



UNIVERSITY OF WALES TRINITY SAINT DAVID

BACHELOR OF ARTS: BUSINESS MANAGEMENT, LEVEL 5

MODULE TITLE: ENTREPRENEURSHIP

MODULE CODE: LCBB5001

ASSESSMENT 2

ENTREPRENEURSHIP

BUSINESS PLAN

By: Georgi Georgiev
Student number: 2011297

Lecturer Name:
Dr John-Paul Okeke

London, 2022

Table of contents

1. Title Page	1
2. Content List	2
3. Business Description	3
4. Industry Analysis	4
5. Operation and Management Team Plan	8
6. Marketing Plan	10
7. Financial Plan	12
8. Market Research	14
9. References	16

BUSINESS DESCRIPTION / MARKET OPPORTUNITY

Entrepreneurship is defined as the process of discovering the new and innovative ways of allocating the resources and using those resources properly. The new business is named as the Mini Fresh Mart having the presence in the online market place. The company is the new start up company used to sell the grocery products to the customers in online marketplace.

The mission of the company is to deliver the exceptional shopping to the customers by offering them best service, value and quality products and serving the best to the communities (McKenzie and Sansone 2019).

The new company is used to provide the fast delivery of the grocery products that is within 1 or 2 days which helps the customers to get the products at their home only. The company is the retail store used to follow the participative structure in the online market. They used to take the feedback from the customers and helps them to improve them where they are lacking in the market. The company is having the opportunity in the market as people were preferring less to go market and purchase the grocery items after happening of COVID. The company used to provide the free shipping to its customers that helps them to increase the brand image in the market.



INDUSTRY ANALYSIS

Threat of new entry

The company is having the high threat of new entrants in the online market. This used to affect the new firms in the industry as it has the strong force in the market. The customers has the high switching cost, so they can move from one online store to another. As this the new grocery store it used to provide the free sanitizers to the customers which helps them to attract to buy more and focus less on new entrants (How Porter's Five Forces Can Help Small Businesses Analyze the Competition, 2022). The company must manage all the challenges and build the effective barriers which make them safe from the competitors.

Threat of substitutes

The substitutes used to have the high and strong force in the market and have the high impact on the new business. As there are high availability of the substitutes in the market which may affect the profitability of the Mini Fresh market. The cited company has to sell its products at the lower rate as from its competitors which helps them to survive in the market. As the company is having the great threat of substitutes, so they offer the unique products to the customers by giving them great discounts.

Bargaining power of customers

The bargaining power of the customers is very low as it is the online grocery store which used to provide the home delivery to the customers. As after the happening of the pandemic the people were not preferred to go outside so the company used to provide them best and fast services. By having the online market place helps the company to have the large customer base and helps them to grow in the market at faster rate.

Bargaining power of suppliers

The most of the grocery store used to buy its raw material and products from the various suppliers in the market. As the suppliers used to have the great position in the market they used to decrease the profit margin of the company. The new business must have the effective supply chain with the multiple suppliers which used to provide them the best quality of products when required.

Competitive Rivalry: The company used to have the high force of competitors as there are many big grocery stores in the market of UK. These big firms will affect the profitability and productivity of the new company. In order to compete in the market the new business has to lower down the prices in order to have its presence in the market.

Name of competitor	Differentiation
Amazon Fresh	The company used to sell fresh and quality products which and also give the high discounts to the customers.
Asda Plc	The company used to provide the best quality of products to the customers and used to take the payment online.
Tesco Plc.	This organization is operating independently in the online and offline market as well which helps them to ave good profitability.

OPERATIONS AND MANAGEMENT TEAM

OPERATIONS

The business process includes the basic life cycle of the company which helps them to have the proper supply of the products in the market. There are various products that the company used to sell in the market via internet. There is the big process involved in this as the company is having the online market place (Dal Mas and et.al., 2021). The company used to have the supplies from the suppliers by transporting the goods to the store from where they used to sell its products online. There are various equipments needed by the company in order to sell the products in the market. As this store is having online market place so they have to required the computers, machines for producing and manufacturing of the goods for the customers.

After manufacturing the goods the company used to transport its products in the market of UK which helps them to have the proper delivery of the products in the market. By using the buses or train or two-wheelers it makes the company to transport its final goods to the customers.

The cited organization is having the manufacturing where it used to produce and manufacture its products after the happening of COVID. This will help the company to have the proper use of resources without wasting. As the company used to do online business so it depends on the customers where they are living (Cuervo-Cazurra, Nieto and Rodríguez, 2018). If the customers are nearby than the goods will be transported to the customer in single day. There are various department in the organization who have there presence in this business process and helps the company to have the proper management in online marketplace.

How would you generate revenue for your business?

By determining the goals and objectives of the company properly helps them to have the profits in the market. As the company used to produce and manufacture its products, so they must have the optimum utilization of resources that helps them to generate the revenue in the market (Hanák and Grežo, 2020). This will prevent the company to have the wastage of the resources and have the good online presence. The company can also use the effective marketing strategy that helps the company to have the good productivity and profitability in the market.

MANAGEMENT TEAM

Name	Skills	What do they bring to the firm
Mr. Harry (Manager)	Communication and motivation skills	They used to manage the overall work of the company.
Mr. Thomas (Finance manager)	Leadership and problem solving skills	They used to bring the record of finance and helps the firm to have the good profitability.
Mr. Jack (Human Resource)	Selection skills and patience	They used to bring the best employees to the company for having better production.
Mr. Grayson (Employee)	Innovative skills and problem solving skills	They used to produce the products which the company sell online.

MARKETING: The Four P's must be used to describe your marketing strategy

Product:

As it is new business the company used to sell the best quality of sanitizers to the customers. This product will help the company to have great selling in the market as the company has its existence after post Covid. By bringing this product it will attract the customers to have the best quality of Sanitizers as this was the most required product that time.

Price:

The cited business used to charge the reasonable price of the product that is depending upon the quantity of the sanitizer bottle the customers are purchasing (Forkner and et.al., 2018). The company used to have the price skimming method which is the best method for the new business. This pricing method states that the company used to sell its products at the lower price which will attract the customers and helps them to reach everywhere by having online marketplace.

Promotional Mix:

These are the communication channels that helps the company to do advertising, direct marketing of the product in the market. As the cited organization is having the online marketplace they must promote its products by using the online marketing channels which makes the people to know about the new product in the company. This will help the company to promote its products easier and gain the market share. By promoting its product the company will have the target audience and this will make them to have good productivity in market.

Place (Distribution strategy):

Place or distribution strategy refers to provide the access of the products to the customers in the market. As the company is having the online presence they used to sell its products in the markets of UK. The cited supermarket will provide the products to their customers at their doors which will be easier for them to buy the products from Mini Fresh mart. This is the main strategy for the company to provide the on time delivery of the product to their customers which makes helps them to have the target customers.

FINANCIALS

Sources of funds: where would you be getting funds from?

There are various sources of funds and the company can choose the best source of fund which helps them to grow in the market of post Covid. The different sources of fund is as described below:

Loans: This is the most commonly used source for the start- up company and for medium-sized enterprise. The bank used to provide loans to the start ups that helps them to start their new business in the market. They must have the new and solid idea for having the new business plan which makes the banks to help them financially (Barrow, Barrow and Brown, 2018). The company has to pay interest and has to keep the collateral security to the bank in order to take money.

Personal investments: This is the main and foremost source of fund that the business must have in order to start the new business. By having the personal saving it will help the company to not to pay interest and collateral security in advance. This makes the business to have the long- term commitment to their new project and they are ready to take the risk.

Family and friends: This is also the big source of funding for the new entrepreneurs in the market. They used to provide the fund as the debt which they have to pay it back with the high interest rates. This is the great source as friends and family used to trust in order to provide the fund than the strangers (Wetherill, 2018).

The new business can take the loan from the bank in order to start the business in the online market. Te company has to provide the collateral security to the bank in order to take the fund in return. This will have the less interest rate as compared from the fund taking from friends and family.

Use of funds

	January	February	March	April	May	June
Revenue (from your operations and marketing section)	7000	7400	7500	7800	8500	9000
Fixed Costs						
1. Salary	1000	1000	1000	1000	1000	1000
2. Management fees	500	500	500	500	500	500
Variable Costs						
1. Raw materials	1200	1200	1500	1650	1700	1800
2. Delivery cost	500	550	600	700	750	850
3. production cost	3000	3200	3500	3700	4000	4200
Profit	800	950	400	250	550	650

Market Research

The market research can be done by using the macro factors of the environment that helps the company to know about the external market. This can be done by using the PEST analysis which is described below:

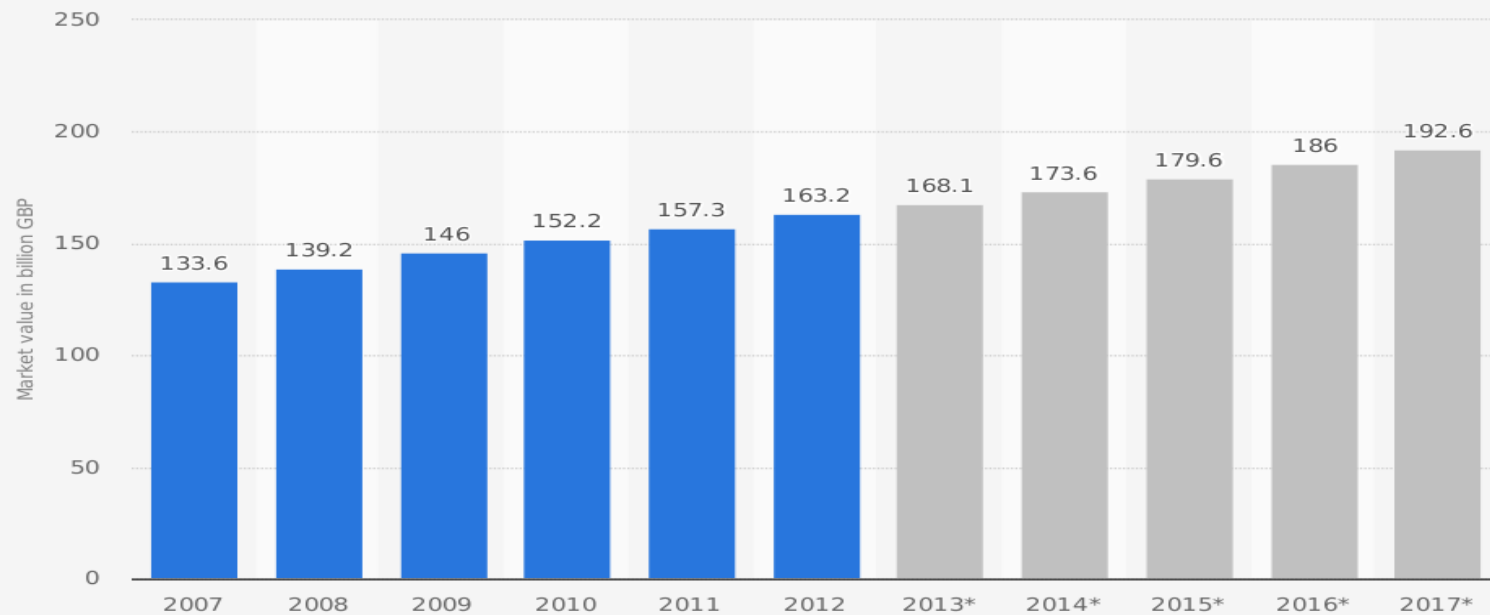
Political factors: This is one of the biggest external factor that used to affect the business. The government of the country used to have rapid changes in the taxes and other policies which used to affect the demand and profitability in the market.

Economic factors: This factor helps the company to have the nationwide or demographic changes in the market. This factor affects the lot as changes in the economic factor leads to have changes in the prices of the products (PESTLE ANALYSIS, 2022). The increase in the inflation rate will give rise to the increase in the products of the company.

Social factors: This is the most important factor that the company must focus on. The company must focus on the changing taste and preferences that helps them to have good profitability in the market.

Technological factors: The technology used to change on rapid basis and the cited organization is having the online presence in the market. They must use new software in order to operate smoothly in the market.

Market value of grocery retail in the United Kingdom (UK) from 2007 to 2017 (in billion GBP)



Source
Rowan International
© Statista 2018

Additional Information:
United Kingdom; Rowan International; IGD; 2012

REFERENCES

1. Barrow, C., Barrow, P. and Brown, R., (2018) *The Business Plan Workbook: A Step-By-Step Guide to Creating and Developing a Successful Business*. Available at: https://www.proquest.com/docview/2127022242?accountid=130472&parentSessionId=8X9Er2UJCwcsnn5pfFVVwbITBOtPTi3aFR_Tzq5XyxX4%3D&pq-origsite=primo (Accessed: 29/04/2022).
2. Begley, S., Marohn, E., Mikha, S. and Rettaliata, A., (2020) *Digital disruption at the grocery store*. McKinsey & Company: London. Available at: <https://www.mckinsey.com/industries/retail/our-insights/digital-disruption-at-the-grocery-store> (Accessed: 29/04/2022).
3. Cuervo-Cazurra, A., Nieto, M.J. and Rodríguez, A., (2018) *The impact of R&D sources on new product development: Sources of funds and the diversity versus control of knowledge debate*. Available at: https://librarysearch.uwtsd.ac.uk/discovery/fulldisplay?docid=cdi_gale_infotracademiconefile_A558787596&context=PC&vid=44_WHELF_UWTSD:44WHELF_UWTSD_VU1&lang=en&search_scope=MyInst_and_CI&adaptor=Primo%20Central&tab=Everything&query=any,contains,The%20impact%20of%20R%26D%20sources%20on%20new%20product%20development:%20Sources%20of%20funds%20and%20the%20diversity%20versus%20control%20of%20knowledge%20debate.&offset=0 (Accessed: 29/04/2022).
4. Dal Mas, F. and et.al., (2021) *Translating knowledge in new entrepreneurial ventures: the role of business plan development*. Available at: <https://www.emerald.com/insight/content/doi/10.1108/VJIKMS-04-2021-0060/full/html> (Accessed: 29/04/2022).
5. Forkner, E. and et.al., (2018) *MU Grocery Delivery Business Plan*. Available at: https://www.google.bg/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwi_8OPU0rn3AhXkmFwKHWysCmcQFnoECAkQAQ&url=https%3A%2F%2Fcore.ac.uk%2Fdownload%2Fpdf%2F217373905.pdf&usg=AOvVaw3CNX17KaDssi6FnjNAsPcs (Accessed: 29/04/2022).
6. Hanák, R. and Grežo, M., (2020) *The effect of entrepreneurial experience on the quality of a business plan proposal in applying for angel investment*. Available at:

https://www.researchgate.net/publication/346562184_Entrepreneur%27s_Experience_as_Business_angels%27_and_Venture_Capitalists%27_Decision_criteria (Accessed: 29/04/2022).

7. McKenzie, D. and Sansone, D., (2019) *Predicting entrepreneurial success is hard: Evidence from a business plan competition in Nigeria*. Available at:
https://librarysearch.uwtsd.ac.uk/discovery/fulldisplay?docid=cdi_crossref_primary_10_1016_j_jdevec0_2019_07_002&context=PC&vid=44WHELF_UWTSD:44WHELF_UWTSD_VU1&lang=en&search_scope=MyInst_and_CI&adaptor=Primo%20Central&tab=Everything&query=any,contains,Predicting%20entrepreneurial%20success%20is%20hard:%20Evidence%20from%20a%20business%20plan%20competition%20in%20Nigeria&offset=0 (Accessed: 29/04/2022).
8. Wetherill, A., (2018) *Steps to a Successful Business Plan: Knowing who you are and who you want to serve builds a strong foundation for private practice success*. Available at:
https://librarysearch.uwtsd.ac.uk/discovery/fulldisplay?docid=cdi_gale_infotracademiconefile_A546839780&context=PC&vid=44WHELF_UWTSD:44WHELF_UWTSD_VU1&lang=en&search_scope=MyInst_and_CI&adaptor=Primo%20Central&tab=Everything&query=any,contains,Steps%20to%20a%20Successful%20Business%20Plan:%20Knowing%20who%20you%20are%20and%20who%20you%20want%20to%20serve%20builds%20a%20strong%20foundation%20for%20private%20practice%20success&offset=0 (Accessed: 29/04/2022).
9. Martin M. (2021) *How Porter's Five Forces Can Help Small Businesses Analyze the Competition*. Available at:
<https://www.businessnewsdaily.com/5446-porters-five-forces.html> (Accessed: 29/04/2022).