



Welcome to our group presentation on
the development on a business plan for
Cookie Desire

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Introduction

This presentation focuses on discussing a proper business plan to startup a new business. The plan focuses on preparing business strategies for a small bakery company named ‘Cookie Desire’ and ways to how the company plans to establish its business based on the environment surrounding the company. There will also be discussion related to the marketing strategies.



The aims and goals of the company

The company plans to reach to the top of the market position, provide bakery products based on the customer demands to gain their satisfaction, create a positive image among the market competition, and most importantly, to sustain in the challenging business competition as a small business in the UK.



The mission and vision of the company

The mission of the company is to stay ahead from the competitors in terms of product quality and service to their customers. The vision of the company is to become the best bakery shop in the town, and possibly in the UK as well.



Business description and purpose of the company

People are always busy in their daily life. Sometimes they need something quick to reduce their hunger needs, or they may look for places to hang out with their closed ones and perhaps eat together to spend some time. Cookie Desire is such a place which would be able to fulfill these needs of the customers. Cookie Desire knows what the customers want, and based on their requirements, Cookie Desire is able to provide delicious cookies to their customers. Whether the customers want to eat the cookies in the shop or at home, Cookie Desire can provide. Not looking for cookies? There are other varieties of bakery products in the shop as well.



Legal compliances of the company

Since Cookie Desire is a new company in the market, they need to register their business according to the business law of the UK. Then they need to get license from the government so they could start producing bakery products. But to actually sell their bakery products, they also need the permission of the health and safety department of the UK. If the health and safety department finds the bakery products to be meeting with their requirements, then Cookie Desire would finally be able to sell their products to their customers.



Competition in the business market



UK business market has tons of companies already selling varieties of bakery products in the market. Companies like Costa, Café Nero, Fox's are some of the most established business in the UK. So Cookie Desire would have to go through a tough competition to beat these competitors in terms of quality and service.



The marketing and sales plan

The following are the marketing and sales plan of Cookie Desire

- ❖ Conduct marketing campaign to let people know about their products
- ❖ Use the social media to capture the attention of many people at once
- ❖ Conduct survey research to understand the present consumer demands
- ❖ Develop new bakery product and share some information with the consumer to let them know what the company is doing and also learn the reaction or feedback of the consumers.



The marketing strategy of the company

The marketing strategy of the Cookie Desire is as follows –

- ❖ Provide samples to the customers
- ❖ Provide attractive packaging with noticeable designs
- ❖ Provide free items with their products that are made for children. This way, the parents will start to prefer buying bakery products from Cookie Desire.
- ❖ Open up a website to get feedbacks from consumers and also offer online service.



Present financial requirements of the company



Recruitment and HR



Recruitment and HR

- “Cookie Desire” will need few experienced, innovative and dynamic employees to generate and run the business. In order to recruit employees, advertisement for vacant posts will be announced to collect resume. After screening CVs, creative and potential candidates will be called for interview. Interview is the process of getting inner strengths and weakness of a candidate as well as knowing the type of personality and the capability of handling critical situations. The candidates who will pass in the interview, appointment letter to join in Cookie Desire will be sent.



Training Step



Training Steps

- Training is the process of improving qualities and skills of employees with a systematic way. By providing training to the employees, overall view of the functions of Cookie desire will be known to them.
- Employees will greet customers with smile.
- Menu will be presented to them
- If customers have any query, they must provide relevant and true information.
- Customers will want to know the bill and the payment system.
- Give a goodbye conversation will be provided as well as the further invitation.



Market analysis and Product development

Market analysis

Customers types, their income, demand, competitors, alternative products, current and future price level in the market will be determined with market analysis. This is the pre-entry step of Cookie Desires. After determining the elements of product market, necessary correction will be accepted.

Product development

In product development step, features Cookie Desire will be developed. A plan for further addition will be made in this step. If the product gets good response from the customers, more 3 flavors will be launched. Production volume will be increased by 10% and the interior decoration of the shop will be developed. This is the plan “B” that will be implemented if the goal of plan “A” will be achieved. New employees will be recruited to maintain



Managing body

- Management is the most vital function in launching a business. The management of Cookie Desire consists of 5 members. Director, a production manager, a marketing manager, two members in Human Resources Management department. Every department has few crucial responsibilities. Management of the organization makes appropriate plan, organize assets, direct the personnel's to perform according to the plan and controls the errors of the process. Cookie Desire planed to produce and sale 500000 pieces of Cookies and to achieve £15000 profit margin. 40 employees will work for the company they will be directed and controlled by HRM department.



Administration Chart

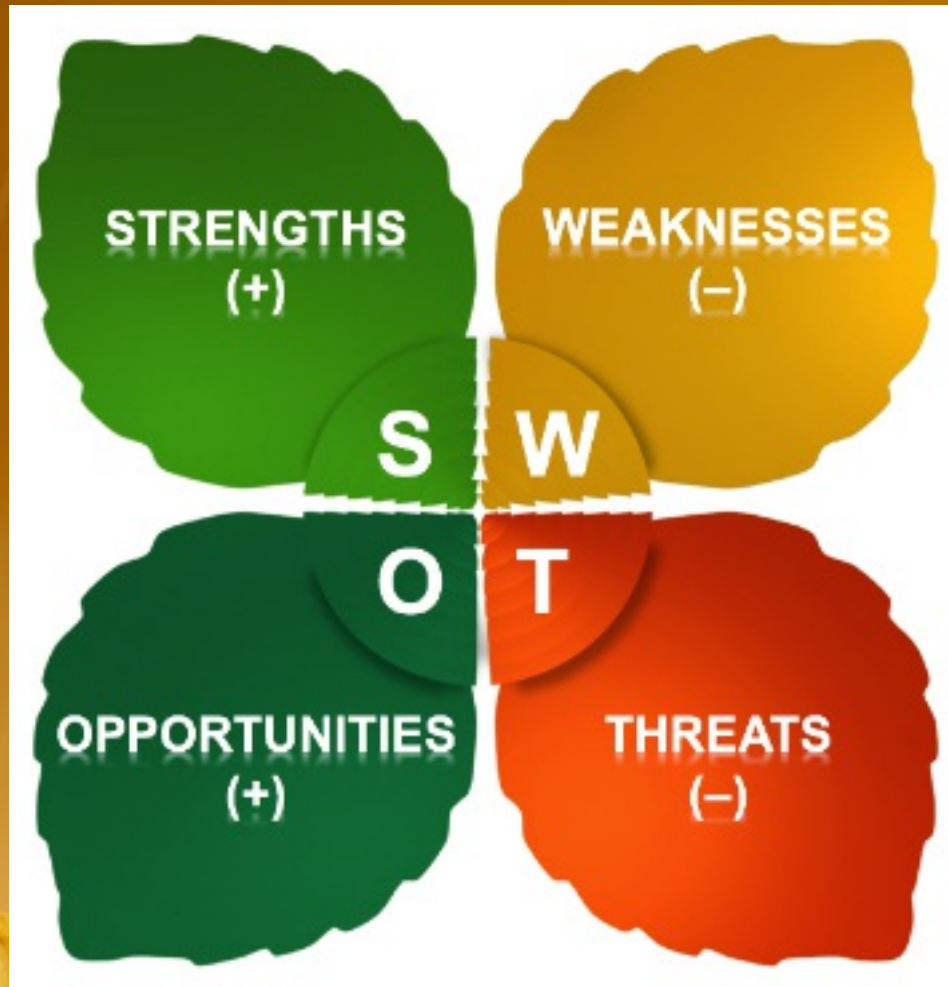


Administration

- Administration of Cookie Desire will maintain the official issues and the other functions of maintaining a office. The functions of administration in Cookie Desire are as follows:
 - maintenance of office
 - Collecting finances
 - Following Payroll
 - Determining dress code of employees.
 - Connection with financial organizations and government.



SWOT ANALYSIS



Strength and Weakness

- *Strength*

- ☐ Fresh, variety and different tastes
- ☐ Available in major cities of UK and product availability is also high
- ☐ Ambience working environment and outlook attracts the consumers
- ☐ Workers are experienced to treat the customers with highest care

- *Weakness*

- ☐ Bakery products are perishable items and that's why the marketers can't go with a selected strategy
- ☐ Lacking of experience can push back the business from competitive stage
- ☐ Financing and liquidity of money is really needed to keep in a stable way.

Opportunity and Threat

- *Opportunity*

- ☐ Expansion options are available for the product
- ☐ Faster growing opportunity and source of protein, so consumers attract easily
- ☐ Potential to become a premier brand because of the lucrative product items.
- ☐ Growing market

- *Threat*

- ☐ Local market competition is rising day by day
- ☐ Economic downturn and the raw material price increasing can extend the production cost
- ☐ Consumers have option now, so a single misconception may drive the attention of consumers



PESTLE ANALYSIS



PEST Analysis

- **Political-**

Government has selected the price to collect raw materials from international market, so it affects the cost of production for the bakery companies in UK.

- **Economic-**

Economic growth is stable now in UK, though the BREXIT issue has affected the interest rate, exchange rate and inflation rate of country.

- **Social-**

Change of fashion, preference changes, vibrant and growing up market and low pricing expectation of the consumers force businesses to retain production level with minimisation of cost. Quality concerning is also a issue here, so Cookie Desire wants monitors the hygiene fact very closely too.

- **Technological-**

Technological changes are continually weaving the bakery industry. Quality assurance and standard main needs to ensure by using automated system and this is also directed by government.



Conclusion

- Planning for a business is a strategic process that consists of a good title of the business, aim and definite objectives of the project. This presentation is based on a new business plan of bakery products named as “Cookie Desire”. This plan includes also recruiting employees, management and administration of the company. Market research and the product development plan also implemented here. Environmental analysis is rendered to determine the scope, strength and weakness of the company has determined. In short, a perfect and effective business plan helps in achieving goal of plan as well as the business.



Referance

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Thank You

