

Skills for the Workplace

Module Assignment Submission

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Business Plan

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BEST HOME MADE PASTIRES

24/08/2020

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1. Your business and objectives

Briefly describe your business, outlining the different product(s) and/or service(s) you offer:

I am submitting this business plan in hope of receiving a start-up loan of £1.000 in for opening a home business as sole trader selling Asian pastries. Growing up in an Asian household where coking and having family gathering is very popular, I had to learn to cook very young I always enjoyed making samosas I always wanted to open my own Asian pastries shop. Thus I learned that Indian food and snacks are very popular in Newport area After taking thought I have decided to start a home-based business where I will be selling for well anyone who enjoys Asian pastries e.g. any home gatherings or party's all food will be fresh home cooked by myself. There is a range of snacks that are on the menu. Which will be sold at a reasonable price. I will be selling pakora's, samosa's, spring rolls and if any customer has a request that is not on the menu, I will be happy to make. Moreover, Ramadan will be the busiest time of year with also two Eid's 10 weeks apart from each other. I am sure my plan for these Homemade pastries will be successful not only will I start a home business I also have thought of expanding in to selling some of my snack in the local shop where I will have a variety of customer's to start as doing this will increase the word of having a local home made pastries.

Re Objectives:

Short term (current year):

- To generate at least 10 customers by summer 2020
- To have at least 7,8 regular customers by winter 2020
- To have all the essentials that is needed in the kitchen

Medium term (next 1 – 2 years):

- To hire a delivery person by spring 2021
- To have at least 10% of margin in the begin of 2022
- To add new products on the menu

Long term (3 years and beyond):

- To have a contract with 1 catering business
- To have profit margin at least 20%

Your Start Up Loan:

Describe how you will use your Start Up Loan and how it will help you achieve these objectives:

I will use the start-up loan for necessary items for the kitchen e.g. Fryer, pots, pans, storage containers, Freezers

2. Your skills and experience

Outline any previous experience, employment or other work that you have done that is relevant to your business:

I have experience working in restaurant as a cook preparing food and cooking.
I have experience working in fast food as a crew handling food.
I have experience as a waitress serving food to customers.

Outline any education or training you have had that is relevant to your business:

I have a level 2 Haccp Hazard Analysis and critical control points training.

Outline any transferable skills, talents or traits you have that are relevant to your business:

I am very fast at preparing food customers will have less waiting time.
I know how to multitask this will help with saving time when it gets busy.
I am good with time keeping which will help meeting customer demand.
I can use social media it will be handy when advertising my menu.
I have a good communication skill this will help when launching my product

Briefly outline any gaps in your skills, experience or qualifications and explain how you will address these:

I will need a level 2 food Hygiene certificate which I am undertaking now.
It will be beneficial if I can get in baking course soon.

3. Your target customers

Demographic details:

Delete any answers not applicable to you and provide some description as relevant.

Age:	Gender:	Income:	Types:	Target regions:
• 18 - 30yrs • 31 - 50yrs • 51yrs +	• Females • All genders	• £250-300 • £100-300	• Individuals • Families	• Local? - Newport

How many potential customers do you estimate are in your target regions for this financial year?

In my target area about 11 to 20 customers for the first financial year Ages between 31,50yaer olds tend to order more in the summer due to Holidays they have a lot of family gatherings that time of year. Ideally, they order be

Briefly describe your target customers and any other distinguishing features, expanding on any of the areas you have already highlighted above:

31,50 years old tend to order more in the summer due to holidays they have a lot of gatherings that time of year. Ideally, they spend around £50 to £100 on each order. The time of Ramadan is the busiest time of year With eid around the corner everyone tends to order around £100 to £150 on each order

What customer need or problem does your product(s) and/or service(s) address?

Many customers face problems hand making Asian samosas and pastries due to busy life's they need pastries That are quick and ready made my business can help them buy hand making all my food on demand this will benefit the customers when they need Asian pastries.

Explain your approach to pricing your product(s) and/or service(s):

My pricing includes ingredients and labour. Starting at

4. Your market and competition

What research have you conducted to understand your market, including your industry, regions, customers, competitors?

Delete any answers not applicable to you and provide some description as relevant.

- Personal experience

- Desk or online research
- Family and friends
- Social media research
- Other

Competitor 1:

Name, location, website:	Average prices:
Home.made.pastries Instagram	£18 for vegetable samosas 50 piece meat samosa for £20, 50 pieces
Strengths:	Weaknesses:
• She has experience in this line of work many years • Has about 20+ client's	• Does not live local to me • The price is too high on the menu

Competitor 2:

Name, location, website:	Average prices:
HumzaHalal.co.uk Frozen samosa and snacks	Meat samosa at £3.50p Chicken samosa at £3.50p
Strengths:	Weaknesses:
• Sold in most super store • Sold at reasonable price	• Is processed meat • Prepacked • Frozen

Your business:

What sets your business apart from your competitors?

My business is one of first to be in Newport in Asian snacks online it will benefit a lot family's when needing Asian snacks, it will be home made, and I offer it frozen or cooked I make my pastries on demand nothing is precooked or every thing is freshly cooked.

Your strengths:	Your weaknesses:
• My strength I can use social media and friends to promote my business. • I have ability to multitask.	• My weaknesses not yet having a deliver system • I have small Kitchen to start the business

Current or future opportunities:	Current or future threats:
• Is to have a contract with catering company's • Is to add more product on the menu	• Is if there are more local online Asian snack sellers in my area. • If there is no new customer's

5. Your sales and marketing plans

How do you or will you promote your business?

Delete any answers not applicable to you and provide some description as relevant.

- Word of mouth
- Social media
- Leaflets
- Friends

Pick three of your key promotional activities and describe how they currently (or will in the future) help you meet your business objectives:

1. Word of mouth will help spread the word for new customers which will help with profit margins.

2. Social media e.g. on Facebook, Intragram, I will promote my business by posting articles on what I sell and advertising the menu and taking orders and any inquiries.

3. Friends will help by ordering of the menu and giving feedback to how the food is.

6. Your operational plans

Please provide details of two key suppliers or key relationships that are or will be important to running your business: *Detail as relevant in the boxes provided below.*

Supplier / Relationship 1:

Organisation:	Relationship status: <i>Delete any answers not applicable to you.</i>
Masbazer Newport	No contract/commitment
Service provided:	Key terms of the relationship:
They will provide with meat, chicken, and other vegetables and spices	Client and supplier

Supplier / Relationship 2:

Organisation:	Relationship status: <i>Delete any answers not applicable to you.</i>
Masala bazar Newport	No contract/commitment
Service provided:	Key terms of the relationship:
They provide me with all essential for the kitchen cooking e.g. meat, spices, packing	Client and supplier

Other operational considerations:

Do you currently employ staff?

Delete any answers not applicable to you and provide some description as relevant.

- No and I have no plans to take on staff in the next 12-months (*proceed to next section*)

A. How many staff do you currently employ?

Full time:		Part time:	
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Outline the key staff roles within your business (e.g. job title, responsibilities, key skills):

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B. How many staff do you intend to take on in the next 12-months?

Full time:

Part time:

Describe the key responsibilities and skills you anticipate giving to these new staff:

Where does or will your business operate from?

Delete any answers not applicable to you and provide some description as relevant.

- Home business

What laws or regulations have you considered for your business and/or industry?

I have booked an inspection of the kitchen by the local authority Newport council

I have will insurance all the cookery for the business.

I will have a health and safety policy. (Food Standards Agency, 2018a)

What insurance do you currently have in place or do you intend to put in place for your business?

I intend to have insurance in place when the business is up and running.

7. Back-up plan

How will you manage your loan repayments if your business doesn't go according to plan?

Your back-up plan should highlight:

- What your loan repayments are
 - How you would manage these repayments in the case of an unexpected event
 - Why you feel this is a realistic plan
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- My loan repayment is at least £1,000
 - My back up plan is if thing don't to plan with the business then I would have to go Back to work part time having a experience in care I would have to go back to work as a care assistant this would help to pay back the loan. I all so have worked in restaurant as waitress I will apply for jobs when I see I am not getting more than 5 orders in two weeks.
 - I feel this is a realistic plan if I return back to employment when things don't go to plan with the business because paying back the loan will be the main priority.

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