

EMPL 4010 PATHWAY PROJECT 2

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BUSINESS PLAN

Milky Bakery

BACKGROUND

- ◉ a Bakery will be opened in Stratford city center because of its demand. Milky Bakery target is to build well- social oriented and co-friendly business workers and several schools around the city.
- ◉ Milky Bakery offer fresh bread, cakes and delicious ice- cream to satisfy the customer's hungry needs. Milky Bakery mainly focus on the brand name that increases our sales level and demand of our products. Our cost benefits analysis shows at a ratio 1.05% by the end of one year.

SMART OBJECTIVES

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- To achieve minimum 10 % revenue from the first Year

M

- To measure our progress at the port of line

E

- To achieve our target line in a measurable way.

R

- To make the objectives real and achievable.

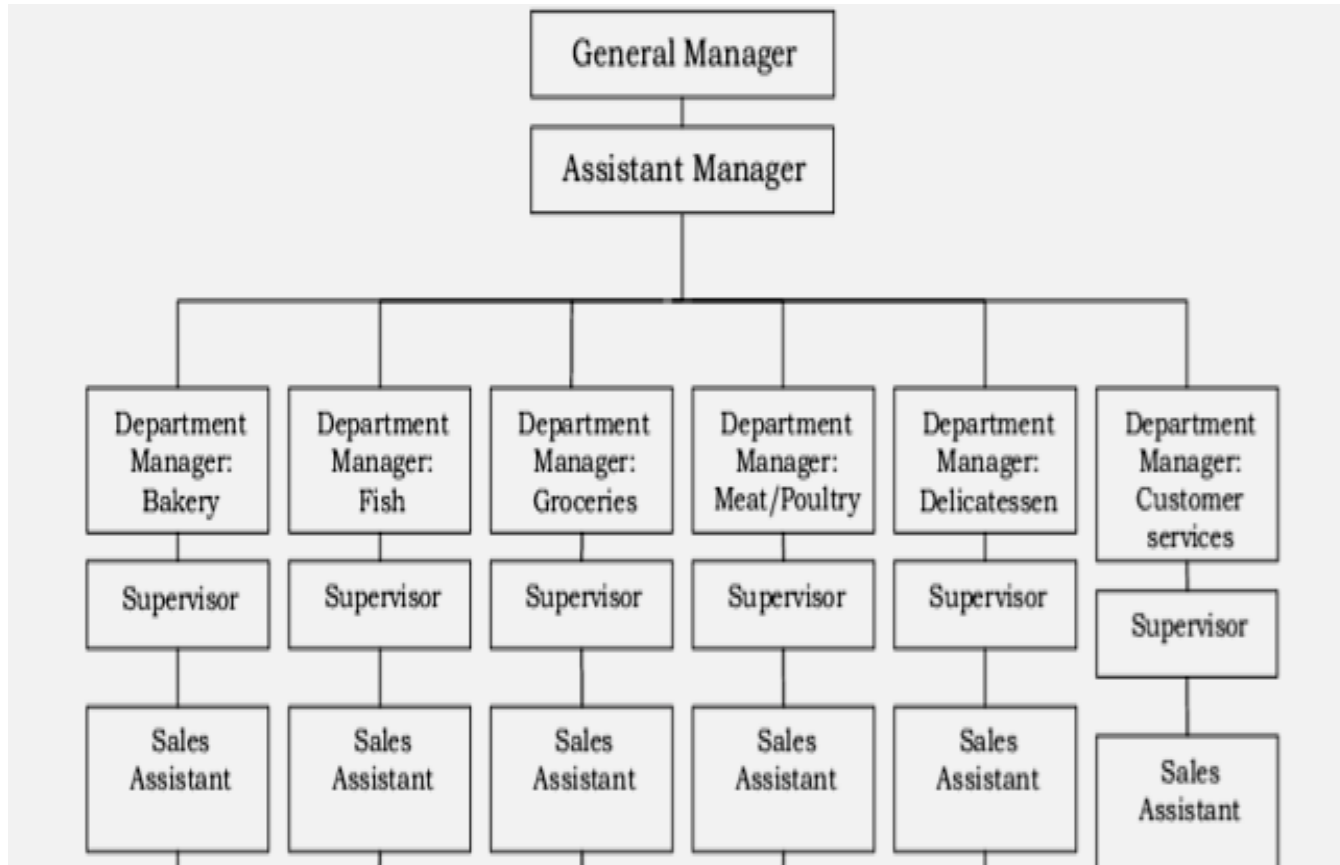
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- To maintain a clear time table with schedule for this project.

MISSION AND VISION

- ◉ Milky Bakery follow a simple vision. We want to create a brand name for bakery shop.
- ◉ Milky Bakery mission is to be social enterprise by consistently providing high quality food to consumers. We wish to prove the business community that our model of social enterprise is viable and successful.

ORGANIZATIONAL STRUCTURE



Source: (Shaw, E. 2013)

ACQUISITION SUMMARY

Start-up Requirements	(£)
Total Capitals available for this Business	200,000
<u>Start-up Expenses</u>	
Legal & security	550
Advertisement	100
Rent- office	46800
Deposit	3000
Electric bills	6300
Water bills	5200
Phone bills	2400
Council Taxes	3500
Salaries 6 staffs	90000
Clearing bills	11000
Other	200
Total Start-up Expenses	£169050
<u>Start-up Assets</u>	
Cash Required	
Start-up Inventory	6500
Other Current Assets	1500
Long-term Assets	10000
Total Assets	£18000
<u>Start-up Funding</u>	
Start-up Expenses to Fund	£10000
Start-up Assets to Fund	£5000
Total Funding Required	£ 15000
<u>Liabilities</u>	
Current Borrowing	£30000
Long-term Liabilities	£0
Accounts Payable (Outstanding Bills)	£0
Other Current Liabilities (interest-free)	£0
Total Liabilities	£30000

COST AND BENEFIT ANALYSIS

	Year 2018
Sales	£400,000
Cost of Sales	£169050
Gross profit	£230950
Administrative expenses	
Legal & security	550
Advertisement	100
Deposit	3000
Electric bills	6300
Water bills	5200
Phone bills	2400
Council Taxes	3500
Salaries 6 staffs	90000
Clearing bills	11000
Other	200
	122250
Establishment expenses	
Rent- office	46800
Net profit/(loss)	£61900

CASH FLOW

Particulars	Year 2018 (£)
Cash Received	
Cash From operations	
Cash Sales	400,000
Capital	200,000
Total Cash receipt	600,000
Expenditures	
Salaries and wages	90000
room - Rent	46800
Legal & security	550
Advertisement	100
Deposit	3000
Electric bills	6300
Water bills	5200
Phone bills	2400
Clearing bills	11000
Other	200
Long term asset	10000
Total Payments	179050
Cash flow Surplus/Deficit (-)	420950
Opening balance	420950

SWOT ANALYSIS



Strength	Weakness
• Large teeming population of kids and teenagers • Well established market • Vast variety of products • Easy availability of raw materials	• Large portion of population suffers from diabetes, cholesterol disorders etc • Dental problems associated with consumption of chocolates and sweet.
Opportunities	Threats
• Innovative uncaptured chocolate market in New Zealand - (such as sugar free chocolate sector). • Large number of occasion celebrations and festivals. • Increasing acceptance of Globalization and better relationship with foreign companies.	• Competition- cut throat competition from nestle, Whitakers and international choc brands. • Negative publicity and contrivances. • New entrance and individual players (rise in sale of homemade food and biscuits) • Preference and availability of other substitutes (sweets and deserts). (Kotler P. & Armstrong G. 2012)

MARKETING MIX

Product	Price
• Fresh bread • Cakes • Delicious ice- cream • Chocolate and sweets	Sets prices of Our products according to the market demand as low as possible because we believe in the trend setter in the market.
Promotion	Place
• General FMCG distribution structure. • Strong coverage in urban areas, • New Regional Sales Offices to increase width and penetration and focus in rural areas.	• Celebrities' endorsements. • The big factor that has pushed campaign. • Our products are marketed aggressively in the market.

REFERENCE

- ◉ Shaw, E. (2013). "marketing strategy: From the origin of the concept to the development of a conceptual framework. Journal of Historical Research in Marketing, 4(1), 30-55. doi: 10.1108/17557501211195055
- ◉ Kotler P. & Armstrong G.(2012), Principles of Marketing 13E , Pearson Prentice Hall, p.293 ISBN 978-0-13-607941-5
- ◉ Gupta, Sunil, Lehmann and Donald R.(2015) Managing Customers as Investments: The Strategic Value of Customers in the Long Run, pages 70-77 ("Customer Retention" section). Upper Saddle River, NJ: Pearson Education/ Wharton School Publishing. ISBN 0-13-142895-0



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