



Business Plan

SAVOR FOODS

BY:

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GROUP: BMSW4006

LECTURER: YOHAN MENDIS

Executive Summary

**Who is
Savour
Foods?**

**Savour
Foods
Services**

**Outcome
of savour
Foods**

Business Company Overview



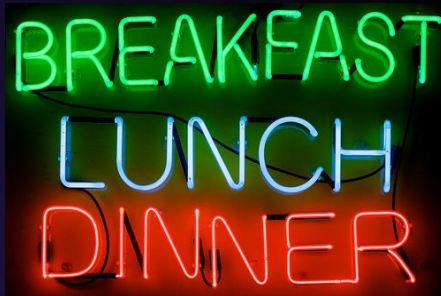
**Savour
Foods
Profile**

**Savour
Foods
Mission**

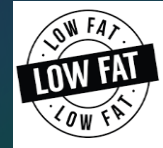
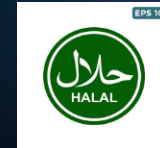
**Savour
Foods
Vision**

Products and Service

- WE SERVE BREAKFAST, LUNCH & DINNER
- WE SERVE HOT & COLD DRINKS
- WE CATER A VARIETY OF FOOD STYLES INCLUDING- INDIAN, CARIBBEAN, CHINESE & ENGLISH.
- FREE DELIVERY



We offer a variety of options



- IN THE FIRST 6 MONTHS WE WILL SERVE 50 INDIVIDUAL CUSTOMERS & 10 CARE HOMES.
- IN THE NEXT 6 MONTHS WE AIM TO SERVE 100 INDIVIDUAL CUSTOMERS & 10 CARE HOMES

Market audit-Competitor's Analysis

- OUR COMPETITORS "DELICIOUS UNIQUE BBQ MENU" CHARGE £14PP FOR 1 MEAL, WHEREAS WE CHARGE £18PP FOR 3 MEALS – BREAKFAST, LUNCH & DINNER.
- "MY DINE CATERING" OFFER BREAKFAST LUNCH AND DINNER BUT ONLY HAVE SELECTED MENU OPTIONS WHEREAS SAVOR FOODS OFFERS A VARIETY OF FOOD SUCH AS INDIAN, CHINESE, CARIBBEAN & ENGLISH.
- COMPETITORS "MY COMPLETE LUNCH" CHARGE PER ITEM, WHEREAS WE CHARGE PER MEAL GIVING CUSTOMERS MORE VALUE FOR THEIR MONEY.

SWOT Analysis

Strengths

- Providing quality food and service to provide excellent customer satisfaction.
- Wide variety of cuisine available.
- Catering for different diets.
- Only catering company in the area providing personalised food according to the customer's demands.
- Multilingual staff able to speak to target customers.
- Flexibility for customers to change certain things to their order.

Weaknesses

- Available 365 days a year which puts pressure on staff.
- Only one location so the areas that are covered may be limited.
- Having a big variety may cause issues within the organisation as the workload is more.
- Small advertising budget.

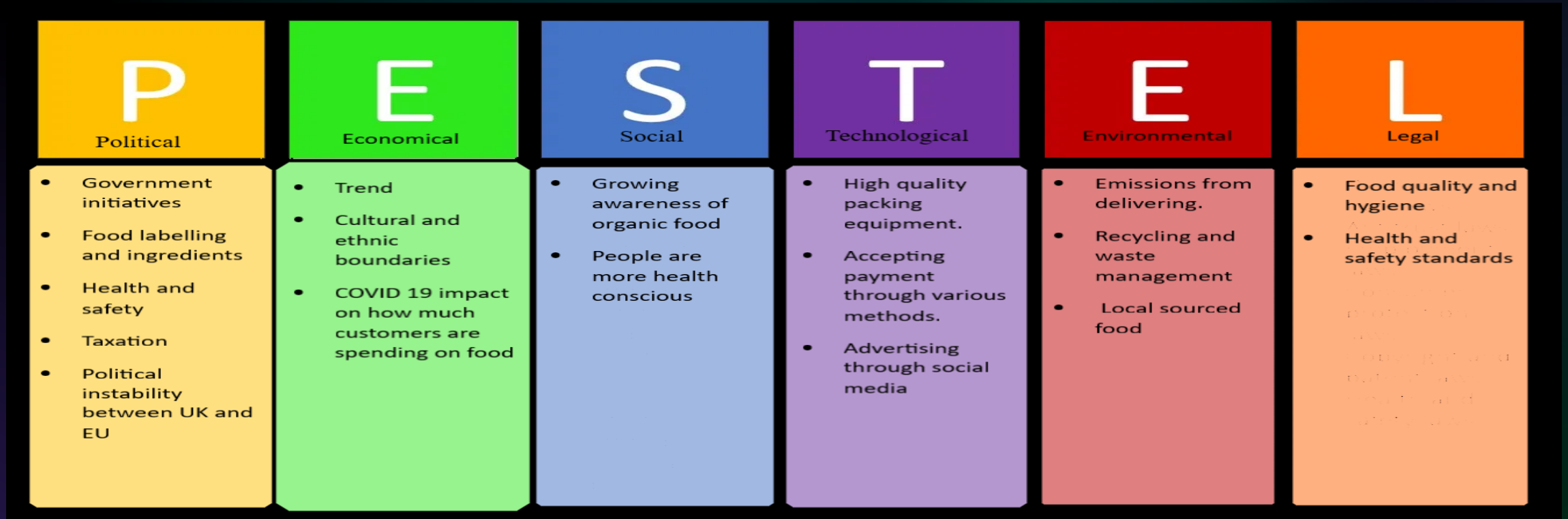
Opportunity

- Growing interest in food provided is personalised to customer's needs.
- More older residents in area require halal and Asian style food.
- Potential to grow using the food delivery apps.
- Advertise more.
- Expand the area that we deliver to.

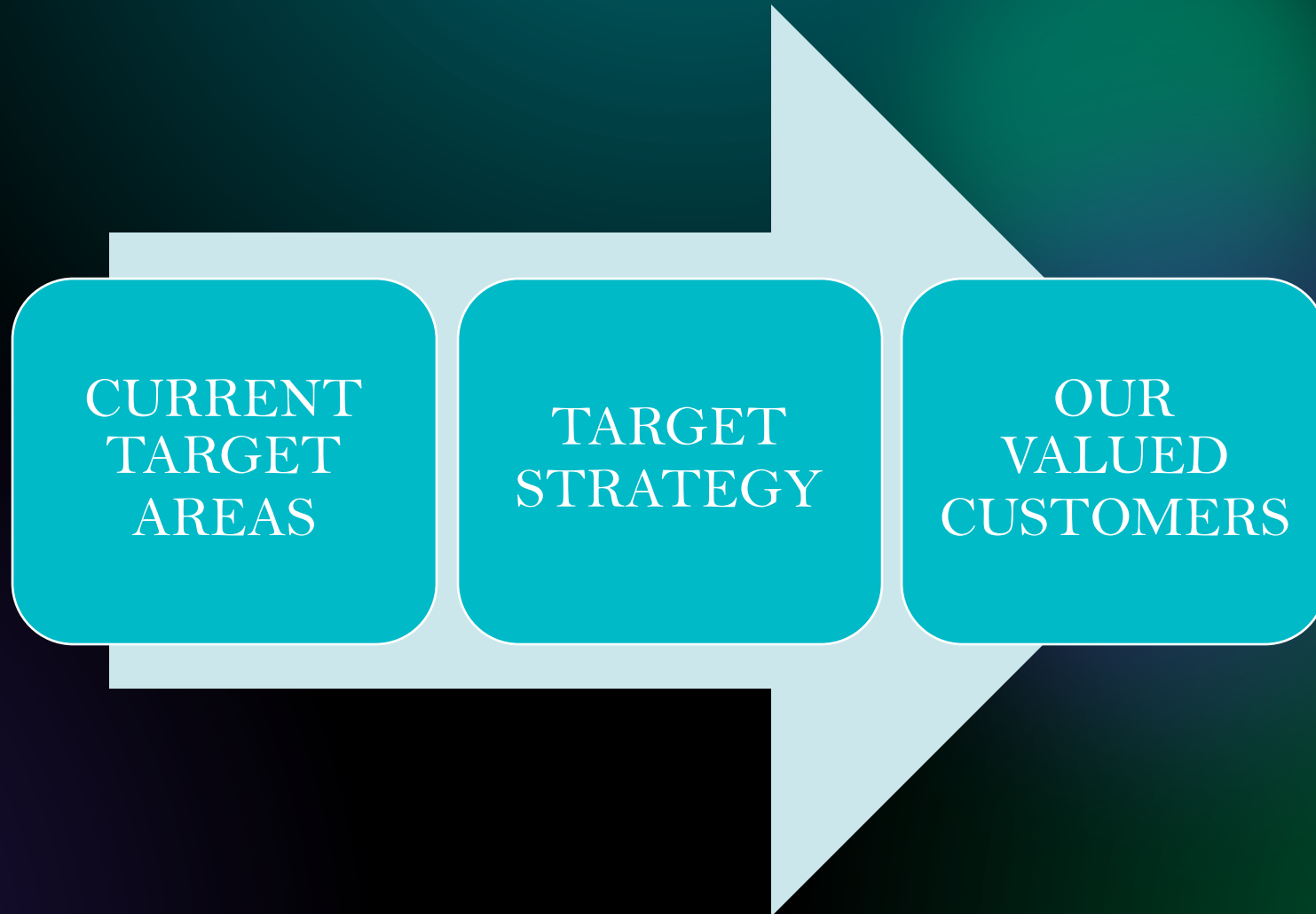
Threats

- Rising cost of produce and ingredients
- Rising price of gas, electric and petrol
- Raising competitors.

PESTEL Analysis



Target Market



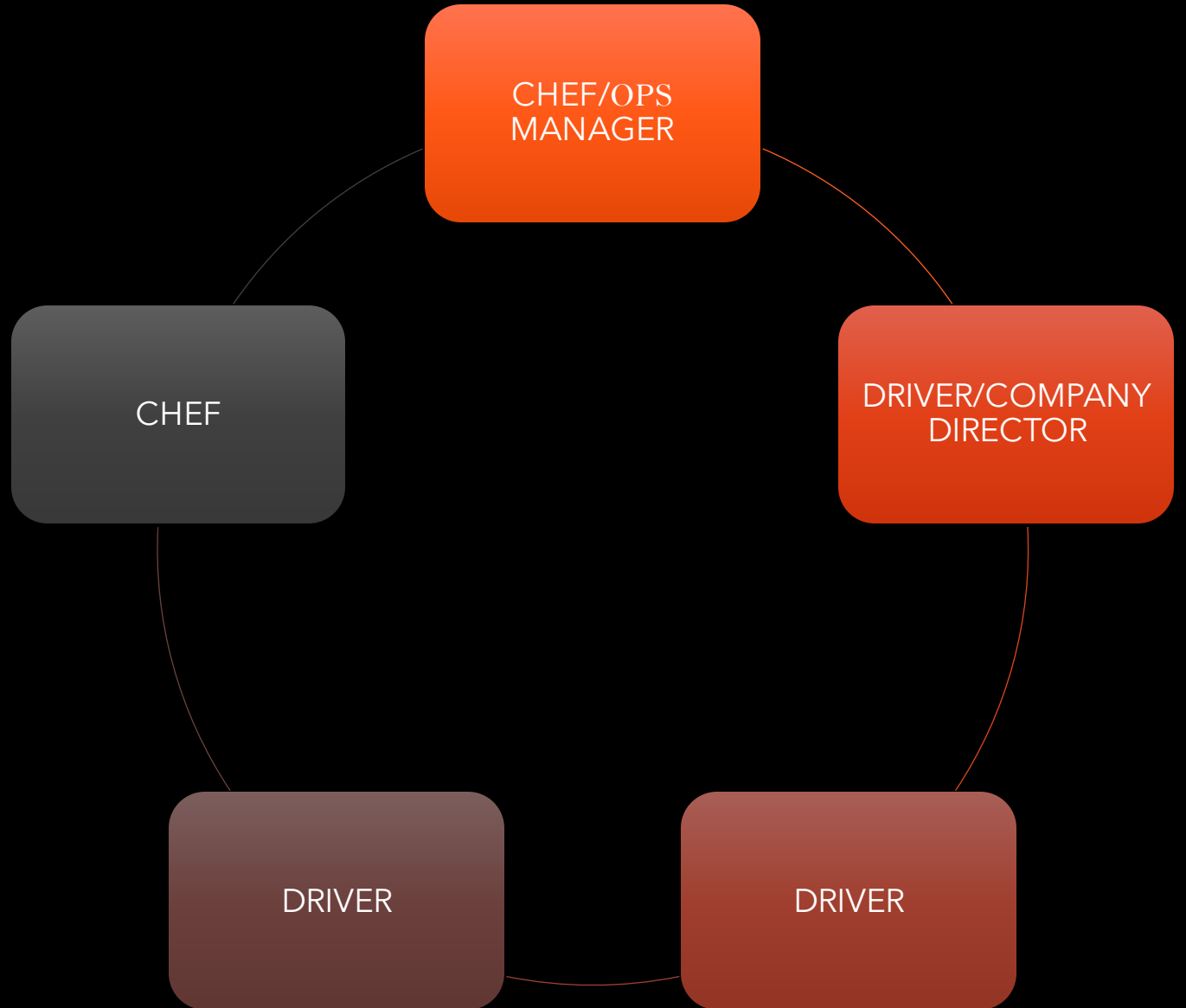


Marketing and Sales Plan

MARKETING
STRATEGY

SALES PLAN

Management Team



MONTHLY CASHFLOW

START UP COSTS

LOSS/ PROFIT

	CASH FLOW FORECAST											
	Jan	Feb	Mar	April	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Sales Income	£49,200.00	£49,200.00	£49,200.00	£49,200.00	£49,200.00	£49,200.00	£75,840.00	£75,840.00	£75,840.00	£75,840.00	£75,840.00	£75,840.00
Grants												
Bank Loan												
Investment by 5 Owners	£36,610.00											
Any Other Income												
Total Incoming	£85,810	£49,200	£49,200	£49,200	£49,200	£49,200	£75,840	£75,840	£75,840	£75,840	£75,840	£75,840
Stock/ Materials	£20,800.00	£20,800.00	£20,800.00	£20,800.00	£20,800.00	£20,800.00	£26,388.00	£26,388.00	£26,388.00	£26,388.00	£26,388.00	£26,388.00
Gas/ Electric	£400.00	£400.00	£400.00	£400.00	£400.00	£400.00	£466.66	£466.66	£466.66	£466.66	£466.66	£466.66
Wages	£9,600.00	£9,600.00	£9,600.00	£9,600.00	£9,600.00	£9,600.00	£14,560.00	£14,560.00	£14,560.00	£14,560.00	£14,560.00	£14,560.00
Waste	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00
Insurances	£16.66	£16.66	£16.66	£16.66	£16.66	£16.66	£16.66	£16.66	£16.66	£16.66	£16.66	£16.66
Motor Fuel	£1,060.00	£1,060.00	£1,060.00	£1,060.00	£1,060.00	£1,060.00	£1,950.00	£1,950.00	£1,950.00	£1,950.00	£1,950.00	£1,950.00
Phone/Internet	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00
Advertising TV /Website	£4,541.00	£4,541.00	£4,541.00	£4,541.00	£4,541.00	£4,541.00	£4,541.00	£4,541.00	£4,541.00	£4,541.00	£4,541.00	£4,541.00
Accountancy Fees	£41.66	£41.66	£41.66	£41.66	£41.66	£41.66	£41.66	£41.66	£41.66	£41.66	£41.66	£41.66
Rent							£400.00	£400.00	£400.00	£400.00	£400.00	£400.00
Total Outgoing	£36,609	£36,609	£36,609	£36,609	£36,609	£36,609	£48,514	£48,514	£48,514	£48,514	£48,514	£48,514
Incoming less outgoing	£49,201	£12,591	£12,591	£12,591	£12,591	£12,591	£27,326	£27,326	£27,326	£27,326	£27,326	£27,326
Opening Bank Balance	£0	£49,201	£61,791	£74,382	£86,973	£99,563	£112,154	£139,480	£166,806	£194,132	£221,458	£248,784
Closing Bank Balance	£49,201	£61,791	£74,382	£86,973	£99,563	£112,154	£139,480	£166,806	£194,132	£221,458	£248,784	£276,110

YEARLY CASHFLOW

GROSS PROFIT

NET PROFIT

Business: SavorFoods

Period: Year to 31 December 2020

Sales:									£ 750,240	(A)
Less direct (variable) costs:										
Materials/ Stock	£	283,128								
direct wages	£									
other	£									
Total direct costs									£ —	
Gross profit/contribution:									£ 467,112	(B)
Fixed costs (overheads):										
wages/salaries (incl. taxes)	£		144,960							
rent	£	2400								
heat/light/power	£	5200								
advertising	£	54,492								
insurance	£	200								
transport/travel	£	18060								
telephone	£	600								
Waste	£	1200								
Accountant Fee	£	500								
other Prof. fees	£					0				
other Sundry	£					0				
Total fixed costs									£ 227,612	(C)
Net profit									£ 276,110	
Less drawings or dividends									£ 55,222	
Profit retained in the business									£ 0	



Thank
you