

ASSIGNMENT 1 Company Name: The Bloom Kitchen Ltd Name: Murtaza Hassan Module Code: LCLM4006_LON Lecturer Name: Charles Holmes Student ID: 2443255 Key partners The bloom kitchen Ltd will develop partnerships with suppliers and organisations that support the restaurants sustainability. The key partners will include local farmers supplying fresh seasonal ingredients	Key Activities The main activities required for The Bloom Kitchen Ltd to successfully deliver its services include: - preparing and serving fresh sustainable meals - managing relationships with suppliers - promoting the brand through social media marketing - managing customer feedback and approving services - maintaining food quality hygiene and safety standards These activities support the company's value proposition ensuring customers receive	Value Proposition The Bloom Kitchen offers healthy affordable meals while caring for the environment and supporting the local community. What will make us different is there will be fresh locally sourced ingredients, vegetarian and vegan options. - Sustainable takeaway packaging - Affordable prices - Friendly community focus atmosphere The customer needs will be met because we will	Customer Relationships The Bloom kitchen will build long term relationships with customers through personalised services and digital engagement. The relationship methods: - loyalty programme rewarding repeat customers - friendly customer service in the restaurant	Customer Segments The Bloom Kitchen Ltd creates value for customers who are interested in affordable and sustainable dining The main customer segments will be students. This is because students will require affordable meals, value convenient discounts. Secondly would be young professionals this is because the interest in healthy lifestyle and sustainable brands. Thirdly it would be families because they look for quality meals in a welcoming environment
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• Eco-friendly packaging suppliers • Delivery partners such as Deliveroo and Uber Eats • Local businesses and universities for catering opportunities • Waste and recycling companies The key resources from partners would be: • Fresh local produce • sustainable packaging • delivery services • marketing opportunities • recycling support These partnerships would be very important because they are reliable suppliers that would lower supply risks and better value for money for the business as well as overall	affordable high quality an environmentally responsible food.	provide healthy food at a reasonable price. As well as convenient take up and delivery.	• social media communication through Instagram and tiktok • customer reviews and feedback systems The customer relationship costs would include the social media marketing expenses, loyalty rewards and staff training. This will aim to create a community rather than a near transactional relationship with customers.	Customer type: • individual consumers • business customers Market approach: • segmented market focusing on environmentally conscious and quality focused customers
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support the sustainability goals.				
		Key Resources the bloom kitchen otd requires several resources to deliver its value proposition. Physical resources: • restaurant premises • kitchen equipment • furniture • food supplies		Channels The Bloom Kitchen Ltd will use different channels to communicate and deliver products to customers. Communication channels: • Instagram and TikTok marketing • Website

	• sustainable packaging Human resources: • restaurant employees • chefs • management team • marketing staff Financial resources: • investor funding • business revenue • startup capital these resources will support operations customer		• e-mail promotions • local community advertising Sales channels: • physical restaurant • online auditing system • delivery platforms • catering services The most cost-effective channels will be social media and customer recommendations because they will allow the business to reach a large audience at a relatively low cost.	
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	relationships and revenue generation		The channels will be integrated by connecting online marketing with online ordering and loyalty programmes.	
Cost Structure The Bloom Kitchen Ltd follows a value driven cost structure because customers are willing to pay for quality sustainability and ethical food choices. Major costs include Fixed costs: • restaurant rent • staff salaries • Insurance • Utilities • equipment costs Variable costs:	Revenue Streams The Bloom Kitchen Ltd will generate income through multiple revenue streams. Main resources of revenue: • restaurant sales because customers purchasing meals and drinks • take me in delivery because online orders through the website and delivery platforms • catering services for providing food businesses events and community activities • pricing strategy • affordable fixed pricing for everyday meals			

- food ingredients
- packaging
- delivery expenses

The most expensive resources will be restaurant premises kitchen equipment employees and food supplies.

The business you will control costs through supply partnerships waste reduction and stock management.

- premium pricing for catering packages and seasonal menus

Customer payment methods

- debit credit cards
- contactless payments
- online payments

The largest contribution to the revenue is expected from restaurant dining and takeaway sales, with caging providing additional growth opportunities.

Key partners Some activities and resources in your business may need outsourcing. List the key partners and activities they will perform. Who are your key partners? Who are your key suppliers? Which key resources are you acquiring from partners? Which key activities do partners perform? What are your motivators for this partnership? - Acquisition of resources - Reduction of risk and uncertainty - Optimisation and economies to scale	Key Activities Actual tasks and activities required to create and deliver the business offering. List the key activities required to be successful. What key activities are needed for: - value proposition - distribution channels - customer relationships - revenue streams Key Resources What key resources does your value proposition need. What key resources are needed for: - value proposition - distribution channels - customer relationships - revenue streams Types of resources – Physical, Intellectual (brand, copyright, patents, data) Human, Financial.	Value Proposition Your Value Proposition is the reason why customers turn to your company over another. It solves your customer's problem or satisfies your customer's need. What value do you deliver to the customer? What problem do you help to solve for your customer? What product and / or service will you be offering? Which customer needs are you satisfying? Characteristics of value proposition - Newness - Performance - Customisation - Design - Brand / status - Price - Cost Reduction - Accessibility - Convenience / visibility	Customer Relationships It is essential to establish and maintain relationships with customers. Clarify the type and purpose of the relationship. What type of relationship does each of our customer segments expect us to establish and maintain with them? Which ones have you established? How are they carried out? How much will it cost? Channels How will you communicate? Through which channels do our customer segments want to be reached? How are you planning to reach them? Are your channels integrated? Which ones work best? Which ones are most cost effective? How do you plan to integrate them in your customer routines? Channel types – Sales force, web sales, own shops / stalls, partnership shops, wholesalers	Customer Segments For whom are you creating value? How can you identify your customers and the segments of customers you will have? Who are your most important customers? Are your customers individuals / business / individuals with a business? What will they expect: - Self service - Automated service - Personal Assistance - Communities - Co-creation What does your customer segments look like: - Mass market - Niche market - Segmented - Diversified - Multi sided platform
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Cost Structure

What are the most important costs inherent in your business.

- Which key resources are the most expensive
- Which key activities are the most expensive

Is your business more

- Cost driven (leanest cost structure, low price value proposition, maximising automation, extensive outsourcing)
- Value driven (focused on value creation, premium value proposition)

Consider- Fixed costs such as salaries, rentals, utilities

Income, expenses, earnings or profit, sales, gross margins, break even.

Revenue Streams

Consider how the business will charge and receive income.

What are your customers willing to pay?

What do they currently pay and how does your offering differ?

What is your revenue model?

What are your pricing structures?

How do your customers pay now?

How would they refer to pay?

How much does each revenue stream contribute to the overall revenue?

Will you use: Fixed pricing, list pricing, product feature, customer segment or value dependent

Business Model Canvas

Credit –

Strategyzer.com

12-MONTH CASH FLOW FORECAST

FULL NAME:

Murtaza
Hassan

COMPANY
NAME: The
Bloom Kitchen
Ltd

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23/07/2026

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Select your starting month:	April
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MONTHS

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Other sources of cash or equity	Owner Investment	£20,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£20,000
Existing assets for business purposes	Sustainability Grant	£10,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£10,000
Catering Bookings	Business and event catering	£0	£500	£600	£700	£800	£900	£1,000	£1,100	£1,200	£1,300	£1,400	£1,500	£1,600	£12,600
Gift card sales	Gift Vouchers	£0	£200	£250	£300	£300	£300	£350	£350	£400	£400	£450	£500	£500	£4,300
Private Event Bookings	Private Dining Events	£0	£0	£250	£300	£350	£400	£500	£600	£700	£800	£900	£1,000	£1,100	£6,900
Merchandise Sales	Reusable Cups and Tote Bags	£0	£100	£120	£150	£180	£200	£220	£240	£260	£280	£300	£320	£350	£2,720
Total cash in-flows (A)		£80,000	£10,800	£12,720	£14,450	£16,130	£17,800	£19,570	£21,290	£22,560	£23,780	£25,050	£26,320	£27,550	£318,020

			MONTHS												TOTAL
Cash out-flows	Description (as required)	Starting point	1	2	3	4	5	6	7	8	9	10	11	12	

[illegible]

Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Total cash out-flows (B)		£10,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£10,000

Your net cash flow (A-B)	£70,000	£10,800	£12,720	£14,450	£16,130	£17,800	£19,570	£21,290	£22,560	£23,780	£25,050	£26,320	£27,590	£28,860
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Your monthly opening business bank account balance	£0	£70,000	£80,800	£93,520	£107,970	£124,100	£141,900	£161,470	£182,760	£205,320	£229,100	£254,150	£280,470	£308,020
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Your closing cash position	£70,000	£80,800	£93,520	£107,970	£124,100	£141,900	£161,470	£182,760	£205,320	£229,100	£254,150	£280,470	£308,020	£337,040
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YOUR NOTES OR COMMENTARY

Use this space to explain any of the information you have provided in the fields above.

The Bloom Kitchen Ltd expects sales to increase steadily as the business builds its customer base through social media marketing, repeat customers and catering contracts. Initial funding comes from a government Start Up Loan, the owner's investment and a sustainability grant. Operating costs increase gradually as sales grow, while careful stock control and local supplier partnerships help manage expenses.

