).*
Another advantage for us is that when we are socially responsible, we are attracting investors. According to the report of *Aflac (2016)*, the investments of the companies are not seen as a mistake, but like a corporate culture which is not likely to provide a financial fraud. As a summary of that, if we want to attract more customers and keep our employees who are loyal, we need to give to the community a support. The success is coming not only from the profits and the increased sales, but from the satisfaction of our customers and employees who are the keys for this success. If we don't have our customers, we don't have our profits which we cannot donate.

For our Environmental Sustainability, we have a plan to reduce our emissions to zero across our value by 2030 settled by the UK Government due to the lots of environmental pollution around the world. UK wants to reach its targets for zero which will create a net zero economy. For our business to create a net zero economy will be difficult so we need to go further. We can only change to a net zero if we have a support from the government and the local authorities who give us the permission. (*Friederike Andres, Nov. 2021).* This policy will help us to overcome the barriers which our business can face. We will have the permission to invest in the environmental and economical improvements so we can get installed solar panels on our building due to the increased rates which will suits good for our business. Our company will switch to zero emission vehicles, used for delivery, by 2030 due to the taxation system of the government and have a discussion with the authorities about future taxations.

3.3. Development, Milestone and Exit Plan

Our business development is keeping our company on the market. When new competitors are coming up on the market, our company may face a competition for which we need to have a strategy to overcome that problem pushing us away from the success. By keeping an eye on our competitors of who are they and what are their actions, we will offer our service which will stand out in the market. *(Daniel Smith, 2021).* As we will have an alternative online menu in our website, we will offer online ordering so we can expand our customers database and give them more options. Also, adding in a period of time new items in our menu will bring us development not only in our community but in our reputation as well. The newer product we provide to our customer, better high-quality and consistency this product will has. Moreover, Miss Caprice will have a third-party vendor for delivery service which we will make sure is meeting our requirements for zero emission vehicles. Having the business strategy will boost our business to expanding our restaurant over and increasing our target market.

The milestone is another step of Miss Caprice's development. Our milestones are the goals which we set up for our restaurant with dates. Our business plan won't be successful without our milestone which is to get an approval for marketing campaign. A marketing campaign where we will produce our service such as `Instagram account. We are planning our Instagram account to be opened in the end of the year, which will be managed by our Marketing director with the budget of £1000 per month. The strategy for us is to expand more beyond our

community, so the tactic of our milestone is the social media. As the milestone is the key to our management, we will review it every time to make sure everything is under control along with our strategy. (*Noah Parsons, June 11, 2020).*

The exit plan for our company is to sell all shares to one of our existing partners or to sell it in the Open Market. The open market is very good option for the investors for our business due to our business is already established, less risky and easier finance rather that start-up finance. As we will follow our plan for development to reach our success and minimise our risks of fail, we will have a good financial condition which will attract more buyers. The reputation of the business will be included in the price of the business which will allow to our buyer to gain relations and brand developing. *(Ella Ames, May 10, 2021).*

3.4. Technological Plan

The technological plan is very important for our business that's why we are planning to create a website which will help to promote our products in social media using adverts in different sites such as YouTube, Facebook and Instagram. Although, the website is going to be used for our business to grow up, we will also provide an online menu where people can easy order their product without waiting on a queue in our restaurant. We know that people like big offers and good value on prices, so Miss Caprice will provide to its customers the best values and promotions to attract more people's attention. The plan is to spend 20% of our profits for advertisement. The technology plan provides to Miss Caprice a clear plan for action and communication which will lead to the improving of our productivity, performance, software development and customer experience for achieving our goals. *(Pro OnCall Technologies, Oct. 25, 2015).* We are not using the technology only for advertising but also to maintain orders in our website, financial records and communicate. The technology plan is a part of our operations due to the use of our online interview system. We need to arrange a supportive service such as installations and upgrades if we want our system to proceed without disruption during maintenance. Also, we will add a security plan so we can make sure our data and to our employees is protected. We will have a specialist for our IT services. These technology strategies can help us to track our marketing effectiveness easily and see better where to make changes if needed.

4. Finance

4.1. Financial data / Income sheet

Different types of expenses are going to take place in the way of implementing the business as per the required and expected business plan. The different expenses modules will be legal, advertising, insurance, other, start-up inventory, cash required, rent expenses, decoration, and equipment.

The income sheet for the Miss Caprice organisation included the evaluation of the amount for three years i.e. 2022, 2023 and 2024. The Sales income for the years 2022, 2023 and 2024 is 262800, 371388, and 416100 respectively. The gross profit that was evaluated for the years was 262800, 371,388, and 416,100 respectively. The total expenses calculated for the years were 192,140, 258,800 and 284,800 respectively.

4.2. Profit and Loss Account

Steps to make a sales forecast for the Miss Caprice

- The company should begin with the goals of the forecast.
- The company must understand the average cycle of sales.
- The company must get buy-in, as it is critical for forecasting.
- The company should formalise the process of sales (Abdullah, 2020).
- The company must determine the maturity of the sales forecast.

Steps for creating a budget for the expenses for Miss Caprice

- The company need to evaluate its net income.
- Further, it has to track the spending
- The company must set the realistic goals
- The company should adjust the spending for staying on budget
- The company should review its budget on regular basis.

Steps for developing cash flow statement for Miss Caprice

- The company should collect the basic documents and required data.
- The company should compute the changes in the balance sheet
- The company must add each balance sheet change to the statement of cash flow.
- The company should adjust the expenses (Non-cash) from the profit and loss statement
- It should be based on other specific data, adjusting the non-cash transactions.

Projecting the net profit for Miss Caprice

The company must begin with the projected sales income of the business. Then it should subtract the cost of goods that has been sold for getting the gross margin. The factor of subtracting the other expenses of operations to get the new income for operating, then proceeding to subtract any kind of payments because of the net income.

Dealing with liabilities and Assets

The asset and liability management needs the focus on the timing of the flow of cash since the Miss caprice company should plan for the specific payments of the liabilities. The Miss Caprice must ensure that the process majorly includes the factor of assets that are available for paying the debts as they majorly come due and that part of earnings and assets could be converted into the cash.

4.3. Balance sheet

The balance sheet analyses two major modules Assets and Liabilities.

The asset part includes three sub-modules like Cash, Equipment, Stove and Less depreciation. The amount of cash is 50,000, the equipment is 10,000, and less depreciation is 1100, therefore the amount of the total assets is 1100. Similarly, the liabilities include employment liabilities (100), Food liabilities (1000), and owner's equity (62800).

4.4. Cash flow statement

The net income of the Miss Caprice organisation for 2022 is 267000, The depreciation calculated was 5000, Increase in inventory includes 10,000. Purchase of equipment involved 8000, therefore the total cash flow statement evaluated is 285000.

5. Tools

5.1. SWOT Analysis

- Strengths

Miss Caprice Pizza has already been working for 15 years, stable employment and experience in management. Same place long time ago, the competitive price we have always a good deal. We are flexible with new flavours and designs. We use a social media platform for marketing, and all our followers may express their opinions promptly.

- Weaknesses

Every month opened new businesses in the city. There are food shops around, similar to restaurants, although the majority of them are take-out establishments. There is a pizza business on every corner; we must compete with them. Because the prices of all products are rising, we must consider how we may save money in order to remain competitive.

- Opportunities

The opportunities for us, if we can pre-package, half done dough pizza, low carb dough, gluten-free as well and any different recipes to sell online and bring for us more income.
Next opportunities more delivery we can use online application and contact more delivery companies like UBER eats, Deliveroo, just eat and with this we can do more traffic in the shop.

- Threats

Every company is fraught with danger, and we have no idea when a new pizza parlour will open. Unpredictable material, shop rent, and gasoline price increases, and we have no idea what the impact will be on our firm. Because to the closure of Covid Local Farm, we face a significant issue because we rely on them for fresh cheese, ham, eggs, and milk every week. It was simple for us since we didn't have to travel or order delivery, and we could save money.

5.2. PESTLE Analysis

With the PEST analysis, we examine and systematize the situation of the political, economic, social and technological factors, their expected direction and the details that are extremely important for our company. If the environment of the enterprise requires the examination of additional areas, then in addition to the above four elements, we can expand our analysis by examining other necessary components. In this case, in addition to the elements of PEST, the environmental factors (E - nvironmental factors) and the legal factors (L - egal factors) are also included as test factors. This is an extended variation of the PEST analysis called PEST + E + L Analysis.
Pestle Analysis is a good technique to find out opportunities and threats in the external environment of a business.

The process whereby we examine the external environment to identify key structural changes in an organisation in the UK which affects demand and supply conditions for Miss Caprice products.

- Political Factors

These aspects are critical for any corporation to be aware of in the political environment. For example, political stability; political direction; corruption; and government type.
The activities of the government and the laws that they enact define the success of the business and the ease with which it may be conducted without hindrances. Political leaders have an impact on business, whether in a positive or negative way because a new government can modify the rules and regulations.
A great number of products goes from the continent, from EU countries, that is
why might be problems caused by Great Britain's exiting from European
Union. (A d a m y k, 2019)

- Economic Factors

We need to look at factors such as taxes, interest rates, inflation, unemployment rate or the state of the stock market. We also need to assess consumer confidence and behaviour in the market.
Very important we have to know how stable the economy at the moment is if increasing or stagnant it is good for the pizza business and potential customer wages increases as well, they can spend more money on food and we hope to increase in the coming years. Globalization affects the economic environment, for all its negatives contribute to the strengthening of the economy, which means increasing the standard of living of billions of people. However, globalisation has not only negative effects, as it is also expanding for the "small" person. In the world, opportunities are expanding, and if we can take advantage of it, we have the opportunity to live a life based on a secure foundation rapidly developing economy is more political. It offers freedom and a higher standard of living. Even so very high unemployment people number, of course, we look after our employers and their family in the Miss Caprice Pizza, because a lot of costs if you want to find new and skilled, reliable workers.

- Social Factors

Social Factors can affect the pizza business, because from time to time change customers taste, and are much more looking for healthy food. As result, they choose organic food over junk food. Transformed in the shop menu because we must change some pizza topping and we have to cater all customer wish; organic, healthy, spicy and junk food as well if they wanted if we won't keep it or increase customer base. A lot of people work long time hours, and they have no time to cook, and they want to order late time. Remember it is very difficult to keep all type of customers happy. (Farooq, 2019)

- Technological Factors

Pestle analysis is particularly active when it comes to technology. Continuous innovation could have a big impact on your restaurant. We take after Miss Caprice Pizza when we are not in town. We use CCTV cameras that can be managed with an iPhone, and we can see all activities in the shop at all hours of the day and night. We use accounting software such as QuickBooks Application for shop accounting and customer register as result, we saving time

for us and if you use this App properly it has the ability to grow sales and profits on the other hand, some businesses use manual registration to manage they are business,
Transportation infrastructure, energy availability, technological advancement, amount of technology transfer, and patent protection all have an impact on the technological environment, regardless of the fact that our world does not come to a stand and needs to develop with each passing day, it is vital to have a high level of technology to satisfy your customers.
Miss Caprice.com, the company's own website, was becoming extremely popular. In order to attract more new customers, we are now trying to be trendier. We provide Caprice Pizza applications for customers; they can make ordering very simpler, and we use other applications which is helpful for quicker payment and more comfortable they can use all smartphones and not need a bank card anymore.
We try to use recyclable products and have good food wastage management systems in place. We donate any leftover pizza to humanitarian organisations or people in need. For business strategy and building a loyal client base, every environmental effect is important.

- Environment

The environment that affects many businesses is environmental such as climate change , urbanisation, energy strategy and ecological pollution
Miss Caprice Pizza caters to today's health-conscious customers while also caring for the individual and the environment. Every aspect of our business, from food production to distribution to customers, was designed to encourage environmental preservation and development. All of our delivery vehicles are hybrid. We strive to recycle pizza boxes, and if customers bring them back, we give them discounts. We utilise eco-friendly cleaning supplies in the business and do not use plastic boxes. We utilise a local farm and place our orders there. We try to utilise recyclable materials whenever possible.
Legal Factors
Different elements may have an impact on the legal environment including company law, employer law, trade laws and policy.
Law and regional governments can have an impact on pizza shops. These policymakers frequently check different locations of the restaurant, such as the kitchen and storage, to check the quality and expiry of different foods, as well as the employees and other sanitary conditions. Miss Caprice pizza makes pizza, we cook pasta, store many things in the fridge and storage and we sell alcohol therefore we need to register the local council environment department. This department will support us in meeting the Food Safety Act's standards we do not have to pay. All driver needs valid driving licence

6. Conclusion

In conclusion, creating a business plan is a vital guide which help us to make the right decisions. Going through each point for our business strategy, now we have a clear perspective of what we can do and how to minimise our risks to minimum of failure. Moreover, creating analysis and charts are also a helpful tool for tracking our business effectiveness, development and performance. As *Jared Lindzon, Jan. 2, 2022,* is saying in one of his blogs that the business plan is like a road map. It is possible to travel without one, but this only can increase the possibility of losing along the way. *(Entrepreneurship, Jan. 2, 2022).*

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8. Appendix

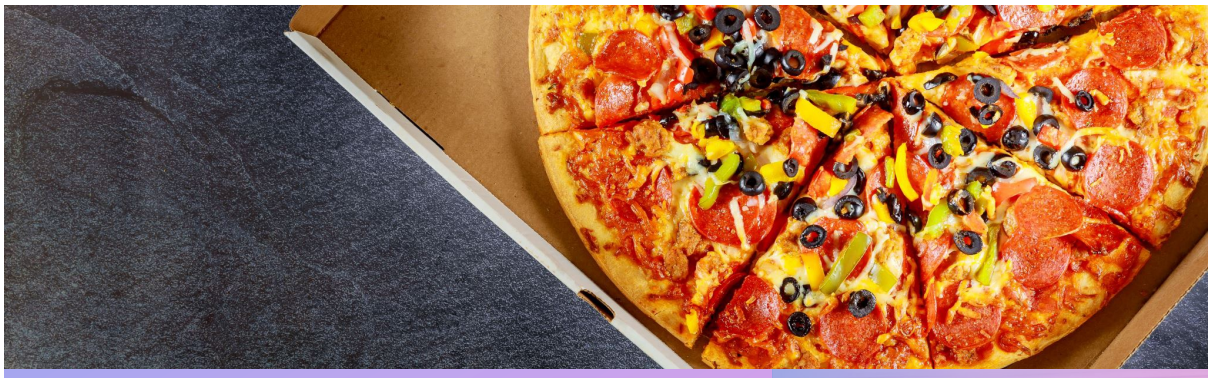
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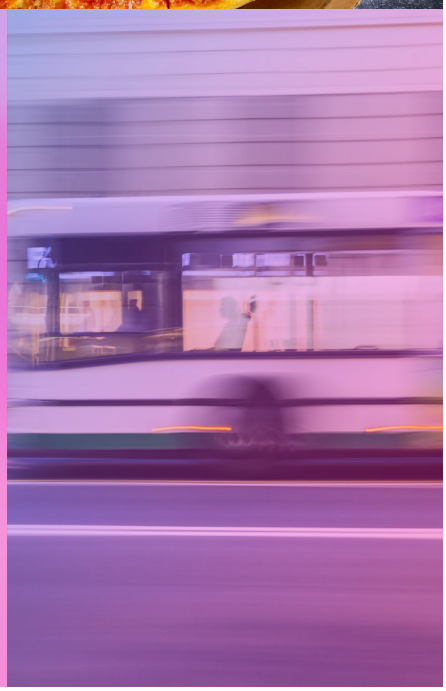
Introduction

- Miss Caprice Pizza is a small pizzeria providing different types of pizza for all customers with different taste. Starting from meat pizza through vegan/vegetarian pizza leading to keto pizza.
- We will try to provide to our customers the best experience that they will ever have. For last but not at least, for our loyal customers we will have special offers. (loyal club card) etc.



Business Description and History

- Miss Caprice Pizza is established by 5 girls who had the opportunity to create a business plan for the restaurant when they studied at the university. The pizzeria is located at Oxford street. We chose this location because there is a good transport link for our customers such as underground, buses and taxis.



Aims and objectives

The aim of Miss Caprice Pizza is to provide the best high-quality food and services to our customers so we can meet their satisfaction. We believe that if we achieve our objectives we will see the satisfaction of our customers which will lead us to success.

The objectives are as follows:

- To provide different variety of food for different types of customers.
- To serve high quality food with reasonable prices.
- To meet customer needs with alternative menu.
- To get know the target market.

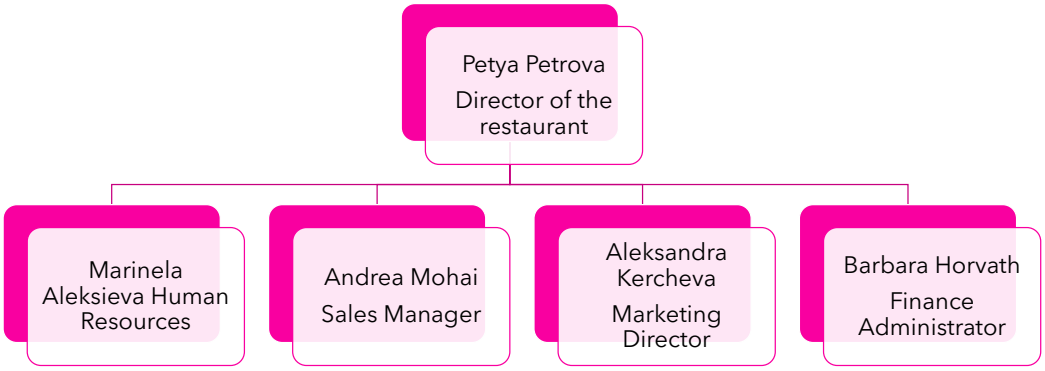


Mission and Vision

The mission of Miss Caprice Pizza is to show all its customers that every pizza can be tasty and there is no time to waste of trying them.

The vision is to be No1 for our customers by building trust in them, expanding our reputation and have passion.

Business structure



Product description

- Pizza Margherita – crispy dough with tomato paste, mozzarella and basil.
- Miss Caprice Special – choose your won pizza (thick or thin base); any stuffing (cheese, white cheese, dairy free, meat etc.); toppings (vegan, dairy free, meat or meat free option.); option for veggie pizza as well.
- Keto pizza – almond flour, eggs, mozzarella. Nuts free, allergies free.
- Except from pizza we will serve also different kind of dishes such as pasta, salads, soups, desserts. Option for 3 or 5 course meal.
- Organic and vegan wine also in availability.

Marketing analysis

Target market – our pizzeria is targeting customers at the age of 25-50 and families.

Market share – Miss Caprice pizza will have market share of 1-5% of the target market because it's a small business.

Competitors - the competition in our location is very strong such as Pizza Hut, Il Pizzaiolo, Pizza Pilgrims Selfridges etc.

Trends

What trends are there in the pizza market?

Pizza Trends to Look Out in 2022

- Local Produce
- Dairy free
- Meat free
- Vegan and Gluten-free options
- Online ordering
- Eco-friendly Packaging

SWOT Analysis

Strengths

- Local Customer
- Experience managing
- Very good price

Weaknesses

- New business opening nearby
- Price increasing of products

Opportunities

- Growing fast food market
- More delivery

Threats

- New pizza shop opening next year
- Local farm closing which supplies the fresh cheese

PESTLE Analysis

Political

- Government type and stability
- Tax policy

Economic

- Labor cost
- Low fuel price

Social

- Population grown rate
- Population health

Technological

- Technology incentives
- Research and development
- Technological awareness

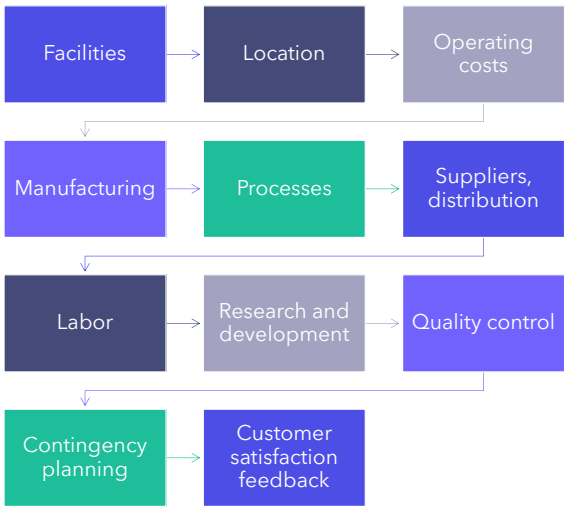
Environmental

- Weather
- Climate change

Legal

- Discrimination laws
- Employment laws

Operations



Technological Plan

The technological plan for our business is very important. It helps for promoting our products in social media using ads.

- YouTube, Facebook and Instagram ads.
- Available online menu – people easy can order their pizza, so they can quit waiting for available waitress if busy.

Management and Organisation



PLANNING

INTERNAL AND EXTERNAL ENVIRONMENT

GROWTH

ORGANIZING

Social Responsibility and Sustainability

The social responsibility is to work with respect. Able to have a franchise with other companies will help us develop not only our business but the whole community which trust us.

Also we will take part as a charity partner – 10% of our profits will go to British Heart Foundation.

Environmental sustainability – we will reduce our emissions to zero across our value by 2030.

Development, Milestone and Exit Plan



Development – adding in a period of time new item in the menu will bring us development in the community but in our reputation. Proving to our customers that any new product that we add can be with high quality and consistency.



Milestone – no doubt that our businesses wants to take part of a campaign so the milestone which is the important taks for miss caprice would be to get a approval for a marketing campaign. Our milestone as well is to focus on the key results and to highlight the end of the phase of the campaign.



Exit plan – my plan for exiting the business is to sell my shares to one of my existing partners. Investing big sums in our business now, the exit plan will bring a healthy return after.

Financial Data

Legal	4,000
Advertising	20,000
Insurance	5,000
Other	15,000
Start up Inventory	5,000
Cash required	50,000
Rent Expenses	2,500
Decoration	2,000
Equipment	10,500
Total expenses:	**114,000**

Profit and Loss Account

YEARLY PROFIT & LOSS STATEMENT

Miss Caprice — 2022
COMPANY NAME — CURRENT YEAR

Item	Amount		
	2022	2023	2024
INCOME			
Sales	262,800	371,388	416,100
Gross Profit	**262,800**	**371,388**	**416,100**
EXPENSES			
Wages	47,040	79,000	97,000
Supplies	7,300	12,000	15,000
Maintenance	10,000	15,000	15,000
Advertising	3,000	5,000	7,000
Car / Travel	5,000	7,000	9,000
Accounting & Legal Expenses	15,000	16,000	17,000
Selling Expenses	10,000	15,000	15,000
Rent	55,000	55,000	55,000
Utilities	10,400	15,400	15,400
Insurance	14,400	14,400	14,400
Other Expenses	15,000	25,000	25,000
Total I Expenses	**192,140**	**258,800**	**284,800**
Profit / Loss	**70,660**	**112,588**	**131,300**

Balance sheet

Assets

Cash 50,000
Equipment 10,000
Stove 5,000
Less Depreciation 1,100

Total Assets : 63,900

Liabilities

Employment Liabilities 100
Food Liabilities 1000
Owner's Equity 62,800

Total Liabilities: 63,900

Cash flow statement

	Miss Caprice
2022	
Net income	267,000
Depreciation	5,000
increase in inventory	10,000
Purchase of equipment	8,000
Total	285,000

Conclusion

The one thing we could say in conclusion is to progress in the market , we need to start from a small business because its easier for developing. Being responsible for our finances, keeping the business legal, paying taxes and keeping records will not only bring us success but satisfaction for us and our customers. After this business plan we will know how to reduce our risks to minimum of failure.

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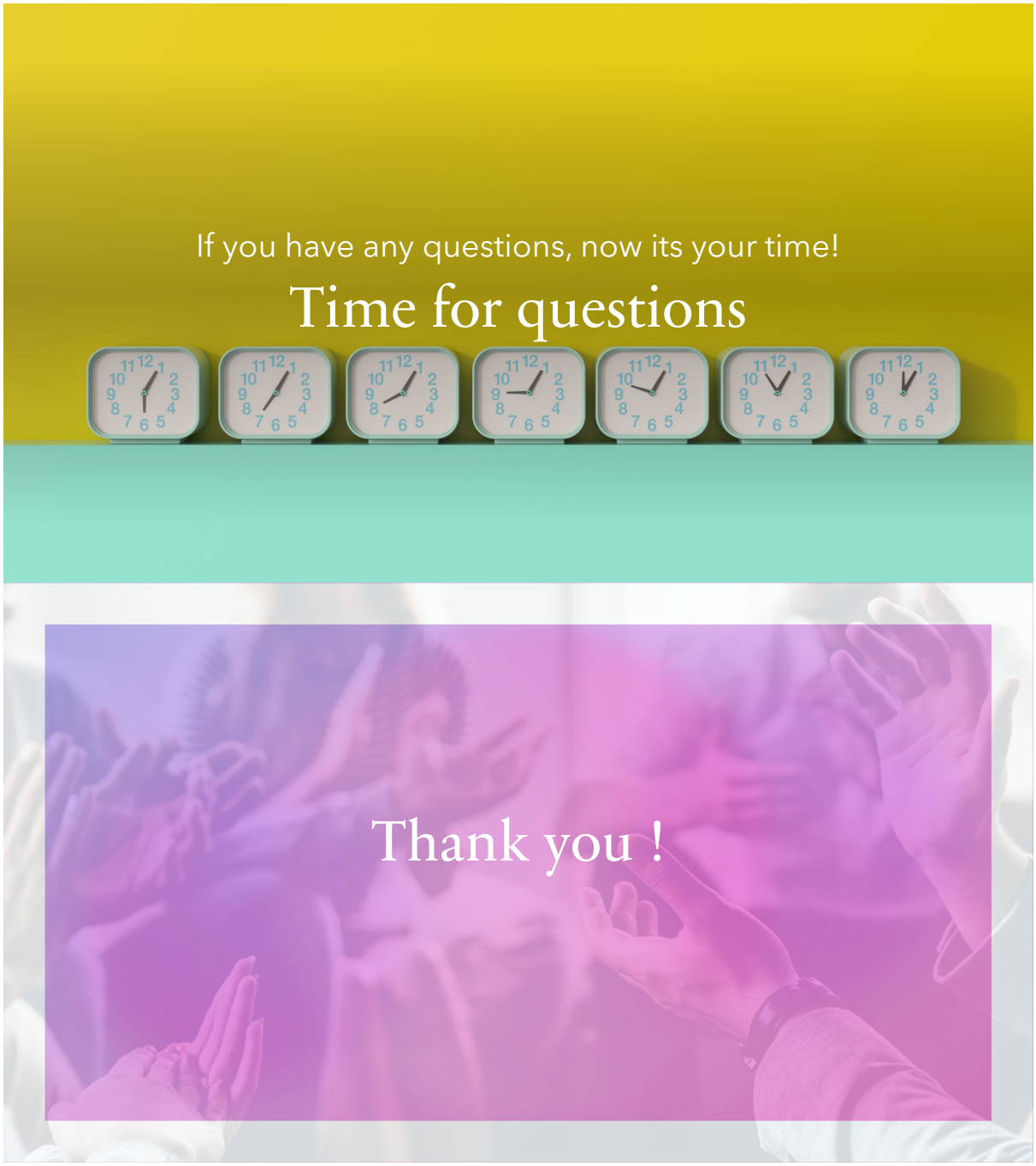
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If you have any questions, now its your time!
Time for questions
Thank you !