

## **The Diabetic Yummy World**

### **Business Plan – Operations**

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The Diabetic Yummy World is a confectionary store, which includes a bakery within its premises. The store will be created and ran by five equal shareholders, which will take daily responsibilities within the physical store. The five shareholders are:

- 1. Donika Fidanova**
- 2. Galina Cavcaliuc**
- 3. Mariela Romanova**
- 4. Miglena Vladimirova**
- 5. Rositsa Kamenova**

In order to have a smooth running of the everyday operations of the store, we have decided to open not only a physical store, but also a virtual one. That way we will be able to serve customers outside of the sole area of the store in London, but also across the UK. If the physical store is successful, we plan to open additional stores across bigger cities in the UK and serve customers in need nationally. In order to be able to make the first store successful, we need a series of start-up equipment and materials. After researching the best applicable suppliers on the market, we have chosen a total of three suppliers – two of them are one-off suppliers, with the ability to shop in future from them. One of our suppliers will be a continuous supplier from which we will buy raw ingredients and some ready & packaged candy to sell in The Diabetic Yummy World.

We have considered suppliers who offer products that are low in sugar or sugar free, as we will not only be targeting diabetics, but people who have allergies and the healthier choice for them would be sugar-free. Furthermore, we would like to bake bread, cakes and more, for people who have intolerances such as gluten, milk, and/or are vegan. If the store is successful, we would like to create our own brand of healthy bakery products, as well as candy and sell them worldwide. Let's take a look at the five suppliers we have chosen and our relationship with them.

#### **1. Candy Concepts Inc.**

Candy Concepts Inc is an American based company which serves retailers with a vast amount of candy variety, merchandise and store start-up materials, such as containers. They offer international delivery and despite Brexit, The Diabetic Yummy World will be able to order supplies from them, even at a slightly increased price. Our relationship with them is collaborative, therefore both of the parties would benefit from the relationship. Candy

Concepts Inc would receive a long-term client, whilst The Diabetic Yummy World has lower overall costs and can expect high-quality materials to be delivered in a timely matter. The service provided from Candy Concepts Inc would be the delivery of:

- Sugar-Free Candy In Bulk
- Candy Containers For Physical Store
- Ready-To-Sell Peg Bags
- Gum & Other Ready-To-Sell Confectionary.

The Diabetic Yummy World will not provide all of the store's stock solely from Candy Concepts Inc. We will also produce a range of products in-store, which will have shorter shelf time or will be frozen. In order to make our own products we chose our next supplier.

## **2. Buy Whole Foods Online**

Buy Whole Foods Online is an international health food supplier, which is based in Kent, UK. Firstly, as we will be supplying all of our raw ingredients for The Diabetic Yummy World produce, it is a great supplier as it's based in the United Kingdom. Therefore, even if there are delays, they would be short ones, due to the proximity to our physical store. As they deliver natural and organic wholefoods, they are the perfect main supplier for The Diabetic Yummy World, as our mission is to deliver healthy foods to our customers. Once again, the relationship between buyer and supplier is collaborative due to the mutual benefit between the two entities. The buyer benefits from lower overhead cost, as well as quick delivery of high-quality goods, whilst the supplier benefits from a long-term buyer. The key terms of relationship are – timely order = timely delivery; free delivery on orders over 20£; provision of high-quality raw materials straight to The Diabetic Yummy World; Weekly Orders. The raw materials Buy Whole Foods Online will provide will be:

- Nuts & Seeds
- Herbs & Spices
- Dried Fruit
- Wholefoods & Superfoods
- General Baking Ingredients
- Chocolate, Cacao & Coconut
- "Free From" Ingredients

When we receive those raw materials, we will need the space and proper equipment in order to prepare the products we wish to sell to customers. Therefore, this brings us to our next supplier.

## **3. Nisbets UK**

Nisbets is recognised as the leading catering supplier in the United Kingdom, therefore it's trusted by various businesses for the delivery of high-quality materials and equipment. For

The Diabetic Yummy World to be able to deliver quality produce to its customers, it needs efficient equipment for the production of the said produce. Therefore, we have chosen Nisbets to supply our main equipment, as well as packaging and takeaway supplies and cleaning materials which answer to English rules and regulations. The relationship between Nisbets and The Diabetic Yummy World will be transactional, and if the business runs according to expectations, Nisbets might become our main packaging supplier. Here is a list of equipment we will buy from Nisbets for smooth operation of our physical store, bakery and therefore online store.

- Refrigerator and Freezer
- Oven
- Lamps and Lighting
- Mixer, Blender and Baking Materials
- Clothing, Aprons & Footwear
- Display Refrigerators
- Shelves and Till Area
- Kitchen Necessities (Knives, Pots, Pans, Cutlery)
- Kitchen Sink and Kitchen Cutting Area
- Kitchen Non-Slippery Mats
- Takeaway Packaging
- Cleaning Chemicals and Disinfectants
- Masks and Gloves (Per Covid-19 Requirements)

## **Staff**

For The Diabetic Yummy World to work efficiently on a daily basis, a certain number of staff is required. However, due to large investments from shareholders, we have decided to not hire any additional staff in the first quarter of the business opening. In this way, we will not have to spend more than the required to pay additional salaries and take the time to train new employees. Before and after the official opening, the five partners will take on the different responsibilities equally. There will be no manager on the team and the decision-making will be taken between the five of us, so that no one has more responsibility than the other. Here is a list of the responsibilities each of us will have to take on prior and after the business is open.

1. Head Baker – The head baker is the first person to arrive at the store and start setting up for the day. He is capable of operating all the ovens and heavy machinery. He is the main person to prepare a set of goods based on certain recipes.
2. Assistant Baker – The assistant baker's main responsibility is to assist the Head Baker in the daily running of the kitchen. His main responsibilities can include – cleaning and sanitizing area and equipment, finishing cakes and other bakery produce, emptying and storing packaged ingredients, assisting with any food preparations.

3. Kitchen Porter/Prep- The kitchen porter is the person whose main responsibility is assisting in the hygiene of the kitchen. He might have to wash pots, pans and equipment, however he might also have to prepare mixes, cut ingredients and run to the store if the necessity arises.
4. Front-Of-House - He is the one who greets customers and processes sales. His responsibility is to help the customers have a fantastic experience in-store and make them wish to return again. He needs to know all of the products and what they are made of, as well as keep the front of the store clean and welcoming.
5. Cleaner - There will be no cleaner at the opening of the store, however each team member will have the responsibility to keep their area clean and tidy and ensure exceptional hygiene at the end of each shift.
6. Online Sales Management - Responsible for everything that goes on the store's website. He needs to make sure all the links are working and the products display, as well as the website is presentable and welcoming. This would include online customer service, as well as the expectation that the website is running smoothly daily. He also must keep in touch with the logistics and the suppliers daily.
7. Marketing Executive of Online Presence - Main responsibility is to write the SEO copy of the website, as well as measuring the performance of online campaigns through the use of online tools. The upkeep of social media and website is also expected, as well as knowledge of the ongoing trends in the online world. Furthermore, he should oversee any existing or future email campaigns in order to grow sales and customer base.
8. Financial Analyst – He is the one that will collect operational data, and oversee the daily costs, as well as revenue for the company. He will have to compare and analyse the planned expectations and results with the daily results of the stores.

## **Business Location**

The Diabetic Yummy World will be based in Twickenham, London in a space which will have a kitchen, as well as a front where all the produce will be offered to customers. The space will not have a certain office area, however at least one of the partners will be based in close proximity to the store at all times, in the case of emergencies. A flat above the store would be the ideal situation, however this will happen after analysing the performance of the store. The physical store will be 678 square feet and will cost £29.998 per annum. With all the equipment the start-up costs will equal around £150.000.

## **Laws and Regulations**

In the United Kingdom, the main areas of legislation which affect The Diabetic Yummy World are Employment Law, Consumer Protection and Competition Law. The employment law is in charge of protecting the rights, health and safety of employees. Furthermore, the Health And Safety at Work Act from 1974 makes the employer responsible for the provision of safe

premises and equipment at the workplace. Therefore, the conditions within The Diabetic Yummy World should answer to these requirements and maintain an area where health hazards are inexistent or minimised. Each employee should be given a contract according to the Employment Protection Act of 1978, which would protect them against unfair dismissal and promises them fair payment and treatment. The Sales and Supply of Goods Act promises that goods are sold in a satisfactory quality and without risk for the health of the customer. The Trade Description Act promises that the actual state of the product, does not defer from its advertisement. Last but not least, the competition law ensures that fair competition is taking place within the industry. The prices of the products should answer to the quality which is being proposed.

### **The Diabetic Yummy World Insurance**

There are several types of insurance that must be considered for the smooth and calm running of operations at The Diabetic Yummy World. Public and Product liability insurance are the two main ones for the business if any customer becomes damaged whilst on the property or becomes ill after eating one of our products. If a customer slips, public liability will help cover any legal costs or necessary compensation. Another type of required insurance would be the Employers' Liability Insurance, which is a legal requirement if the business has employees. With it, The Diabetic Yummy World will be covered in a situation where any employee becomes sick or injured because of the work they are undertaking within the store's premises or for the store. With the Contents Cover Insurance, The Diabetic Yummy World wouldn't have to worry in the event any key equipment is damaged or broken, as the insurance company will cover its recovery. Last but not least, would be the Commercial Property Insurance, which will protect the business and its physical assets. This insurance can pay any repair and replacement costs if the property gets damaged or destroyed by a fire, theft or other situation, such as a lightning strike. We plan to implement each of these insurances for The Diabetic Yummy World closer to the delivery of equipment in-store.

### **References**

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