

BMSW4006

Managing Enterprise in the 21st Century

CertHE Skills for the Workplace

Business Plan for

Organic Corner

The Organic Corner Shop in the UK

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Covered by Ela Duka: (Business Description and History, Market Analysis and Trends (promotional and pricing strategy) Pest Analyse; Technology Plan; Financial Data, Break Even Analyse; Charitable Donations, Conclusions)

Covered by Elena Ciorici: (Cover Letter, Executive Summary; Business Structure; Product and service description; Development milestones and exit plan)

Covered by Oliver Tabala: (Introduction; Operations; SWOT Analyse; Social responsibility and sustainability; Management and Organization)

Cover letter:

Elena Ciorici

2 Wildacre Drive
Northampton, Northamptonshire
NN3 9GB

27/03/2022
LLOYDS Bank
NN1 2AN
Northampton, Northamptonshire

Dear Mr/Ms.

Dear Name of Lender:

This is a formal letter to accompany my request for a small business loan. I have worked in Name of Corner Shop at Grange Park for the past five years.

The first four years I worked part-time while I finished my degree in business administration. It is my aim to open my own corner shop at Trundley's Road SE8 5AN Deptford Park. There is no Organic corner shop with 100 % organic products in this area and my market research shows that a good corner shop would be a success.

I have secured the location on the main road into the Deptford Park and all the government certificates and permission to open the shop. I have also received a certificate of approval from the health department.

My aim is to open the shop on 20/01/2023, but I do not have the funds to finish fitting out the interior.

I will sell only 100 % certificated organic products from 6am – 8pm six days a week and closed on Sundays from beans supplied by my vendors.

I also plan to operate with a main relationship with dieticians and Uber Eats for home delivery and pick-up option. My friends and family have provided half of the amount I need, and I have purchased the corner equipment. I am requesting you to give the other half, which is £40,000

I hope all your questions are answered in my formal proposal. If not, I can be reached at 788888888 or at elenacio@email.ru . I am hoping for a favourable reply soon. Thank you for taking the time to consider my proposal.

Thank you for your time and consideration in this matter. I hope you will review my business plan. If you have any questions or would like to discuss the plan, I can be reached at 788888888 or at elenacio@email.ru . I would be happy to meet you at any time that is convenient for you.

Sincerely,

Elena Ciorici
Business plan Corner Shop

Introduction:

The organic business is in high demand following the Covid-19 epidemic and Brexit. Organic goods and products are being sought by a growing number of health-conscious consumers. Because this industry is continually changing, new businesses should get in early to develop a brand. Due to present industry rivalry and consumer markets, there is a significant need in the United Kingdom for an authentic organic corner shop. Here is where our business plan intends to make an impact by serving more clients and developing a brand image as an organic corner shop. Because of a shortage of time to mix home cooking with office and business operations, food demand for on-the-go and corner shops is expected to continue to grow in the future. I believe that the experiences and knowledge of the individuals of my team will help us to sustain our business in the market. One of our teammates has a digital marketing training that will help is to maintain and develop our digital marketing campaign. The individual also has excellent technical skills that will be very important to manage our business. Another member of our team has extensive experience and market knowledge off the organic industry. The experiences and market expertise will help us identify the core consumer demands and penetrate the market early on. all members of our team have excellent communication skills and managerial skills gathered from the cultural background and business exposures. we believe that our previous experience and employments are relevant to our business, and we'll help us maintain and develop our business Organic Corner.

Executive Summary:

The report discusses the proposal for an organic shop in the corner of London. The shop aims the selling organic products after procuring the raw materials from the local farmers. The shop also will employ a consultancy service by a dietician who will help the potential customers in maintaining a good food habit. The organic shop will sell different organic products like organic fruits, vegetables and salads products which have been reported in this assignment. Along with the selling of the products, the shop has a proposal of keeping nutritionists and dieticians for the consumers. This shop named Organic shop is a corner shop and they are all set to sell products like salad, vegetables, and fruits. To grow this business, this shop uses its official online website and other social media platforms. For that, they are focusing on several steps. They also have the delivery option so that the people do not have to come to the shop to buy anything. This is a business proposal for the opening of an organic retail shop in London. In this report, the marketing strategies of the business of organic vegetables and foods will be discussed. The management authority of the retail organisation follows some strategies to maintain the sustainability of the business and they give priority to the chain actors of the business. The research also summarises about the strategies Organic Shop will take for their sustainability such as properly taking the inventory, applying the reusable bags, market of the farmers, coupon caution, making proper metal plan and many more. Research also summarises about the 3 areas of development of the company such as training, hiring delivery team and launch new mobile apps. It is also summarised that company's exit strategy will be not selling the start-up to take opportunity to grow the firm.

Business Description and History:

In the United Kingdom, we will be starting an organic corner shop called Organic Corner that focuses on providing authentic organic foods. Our business will operate to meet the increasing demand for organic foods as well as people's growing health consciousness and awareness.



Figure: Company Logo (Self Designed)

The Organic corner shop motto would be "100% Organic Foods for The Organics." which promotes our objective and raises consumer awareness of their health and our business. We will identify our consumers as Organics. The Organics identity can create a psychological affection to become loyal customers of our business Organic Corner Shop.

The organic Corner shop industry's income is predicted to plummet by more than 85 percent in 2020 as a result of the pandemic, and over 90 percent of the industry's employment are expected to be lost. The organic industry is rapidly recovering post-pandemic, with a full recovery and growth predicted by the end of 2022.

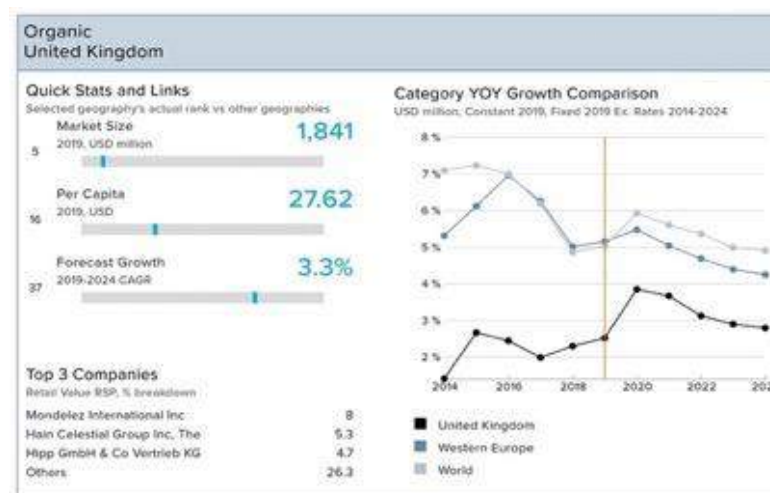


Figure: UK Organic Market Data (Daft, 2015).

We want to create a community of people who eats and values organic foods in the UK. We will work together to communicate and make the community stronger. This will ensure us community of loyal customer who are health conscious eco-minded. Organic farmers will try

to meet the growing demand for organic foods and healthy eating. In order to achieve this goal, the firm will aim to establish itself as a major organic shop brand in the United Kingdom and expand into other markets over the following ten years (Ford, 2017).

The organic corner shop will be owned by three owners name Ela, Elena, Oliver with equal equity by 33.3%. The organic corner shop address will be Trendley's Road SE8 5AN, the contact number: 0205782919 with an online website www.theorganiccornershop.co.uk . The Organic Corner Shop will operate main products such as organic vegetables, fruits and salad and home delivery. The main relationship of this company will be their operation directly to the farmer securing for the costumers' products without chemicals and injections such pesticides or hormones.

Planning:

This shop will aim with short term and long-term goals such as:

Short term goals:

- Realize Profit
- Expanding home delivery at least 10 orders per day
- Achieving 500 members on our online website

Long term goals:

- Maintain long relationship with farmers where will be secure the product
- Increase our sales by at least 6% each year by increasing the loyal consumers
- Expansion of home delivery by using uber eats and our online website.
- Secure loyal and happy costumers.

Business Structure:

The business structure of any retail shop depends on the size and the type of the proposed business. The organic shop will be a small concern which can combine different sectors to work with. Here the organic shop will be maintaining a relationship with the local producers or farmers producing organic fruits and vegetables, but also, introducing a dietician or nutrition specialist for consultation services. The elite group of people prefer buying organic products irrespective of their prices (Gschwandtner, A., 2018). It may have all its employees under the category of Store Operations. A clear description of the jobs with a detailed outline of the guidelines to be followed should be stated in the proposal. The first and foremost thing is to select a good place for the business to start with details of all the tasks to be performed. In today's world, the organic shop is one of the most lucrative and profitable businesses to start. The various intricacies to be followed while opening the shop -

- **Location Constraints:** The location for the shop is pre-determined, but the constraints should be considered as such the infrastructure and maintenance.
- **Registration:** The formalities will be done regarding the legal rules and regulations.
- **Products/ Services:** Description of the products (organic foods) and the services (diet consultants).
- **Price:** The prices should be set up a bit high as most of the customers are from the higher class of society.
- **Manpower:** The manpower to be hired should have enough knowledge of the organic fruits and vegetables and the diets too needed for some common health issues like diabetes, obesity and others (Smith et al., 2018). Good healthy staff are required to attract customers.
- **Security:** The store should have CCTV cameras for security reasons and good control over the supply chain.
- **Promotion:** Promotional activities like advertising, word of mouth and social media should be used for publicity of the shop.
- **Financing:** Investments are to be calculated with the search for good investors from where loans can be taken for the shop establishment.

The organic shop will focus on operations like centralised operations and store operations for the time being. In future when the shop will be successful enough to supply their products to the supermarkets across London, they can go for regional operations. The centralised operations of the shop will include the planning for the store with the delegation of the manpower for different responsibilities. The Store operations will include the sales and marketing of the products and services offered or rendered daily by the shop. The manager will be appointed to be primarily responsible for the daily operations of the shop. He will be responsible for taking immediate decisions that may also include the hiring of the manpower (Ballestar et al., 2018). The Assistant Manager will be responsible to assist the manager in his tasks. He will follow the Manager's orders and may take responsibility in absence of the manager. The Finance Manager will be hired to track the cash inflow and outflow in the operations of the shop. He should remain aware of the money getting invested and the profit or loss earned or incurred. He should maintain everything in the books of accounts for the financial budget plan. A field officer may be appointed by the shop to maintain the relationship with the farmers on the farm from whom the fruits and vegetables can be procured. The business also has a long-term plan for doing online business. The proposal states of going to online sales, online delivery and e-commerce business in the future.

Product or Service Description:

Organic fruits: When the fruits are harvested without any pesticides applied to the soil for growing purposes it is known as organic fruits. The shop will remain to keep the organic fruits in stock such as apples, mangoes, pomegranate, grapefruits, kiwi and others. For the biological maintenance and promotion of the ecological balance, organic fruits are presently very much demandable in the market (Wang et al., 2019). Therefore, the shop has decided to concentrate on the sling of organic fruits in a larger amount. They have also decided to keep a nutritionist present in the shop who will be guiding the consumers by suggesting the benefits of organic fruits and the necessity to lead a healthier lifestyle.

Organic vegetables: Being an organic shop, the company has also focused on storing organic vegetables in the shop. As per the suggestions from the doctors, in the position of climate change all over the world, the consumption of organic vegetables would accelerate the longevity of riskless health. In the organic store, mostly available vegetables will be carrots, avocado, broccoli, brown onions, leeks, organic tomatoes and mushrooms as per the recommendation of the dieticians. Apart from this, other regular veggies also will be available in the shop (Bhattarai, 2019). The management will guide and insist the consumers practice consuming organic foods as they are rich in vitamin C, phosphorus, iron magnesium and other minerals.

Organic salad: Considering that our store is one with organic products, we decided to add salads to the assortment of products.

Salad contains healthy components such as vitamins A,K,B9 and ascorbic acid. It is also high in potassium, magnesium, calcium, iron, selenium, phosphorus, sodium, zinc, manganese and copper. It is very important to eat as many fresh vegetables as possible without cooking them, because this way we can get all the nutrients and vitamins they contain.

In this context we can present the types of organic salad that will be present in our store:

One name for a bouquet of green leaves:

There are several varieties of lettuce, many of them popular:

Romaine salad - has large, crunchy leaves and is most often used in Caesar salad.

Butterhead salad - also known as Boston or Bibb is the one, we find most often on the market, with large leaves and less crunchy. It is used not only in salads, but also for sandwiches or for decorating dishes.

Iceberg lettuce - we are used to finding it in bags in stores. It has leaves with a dense and crunchy texture and a stronger aroma than other types of salad. It is very popular in the United States.

Created salad - we also find it in the version with reddish leaves. It has soft, slightly sweet leaves, with a pleasant aroma and not too strong. It can be used in any type of salad.

Radicchio - is slightly different from other types of salad by reddish fungi, with a strong texture and a slightly bitter aroma.

Also, in the category of greens for salads are:

Arugula - its leaves are small and notched. It has a strong aroma and combines perfectly with other types of salad.

Endives - smooth or curly, have whitish and crunchy leaves. The outer ones have a slightly bitter aroma compared to the inner ones. They are used in salads, appetizers, side dishes or soups.

Creson - has small green leaves, which can be used in salads, sandwiches or soups. It is an easily perishable plant that is good to use as soon as you buy it.

Market Analysis and Trends:

The organic industry in the United Kingdom is the world's fourth largest. Between 2015 and 2020, the organic food industry in the United Kingdom expanded by 4.5 percent (Gerrard, 2019).



Figure : Organic market in the UK (Boone, 2019).

In 2019, overall sales of organic foods and beverages totalled £2.45 billion. The rising trend for organic food alternatives is being driven by greater health consciousness and a desire for healthier eating. There have also been regular official and private-sector public campaigns to promote healthy eating and prevent obesity. Bars and Restaurants are continually adding new organic products in their recipes to meet the organic demands of customers (Anderson, 2022).

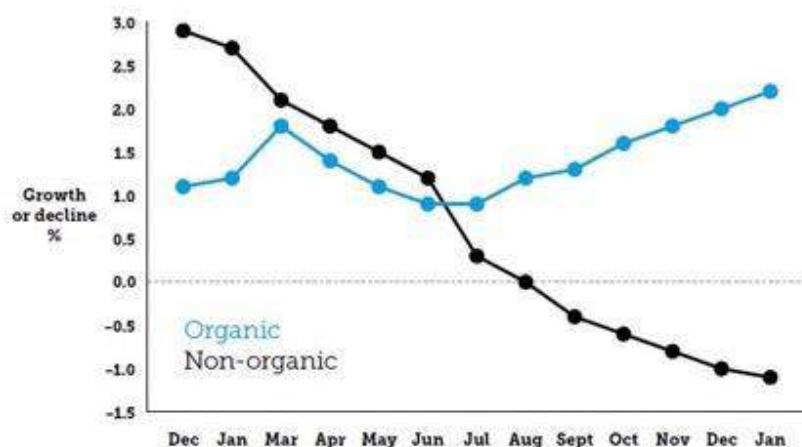


Figure: UK Sales of Organic Products (Young, 2021).

Analysis of the industry is a crucial part of business planning that helps an organization understand the dynamics and ongoing developments in the industry within which it wants to compete. Before the outbreak of covid-19 in 2020, the food service industry of the UK had been undergoing a period of continuous growth with revenues increasing manifolds over the years.

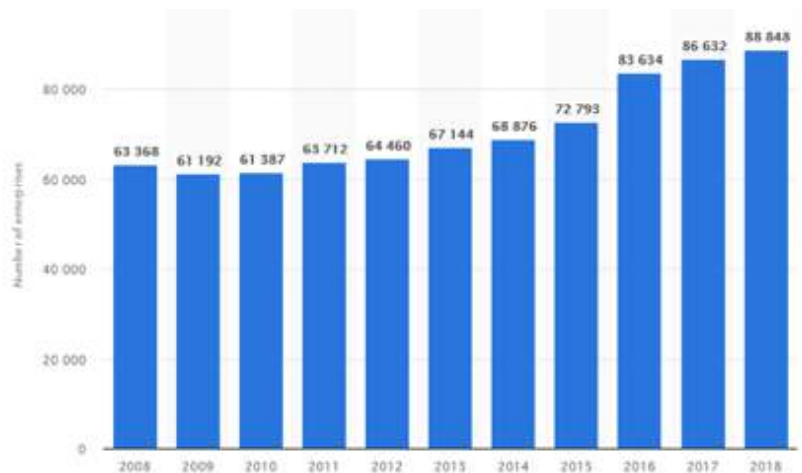


Figure: UK Organic Business Market Growth (Longenecker, 2017).

The following graph shows that number of corner shop and mobile food service and prices have been increasing in a positive trend from 2012 to 2018. During the COVID19 more than a fifth of British people cooked their own meal in home compared to one in eight before the lockdown (Independent, 2020). A healthy relationship with the restaurants will continue to grow over the years. It is estimated that, food demand for on-the-go and corner shop will continue to increase as people are increasingly finding it difficult to manage time for home cooking while maintaining office and employment activities at the same time (Brock, 2019).

Market Segmentation:

Marketing segmentation for our Organic Corner Shop will be done as follow below,

Demographic: The organic corner shop will point two main group aging: 18-25 years old who mostly are able to secure an income of £30,000 per year and 40-50 years old who mostly secure an income of £45,000 per year:

Psychographic segmentation will be related with the inters of the consumers. We see that the group age from 18-25 are following regularly gym classes. So, this means that is very important for them to maintain a good healthy diet full of proteins and fibres.

Age 40-50 is knowing as well as the age where there is a high possibility of developing various diseases such as diabetes, heart problems, cholesterol which are mostly related with malnutrition etc. Their main interest will be to minimize the possibilities for the occurrence of these diseases.

Geographic: This market segmentation will be mostly focused on the area where the Organic Corner Shop will be based. So, it means this segmentation will be focused mostly on South East London and with the time will have expansion on Central London.

PEST Analyse:

PEST strategic analysis tool provides what the Organic Corner Shop will face as external circumstances and will be forced to deal with them on a regular basis throughout commercial operations and functional activities (Erasmus, et al., 2019).

Political and Legal Aspect: The United Kingdom's government has operated several rules and regulations to Food Safety and Hygiene including Food Safety and Hygiene (England) Regulations 2013, Food Safety Act 1990 and Organic Product Regulation 2009. Our Organic Corner Shop must ensure that the government's policy and legislative decisions are followed and implemented efficiently.

Government legislation which is forced to be followed by each new business or existing is in the following areas:

- 1- Import or export of the food
- 2- Safety of the organic food (including hygiene and condition of the food storage)
- 3- Traceability of our organic food products
- 4- Labelling of the organic food (expiring dd,mm,yy)
- 5- Withdrawal of the organic food placed on our shop

Economic Aspect: Buyers will be more cost-conscious since the UK economy needs to recover from the COVID and Brexit. The UK economy is expected to grow by 2022, with new businesses and employment vacancies being created as before. Economic considerations have a direct impact on the profitability and growth of firms in a variety of industries (Everts, 2020). The Organic Corner, as a shop to be run within the UK economy, is in the same boat. Economic growth, consumer disposable income, consumer demand, inflation rates, and employment are the most important economic variables for firms. However, COVID 19 situation has had impact on UK economy when most of the people was left unemployed and the average income for UK families has been impacted by a drop down of 1.5%. Because of increase in both inflation and in taxes this may have a negative impact on our shop because people will have less disposable income and will be less inclined to buy organic products and they may opt for a cheaper option.

Socio-Cultural Aspect: Many clients choose organic and natural meals versus fast cuisine that has greasy and cheesy substances. The Organic Corner Shop has created its essential identification by providing its customers with healthy, less fatty, less sweet and non-chemical organic food products. Customers are becoming more health concerned about what they put into their bodies, which is the most significant consumer trend in the food sector. A study on

2020 found that people in UK had the least healthy lifestyle than in Europe. Another study made in 2018 found that 14.2 million people suffered from 2 or more health conditions because of unhealthy diet and around 4.7 million suffered from 4 or more various health conditions. As a result, the last few years have raised the self-consciousness of the population to obtain a healthy lifestyle diet. Also, last couple of years it has been different campaigns from medical professional regarding the maintenance of a healthy diet and the performance of sports activities. Various studies have shown that a very high percentage of organic product consumers are tertiary-educated and of an older age. Otherwise, a high percentage of fast-food consumers are office workers and students.

Technological Aspect: Technological issues are going to have an impact on profitability and long-term viability. Pick-and-go services are also available at many corner shops. Pick up will allow customers to place an order online in our Organic Corner Shop and pick up their products at a set time which will be provided for the costumer online. Technological factors mainly affect a business on profitability. Reaching to the customers and meeting their needs will require the best utilization of technological devices, and tools. Many corner shops are maintaining their social media up to date to keep their customers informed about the latest items, price, discounts and offers. Many corner shops are also providing pick and go option in which customers can order online and receive the item from the shop in a designated time slot. In addition to corporate operations, technology has influenced food products packaging, and distribution methods. As a result, using the most up-to-date technologies is critical for The Organics to be efficient in both operational and customer service sectors (Longenecker, 2017). Also, social media advertising such as Facebook, Instagram a designated online website will give Organics opportunity to be grown on the market.

Promotional Strategy:

As stated earlier, promotional activities would be carried out in different fronts which are described below.

Marketing Through social media: Social media pages would be maintained for all the popular platforms including Facebook, Instagram Twitter, Snapchat and so on. customers would be updated with food items, discounts, and offers. Through the social media accounts, regular introductions and communications can be made with the customers increasing customer satisfaction and experience (Barrow, 2015).

Digital Marketing Platform: Digital marketing would be carried out in different online and web-based platforms. Focused advertisement would be carried out focusing on the geographical location of London and surrounding areas.

Print Marketing: Advertisements should be placed in the local newspapers and London based magazines. Leaflets and pamphlets can also be distributed in the neighbourhood areas on different food festivals, healthcare centres and occasions.

Search engine Optimization: To drive the traffic on the website, Search engine optimization techniques would be followed. This would help The Organic Corner Shop get online customers to drive online sales through the website (Everts, 2020).

Blogs and forums: The Organic Corner Shop promotional team would also make sure its presence in the food blogs and forums. London based food groups and forums online platforms would be scrutinized and presence would be made there to promote the brand.

Public relations: Public relation activities can be pursued through arranging seminars, developing public awareness campaigns, and joining conferences. Sponsorship agreements can also be reached in local events and social programs (Gerrard, 2019).

Certification: Organic Corner Shop is willing to be certificated for organic products. This means that our products such as vegetables, fruits and salads are going to be tested in laboratory before they receive certification. Certification of our products will guarantee our customers that our organic products are produced in farm without using pesticides and chemicals fertilizing.

Pricing Strategy:

Price is among the significant factors that are responsible for consumer decision making while purchasing products and services. For the economy and budget friendly customers, pricing is highly sensitive element. The customers compare the quality of service and products with the prices being charged by the business and make the decisions accordingly. So, it is vital for The Organics Corner Shop to maintain a pricing strategy in line with the target customers, quality of the products and services, market positioning and the overall competitive factors. In this regard, premium pricing strategy would be pursued. As preservatives would be used as less as possible, and foods should be kept a fresh with regular supplies of ingredients and raw foods, the business would have to incur higher costs. So, quality would be higher compared to other corner shops as customers would be offered with natural, hygienic, and organic foods. So, the target audience would be willing to pay higher prices for quality foods taken directly as the first hand from farmer. However, pricing would be set competitively in line with the prices set by other organic and hygienic corner shops (Brock, 2019).

Competitive table:

Supermarkets	Competitive segmentation	The Organic Corner Shop
Most of the products on the supermarket are imported.	Supplying products directly from the farmer.	Focused only on three various products makes possible to be supplied directly from framers.
Supermarket you will be able to find various products.	Focused only on organic products.	On our shop focus will be on the organic food product.
Supermarket is not able to provide a software design to trace costumer's diet.	Traceability of a diet provided by dietician.	Design a software where it will be traced the product needed for costumers' diet.
On the supermarket the price will be set according to the market.	Taking healthy risk for a lower price.	Taking the risk for a lower price so will be able to attract the costumers and assure loyalty according to the quality of the products provided

Operations:

There are three types of business operations that include merchandising, manufacturing, and service. This shop named Organic shop is a corner shop and they are all set to sell products like salad, vegetables, and fruits. They have a plan to operate their business through small stores right now (Gajdzik and Wolniak, 2022). But it is already in their planning to expand it in future. To grow this business, this shop uses its official online website and other social media platforms. They also have the delivery option so that the people do not have to come to the shop to buy anything. Their main target consumers are dieticians and farmers. The company also plans to supply their products in the supermarkets of London and outside of the area. The online option will help them to track the consumer's healthy diet chart. Before operating completely, they have planned to follow some tips that will help them to become successful. The organic shop is trying to be more organised so that they can get any product whenever they need it in an emergency. They will also keep some detailed records like the other successful businesses (Kandade et al., 2021). It will help them to track their business journey. The organic shop will also focus on the competition as the sector and the field is already quite competitive. It will help them to get the best outcome. Not only these, but they will also have to understand the rewards and the risks of this business. Several shops sell vegetables and fruits. So, the corner shop needs to be way too creative so that they can attract people a lot more. Losing focus will be the greatest mistake of their career. The owner and the employees of the shop must be prepared for every possible wrong happening and different sacrifices. But the main thing is that their service should be great to achieve their set goal.

The organic shop is going to be the latest venture in the country. They should be more focused and sell products of the best quality. The organic shop also follows some tips to improve their business operation. They need to analyse their financial statements regularly. The company should also define their objectives as well as goals and give its best performance for further development. To expand a business, there are some factors that the organic shop should focus on. They must concentrate on their business, and they should work on their marketing strategy (Morgan et al., 2019). They can also work on outsourcing their products. To expand the business, the organic shop can also arrange different offerings every week. The offer will attract the customers and that will help them to extend their business. Along with that, the company should also be active on the social media platform. So that, from there, they can gain consumers and it will surely help the organic shop in several aspects.

Now, along with the offline shop, the organic shop can also accomplish their business online. For that, they will have to focus on the existing customers, and they also must have a better understanding of the market. The employees and the owner should increase their human

attachment to the consumers. As well, they must understand that for online business marketing and advertising are the major components. Rather, these are the most important factors. The organic shop will also have to use the social media platform properly and that is already mentioned above. Along with that, they must maintain their business activity thoroughly on those platforms.



Technology Plan:

We will implement many different technologies in our business so that the consumers can integrate our business in their daily lives.

Home delivery: Customers will be able to place orders using an online ordering system.

Website: Customers can explore the menu of goods and products offered on the website. Customers will be able to place orders using shop own website. Through the website costumers will be notified for the lasts offers of our shop.

Digital Payment: Customers will be able to pay with cash or with credit card at the time of delivery and online payments.

Health Tracking Service: We will develop a software for our Organics Health Plan Service. This software will allow our consumers to track their health conditions and maintain their good heath for their own benefits by uploading diet plan decided by dietician. This will ensure that the consumers get more self-conscious and let them relate to us even when they are not our loyal customer base (Latacz-Lohmann, 2017).

Others: IoT, POS Terminals, Inventory Management, Business Analytics, etc.

The Organic Corner Shop Business SWOT Analysis:

We may use SWOT Analysis to determine where our company is now and where it will go soon. It also demonstrates how we will deal with rising market rivalry and establish a competitive edge. It compares our company's advantages and shortcomings to those of our competitors (Erasmus, et al., 2019).

Strength Factors	Weaknesses Factors
In the United Kingdom, organic corner shops are in great demand. We can offer a product and service at a higher cost than our competitors because to our premium pricing approach. We will cultivate positive client connections in order to increase customer loyalty.	The fact that our corner shop is fresh new and unknown in society will be our greatest drawback. And we'll only be able to raise a certain amount of money from investors.
Opportunities Factors	Threats Factors
We have better access to offices and individuals who are health conscious. Many of the industry's key competitors have gone out of business as a result of the epidemic.	The most danger to our business is the arrival of a high-end store in the area. If we want to compete in such a large market, we'll have to cut our prices.

General Competitor Swot Analysis

Strength Factors	Weaknesses Factors
A strong consumer base who wants regular supply. Good return on investment for the businesses.	No storage facilities for the businesses. So, leftovers are considered losses in the business.
Opportunities Factors	Threats Factors
Increasing consumer market and demand created more niche markets to enter.	Over saturation in the industry can harm all the businesses and reduce the quality of the products.

Management and organisation:

For the business of organic shops, it is difficult for the management authority of the organisation to choose the right supplier for the business in the context of globalisation. Based on the perspective of the stakeholders, the business criteria have been set out through the hierarchical structure and the scientific analysis of sustainability was incorporated into the business of organic foods and vegetables. The priority theory of the management of the organisation describes the process of the analytic hierarchy of the business. By using the model of the Analytic Hierarchy process an estimation can be given about the relative weight of the business. In the organisation, the theory of sustainability helps the management authority reimpose sustainability in the management of the suppliers of the organic food shop in London (Schlegelmilch and Winer, 2020). The variety of the concepts of sustainability offers dynamic, asymptotic and static solutions to the management system of the organisation and that leads to a stationary point of the business. These features of sustainability consider the major components of the management system. The business of organic food shops adapts the priority choices during the assessment of sustainability at a particular time and place. The social and environmental dimensions of sustainability drive the business of organic retail shops in London. Sustainability practices involve the relationships of long-term businesses and choosing professional partners for the business. An analytic approach should be taken by the entrepreneurs to open an organic shop to connect the chain actors of the business such as processors, exporters, farmers, importers and manufacturers. All these actors in the business of organic foods and vegetables should have been certified for their compliance with the organic regulations and standards. Accreditation bodies and certification are the major tools of the assurance systems of the organisation to ensure that the business of the organic shop follows the business procedure and organic standards. In addition to the organisational framework and policy, it is important to set up the quality assurance and well-functioning systems to facilitate the certification of the business of organic shops at the international level and to provide technological and financial services along with the improvement of technical and managerial skills at different levels (Cherrington et al., 2020). The research tools for the business of organic foods and vegetables involve questionnaires for the chain actors of the business and some important questions for some specific stakeholders of the business. The choice of the marketing and business strategy determines the scheme of certification of the business of organic vegetables and foods. There are different channels to produce organic products of the organic retail shop in the domestic markets including weekly fairs and markets, schemes of membership, retail health shops, supermarkets of modern trades, occasional markets and organic restaurants. The important export markets for the organic business are the United States, Europe and other countries having high incomes (Scuderi et al., 2019). The

horticultural chains of the business of organic retail shops are analysed with the support of the examples from a scheme of participatory certification. The market stability of the organic retail shops is guaranteed by the importers that integrated the supply chains of the business vertically. The effective division of the responsibilities of the structure of the organisation is important to ensure compliance with the organic procedures and certification standards, in both the terms of the assessment system of conformity and the technical and business development services of the organic retail shops. The collaboration between the public and private agencies is helpful to support the financial and technical activities of the business. The development of business and managerial skills is essential for the implementation of the marketing and business plans to enhance the capacities of the chain actors of the business and to ensure the quality of the organic products of the retail shops.

Social Responsibility and Sustainability:

Organic Shop while starting the business should focus on the proper maintenance of ethics. They must remember as a supermarket corner store that negative effects in the workplace are spread widely. The management team needs to be effective enough to stop overconsumption of water and energy, packaging issues, and waste, and genetically modify the supermarket products they offer such as salads, vegetables and organic fruits. Even the company also needs to focus on inappropriate chemical usage in their company. These entire things will be done by taking new steps or strategies. It will help them to maintain the proper ethics (Pulker *et al.*, 2022).

The major strategies Organic Shop can take for future sustainability are,

- **Properly taking inventory-** One of the major strategies the supermarket can take is inventory. Organic Shop can rescue their wastage issues by taking adequate stocks for the supermarkets or corner shops. For this, cabinets and refrigerators are required to keep vegetables and fruits items safe. It will help store managers to track what items they need to run out and what still requirements to use further. It will help the company to get a direction to maintain and avoid wastage effectively (Pulker *et al.*, 2022).
- **Using reusable bags-** For avoiding the packaging issue, Organic Shop can take this initiative. It will help them to increase their sustainability. Using reusable bags can help the company to stay environmentally friendly and customers can encourage their strategies. Canvas bags, non-woven bags or other reusable bags can be helpful for the new corner store to avoid unnecessary packaging and wastage issues (Vărzaru *et al.*, 2021). They can even properly make their environment green and increase the operational sustainability of their business. Even as an alternative to plastic bags, this supermarket store can use paper bags. It is because paper can easily be recycled and avoid wastage issues. Even the supermarket can offer customers reusable bags for small shopping or small grocery products (Rivera *et al.*, 2021).
- **Farmer's market-** Even Grocery Shop can use this strategy and maintain a healthy relationship with the farmers. By using this strategy for sustainability, one of the major objectives is also to be fulfilled properly. The management team of the company should produce the products purchased at the farmers' market farmers that are commonly developed locally, which also means the products will be fresh enough compared to their normal travelling items for the weeks before entering the fridge (Upadhyay *et al.*, 2021). The fresher company can produce the longer its food or grocery items will last. Even companies can increase the odds so that their delicious

veggies and fruits can end up in the belly of a child before they can go to bed. Even Organic Shop may bring their bags to transport raw materials to their go down or can encourage customers to bring bags during shopping. It will rescue the usage of the plastic sleeves to produce the section (Sánchez-Hernández *et al.*, 2021).

- **Coupon Caution-** It is another strategy Grocery Shop can take for their sustainability. It is a common strategy and helps customers to save money. The firm should understand that customers all get tempted by the attractive deals on the products they do not require. It will bring the outcome of more trash weeks in the future. Grocery shops can benefit from this as they can sell the entire veggies and fruits that are close to expiry. However, the company should keep in mind to avoid offering customers grocery items that are not fresh to keep social responsibility (Fanelli, 2022).
- **Making the meal plan-** It will be another effective strategy for Organic Shop if they first implement the 'taking inventory' initiative. It will be a good idea to develop the meal plan for the upcoming days or in the future. The supply chain team of the company will know exactly what ingredients they require for their meal preparation in the upcoming weeks. It will encourage family members to purchase foods from this supermarket without getting tempted. Even a company can give benefits to customers to eat their food at home and enjoy the dinner as a family. It would also determine the number of days the customers' kids should bring lunch versus purchasing things at school. It will help Grocery Shop to plan items for the customers (Fanelli, 2022).

Development, milestones and Exit plan:

Organic Shop should develop the applications for the customers for online shopping and also upgrade their website cookies to generate more leads. The technology team of Organic Shop will help the company to create malware protected cell phone applications. Customers can download this application on their IOS or Android phones. After that, they can register and order the foods as per their requirements. The orders will be supplied to them within one day and ensure products are fresh. On the other hand, this company will also focus on the development of its delivery. The company will hire a highly experienced delivery team who can travel and complete delivery as per the given time. They will maintain proper hygiene while transferring products to customers' homes. They should keep their hand sanitiser and offer customers parcels within the protected format. It will help the company to get support from customers as they will support the company's initiative of maintaining proper hygiene. On the other hand, the Grocery Shop can focus on the development and training of the newly hired staff both for technology and delivery. The company's training team should focus on new ways to train the new staff to build their skills and improve knowledge so that they can apply effectively. The training program will be organised in a seminar room and a projector will be there to present Organic Shop policies and new business models. Their primary goal will be to increase the skills and knowledge of the staff so that they effectively produce more for the company. It will help the company to reach its objectives and vision as per the set timeframe. The organisation should take feedback from both the trainer and trainee sides so that they can understand their standpoints (Hiep *et al.*, 2021).

The below table shows the milestones for the above stated three developments such as launching a new app, hiring a delivery team, training and developing.

Deliveries	First week	Second week	Third week	Fourth week	Fifth week	Sixth week	Seventh week
Blueprint of development	Done						
Hire staffs accordingly		Done					
Gather resources			Done				
Offer training				Done			
Making execution					Done		
Quality control						Done	
Closure							Done

Table 1: Milestone

(Source: Created by the learner)

Organic Shop can make a proper exit plan by taking some strategies effectively such as,

- **Start-up acquisitions-** It will be the main strategy for the company to exit. Organic Shop can sell their company to bigger supermarket giants in London or the UK such as Morrison's, Tesco and many more. The purchaser takes over this start-up by using the stock or cash as compensation and Organic Shop's main staff and executives can stay at this organisation for a particular period so that they can vest stock or cash out. This type of Exit will offer capital to the Organic Shop that may then return money to the limited partners or investors themselves (Madanaguli *et al.*, 2021.). This strategy is common in Europe so Organic Shop can easily implement it. This new company can target the buyers who are interested in talent, and team and is also vital to having development partners with the scalable group. This is known as acquihires. This often leads to the closure of services and items which have been acquired and staff end up transferred to Organic Shop normally receives hiring bonuses.
- **Acquisitions and mergers-** This is also an important strategy for Organic Shop to exit. This strategy is also called M&A. This is the transaction this new supermarket company implies the merging with a bigger and similar firm. It is the exit type commonly chosen by big firms, but Organic Shop can use this to attract buyers to create the branded item rather than developing in-house. They can even rely on buyers who are searching for complementary skills (Novoa, 2022).
- **Not selling the start-up- by milking the cow-** Organic Shop can also use this strategy to take the exit. In this strategy, they do not have to rely on angel investors or Venture Capitalists. The small or start-up company can bootstrap as the alternative option. It will help the company to avoid selling their start-ups to the bigger firms to generate a return to the founders, staff and investors (Novoa, 2022).

From the above three strategies, Organic Shop can focus on the third one because as a start-up they can get an opportunity to grow. If the company's new business plan is scalable then the supermarket can focus on independent operation and reinvest the profits for their operational growth. If the company in future perspective grows properly then the profits of the company can divide among the investors as the dividend. It will create liquidity options for the outside partners (Meseguer-Sánchez *et al.*, 2021)

Financial Data:

We will need to manage a lot of financials in order to run our business. From salaries of the employees, rents of the building to all kind of transportations and miscellaneous costs.

A projection of financial data for start-up business is provided below:

A projection of financial data to start-up the business is provided below:

Particulars	£
Consultancy fees	£3100
Organizing a partnership	£1000
Arranging a financing	£1200
Decoration and furniture	£12000
Orientation and training for the employees	£5000
Website development	£2500
Miscellaneous	£1000
Uber Eats (Home Delivery)	£350
License	£12
Total	£26,162

Revenue of sales for products in 2023:

Fruits	Jan	Feb	March	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Sales/ Unit in kg	900	1400	1900	2200	2900	3000	3300	3300	3700	3700	3800	4200
Average price per kg (£2.00)	1800	2800	3800	4400	5800	6000	6600	6600	7400	7400	7600	8400

Vegetables	Jan	Feb	March	Apr	May	Jun	Jul	Aug	Aug	Oct	Nov	Dec
Sales/ Unit in kg	800	1300	1680	1900	2100	2100	2000	2000	2500	3000	3000	3500
Average price per kg (£2.50)	1750	3,250	4200	4750	5250	5250	5000	5000	6250	7500	7500	8750

Salad	Jan	Feb	March	Apr	May	Jun	Jul	Aug	Aug	Oct	Nov	Dec
Sales/ Unit in kg	850	1100	1320	1630	1800	2000	2100	2100	2300	2350	2350	2600
Average price per kg (£1.20)	1020	1320	1584	1956	2160	2400	2520	2520	2760	2820	2820	3120

Total sales of products	4570	7370	9584	11106	13210	13650	14120	14120	16410	17720	17920	20270
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(Variable Cost 2023)

Particulars (£)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Cost of goods and ingredients	500	500	600	700	730	760	800	820	850	900	920	1000
Interest expenses	100	120	135	135	142	145	150	152	158	170	175	200
Electricity (heating)	40	45	50	80	52	70	72	74	90	95	97	100
Miscellaneous	100	130	145	200	150	170	230	270	300	260	250	310
Total	740	795	930	1,115	1,074	1,145	1,252	1,316	1,398	1,425	1,442	1,610

(Fixed Cost 2023)

A projection of financial data up for 2023 is provided below:

Particulars	£
Maintenance partnership (Dietician)	£8400 (£700 per month)
Suppliers	£12000 (£1000 per month)
Orientation and training for the employees	£6000 (£500 per month)
Website maintenance and advertising	£3600 (£300 per month)
Rent	£14400 (£1200 per month)
Transportation (tax, insurance)	£15600 (£1300 per month)
Insurance	£2400 (£200 per month)
Salaries (inc tax)	£30,000 (£15,000 x2) (£1250 per month)
Internet &Phone	£240 (£20 per month)
Total	£77,640 (£6470 per month)

Profit and Loss (2023)

Particulars (£)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Estimates total sales	4570	7370	9584	11106	13210	13650	14120	14120	16410	17720	17920	20270
Startup and fixed costs	6470	6470	6470	6470	6470	6470	6470	6470	6470	6470	6470	6470
Variable costs	740	795	930	1,115	1,074	1,145	1,252	1,316	1,398	1,425	1,442	1,610
Loss/Profit	-1,160	1,695	4044	5751	7814	8325	8902	8966	11338	12675	12692	15410

Total Profit (2023)

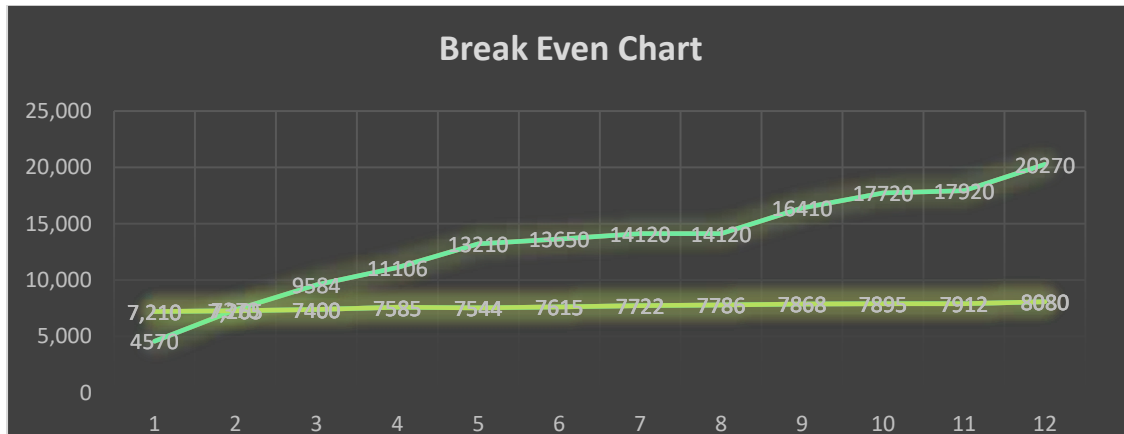
Particulars (£)	Total (£)
Revenue	£160,050
Fixed Cost	£77,640
Variable Cost	£14,242
Profit	£96,652

Total estimated profit for 2023 will be calculated at £96,652

This estimated profit – fixed cost for the start-up on the first year will calculate our profit:

$£96,652 - £26,162 = £70,490$

Break Even Point:



Break-even analyse is the point when our company total revenue and total profit comes together in the same point. According to the chart we see that our company will have the break-even point on the second month where the revenue and the profit will remain the same.

Balance Sheet for 2023:

Assets	£	Liabilities	£
Current Assets		Current Liabilities	
Cash	£20000	Rent	£12000
Bank	£40000	Employee Salaries	£30000
Inventory	£2311	Income Tax	£3800
Total	£62311	Sales Tax	£1155
Fixed Asset		Accounts Payables	£8740
Furniture	£12000	Total	55695
Others	£3190	Fixed Liabilities	
Property	-	Loans	£11000
Total	£15190		
Total Assets	£77,501	Total Liabilities	£66,695
Equity £10,806			

We can see that we get an equity of £10,806 at the end of the 2023.

Cashflow Statement (2023)

Fiscal year begins:	(Pre) Start-up	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
	EST	01	02	03	04	05	06	07	08	09	10	11	12	Item EST
Cash Paid Out														0
Purchases (merchandise)		500	500	600	700	730	760	800	820	850	900	920	1000	9,080
Purchases furniture's	12,000													12,000
Purchases (specify)														0
Gross wages (withdrawal)														0
Payroll expenses (taxes, etc.)		1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	15,000
Outside services														0
Supplies (office & operations)		1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	12,000
Repairs & maintenance														0
Advert/website development	2,500	300	300	300	300	300	300	300	300	300	300	300	300	6,100
Car, delivery	350	1300	1300	1300	1300	1300	1300	1300	1300	1300	1300	1300	1300	15,950
Accounting & Legal	1,200													1,200
Rent		1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	14,400
Telephone		20	20	20	20	20	20	20	20	20	20	20	20	240
Utilities		40	45	50	80	52	70	72	74	90	95	97	100	865
Insurance		£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	2,400
Taxes (etc.)	12													12
Interest		100	120	135	135	142	145	150	152	158	170	175	200	1,782
Training for employees	5,000	500	500	500	500	500	500	500	500	500	500	500	500	11,000
Maintenance partnership (Dietician)	1,000	700	700	700	700	700	700	700	700	700	700	700	700	9,400
Consultancy fees	3,100	100	130	145	200	150	170	230	270	300	260	250	310	5,615
Miscellaneous	1,000	100	130	145	200	150	170	230	270	300	260	250	310	3,515
Total	26,162	7,310	7,395	7,545	7,785	7,694	7,785	7,952	8,056	8,168	8,155	8,162	8,390	120,559

Fiscal year begins	(Pre) Start-up	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Cash paid out Non (P&L)	EST													Item EST
Loan Payment		917	917	917	917	917	917	917	917	917	917	917	917	11,000
Capital Purchase														
Owners Withdraw		901	901	901	901	901	901	901	901	901	901	901	901	10,806
Total	0	1,817	1,817	1,817	1,817	1,817	1,817	1,817	1,817	1,817	1,817	1,817	1,817	21,806
Total Cash Paid Out	26,162	9,127	9,212	9,362	9,602	9,511	9,602	9,769	9,873	9,985	9,972	9,979	10,207	142,365

Fiscal year begins	(Pre) Start-up	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Cash on (beginning of month)	20000	33838	29281	27439	27660	29164	32863	36911	41262	45508	51933	59681	67622	67622
Cash Sales		4570	7370	9584	11106	13210	13650	14120	14120	16410	17720	17920	20270	160,050
Loan/other cash injections	40000													40,000
Total	40,000	4,570	7,370	9,584	11,106	13,210	13,650	14,120	14,120	16,410	17,720	17,920	20,270	200,050
Total Cash Available (before cash out)	60,000	38,408	36,651	37,023	38,766	42,374	46,513	51,031	55,382	61,918	69,653	77,601	87,892	267,672
Cash Position (end of month)	33,838	29,281	27,439	27,660	29,164	32,863	36,911	41,262	45,508	51,933	59,681	67,622	77,685	125,306

Tables for calculating cashflow statement was provided by our term module term on HWB.

Charitable Donation



From the total profit of our organic corner shop £1000 each year will go as a donation for fighting the breast cancer. Regarding my research an increasing of the breast cancer factor was the malunion.

With a campaign quote "We are what we eat" we will be able to fight not only breast cancer but various of disease.

We are going to do this donation the breast cancer now uk which is an online form and regarding my research is a trusted website.

Find below the website link where the donation will be done every year on 22 October:

<https://breastcancernow.org>

22 October is known as well the like official date of fighting Breast Cancer.

Conclusion:

Several health conditions last couple of years has made people more conscious by the way they should prepare their diet.

The organic industry is a massive wanted market and is a high potential each year to grow as a new business.

The post-covid situation and the increase in number of health-conscious people in the UK for maintaining a healthy diet.

Organic Corner Shop can work to deliver supply for the increasing market which will have a growth impact for our business.

We can create an impact on the local economy by applying several marketing strategies and product campaign.

Price movement and certification of products compared to well-known businesses creates opportunities for growth of the consumer market.

Increase in statistics and poor health conditions will increase consumer market demand.

The continuous quality of our business products will ensure the increase of trust in customers and will give us the opportunity to increase the brand of our company. By doing so in the future we might be able to be one of the main sources for supplying big brands supermarkets such as Sainsbury, Tesco etc.

If we will reach the planned target of our business by the end of 2023, we will have an Equity of £125,306. This means that we will have a net profit of 41,786 per owner.

As we mention that we will be donating £1000 each year for fighting breast cancer, we can calculate our total profit as £124,306 and our net profit per owner as £41,325.

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Please see below the Power Point Slides attached to this written assignment:



Introduction

- 01 20.01.2023
- 02 Partner ownership: Oliver, Ela, Elena
- 03 Address: Surrey Quay, Trundley's Road SE8 5AN, contact: 02076872103
- 04 Delivery, Online Shop, Based Shop.
- 05 Local restaurants, Dietician, Gym members, Residents



Executive Summary



The report discusses the proposal for an organic shop in the corner of London.

The shop aims the selling organic products after procuring the raw material from the local farmers.

The shop also will employ a consultancy service by a dietician who will help the potential customers in maintaining a good food habit.

The organic shop will sell different organic products like organic fruits, vegetables and salads products which have been reported in this assignment

COMPANY OVERVIEW



Shop main relationship



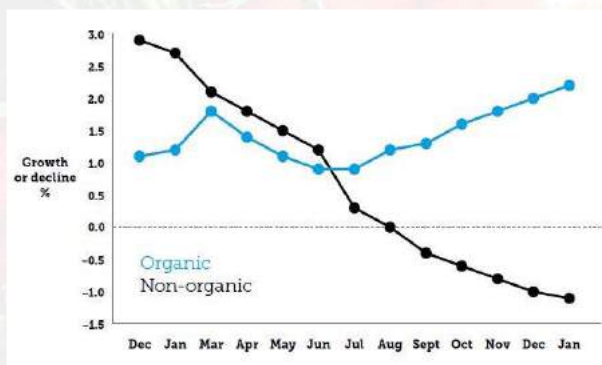
+



COMPANY OVERVIEW



Figure: User tendency



Planning



Realize profit

Secure loyal and happy customers.

Maintain long relationship with farmers

Increase our sales by at least 6% each year

Expansion of home delivery

Expanding home delivery at least 10 orders per day

Achieving 500 members on our online website

SHORT TERM GOAL

LONG TERM GOAL

UK Economic Conditions



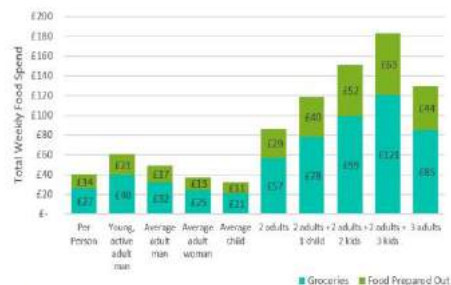
Average UK Full-time Earnings Since 2011



Statistics shows that we have an increasing of salaries in the UK from 2020-2021 with 0.3 %

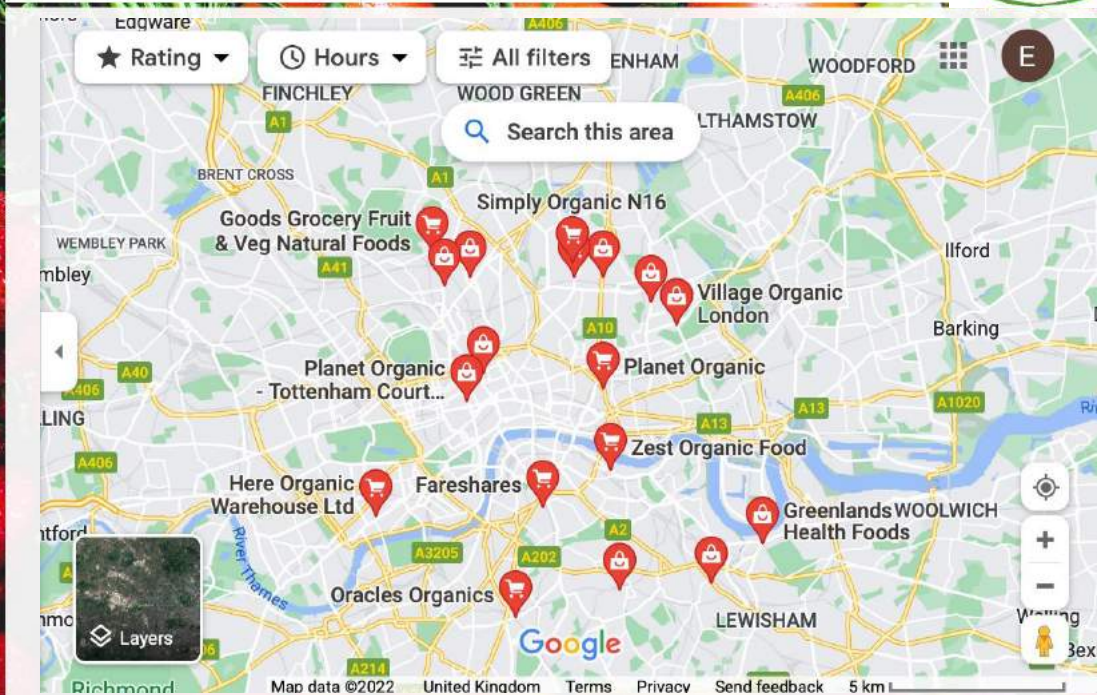
Statistics show that there is an increase in spending on grocery and organic product during the week.

Average Cost of Food per Week UK



analysis of data from the Office for National Statistics based on average caloric needs

Organic Food Stores in London



Product and Services



Organic fruits and vegetables

Organic fruits: When the fruits are harvested without any pesticides applied to the soil for growing purposes it is known as organic fruits. The shop will remain to keep the organic fruits in stock such as apples, mangoes, pomegranate, grapefruits, kiwi and others.

Organic vegetables: Being an organic shop, the company has also focused on storing organic vegetables in the shop. In the organic store, mostly available vegetables will be carrots, avocado, broccoli, brown onions, leeks, organic tomatoes and mushrooms.

Organic salad

Organic salad: Considering that our store is one with organic products, we decided to add salads to the assortment of products. Salad contains healthy components such as vitamins A, K, B9 and ascorbic acid. It is also high in potassium, magnesium, calcium, iron, selenium, phosphorus, sodium, zinc, manganese and copper. It is very important to eat as many fresh vegetables as possible without cooking them, because this way we can get all the nutrients and vitamins they contain.

Business Structure



The business structure of any retail shop depends on the size and the type of the proposed business.

Location Constraints: The location for the shop is pre-determined, but the constraints should be taken into account as such the infrastructure and maintenance.

Registration: The formalities will be done regarding the legal rules and regulations.

Products/ Services: Description of the products (organic foods) and the services (diet consultants).

Price: The prices should be set up according to the market.

Manpower: The manpower to be hired should have enough knowledge of the organic fruits and vegetables and the diets too needed for some common health issues like diabetes, obesity and others (Smith et al., 2018). Good healthy staff are required to attract customers.

Security: The store should have CCTV cameras for security reasons and good control over the supply chain.

Promotion: Promotional activities like advertising, word of mouth and social media should be used for publicity of the shop.

Financing: Investments are to be calculated with the search for good investors from where loans can be taken for the shop establishment.

Business Structure



SOLE PROPRIETORSHIP



PARTNERSHIP



LIMITED PARTNERSHIP



CORPORATION



LLC



NON-PROFIT



CO-OP

Competitive analyze



Supermarket		Organic Corner Shop
—	Supply of product directly from farmers	+
—	Offering only organic vegetables ,salads and fruits.	+
—	Tracking a healthy diet provide by dietician.	+

Market Segment/Market Audit



Demographic

- Age: 18-25/40-50
- Income: £30.000
- Income: £45.000

Psychographic

- 18-25 Interests in: Healthy diet, doing gym.
- 40-50: Interests in maintaining a good healthy condition

Geographic

- London
- South East, Central

Marketing Mix/Pricing



Average price for vegetables: £2.50 per kg

Average price for fruits: £2.00 per kg

Average price for salad: £1.20 per kg



SWOT Analysis



Strength Factors	Weaknesses Factors
In the United Kingdom, organic corner shops are in great demand. We can offer a product and service at a higher cost than our competitors because of our premium pricing approach. We will cultivate positive client connections in order to increase customer loyalty.	The fact that our corner shop is fresh new and unknown in society will be our greatest drawback. And we'll only be able to raise a certain amount of money from investors.
Opportunities Factors	Threats Factors
We have better access to offices and individuals who are health conscious. Many of the industry's key competitors have gone out of business as a result of the epidemic.	The most danger to our business is the arrival of a high-end store in the area. If we want to compete in such a large market, we'll have to cut our prices.

PEST ANALYSIS



POLITICAL	ECONOMIC	SOCIAL	TECHNOLOGICAL
• Import or export. • Safety • Traceability • Labelling (dd,mm ,yy) • Withdrawal	• BREXIT • COVID 19	• Elder age. • Students • Healthy conditions • Well-Educated	• Delivery • Designed website • Up to date technology

Technology Plan



Home Shop About Us Contact Us My Account

LKR ₨

Filter

Showing all 30 results

Sort by price: low to high



£2.50



£2.00



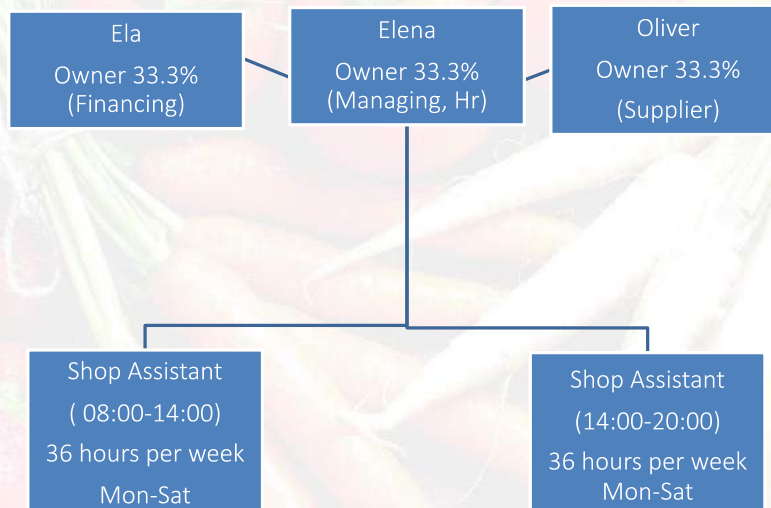
£1.20

Chat

Promotional Strategy



Management/Human Resources



Operations



- Have the delivery option so that the people do not have to come to the shop to buy anything.
- The company also plans to supply their products in the supermarkets of London and also outside of the area.
- The online option will help them to track the consumer's healthy diet chart.
- The organic shop will also focus on the competition as the sector and the field is already quite competitive.
- They should be more focused and sell products of the best quality.

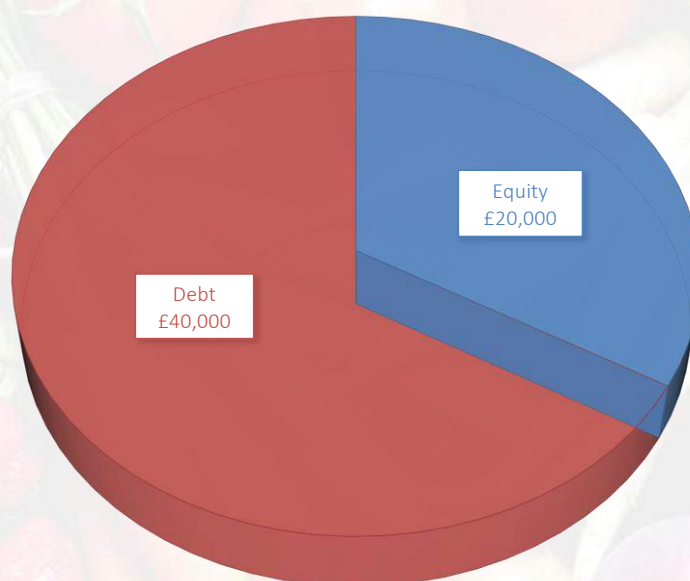
There are three types of business operation:

Merchandising

Manufacturing

Service.

Start up funding & (withdraw)



Financial



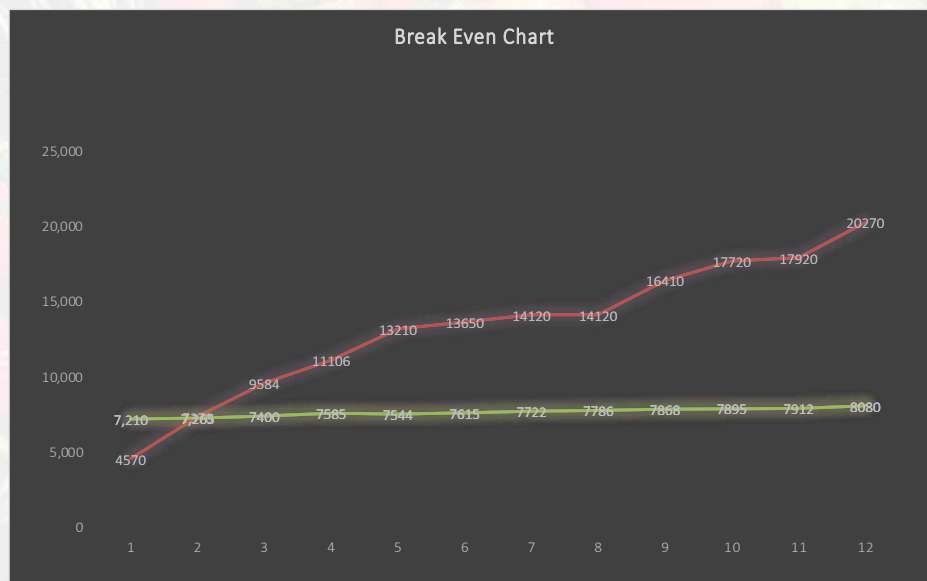
Particulars	£
Consultancy fees	£3100
Organizing a partnership	£1000
Arranging a financing	£1200
Decoration and furniture	£12000
Orientation and training for the employees	£5000
Website development	£2500
Miscellaneous	£1000
Uber Eats (Home Delivery)	£350
License	£12
Total	£26,162

Start up 2023

Particulars (£)	Total
Revenue	£160,050
Fixed Cost	£77,640
Variable Cost	£14,242
Profit	£96,652

Total Profit 2023

Breakdown Even



Balance Sheet



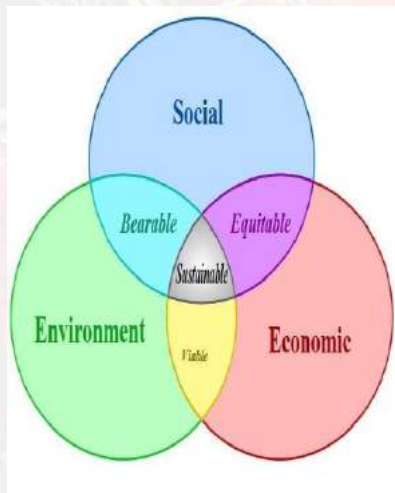
Assets	£	Liabilities	£
Current Assets	£62311	Current Liabilities	55695
Fixed Asset	£15190	Fixed Liabilities	£11000
Total Assets	£77,501	Total Liabilities	£66,695
Total Equity	£10,806		

Cashflow Statement



Cashflow	(Pre) Start-up (First month of the year (£))	Total (End of month for the year (£))
Cash on Hand (beginning of month)	20000	67622
Cash Sales		160,050
Loan/other cash injections	40000	40,000
Total	40,000	200,050
Total Cash Available (before cash out)	60,000	267,672
Cash Position (end of month)	33,838	125,306

Corporate Responsibility



The management will be extra conscious of keeping the inventories to control the profit margin.

Wastage needs to be minimized.

The management may apply the use of reusable canvas bags or non-woven bags to avoid unnecessary investment.

Exit Plan



Startup acquisitions- It will be the main strategy for the company to exit. Organic Shop can sell their company to bigger supermarket giants in London or the UK such as Morrisons, Tesco and many more. The purchaser takes over this startup by using the stock or cash as compensation and Organic Shop's main staff and executives can stay at this organisation for a particular period so that they can vest stock or cash out.

Acquisitions and mergers- This is also an important strategy for Organic Shop to exit. This strategy is also called M&A. This is the transaction this new supermarket company implies the merging with a bigger and similar firm.

Not selling the startup- by milking the cow- Organic Shop can also use this strategy to take the exit. In this strategy, they do not have to rely on angel investors or Venture Capitalists. The small or startup company can bootstrap as the alternative option. It will help the company to avoid selling their startups to the bigger firms to generate a return to the founders, staff and investors.

Charitable Donation



£1,000

"You are what you eat"

The organic corner shop for fighting breast cancer.

Why invest in our company?



Certificated organic food.
Non pesticides food production.
Analysed lab

Increasing market demand for
organic products.

Profit- £41,786 per owner.

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