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Module Name:

Managing Enterprise in the 21st Century

Assignment task:

UK Healthy Ingredients Businesses

Plan

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“Healthy ingredients for a healthy lifestyle”

Introduction

The Business plan we have chosen is a project that aims to start a UK based company for food supplements and ingredients used in a sports environment. The main goal of our business is supplying a range of products from our stock, and unlike our competitors on the market, we offer to our clients the option of stock holding for large volume orders and one of our strong points is to out-source any ingredients upon request of our clients from any part of the world. The business development team possesses extensive knowledge of the market with connections to many suppliers around the globe.

The sports ingredients sector is quite underdeveloped in the United Kingdom and not many suppliers are active on the market at the moment, the main ones are all spread around the UK and this provides us with an advantage in a way that we can allocate the business in a strategic position in terms of logistics and distribution.

Cover letter

Dear Afzal Munna,

We are a group of young entrepreneurs who are striving to change the face of the food supplement market by offering high quality products at very low prices to help every single athlete to achieve his goals, both personal and team achievement.

We chose you out of all the investors we have thought about because of your experience in successful investments and ability in understanding when a business plan will be successful.

“UK Health Ingredients” is a business that purchases the raw material from China and selling it to companies like ours that will later on use our products to make proteins, food supplements, vitamins and meal replacements that nowadays all the athletes are using in their diets to ensure the ingestion of the necessary amount of nutritional elements in order to perform in the best way they can during all the competitions they have to face.

Mission Statement

'UK Healthy Ingredients' aims to set a new food supplement market based on good value for money to help everyone in getting the body shape they want no matter what your annual income is.

Vision Statement

At UK Healthy Ingredients we believe that you don't need to train 7 days a week for an unlimited amount of hours to be a sportsman, all you need to focus on is diet, so our main focus is to help our customers on having a balanced diet with the right amount of proteins and carbohydrates rather than going to the gym too much. In fact when it comes to be fit, experts agree on the fact that to be in a good shape you need mainly focus on the diet because that is 80% of the process. Whereas going to the gym covers 15% and having a good sleeping schedule is the remaining 5%. This is why our vision statement is *"Bring inspiration and innovation to every athlete"*

Nature of the business

UK Healthy Ingredients is going to be an LTD company, which means the personal liability of the corporation's shareholders will be limited. Being an LTD company allows us to be attached to businesses operating in Commonwealth nations such as India and Australia, increasing the money flow over the time thanks to the higher number of customers that we are going to have abroad.

The development stage of the business

This business is in its embryonic stage, mainly due to the pandemic that has affected everyone's life for the last couple of years not allowing us to respect the due dates of the steps we planned. Thanks to the recent developments of the virus spread and the cancellation of all the restrictions we had to respect we are back on track, and now more than ever we are very confident in our abilities and resources specially thanks to the investment we did when we decided to buy a building in Luton and make it our headquarter.

The amount of funds sought

The founder Germano and his partners, me included, agreed on investing 30 thousand pounds from our own money and to ask for government funding money we are eligible for in order to face all the expenses we are going to have to deal with without having to worry about cutting funds on other branches of the business. The reason we want to make sure every single part of the business gets the proper amount of funds is because we want our business to be like a chain in which every single ring helps the system to work out.

The type of funding sought

As previously stated, most of the funds will come from the founder and his shareholders, to be precise 120 thousand pounds, plus the additional funds the government will give us.

The principles of the company and information

Our goal is to become an international business, for this reason, we are aiming to respect the cultural variety and to make diversity a resource to learn new things from more than considering it something that has to be oppressed or be afraid of. The principles our business will follow are:

- Outstanding value for money to define our market position

- Customer satisfaction is going to be our first priority
- We want our working environment to be determined by praise, recognition and constructive criticism
- Everyone in this company has to respect and support each other
- We assume environmental, social and economic responsibility on a daily basis when conducting our business
- We are willing to grow through expansion and continuous improvement in our product and services
- Our success will be ensured by simple working practices and efficient decision making

Executive summary

UK healthy ingredients will hopefully be a market leader in the near future thanks to the key points we are willing to follow to make the company succeed.

The main operations our business will do are buying large amounts of raw material from foreign countries where products are much cheaper than the British ones and ship them later on to our 168 tons warehouse 5 miles away from Luton Airport and approximately 90 miles from the nearest port in Southampton and Felixstowe to ensure all our shipments are fast and efficient through all the country.

We planned to offer our products and services to companies that produce food supplements and we are aiming to do that by offering the best prices they can find, this is going to be possible thanks to our company purchasing methods: by buying raw materials from countries renowned for offering very low prices like China we are going to sell what we get ensuring a good money income bonded with a good value for money that our competitors will hardly be able to compete with.

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Business description and history

The name of the business is “UK healthy ingredients”, and it is going to be an LTD company, and since it is a limited company members’ and subscribers’ liability will be limited.

This business is going to start business relationships with small local farms in countries like China renowned for the cheap prices of the products they offer and after purchasing the raw materials needed by the company trucks and ships will transport them to our 168 tons warehouse 5 miles away from Luton Airport and store everything in there to sell it later on to the companies operating in the food supplements business ensuring our prices are more convenient from the other retailers to make a high number of deals that will generate a high income no matter how cheap our prices can look like thanks to the selling prices the factories in China have.

As stated before, the business will be located in London in a very strategic area near to both airport and ports. Since this is still a new company, it is operating only on the national territory but we are aiming to expand our borders and to become a multinational company with warehouses spread all over the European continent and later on in America as well.

Our staff will be working 5 days a week, Monday to Friday, from 8 in the morning until 5 in the evening with Saturday and Sunday as days off.

Since this business will be strongly bonded with the sports environment ones, it will not be seasonal, the reason for that is based on the fact that sportsmen train and compete all year long no matter what the season is. Plus there are some sports that are typically played during the summer, such as surfing,

swimming and other water-related sports, and sports that are played during the wintertime, such as snowboarding, skiing and other snow-related sports. Both summer sportsmen and winter sportsmen have one thing in common, in order to stay healthy and in a good shape, need to have a balanced diet with the right amount of proteins, carbs and fat, and for this reason they buy food supplements such as proteins and vitamins and we are willing to be the companies' suppliers of raw materials that are required to fabricate them. Our customers will also have a service that a very restricted number of companies offer which is the opportunity to out-sourcing any type of ingredient with a special request sent to us.

This company will succeed thanks to low prices our products are going to be sold at. The reason for affording to sell at such economic prices is that we are going to pay a ridiculous amount of money for them when we purchase from the Chinese farms and factories ensuring us a good money flow no matter how cheap our prices are. In addition to that, we are planning to have a high number of companies in business with us thanks to our flexibility and the out-sourcing service we offer.

Our management team is formed by: Germano Cavallaro, the chief operating officer, he is been in this type of business for years and he decided to start a new adventure on his own by founding this company; Yavor Petrov, the chief financial officer, he studied finance and worked in this sector for a lot of companies; Alin Bariz, the chief executive officer, experienced in managing teams and new businesses and last but not least Firas Jghaimi, the accountant, who is going to take care of the numbers the company is going to deal with.

The staff we are going to need is a group of people who can work full time and that know the importance of team working with experience in the food supplements industry, and it is preferable they can speak more than one language in order to know how to communicate with foreign customers.

What makes this business special is the fact that we will never run out of a specific product thanks to the efficient delivery system we are going to use and also thanks to the multiple suppliers around the world in affairs with us who are going to keep sending us the products we need as soon as the ones in the warehouse are about to finish.

The company will keep growing and expanding its limits thanks to the system used to buy cheap products and resell these products at higher prices than the ones we had to pay but by keeping the resell prices lower than our competitor's ones.

Businesses Structure

UK Healthy Ingredients LTD. does not seek to develop a small-scale raw material supply store; instead, we intend to build a standard online related material supply store.

Even though our raw material supply store business is not as large as Glanbia Nutritionals or Nestle Nutritionals, we will make sure that we put in place the proper framework to sustain the type of growth that we envisioned when we started the company.

There will be a clearly defined management hierarchy and a small and tight structure with evident distribution so that different levels of management are present and the organization does not become too cumbersome but can take quick and precise solutions that are appropriate to the situation. Managers in charge of operations, team motivation, and business growth should be on-site rather than working from a distant location.

In order to help us establish a successful business that benefits all of our stakeholders. We will recruit individuals who are qualified, honest, customer-focused, and willing to put in the work required to help us build a successful company that benefits all of our stakeholders.

The following positions have been filled due to our search for highly qualified and experienced candidates.:

- Chief Executive Officer/ CEO
- Operation Manager
- Business Development Manager
- Technical Manager
- Sales Manager
- Salesperson
- Warehouse operatives
- Accountant

Job Roles and Responsibilities

Chief Executive Officer/ CEO

It is in charge of overseeing and working on the planning, management, control, and motivation of the whole chain of events, partnering with senior and intermediate level managers to guarantee flawless communication and synchronization between the different units in the organization.

Operation Manager

It will maintain constant communication with management and staff and ensure that the organization's activities are proper. It will work closely with the legal and safety departments to ensure that all acts comply with the law. Oversee the administration of supply and inventory. Conduct budget analyses and give higher-level management cost estimations as needed. Keep track of workforce requirements and recruit more employees as necessary.

Business Development Manager

Is likely to Identify market opportunities via meetings, networking, and other means. Collaborate with co-workers to build sales and marketing tactics. Make financial predictions and set sales goals, prepare sales presentations, and attend sales meetings. Create management reports, meet current and prospective clients, and develop great relationships

Technical Manager

Should give guidance and support to ensure that necessary legislation requirements and standards are followed. Maintain, drive, monitor, and implement rigorous technical standards, systems, and procedures, and address training needs as needed. Coordinate regular product testing to resolve flaws and provide assessments to improve them.

Sales Manager

Will be responsible for monitoring, assessing, and conveying critical quantitative indicators and business trends about partner relationships. Salespeople must be recruited, targets must be

set, trained, and coached, and their performance must be monitored to ensure that all responsibilities and commitments are accomplished. Identify knowledge gaps within the team and develop a plan to address those gaps. Holding daily check-ins with the sales team to define daily targets and review progress regularly will guarantee that corporate quotas and standards are met and that the sales team exceeds expectations.

Salespersons

Will represent our brand professionally and successfully, resulting in repeat business and a great customer experience, identify lead prospects as well as the opportunity for upsells. Maintain or exceed sales quota expectations, participate in training, and look for possibilities to enhance operations.

Warehouse operatives

Will be required to assist with vehicle loading and unloading utilising manual handling skills. Product movement and storage in the proper warehouse space, Orders are processed, packed, and packed in a timely way. Keeping appropriate records and reports on our computer systems, Cleaning and maintaining warehouse equipment by established norms, consistently adhering to appropriate health and safety standards, as well as adhering to business warehouse regulations and processes.

Accountant

Will oversee all accounting transactions. Maintain financial data confidentiality and perform database backups as needed. Handle monthly, quarterly, and annual closings. Make financial projections, calculate taxes and prepare tax returns, and examine financial activities and paperwork.

Products & Services

Services

Uk Healthy Ingredients LTD sells nutrition ingredients and offers small and big volume stocking options for ingredients relevant to orders, as well as the ability to cancel orders that have been placed in the book.

The raw materials, which include protein, dairy, and sweeteners, are mostly imported from China. We have direct contact with a few manufacturers and can purchase their products directly, thus the rates they provide us are lower than those supplied by most wholesalers in the target market. In addition, we collaborate with a Chinese shipping company to provide nutritious products directly from China to the UK.

Uk Healthy Ingredients LTD will deliver nutritious ingredients in bulk or in small quantities to everyday consumers and large corporations. In general, the ingredients supplied in the target market are currently pricey, with little differences in order size. The COO of UK Healthy Ingredients LTD is knowledgeable about raw materials and has conducted research on the available ingredients in the target market. He is convinced that we can give more worthy products to clients for the price they are willing to pay.

Products

The following nutrition ingredients will be available from UK Healthy Ingredients.

Plant-based protein

Pea Protein

Pea protein powder is an excellent source of iron, arginine, and branched-chain amino acids. It is easily digested and absorbed, and it is suitable for a wide range of diets.

Organic protein

Organic protein powder has several health advantages and can be a preferred source of protein for many people, particularly those who have specific medical issues or are lactose intolerant.

Animal / Milk Protein

Whey Protein

Whey protein is one of the greatest dietary sources of high-quality protein and has a high nutritional value. In comparison to other proteins, it is highly digested and fast absorbed.

Sweeteners

Xanthan gum

Xanthan gum is a food additive made from sugar fermented by microorganisms. It's a soluble fibre that's frequently used to thicken or stabilise meals.

Inulin

Inulin is beneficial to intestinal health. Assisting with weight loss, assisting with blood sugar control in cookery and food manufacturing, as a low-fat, low-calorie food substitute.

Dairy

Skimmed milk powder

Skim milk powder is a good alternative for anybody who wants to reduce their calorie intake while still getting adequate calcium and protein in their diet. One of the most significant benefits of skim milk powder is that it offers a high protein, calcium, and vitamin D concentration for a minimal number of calories consumed.

Marketing and trends

Market research

The healthcare market in the United Kingdom has grown more active due to the increased demand for nutritional supplements. As has been the case in previous years, consumers in this area are becoming more health-conscious due to the enormous increase in disposable income. Nutritional supplements are components that provide enough essential nutrients to promote enhanced human function. It is also possible for nutritional supplements to include substances such as polyphenolic compounds and pigments, which are essential to human survival while being promoted as having favourable biological benefits. Proteins, herbal extracts, meal supplements, vitamins, sports nutrition, and other components are all included in nutrition supplements. They are used to increase the nutritional content of a diet.

The leading companies in the industry adopt effective market strategies and plan to get the most significant possible share of the market in the United Kingdom. Throughout the forecasted period, they will also develop product production technology and practices to lead the fastest market growth.

According to the report's study, Glanbia Nutritionals, Nestle Nutritionals, and many other top firms are now working in this sector to attain a significant market share via outstanding product development to raise demand. Furthermore, the nutritional supplement industry in the United Kingdom is predicted to reach GBP 12 billion by 2023, rising at a compound annual growth rate (CAGR) of 6.00%.

The increasing use of vitamin or sports nutrition products among adults has become one of the most important markets in the European health supplement industry. Aside from that, some of the targeted vital firms use effective strategies for decreasing market constraints and gaining the most excellent possible market share in the United Kingdom.

Surprisingly the market for nutritional supplements in the United Kingdom has grown faster than the overall economy throughout the forecast period. These products are included in diets to enhance general health and vigour, boost immunity, and reduce the risk of illness.

Nutritional supplements are classified into two groups in the United Kingdom: those that include ingredients and those consumed by the public. However, depending on the contents, it is further classified into the following categories: vitamin, protein; amino acid; enzyme; and botanical supplement.

It is further subdivided into two categories: newborns and adults, depending on the kind of end-user. As a result of its use in weight management and sports nutrition, protein supplements provide all nutritional components' most significant market income.

Furthermore, the Nutrition and Health Claims Regulation (NHCR) of the European Food Safety Authority (EFSA) addressing the production of nutritional supplements is a significant challenge. Expanding consumer consciousness about healthy lifestyles, sports nutrition, and healthy eating will propel the market's growth. The growth in the number of new releases and the consequent increase in awareness because of advertising are both essential variables. Consequently, it is expected that the nutritional supplement industry in the United Kingdom will grow at a faster rate shortly.

Obstacles

Our company may encounter the following barriers to entry:

1. The marketing costs are significant since consumers in the target market are better familiar with some generic suppliers and wholesalers. UK Healthy Ingredients will work with a few local influencers whose image fulfils our aesthetic standards and is consistent with our concept. UK Healthy Ingredients will also prioritise Instagram and Google search advertising.
2. Challenges with brand recognition UK Healthy Ingredients is a new brand that will need to gain public awareness.
3. Problems with logistics the international logistics issue has been ongoing for a long time and will continue for some time due to the Covid-19 crisis. To supply our items to the United Kingdom, we will work with reliable partners.

Features and Advantages of the Product/Service

The following goods and services will be provided by UK Healthy Ingredients:

- 1) Stock holding:
 - a) Advantage: Fast shipment in little or large numbers anywhere in the UK.
 - b) Disadvantages: Takes up a lot of room.
- 2) Wholesaler:
 - a) Advantage: Can sell the products to everyday customers.
 - b) Disadvantages: It necessitates a significant investment in stock.

UK Healthy Ingredients will provide the following after-sales services:

1. Product delivery
2. Ongoing support
3. Refund policy

Customer target

UK Healthy Ingredients' ideal clientele:

- 1) The end-users:
 - a) Women in their forties and fifties with a medium to high income

- b) Young students from wealthy families with greater resources
- c) Male or Female models
- d) Bodybuilders
- e) Women in their twenties and thirties who like to be in shape

2) Businesses:

- a) Pharmaceutical Corporations
- b) Companies of any size

Competitors

1. Glanbia Nutritionals
2. Nestle Nutritionals

Advertising

How do UK Healthy Ingredients intend to advertise its products:

- Community advertising
- Social media marketing
- Online advertising
- Content marketing
- Public relations and Networking
- Referrals

SWOT Analysis



Section 1: Operations

The core side of the organisation is based on a solid operation, if the operation does not work with a smooth process this will impact on the monthly and yearly total revenue of the company, therefore the

process has been created for an even in/out of the goods in almost the same time in order to maximise the efficiency of the warehouse, personnel and increase the output of the goods.

Not many Ingredients supplement supplier are active in the market all over UK, so UK Healthy Ingredients has put their roots in a strategic position close to Luton airport which facilitates the arrival of the ingredients on airfreight, just 76 miles away from Southampton port and 96 miles away from Felixstowe port.

London as well offers a great location for shipping over the entire UK territory.



UK Healthy Ingredients Operations team is responsible for the Warehouse holding facility, situated in Luton in Industrial Estate, Kingsway, Luton, Bedfordshire, LU1.

The unit is a single storey end of terrace industrial unit it covers a 4,000 sq. ft surface without including parking for clients and employees, the property has the benefit of two roller shutter loading doors and separate personnel access.

The facility has a mezzanine totalling 400sq. ft which is currently used as an operation management office for admin and logistics, the property has access for 40 ft trucks, which for the suppliers made very easy to unload the goods on our loading bay, the second shutter closer to the end of the building it is just for dispatch of the goods, in a possible near future in around pulling some forecast and plans we would need a bigger holding warehouse likely to be between the 10,000 and 18,000 sq. ft

But for now, to maximise the warehouse's capacity, a high-quality pallet racking storage system has been installed that allows for varied height storage of pallets and goods of various sizes and weights. Pallet racking is ideal for storing pallets safely in an industrial warehouse.

The operating yearly cost for the warehouse are the following:

- Annual rent 26,000£ (2,166.00£ +VAT per month)
- Heating 10.000£ to 12.000£ +VAT
- Light 10.000£ to 12.000£ +VAT
- Internet 1.500£ +VAT
- Maintenance 2.000£ to 4.000£ +VAT
- Fork lift 3,445£ (65,00 per week)

Our holding warehouse can hold between 280-300 pallets in it, which if we convert this in terms of actual volume is between 168 and 180 Tonnes worth of raw material, the management team don't fill the storage at the moment with no more than 265 pallets in order to have better movement inside the warehouse and to keep it within the cleaning standard and right handling procedure as per our accreditation ISO9001.

The equipment needed is:

- 40 x pallet ranking (15.000£ + VAT roughly)
- 1 x Fork lift (3.445£ + VAT per year, 65£ per week)
- 2 x Pallet truck (600£ +VAT)

Section 2 : Process

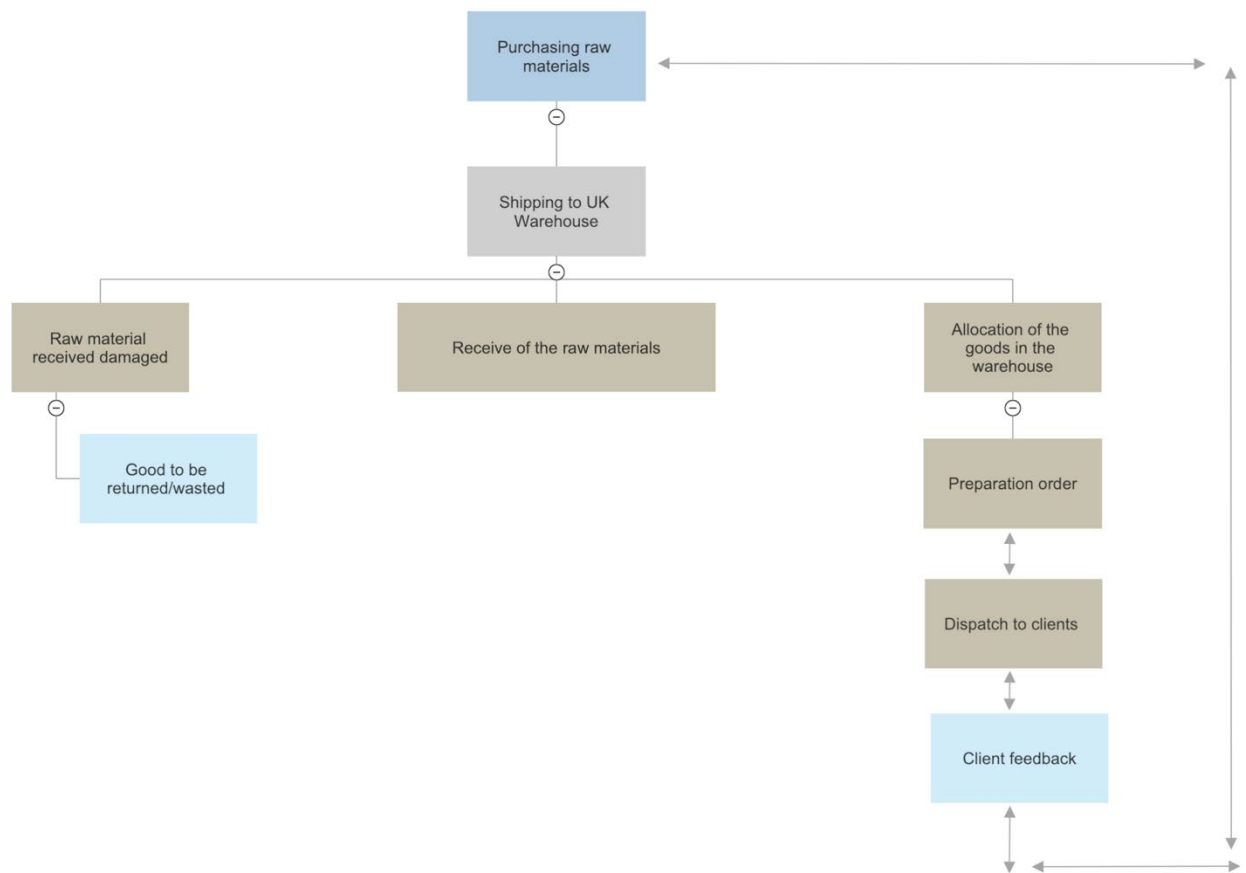
Supply chain operations are very different today than they were in the past, thanks to globalisation. Also, the different ways to adapt to the market due to the continuous change in the demands and the shortages of many ingredients across the globe partially caused by the Covid pandemic have affected too.

Therefore, the internal and external process of the company has to be continuously reviewed and improved from time to time and adapt to the changes.

Substantially the process of UK Healthy Ingredients is concentrated on a wide range of suppliers between the UK, Europe, China and the USA this helps to rely on many different opportunities on the market and to achieve always the best negotiation and payment terms.

Another big role has been played by the good network of Logistics suppliers (small private couriers and large Hauliers) and agents in different countries to allocate and facilitate the transportation of the goods from the country of origin to the UK warehouse in Luton.

The process flow chart for UK Healthy ingredients is pretty much simple as per below:



Section 3:Suppliers

UK Healthy Ingredients is working with a very wide range of suppliers and we could divide them in a few categories, we have divided them into a few different categories, we use more or less always the same suppliers for our stock products based on the nature of the business and the terms and conditions agreed with those, then we have a very large range of suppliers which we normally use for outsourcing materials for our clients all across the globe.

Supplier name	Product	Category	Based in
Finutra Biotech Ingredients	Xanthan gum, Inulin	Sweeteners	China
Golden Horizon Biologic	Pea Protein, Organic Protein	Plant-based protein	China
Polmelek Group	Whey Protein Concentrate, Whey Protein Isolate	Animal / Milk Protein	Poland
ENTC Group	ENTC Protein	Animal / Milk Protein	Poland
Glanbia	Skimmed milk powder	Dairy	China

On top of that, we have all our logistics suppliers we work with for the different networks, we do not normally use the same forwarders all the time because it depends on which part of China, the USA or Europe the suppliers are based and therefore the raw materials can possibly leave their depots always from different ports.

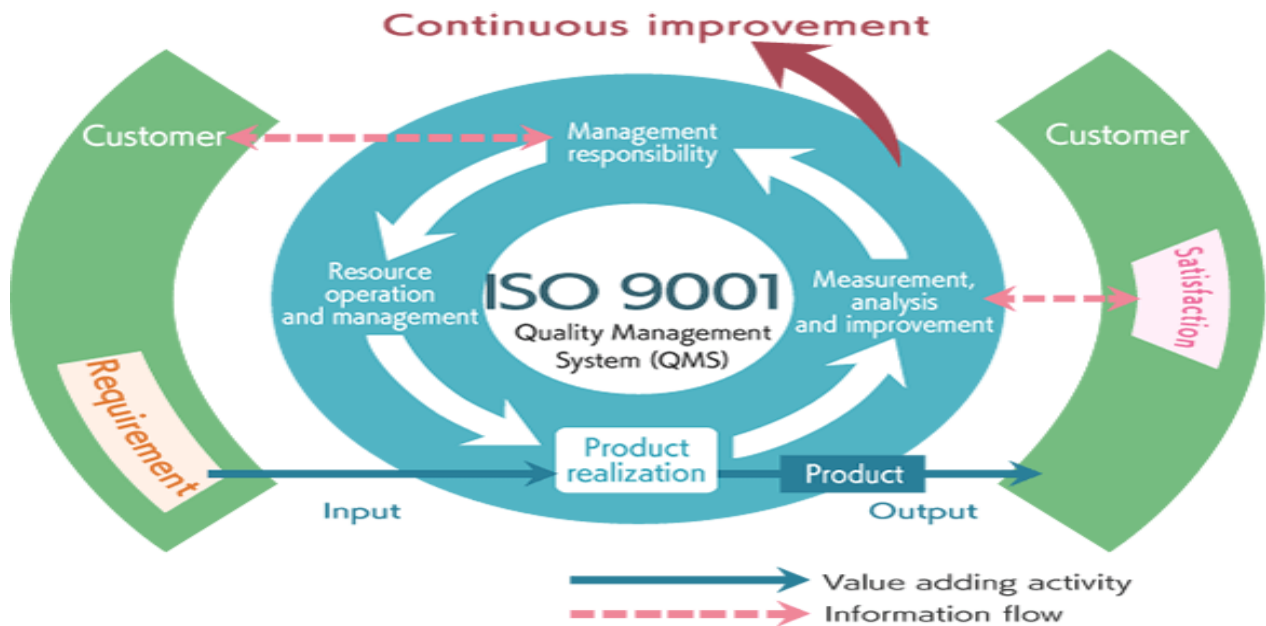
Hauliers	Shipment volume	Type of shipment	Capability	Based in
DHL	Small	Road	1 to 100 KG	UK
Collect2go	Medium	Road	100 to 2.200 KG	UK
Socotra	Large	Road	2.200 to 21.000 KG	UK
Sandford	Medium-Large	Air/Sea/Road	1to 500.000 KG	China
Speedy Freight	Medium-Large	Air/Sea/Road	1to 500.000 KG	USA
Nagel	Medium-Large	Air/Sea/Road	1to 500.000 KG	Branches all over Europe
Palletline	Medium-Large	Air/Sea/Road	1to 500.000 KG	China

Section 4: Quality control and Management



A structured system that documents processes, methods and responsibilities for accomplishing quality policies and objectives is referred to as a quality management system (QMS). A quality management system (QMS) aids in the coordination and direction of an organization's activities in order to meet customer and regulatory requirements while also continuously improving its effectiveness and efficiency.

Among the various quality control and management system's around, UK Healthy Ingredients has decided to use one of the most efficient system in the market the ISO 9001:2015, an international standard that specifies requirements for quality management systems. While some people use the phrase "quality management system" to refer to the ISO 9001 standard or a set of documents that detail the QMS, it actually refers to the entire system. The documents are only descriptions of the system.



Why ISO 9001 is important?

It's reasonable to say that consumers are critical to a company's success, which is why it's important to ensure that they are as satisfied as possible. Improving this specific area is one of the major principles of ISO 9001.

We observe a higher percentage of returning customers as well as new consumers who are delighted with our products if we improve customer satisfaction. Improving customer satisfaction for both old and new customers is critical to our company's long-term success, which is why having a system like ISO 9001 in place to help us to do so is beneficial.

Our employees are always more productive when they can be more efficient and have the appropriate resources behind them, which ISO 9001 provides. A quality management system that adheres to ISO 9001 standards teaches our employees how to execute their jobs more efficiently while also teaching management how to best allocate resources to the parts of the company that demand more attention.

Benefit of Quality control management system (ISO 9001)

Implementing a quality management system affects every area of the organization's performance. The following are some of the advantages of having a written quality management system:

- Meeting the needs of the customer helps to build trust in the company, which leads to more customers, more sales, and more repeat business.
- Meeting the organization's criteria, which assures regulatory compliance and the most cost- and resource-efficient delivery of products and services, allowing for expansion, growth, and profit.

These benefits provide additional benefits, such as:

- Processes are defined, improved, and controlled.
- Waste reduction
- Avoiding errors
- Cost-cutting
- Facilitating and recognising opportunities for training
- Keeping employees interested
- Creating a strategic plan for the company, demonstrating a willingness to deliver consistent results

This links in with many of the previously mentioned advantages, such as increased employee productivity and customer happiness. Improving in those two categories alone has a significant impact on favourable profit margins that will grow over time, which is always one of the company's key aims. This is due to an increase in efficiency, which is another advantage of the system. With wasteful spending in areas that do not require it eliminated, time and resources may be dedicated to areas that will benefit far more than others.

Section 6: Technology Plan

After a lot of research and reviewing much different technology systems's in the market it has been a difficult choice to choose the right tech system for UK Healthy Ingredients, this has come down after reviewing whether we were able to set in place the right system based on the company needs where you can allocate in there not just the stock control of the raw materials for incoming and outgoing, but we have found a system where it's able to link in there also:

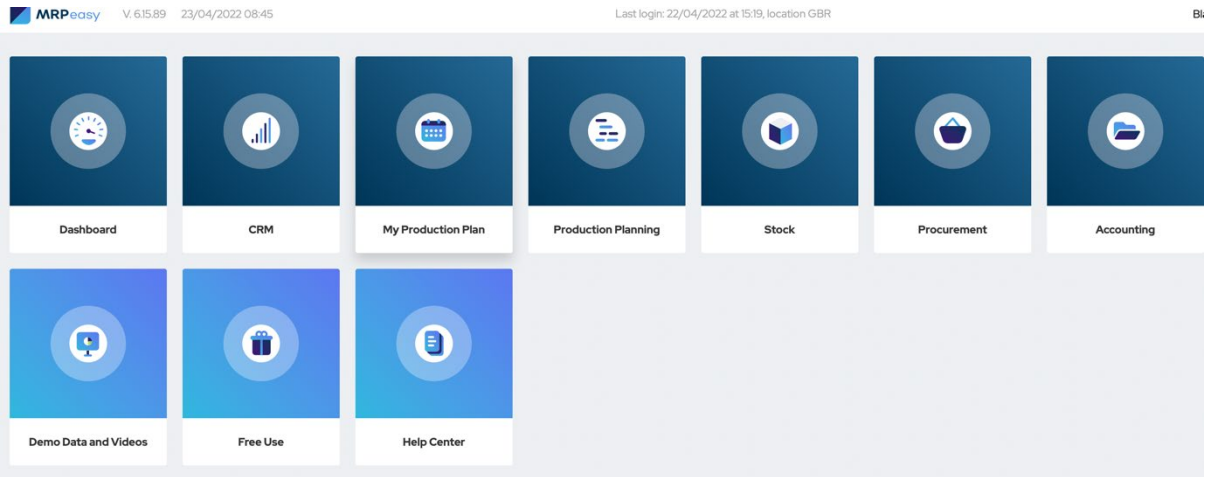
- Sales
- Purchasing
- Finance
- Planning

What is MRP Easy?

The Manufacturing software provides you with the tools you need to effectively manage your resources and finish orders without leaving any items on the shelf. This manner, you can genuinely save money by reducing expenses and preventing product waste. It's a recipe for long-term development when you combine hundreds of integrations with industry-leading e-commerce and accounting solutions.

What are the main futures of MRP Easy's system?

- A description of the planning, including orders, predictions, and capacity, is known as a master production schedule.
- a bill of materials (BOM) is a list of everything that is needed to produce the final product.
- The inventory report: Gross requirements can be changed to net requirements using inventory information.



Customer orders Customers Today's contacts Invoices Cash flow forecast Statistics Sales management Customer returns (RMAs)

Customer orders

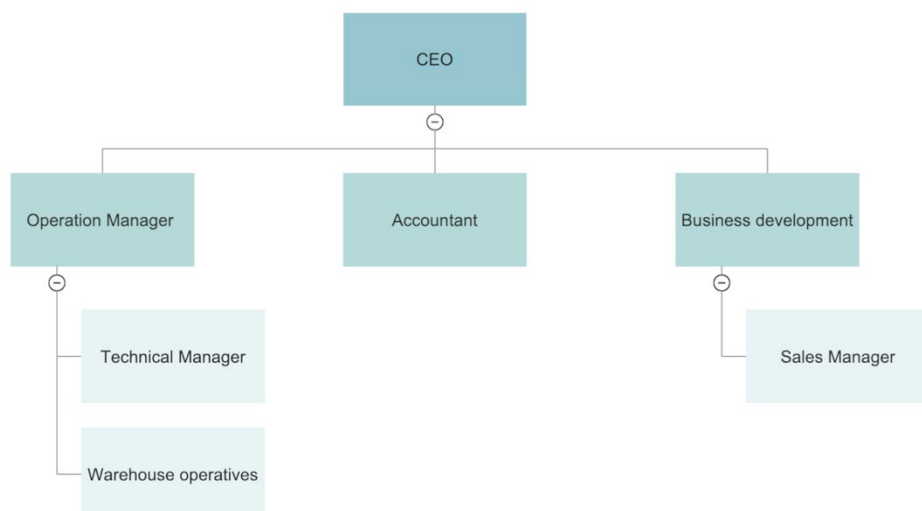
Customer orders

PDF CSV

	Number	Customer number	Customer name	Created	Delivery date	Total	
Total:						£ 4,128,220.72	
1	CO-00249	CU-00077	HMN24 LTD	21/04/2022		£ 19,371.42	
2	CO-00248	CU-00084	Sobody	20/04/2022		£ 29,250.00	
3	CO-00247	CU-00112	Nutri-Genetix Limited	11/04/2022	05/07/2022	£ 11,955.00	
4	CO-00246	CU-00112	Nutri-Genetix Limited	11/04/2022	05/07/2022	£ 35,694.00	
5	CO-00245	CU-00084	Sobody	05/04/2022		£ 78,040.00	
6	CO-00244	CU-00073	KetoBains	31/03/2022	26/05/2022	£ 5,719.50	
7	CO-00243	CU-00115	Space Goods	29/03/2022	14/06/2022	£ 28,350.00	
8	CO-00242	CU-00093	Nutravita	25/03/2022		£ 43,762.29	
9	CO-00241	CU-00117	Gutfulness Limited	24/03/2022	27/05/2022	£ 9,500.00	
10	CO-00240	CU-00039	Submission Technology Ltd	15/03/2022	10/05/2022	£ 30,668.00	
11	CO-00239	CU-00029	1Rebel Ltd	10/03/2022	19/05/2022	£ 21,240.80	
12	CO-00238	CU-00116	MCBLABS Ltd	23/02/2022		£ 5,344.70	
13	CO-00237	CU-00067	The Six Pack Revolution	21/02/2022	02/05/2022	£ 92,236.60	
14	CO-00236	CU-00019	Bondi Coffee Limited	18/02/2022		£ 7,200.00	
15	CO-00235	CU-00084	Sobody	04/02/2022		£ 27,870.00	
16	CO-00233	CU-00115	Space Goods	27/01/2022		£ 14,550.00	
17	CO-00232	CU-00114	Pro Coffee	24/01/2022		£ 7,239.00	
18	CO-00231	CU-00112	Nutri-Genetix Limited	18/01/2022		£ 8,496.00	
19	CO-00230	CU-00060	F45 Training Haggerston	17/01/2022	11/04/2022	£ 3,835.00	
20	CO-00228	CU-00077	HMN24 LTD	14/01/2022		£ 19,518.12	

Load more

Section 7: Management and organization



Section 8: Roles and responsibilities

CEO:

The CEO oversees from day-to-day business operations to marketing and strategy to human resources and financial planning to the development of a company's culture and employee management to safety regulations and sales.

He looks over the different departments of the business and ensure they are running smooth and achieving their KPI's and assessing new strategies.

The CEO's salary is 65000£

Full-time role – 50 hours per week

Operation Manager:

The Operation Manager is mainly responsible for running the warehouse and his team, developing and implementing strategic policies, a good part of his job takes place on ordering the raw materials from suppliers and arranging logistics with Hauliers and small couriers. Identify and address the company's issues and opportunities.

The Operation Manager's salary is 40.000£ per year.

Full-time role – 45 hours per week

Accountant:

- Preparing accounts and tax returns
- Auditing financial information
- Compiling and presenting reports, budgets, financial statements
- Providing tax planning services based on the UK government and legislation
- Ensure all payments for suppliers and services are paid on time
- Overseeing cashflow statements

The accountant's salary is: 28.000£ per year

Part-time role – 20 hours per week

Business Development:

- Setting business and revenue growth goals and developing a strategy to achieve them.
- Finding new ways to reach a specific market and putting those plans into action.
- Identifying potential customers in target markets for research.
- Follow up with potential customers and move them along the sales process.

The Business development salary is: 40.000 per year.

Full-time role – 45 hours per week.

Sales Manager:

- Set sales goals, compare performance to goals
- Receiving orders form clients

- Provide detailed and accurate sales forecasts
- Liaising with clients

The Sales manager's salary is : 35.000£ per year.

Full-time role – 45 hours per week.

Technical Manager:

- Maintain and improve the Quality System to ensure Food Safety and Legal Compliance
- Provide Technical monitoring auditing
- Ensure appropriate checks are taken upon receipt of products and raw materials
- Lead health and safety training for the warehouse team
- Ensure Hygiene standards are met

The Technical Manager's salary is: 35.000£ per year.

Full-time role – 45 hours per week

Warehouse operatives:

- Receive and store goods upon arrival.
- Ensure hygiene standards are met
- Dispatch orders to clients
- Maintain warehouse paperwork up to date

The warehouse operative's salary is 28.000 per year

Full-time role – 40 hours per week

Labour Standards

Non-Discrimination

The company has no restrictions in terms of employing workers from different nationalities, religious views, ages, sex, financial background or any other distinguishing features. Everyone can be hired as long as they have the necessary qualifications and/or certification required for the position they are applying for.

Harassment Prevention

The company will provide regular seminars and training to employees to prevent any instances of harassment. If such an instance occurs the company will assess the incident and carry out the necessary disciplinary action. The management of the company has an open-door policy and the employees can approach their local manager or local authorities if they believe they have been a victim of harassment.

Child Labour

The company will only employ candidates that are above the legal age for employment. Apprenticeships will be carried out in accordance with the current labour law and regulations and only if the applicant submits all the necessary documents required to apply for an apprenticeship. In addition, the company maintains good relations with local community colleges and the chamber of commerce in order to provide these apprenticeships.

Fair Wages

The company will comply with national financial laws and regulations in regards to employee labour compensation and benefits, such as overtime labour and productivity bonuses.

Members of staff are remunerated in accordance with the “National Minimum Wage Act 1998” and the employment contract signed and agreed to between employer and employee.

Working Hours

The company will follow industry standards and applicable laws in terms of the minimum and maximum work hours per day and per week. Normal working hours cannot exceed 40 hours per week and overtime hours cannot exceed 10 hours per week to a grand total of 50 hours per week. Employees must have a mandatory 1-hour rest per day, per work shift.

Sustainability

Ethical Sourcing

The ingredients used in our products come from ethical sources that are supplied either from companies that have acquired the necessary certification or are willing to acquire them through the “Union for Ethical BioTrade” (UEBT, 2022) which can award them to companies that meet the necessary requirements for ethical sourcing. This way our company can provide products that are both high in quality and with zero negative impact on the environment.



Biodegradable/Recyclable Packaging

One of the greatest disasters this century is plastic pollution so our company is doing our best to use as much as possible recyclable or biodegradable packaging which can be safely disposed of and reused with minimal impact on the environment. We strictly believe that looking after our planet is a duty we must fulfil and not being part of the problem is the least we can do as a responsible entity.

Eco Vehicles

We believe that the driving force behind the eco revolution should be the vehicles we use for the distribution of our eco-friendly products. We can achieve this goal with the assistance of

the “Department for Transport” and the “Plug-In Car or Van Grant” (gov.uk, 2021). Our company strives to become a zero-emission company by 2024.

Cycle to Work Scheme

It is our responsibility to provide an alternative to our employees if we want to make a positive impact on the environment. One such alternative is the “Cycle to Work Scheme” that we have implemented with the assistance of the “Department of Transport”. By signing up for the scheme our employees can save 26% - 40% on the purchase of a new bike and also gain the ability to spread the costs with an interest-free financing plan. In addition, the company will save roughly £138 for every £1000 processed via the scheme. (Cyclescheme Limited, 2022)



Social Responsibility

Former Inmates Program

Diversity and social responsibility are some of our key company values which is why our company has implemented the policy to employ ex-offenders and by reaching out to the community we resolve the issue of skill shortage. In addition, this approach allows us to reduce our expenditure on initial recruitment and job advertisement. (gov.uk, 2020)

Local Community Engagement

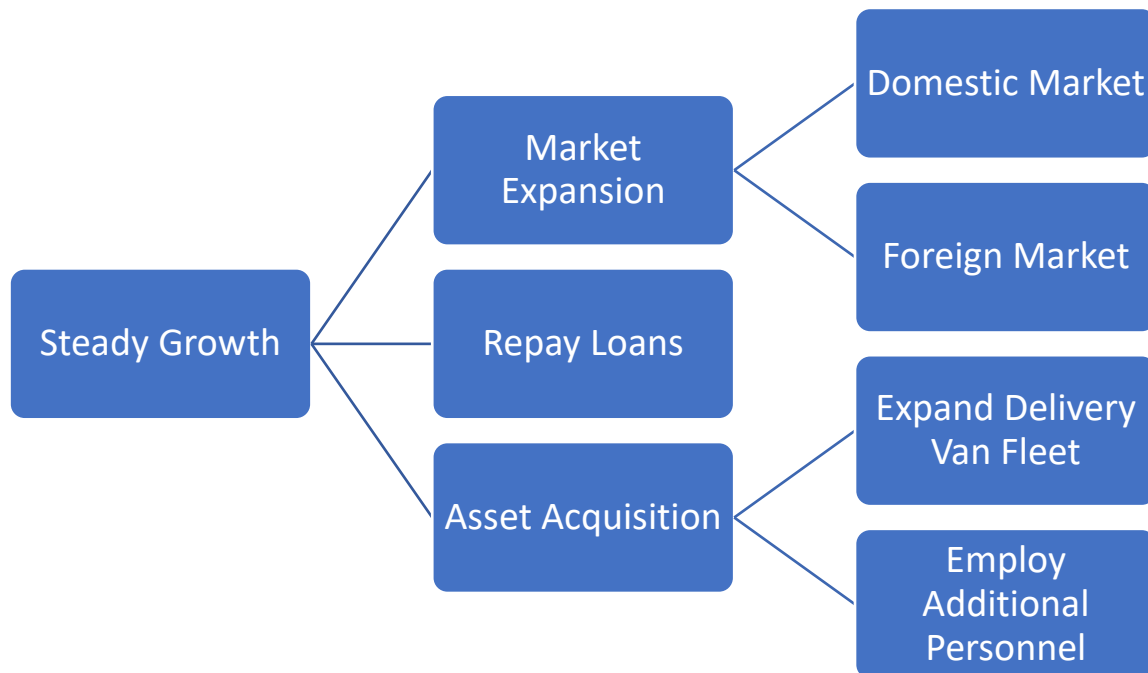
Part of our contribution to the local communities is to organise awareness events with libraries, schools or supermarkets to promote “Going Green” initiatives. The company is also planning future events that will involve local sports clubs, gyms and leisure centres in the form of charity events and friendly competition tournaments.

Charity Work

Giving a chance to others for a better future is a major component of our company’s vision for the future so each year we donate 20% of the company’s annual revenue to several charities. Providing financial assistance to “First Steps Nutrition Trust”, “Magic Breakfast”, “UNICEF” and “The Food Foundation” comes in addition to donations of our products to them and the local community.



Development Plan



Phase 1

- 1. The first phase of the company's future development is to establish a pattern of steady growth both financially and as an entity on the market. This step will take the most time to conquer due to the size of the market and the competition we are facing.

Phase 2

The second phase includes a three-step development and two of these steps will split into two more in the third phase.

- 1. The first and most important step in this phase is repaying all the loans that the company has. This way we will be free from this financial weight allowing us to expand faster by investing even more funds into the company's development projects.
- 2. The second step in this phase is to acquire additional assets in the form of warehouses and offices. These assets will become the hubs needed for further expansion.
- 3. The third and final step in the second phase is market expansion. At this point of the company's development cycle, we will study and probe the markets to see what products we can further add to our catalogue and where they have a bigger potential for profit

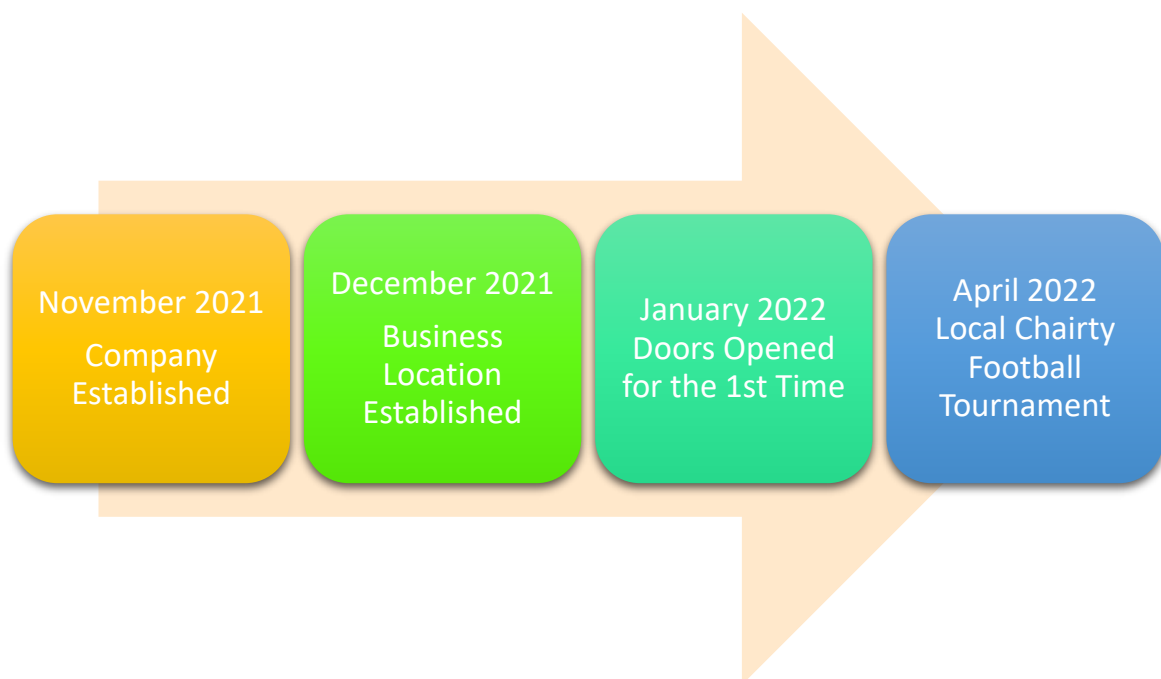
Phase 3

This phase serves as a further expansion and development of the steps covered in the previous phase.

- 2.1 After the acquisition of properties the next logical step is to expand our delivery van fleet in order to become independent from the services of courier companies.

- 2.2 In parallel to that step we will hire new employees to fill the new openings created by the expansion.
- 3.1 Expanding further on the domestic front will be both a high priority target and a necessary one to ensure the future of the company. Further research into partnerships with local companies will be the main focus for the execution of this step.
- 3.2 Expanding abroad can be both challenging and costly so certain precautions must be taken a long process of preparation must be overtaken. Researching how other companies have managed to cross this threshold will be essential. Exploring the saturation of overseas markets will prevent us from spending necessary resources on fruitless attempts at breaching an already well-established competitor. Reaching out for a partnership can also prove to be a good opportunity to get our foot in the door.

Milestones



November 2021 – UK Health Ingredients was established in London, UK.

December 2021 – A warehouse in Luton, Bedfordshire becomes the HQ of the company.

January 2021 – The company will open its doors and send its first orders to our satisfied clients.

April 2022 – A pilers for a long-lasting tradition of charity events will be placed.

Appendix

BREAKEVEN ANALYSIS

FIXED COSTS	COSTS
Salaries (Includes Payroll Taxes)	£582,830
Supplies	£235,240
Repairs & Maintenance	£2,015
Advertising	£8,000
Car, Delivery And Travel	£118,800
Accounting And Legal	£28,000
Rent	£28,158
Telephone	£1,625
Utilities	£26,580
Insurance	£44,400
Taxes (Property etc.)	£26,400
Depreciation	£2,500
Other (specify)	£101,491
Principal Portion Of Debt Payment	
Owner's Draw	£50,000
Total	£1,256,039
BREAKEVEN SALES LEVEL	£4,485,854

BalanceSheet

Asset Type	FY-2021	FY-2022
	Previous Year	Current Year
Current Assets	0	493,861
Fixed Assets	0	81,400
Other Assets	0	101,491
Current Liabilities	0	111,270
Long-term Liabilities	0	45,000
Owner Equity	0	290,000
Total Assets	0	676,752
Total Liabilities & Stockholder Equity	 0	 446,270
Balance	0	230,482

Company Name

PROFIT & LOSS PROJECTION

PTACAL YTD&E MONTHLY: J 2022

	JAN-22	FEB-22	MAR-22	APR-22	MAY-22	JUN-22	JUL-22	AUG-22	SEP-22	OCT-22	NOV-22	DEC-22	TOTAL	YTD %	JAN-23	FEB-23	MAR-23	APR-23	MAY-23	JUN-23	JUL-23	AUG-23	SEP-23	OCT-23	NOV-23	DEC-23	YEAR %
INCOME (SALES)																											
INEC Perkin	\$ 8,372	\$ 11,847	\$ 12,792	\$ 12,864	\$ 12,443	\$ 15,571	\$ 18,421	\$ 17,227	\$ 12,824	\$ 11,678	\$ 12,595	\$ 12,842	\$ 143,456	17%	12%	12%	12%	12%	12%	11%	11%	11%	12%	12%	12%	12%	12%
Indin	\$ 3,937	\$ 5,819	\$ 6,198	\$ 6,344	\$ 6,274	\$ 10,869	\$ 14,264	\$ 13,119	\$ 8,627	\$ 4,828	\$ 8,248	\$ 8,654	\$ 97,735	18%	5%	5%	6%	6%	7%	6%	9%	9%	7%	6%	7%	7%	7%
Organic Perkin	\$ 12,944	\$ 18,211	\$ 19,289	\$ 20,170	\$ 21,121	\$ 24,815	\$ 27,553	\$ 24,149	\$ 20,620	\$ 18,104	\$ 21,283	\$ 21,425	\$ 252,244	19%	21%	19%	18%	18%	18%	18%	17%	17%	18%	19%	18%	18%	18%
Pro Perkin	\$ 5,780	\$ 8,446	\$ 9,483	\$ 9,817	\$ 10,193	\$ 12,478	\$ 14,028	\$ 15,193	\$ 9,782	\$ 8,323	\$ 10,255	\$ 10,595	\$ 126,829	11%	9%	9%	9%	9%	9%	9%	10%	10%	9%	8%	9%	9%	9%
Shredded MB Powder	\$ 7,819	\$ 9,124	\$ 10,175	\$ 10,584	\$ 11,192	\$ 14,758	\$ 17,722	\$ 14,245	\$ 10,573	\$ 9,135	\$ 11,242	\$ 11,783	\$ 139,712	20%	11%	9%	9%	10%	10%	11%	11%	11%	9%	8%	10%	10%	10%
Whey Perkin													\$ 503,327	10%	33%	39%	39%	38%	38%	38%	32%	33%	33%	39%	38%	37%	31%
Concentric, Whey Protein Isolate	\$ 30,576	\$ 28,218	\$ 41,870	\$ 42,162	\$ 44,808	\$ 47,764	\$ 52,023	\$ 50,403	\$ 43,670	\$ 38,923	\$ 44,174	\$ 44,492															
Xanthan Gum	\$ 5,186	\$ 7,845	\$ 8,483	\$ 8,859	\$ 9,267	\$ 11,193	\$ 13,348	\$ 14,315	\$ 8,446	\$ 7,879	\$ 8,219	\$ 8,447	\$ 110,914	10%	6%	7%	6%	7%	7%	9%	9%	9%	7%	7%	7%	7%	6%
TOTAL SALES	\$ 87,789	\$ 105,229	\$ 109,000	\$ 109,000	\$ 109,000	\$ 139,000	\$ 157,000	\$ 147,000	\$ 109,000	\$ 97,000	\$ 113,000	\$ 113,000	\$ 1,379,250	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Cash Flow Statement

Fiscal year begins: 01/01/2022	(Pre)Start-up EST	JAN 01	FEB 01	MAR 01	APR 01	MAY 01	JUN 01	JUL 01	AUG 01	SEP 01	OCT 01	NOV 01	DEC 01	Total Item EST
Cash on Hand (beginning of month)	81,000	55,604	40,560	62,986	94,262	102,343	121,944	166,420	215,596	262,382	274,899	269,955	285,631	285,631
Cash Receipts														
Cash Sales	0	62,750	96,220	108,340	109,980	116,840	136,240	162,560	152,770	115,830	97,140	117,520	113,660	1,899,250
Collection from CR accounts	0	0	0	0	3,725	3,645	3,120	2,350	2,700	3,960	0	2,700	4,470	17,020
Loan/other cash injections	25,000	25,000	25,000	25,000	0	0	0	0	0	0	0	0	0	90,000
Total	15,000	87,750	123,220	133,340	111,255	118,085	139,360	164,710	154,970	117,790	97,140	119,520	124,130	1,506,270
Total Cash Available (before cash out)	95,000	143,354	163,780	196,326	205,517	220,428	261,304	331,130	370,566	380,172	372,039	389,475	409,761	1,791,901
Cash Position (end of month)		55,604	40,560	62,986	94,262	102,343	121,944	166,420	215,596	262,382	274,899	269,955	285,631	405,967



UK Healthy Ingredients

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Module:

Managing Enterprise in the
21st Century
(BMSW4006_LON)

Module Leader:

Afzal Munna

Presenters:

Firas Jghaimi (2029865)

Alin Bariz (2110939)

Germano Cavallaro (2111129)

Yavor Petrov (2110946)

UK Healthy Ingredients Business Plan

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Firas Jghaimi

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Alin Bariz

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Germano Cavalloro

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Yavor Petrov

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Introduction

What is our name?

"UK Healthy Ingredients"



Who are we?

- UK based company
- Food supplements suppliers

What do we do?

- Get raw material from China
- Create our own products
- Out-source any ingredient

Business description

When will the business operate?

- Non seasonal business
- Monday-Friday 8am-5pm



Contact information:



Business Structure

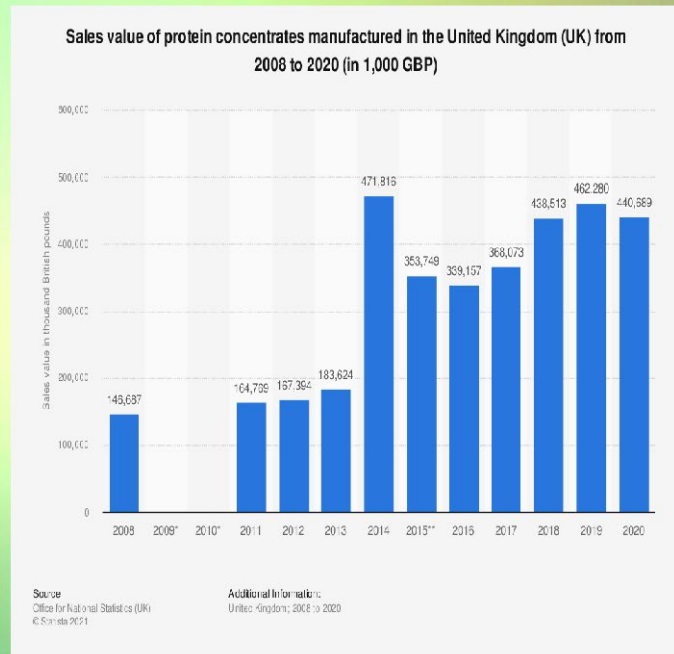


Product or Service Description



Marketing Analysis and Trends

- Expectations by 2023
- Healthy lifestyles



Statista. 2022. Topic: Health and wellness food trends in the UK.

SWOT Analysis



Strengths

- Innovative aspects of the Product/Business

- We are a new brand on the market

Weakness



Opportunity

- Expand to Europe

- Customer Demand

Threats



PESTLE Analysis



POLITICAL

- Price Control**
- wages



TECHNOLOGY

- Process automation**
- Productivity



ECONOMIC

- Taxation levels**
- Corporation Tax



ENVIRONMENTAL

- Waste management**
- Legislation



SOCIO- CULTURAL

- Consumer Behavior**
- Competitive on Price



LEGAL

- Legislative Issues**
- Consumer Protection Laws

Operations

Where are we based?

Just 5 miles away from
Luton Airport in
Bedfordshire

4000 sq.ft warehouse
surface
400 sq.ft mezzanine



Example Pallet Rack Installation
Started Timber Decks Sold Separately

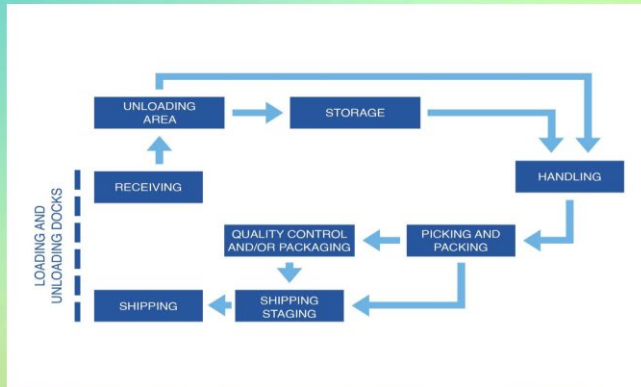
**Capacity for
storing 168 tonnes
of raw material**



The total annual cost of the warehouse are 50.000 £

Germano Martino Cavallaro 2111129

The Core of the Operation



Solid Process flow and a strong suppliers network represents the core side of the Business



Supply chain outsource our ingredients from the source

Suppliers and Hauliers



Supplier	Product	Based in
ENTC Group	ENTC Protein	France
Glanbia	Skimmed milk powder	China/USA
Finutra Biotech	Xanthan gum, Inulin	China
Pomlek	Whey Protein Concentrate, Whey Protein Isolate	Poland



Hauliers network is divided among:

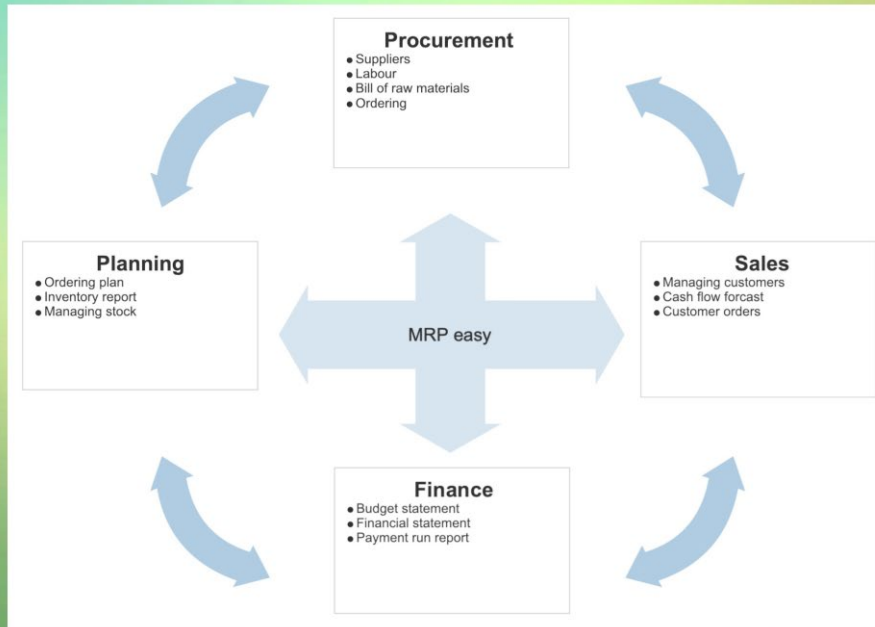
Large/medium vol.

- Sandford
- Nagel
- Palletline

Local/small vol.

- DHL
- Collect2go

Technology Plan



Management and Organization

Role	Responsability	Salary	Type of contract
Ceo	- Oversees the different department - Financial planning - Assessing new straggles	65.000 £	Full-time 50 Hours per week
Operation Manager	- Managing warehouse - Planning - Supply chain	40.000 £	Full-time 45 Hours per week
Business Development	- Expanding suppliers and logistic network - Finding new sources - Identifying potential customers	40.000 £	Full-time 45 Hours per week
Accountant	- Running payment reports - Finacial audit - Cash flow statement	28.000 £	Part-time 20 Hours per week
Sales Manager	- Managing clients orders - Running sales forecast - Set weekly and monthly sales goals	35.000 £	Full-time 45 Hours per week
Technical Manager	- Maintain and improve quality system (ISO9001) - Monitoring internal and external audit - Health and safety training for the staff - Ensuring hygiene and quality standards are meet	35.000 £	Full-time 45 Hours per week
Warehouse operative	- Receiving goods and allocate them into warehouse - Dispatch orders to the clients - Maintain warehouse paperwork and stock up to date	28.000 £	Full-time 40 Hours per week

Social Responsibility and Sustainability

**magic
breakfast**
fuel for learning



THE UEBT ETHICAL BIOTRADE STANDARD

Respect for biodiversity



Conservation of biodiversity



Sustainable use of biodiversity



Fair and equitable sharing of benefits

Respect for people



Socio-economic sustainability



Compliance with legislation



Respect for rights of actors



Clarity about land tenure

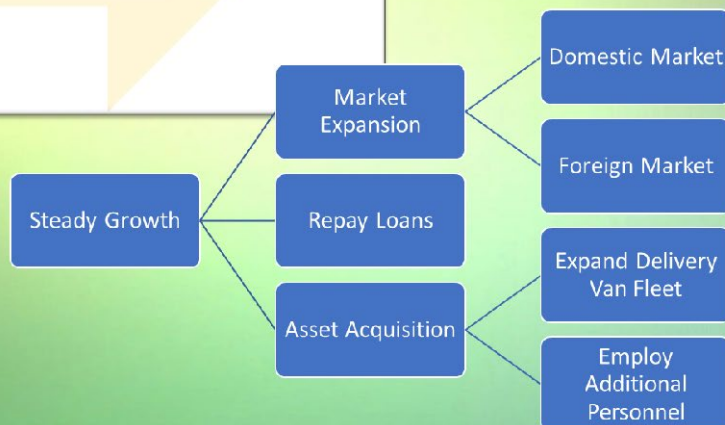


The Food Foundation



**FIRST STEPS
NUTRITION
TRUST**

Development and Milestones



Financial Data

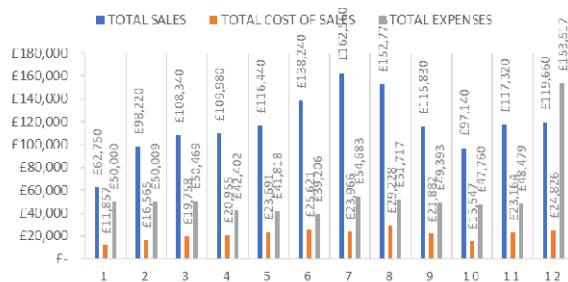
BREAKEVEN ANALYSIS

FIXED COSTS	COSTS
Salaries (Includes Payroll Taxes)	£582,830
Supplies	£235,240
Repairs & Maintenance	£2,015
Advertising	£8,000
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Depreciation	£2,500
Other (Charity)	£101,491
Principal Portion Of Debt Payment	£90,000
Owner's Draw	£0
Total	£1,296,039
BREAKEVEN SALES LEVEL	£4,628,711

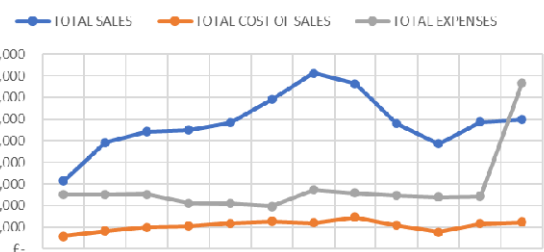
Profit and Loss Account

Totals	Sparkline	January	February	March	April	May	June	July	August	September	October	November	December	Total Annual
TOTAL SALES		£62,750	£98,220	£108,340	£109,980	£116,440	£138,240	£162,560	£152,770	£115,830	£97,140	£117,320	£119,660	£1,399,250
TOTAL COST OF SALES		£11,857	£16,565	£19,758	£20,955	£23,691	£25,621	£23,966	£29,228	£21,882	£15,547	£23,164	£24,826	£257,060
TOTAL EXPENSES		£50,000	£50,009	£50,469	£42,402	£41,818	£39,206	£54,683	£51,717	£49,393	£47,760	£48,479	£153,517	£679,457
Net Profit		£893	£31,646	£38,113	£46,623	£50,931	£73,413	£83,911	£71,825	£44,555	£33,833	£45,677	£-58,683	£462,733

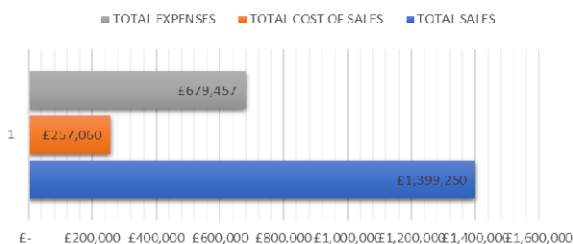
MONTHLY "TOTAL SALES" COMPARED TO "EXPENSES" AND "COST OF SALES"



Monthly "Total Sales" compared to "Expenses" and "Cost of Sales"



Annual "Total Sales" compared to "Expenses" and "Cost of Sales"

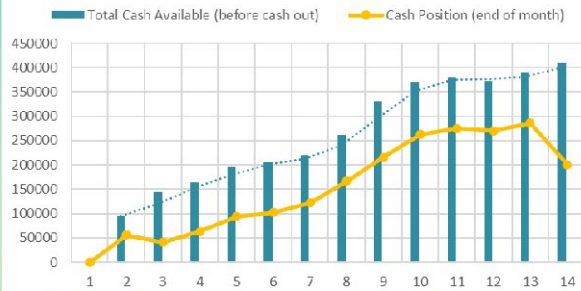


Net Profit Growth

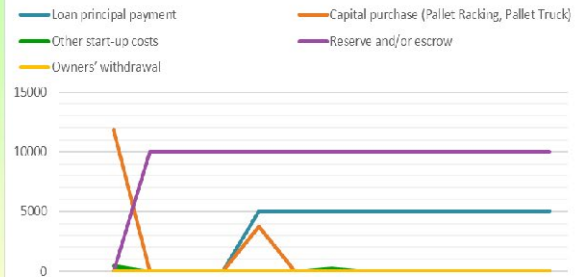


Cash Flow Statement

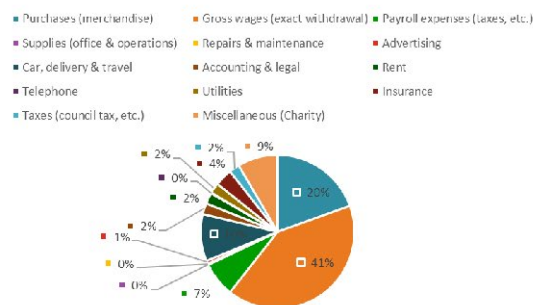
Financial Growth



Cash Paid Out (Non P&L)

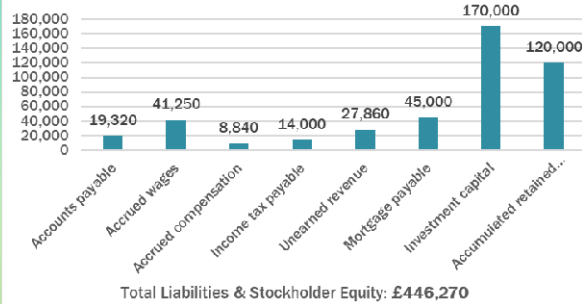


Annual Company Costs

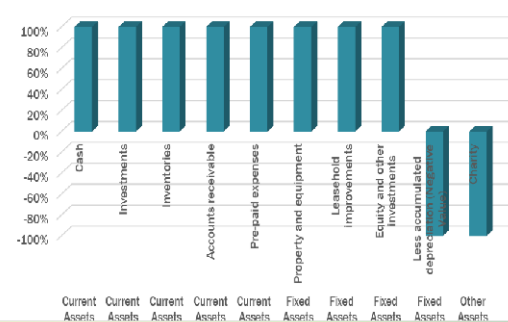


Balance Sheet

Liabilities



Current And Fixed Assets



Asset Type	Current Year
Current Assets	£ 493,861.00
Fixed Assets	£ 81,400.00
Other Assets	-£ 101,491.00
Current Liabilities	£ 111,270.00
Long-term Liabilities	£ 45,000.00
Owner Equity	£ 290,000.00
Total Assets	£ 473,770.00
Total Liabilities & Stockholder Equity	£ 446,270.00
Balance	£ 27,500.00

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