

Fresh Bazaar

Independent Grocery Store – Bethnal Green, London E2

Enterprise & Entrepreneurship (LCLM4006)

Certificate in HE Business Skills for the Workplace

Owner: Md Jamal

Business Overview

Fresh Bazaar: Independent grocery store in Bethnal Green

Products:

Fresh produce, halal meats, Asian & international groceries, everyday essentials

Mission:

Quality + affordability + community service for multicultural Bethnal Green

Legal Structure & Team

Legal Structure: Sole trader (full control, simplified tax)

Role	Responsibilities
Owner-Manager	Daily ops, suppliers, finance, compliance
Shop Assistants (2-3)	Customer service, tills, stock, halal knowledge
Stock Handler	Deliveries, inventory, EPOS, rotation

All staff trained in food safety & customer excellence

Market Analysis: Bethnal Green

Community	%	Needs
British Bangladeshi	25%	Halal, Asian spices, specialty produce
White British	40%	Fresh, affordable, local
Students & Young Adults	21%	International snacks, quick meals
Other Communities	14%	Ethnic specialty items

Key insight: Larger households + price-conscious + underserved by existing shops

PESTEL Analysis

Factor	Impact	Why It Matters
Political	Council supports small business	Access to grants & favorable environment
Economic	Cost-of-living crisis = value-seekers	Our pricing + specialist products target this
Social	Rising multicultural demand + health focus	Unmet demand for halal/Asian products
Tech	Digital marketing affordable, EPOS efficient	Low-cost engagement + operational efficiency
Environmental	Sustainable sourcing valued	Local suppliers + biodegradable packaging
Legal	Food Safety Act compliance required	Our professionalism builds trust vs. competitors

Competitive Landscape

Key Competitors:

- **Tesco Express** (0.3 mi) – Convenient but lacks niche products, higher prices
- **Costcutter** (0.2 mi) – Low prices but poor fresh produce & inconsistent stock
- **Rahman's Corner** (local) – Good for Bangladeshi customers but narrow range

Our Edge:

- Multicultural product diversity
- Extended hours (7am–11pm)
- Premium service & fresh quality
- Community trust & engagement

[By filling the gaps left by competitors, Fresh Bazaar becomes the most reliable and culturally inclusive choice for the local community.]

IGD 2024: Independents gaining market share through specialization.

Marketing Strategy

Segment	Approach
Multicultural Families	WhatsApp, Facebook, community partnerships
Working Professionals	Instagram, extended hours messaging, loyalty
Students & Young Adults	TikTok, international snacks, budget promos
Seniors	Print flyers, local partnerships

Tactics:

- Grand opening with free halal samples • Loyalty card app (Spend £10, get £2 off)
- Weekly social media posts • Local mosque & school partnerships
- Google Business daily updates

Operations

Store Model:

- Hours: 7am–11pm, 7 days/week
- Suppliers: New Spitalfields (3x weekly), local daily (bread/dairy)
- Tech: EPOS system + social media

Key Practices:

- 2+ staff on-site during peak periods
- Food waste → local charities
- Special ranges for Ramadan & Eid
- Staff trained in halal standards & food safety

Startup Costs & Funding

Item	Cost (£)
Shop Rent	2,000
Renovation & Fittings	4,000
Initial Stock	6,000
Equipment (EPOS, fridges)	2,500
Licenses & Insurance	500
Marketing	500
Staff Wages (Month 1)	3,000
Contingency	1,000
Total	£19,500

Sources: Savings + small business loan + Tower Hamlets council grants

Financial Projections

Month 1 Expenses:

Category	Cost (£)
Rent	2,000
Utilities	300
Stock	4,000
Staffing	2,400
Marketing	200
Owner salary	600
Misc	300
Total	£9,800

Weekly Revenue:

Week	Sales	Expenses	Net
1	£2,000	£2,300	-£300
2	£2,400	£2,400	£0
3	£2,700	£2,250	+£450
4	£3,200	£2,850	+£350
Month 1	£10,300	£9,800	+£500

Profitability from Month 1 with steady growth

Scalability & Growth

Year 1:

Establish as trusted local grocer; 500+ regular customers; profitable by Month 3–4

Year 2+:

- Expand product range (organic, prepared foods)
- Online ordering + local delivery
- Catering contracts (schools, community centers)
- Second location (Whitechapel/Shadwell)
- In-house branded products (spices, ready meals)

[These growth initiatives position Fresh Bazaar for sustainable expansion and long term market leadership within the multicultural convenience sector]

Thank You

Ready to discuss investment & partnership opportunities

Md Jamal

Bethnal Green, London E2