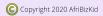
Business Plan

4-Product | 3-Year





Lucy's Quick Meals

Healthy - Tasty - Delightful



Overview 4-Product | 3-Year



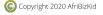
Lucy's Quick Meals Healthy - Tasty - Delightful [1]



Market Niche: [2] U	rban worke	ers who need	d food at lu	nch time.			Product or	r Service De	scription:					
ıyer Persona: [4] 1. Bu	ısiness Work	er	5.				Four meals ty	pes that will be	offered to urba	an office w	orkers via a mob	ile kitchen.		
	edium-Incom		6.											
	pesn't make I	lunch	7.											
4. Hu	ungry!		8.											
1. Meal Type 1			2. Meal Ty	pe 2		3.	Meal Type	3		4. N	leal Type 4			
Light Meal, without a	drink			an, with a drink			Normal Meal,				arge Meal, with a			
Light Wear, Williout a	ullik		Light We	an, with a trillin	•		Normal wear,	, with a tillin			arge ivical, with a	UIIIK		
Dusiness	Develop a	business plan	for a mobile	kitchen in an a	area servicing	office workers	3.	Achieve sales	targets for Yea	r 1				
Objectives [5] 2	Set up the	mobile kiitche	en, with the e	quipment need	ed.		4.							
USP [6] Unique Selling Proposition	Healthy, I	asty and Delig	intful Food to	r Urban Office	Workers									
	The mobil	e kitchen will b	e in a very w	ell-trafficked pl	lan, ensuring t	hat Lucy's Qu	ick 1.	Artwork and b	randing for the	mobiile kit	chen.			
		isible to office				•	2.							
MARKETING PLAN		ads will be rur		n office worke	rs in the imme	diate area wh	ere							
FLAN	the mobilie	e kitchen will b	e set up.				3.							
							4.							
	Selling wil	I be done to pa	accore_hv				1	Ensure fresh r	neals are visibl	e and enti	cina			
	Ocining win	r be done to pe	200010-by.					Elisare liesiri	ricuis arc visibi	c and cm	oilig.			
SALES PLAN							2.							
							3.							
							4.							
		1	F-1		A		t	11	A	0	0-4	N	D	
YEAR 1	L	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
	REVENUE	93,750	187,500	187,500	187,500	187,500	187,500	187,500 1,218,750	187,500	187,5		187,500	93,750	
CUMULATIVE F		93,750	281,250	468,750	656,250	843,750	1,031,250		1,406,250	1,593,7		1,968,750	2,062,500	
	MARGIN	31,250	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,5		62,500	31,250	
GROSS M		33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3		33.3%	33.3%	
CUMULATIVE GROSS	MARGIN	31,250	93,750	156,250	218,750	281,250	343,750	406,250	468,750	531,2	593,750	656,250	687,500	
	MARGIN	-23,750	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,5		7,500	-23,750	
NET M	ARGIN %	-25.3%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0	% 4.0%	4.0%	-25.3%	
Break-Eve		165,000	165,000	165,000	165,000	165,000	165,000	165,000	165,000	165,0		165,000	165,000	
Sales O	ver/Under	-71,250	22,500	22,500	22,500	22,500	22,500	22,500	22,500	22,50	22,500	22,500	-71,250	
CUMULATIVE NET	MARGIN	-23,750	-16,250	-8,750	-1,250	6,250	13,750	21,250	28,750	36,2	43,750	51,250	27,500	
VEADO		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
YEAR 2														
CUMULATIVE F	REVENUE	147,656 147,656	295,313 442,969	295,313 738,281	295,313 1,033,594	295,313 1,328,906	295,313 1,624,219	295,313 1,919,531	295,313 2,214,844	295,3° 2,510,1		295,313 3,100,781	147,656 3,248,438	
GROSS M	MARGIN %	49,219 33.3%	98,438 33.3%	98,438 33.3%	98,438 33.3%	98,438 33.3%	98,438 33.3%	98,438 33.3%	98,438 33.3%	98,4 33.3		98,438 33.3%	49,219 33.3%	
CUMULATIVE GROSS		736,719	835,156	933,594	1,032,031	1,130,469	1,228,906	1,327,344	1,425,781	1,524,2		1,721,094	1,770,313	
	MARGIN ARGIN %	-15,781 10.7%	33,438	33,438	33,438	33,438 11.3%	33,438	33,438	33,438	33,4 3		33,438	-15,781 -10.7%	
	_	-10.7%	11.3%	11.3%	11.3%		11.3%	11.3%	11.3%			11.3%		
Break-Eve	n Analysis ver/Under	195,000 -47,344	195,000 100,313	195,000 100,313	195,000 100,313	195,000 100,313	195,000 100,313	195,000 100,313	195,000 100,313	195,0		195,000 100,313	195,000 -47,344	
CUMULATIVE NET	MARGIN	11,719	45,156	78,594	112,031	145,469	178,906	212,344	245,781	279,2	19 312,656	346,094	330,313	
YEAR 3		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
	REVENUE	206,719	413,438	413,438	413,438	413,438	413,438	413,438	413,438	413,4	38 413,438	413,438	206,719	
CUMULATIVE F		206,719	620,156	1,033,594	1,447,031	1,860,469	2,273,906		3,100,781	3,514,2		4,341,094	4,547,813	
	MARGIN	68,906	137,813	137,813	137,813	137,813	137,813		137,813	137,8		137,813	68,906	
GROSS M		33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3		33.3%	33.3%	
CUMULATIVE GROSS	MARGIN	1,839,219	1,977,031	2,114,844	2,252,656	2,390,469	2,528,281	2,666,094	2,803,906	2,941,7	19 3,079,531	3,217,344	3,286,250	
	MARGIN	-6,094	62,813	62,813	62,813	62,813	62,813		87,813	87,8		87,813	18,906	
	ARGIN %	-6,094	15.2%	15.2%	15.2%	15.2%	15.2%		21.2%	21.2		21.2%	9.1%	
Break-Eve		225,000	225,000	225,000	225,000	225,000	225,000		150,000	150,00		150,000	150,000	
	ver/Under	-18,281	188,438	188,438	188,438	188,438	188,438		263,438	263,4		263,438	56,719	
CUMULATIVE NET		324,219	387,031	449,844	512,656	575,469	638,281		813,906	901,7				
COMULATIVE NET	MARGIN	324,219	307,037	449,044	312,036	5/5,469	030,261	120,094	013,906	5 01,7	19 989,531	1,077,344	1,096,250	
A loan of 750,000 wa	s taken for th	ne manufacture	e of the Mobi	le Kitchen. This	s amount is pa	aid back at 25,	000 per mont	h.						

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Light Meal, without a drink



Lucy's Quick Meals Healthy - Tasty - Delightful

Normal Meal, with a drink

1. Meal Type 1

2. Meal Type 2

Light Mean, with a drink

3. Meal Type 3

4. Meal Type 4

Large Meal, with a drink

Ingredients	200
	0
	0
	0
	0
TOTAL COST	200
Batch Size	1 [7]
UNIT COST	200
Mark Up	50.0% [11]
UNIT SELL PRICE	300
GROSS MARGIN	100
GROSS MARGIN %	33.3%
UNIT SELL PRICE (INPUT)	0 [15]

Ingredients	200
Drink	50
	0
	0
	0
TOTAL COST	250
Batch Size	1 [8]
UNIT COST	250
Mark Up	50.0% [12]
UNIT SELL PRICE	375
GROSS MARGIN	125
GROSS MARGIN %	33.3%
UNIT SELL PRICE (INPUT)	0 [16]

Ingredients	300
Drink	50
	0
	0
	0
TOTAL COST	350
Batch Size	1 [9]
UNIT COST	350
Mark Up	50.0% [13]
UNIT SELL PRICE	525
GROSS MARGIN	175
GROSS MARGIN %	33.3%
UNIT SELL PRICE (INPUT)	0 [17]

400	Ingredients
50	Drink
0	
0	
0	
450	TOTAL COST
1 [10]	Batch Size
450	UNIT COST
50.0% [14]	Mark Up
675	UNIT SELL PRICE
225	GROSS MARGIN
33.3%	GROSS MARGIN %
0 [18]	UNIT SELL PRICE (INPUT)

Sales Forecast

ouloo i oloodot												
Year 1	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Meal Type 1	50	100	100	100	100	100	100	100	100	100	100	50
Meal Type 2	50	100	100	100	100	100	100	100	100	100	100	50
Meal Type 3	50	100	100	100	100	100	100	100	100	100	100	50
Meal Type 4	50	100	100	100	100	100	100	100	100	100	100	50
TOTAL MONTHLY UNITS	200	400	400	400	400	400	400	400	400	400	400	200

Revenue Forecast

Year 1	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Meal Type 1	15,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	15,000
Meal Type 2	18,750	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	18,750
Meal Type 3	26,250	52,500	52,500	52,500	52,500	52,500	52,500	52,500	52,500	52,500	52,500	26,250
Meal Type 4	33,750	67,500	67,500	67,500	67,500	67,500	67,500	67,500	67,500	67,500	67,500	33,750
TOTAL MONTHLY REVENUE	93,750	187,500	187,500	187,500	187,500	187,500	187,500	187,500	187,500	187,500	187,500	93,750
CUMULATIVE TOTAL REVENUE	93,750	281,250	468,750	656,250	843,750	1,031,250	1,218,750	1,406,250	1,593,750	1,781,250	1,968,750	2,062,500

Year 1	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
REVENUE	93,750	187,500	187,500	187,500	187,500	187,500	187,500	187,500	187,500	187,500	187,500	93,750
TOTAL COST OF SALES	62,500	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125.000	62,500
Meal Type 1	10,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	10,000
Meal Type 2	12,500	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	12,500
Meal Type 3	17,500	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35.000	35,000	35.000	17,500
Meal Type 4	22,500	45,000	45,000	45,000	45,000	45,000	45,000	45,000	45,000	45,000	45,000	22,500
GROSS MARGIN	31,250	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	31,250
GROSS MARGIN %	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%
CUMULATIVE GROSS MARGIN	31,250	93,750	156,250	218,750	281,250	343,750	406,250	468,750	531,250	593,750	656,250	687,500
TOTAL INDIRECT COSTS [19]	55,000	55,000	55,000	55,000	55,000	55,000	55,000	55,000	55,000	55,000	55,000	55,000
Salary (me)	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000
Repayment of loan for Kitchen	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000
NET MARGIN	-23,750	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	-23,750
NET MARGIN %	-25.3%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	-25.3%
Break-Even Analysis	165,000	165,000	165,000	165,000	165,000	165,000	165,000	165,000	165,000	165,000	165,000	165,000
				00 -00								
Sales Over/Under	-71,250	22,500	22,500	22,500	22,500	22,500	22,500	22,500	22,500	22,500	22,500	-71,250

400 meals per month = 100 meals per week = 20 meals per day.

January and December are budgeted at 50% of sales due to holiday season, so break-even sales are not achieved in these months.





Lucy's Quick Meals

Year 2 4-Product | 3-Year

Healthy - Tasty - Delightful

1. Meal Type 1	2. Meal Type 2	3. Meal Type 3	4. Meal Type 4
i. wear type i	Z. Meai Type Z	J. Wear Type J	4. Wear Type 4

-o-Y Cost Increase % 5.0%	[20]
UNIT COST	210
Mark Up 50.0%	[24]
UNIT SELL PRICE	315
GROSS MARGIN	105
GROSS MARGIN % 33.	.3%
SELL DRICE (INDUIT)	721

5.0% [21]
263
50.0% [25]
394
131
33.3%
0 [29]

Y-o-Y Cost Increase %	5.0% [22]
UNIT COST	368
Mark Up	50.0% [26]
UNIT SELL PRICE	551
GROSS MARGIN	184
GROSS MARGIN %	33.3%
UNIT SELL PRICE (INPUT)	0 [30]

	71
crease % 5.0% [23]	Y-o-Y Cost I
IIT COST 473	U
Mark Up 50.0% [27]	
LL PRICE 709	UNIT SE
MARGIN 236	GROS
IARGIN % 33.3%	GROSS N
E (INPUT) 0 [31]	NIT SELL PRIC

Sales Forecast

Year 2	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Meal Type 1	75	150	150	150	150	150	150	150	150	150	150	75
Meal Type 2	75	150	150	150	150	150	150	150	150	150	150	75
Meal Type 3	75	150	150	150	150	150	150	150	150	150	150	75
Meal Type 4	75	150	150	150	150	150	150	150	150	150	150	75
TOTAL MONTHLY UNITS	300	600	600	600	600	600	600	600	600	600	600	300

Revenue Forecast

Year 2	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Meal Type 1	23,625	47,250	47,250	47,250	47,250	47,250	47,250	47,250	47,250	47,250	47,250	23,625
Meal Type 2	29,531	59,063	59,063	59,063	59,063	59,063	59,063	59,063	59,063	59,063	59,063	29,531
Meal Type 3	41,344	82,688	82,688	82,688	82,688	82,688	82,688	82,688	82,688	82,688	82,688	41,344
Meal Type 4	53,156	106,313	106,313	106,313	106,313	106,313	106,313	106,313	106,313	106,313	106,313	53,156
TOTAL MONTHLY REVENUE	147,656	295,313	295,313	295,313	295,313	295,313	295,313	295,313	295,313	295,313	295,313	147,656
CUMULATIVE TOTAL REVENUE	147,656	442,969	738,281	1,033,594	1,328,906	1,624,219	1,919,531	2,214,844	2,510,156	2,805,469	3,100,781	3,248,438

Profit & Loss

Year 2	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
REVENUE	147,656	295,313	295,313	295,313	295,313	295,313	295,313	295,313	295,313	295,313	295,313	147,656
TOTAL COST OF SALES	98,438	196,875	196,875	196,875	196,875	196,875	196,875	196,875	196,875	196,875	196,875	98,438
Meal Type 1	15,750	31,500	31,500	31,500	31,500	31,500	31,500	31,500	31,500	31,500	31,500	15,750
Meal Type 2	19,688	39,375	39,375	39,375	39,375	39,375	39,375	39,375	39,375	39,375	39,375	19,688
Meal Type 3	27,563	55,125	55,125	55,125	55,125	55,125	55,125	55,125	55,125	55,125	55,125	27,563
Meal Type 4	35,438	70,875	70,875	70,875	70,875	70,875	70,875	70,875	70,875	70,875	70,875	35,438
GROSS MARGIN	49,219	98,438	98,438	98,438	98,438	98,438	98,438	98,438	98,438	98,438	98,438	49,219
GROSS MARGIN %	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%
CUMULATIVE GROSS MARGIN	736,719	835,156	933,594	1,032,031	1,130,469	1,228,906	1,327,344	1,425,781	1,524,219	1,622,656	1,721,094	1,770,313
L	(from Year 1)	,	,									
TOTAL INDIRECT COSTS [32]	65,000	65,000	65,000	65,000	65,000	65,000	65,000	65,000	65,000	65,000	65,000	65,000
Salary (me)	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000
Repayment of loan for Kitchen	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000
NET MARGIN	-15,781	33,438	33,438	33,438	33,438	33,438	33,438	33,438	33,438	33,438	33,438	-15,781
NET MARGIN %	-10.7%	11.3%	11.3%	11.3%	11.3%	11.3%	11.3%	11.3%	11.3%	11.3%	11.3%	-10.7%
Break-Even Analysis	195,000	195,000	195,000	195,000	195,000	195,000	195,000	195,000	195,000	195,000	195,000	195,000
Sales Over/Under	-47,344	100,313	100,313	100,313	100,313	100,313	100,313	100,313	100,313	100,313	100,313	-47,344
CUMULATIVE NET MARGIN	11,719	45,156	78,594	112,031	145,469	178,906	212,344	245,781	279,219	312,656	346,094	330,313
	(from Year 1)											

600 meals per month = 150 meals per week = 30 meals per day.

January and December are budgeted at 50% of sales due to holiday season, so break-even sales are not achieved in these months.







Lucy's Quick Meals



Year 3 4-Product | 3-Year

Healthy - Tasty - Delightful

ear 3 4-Ploduct 3-Year												
Meal Type 1		2. Meal Ty	pe 2		3.	Meal Type	3		4. Mea	I Type 4		
Y-o-Y Cost Increase %	5.0% [33]	Y-	o-Y Cost Inci	ease %	5.0% [34]	Y-o-Y	Cost Increase	5.0% [35]	Y-o-Y Cost	Increase %	5.0% [
UNIT COST	221		UNIT	COST	276		UNIT CO	ST 3	886		UNIT COST	4
Mark Up	50.0% [37]			Mark Up	50.0% [38]		Mark	Up 50.0% [39]		Mark Up	50.0% [
UNIT SELL PRICE	331		UNIT SELL	PRICE	413	U	NIT SELL PRI	CE 5	79	UNIT	SELL PRICE	7
GROSS MARGIN	110		GROSS N	MARGIN	138		GROSS MARC	SIN 1	93	GRO	SS MARGIN	2
GROSS MARGIN %	33.3%		GROSS MARGI		33.3%	GF	OSS MARGIN	1 % 33.	3%	GROSS	MARGIN %	33.3%
UNIT SELL PRICE (INPUT)	0 [41]	UNIT	SELL PRICE	(INPUT)	0 [42]	UNIT SEL	L PRICE (INPL) 0 (TL	43] U	INIT SELL PR	ICE (INPUT)	0 [4
Sales Forecast												
Year 3	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Meal Type 1	100	200	200	200	200	200	200	200	200	200	200	100
Meal Type 2	100	200	200	200	200	200	200	200	200	200	200	100
Meal Type 3	100	200	200	200	200	200	200	200	200	200	200	100
Meal Type 4	100	200	200	200	200	200	200	200	200	200	200	100
TOTAL MONTHLY UNITS	400	800	800	800	800	800	800	800	800	800	800	400
Revenue Forecast												
Year 3	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Meal Type 1	33,075	66,150	66,150	66,1	50 66,150	66,150	66,150	66,150	66,150	66,150	66,150	33,0
Meal Type 2	41,344	82,688	82,688	82,6	88 82,688	82,688	82,688	82,688	82,688	82,688	82,688	41,3
Meal Type 3	57,881	115,763	115,763	115,7	63 115,763	115,763	115,763	115,763	115,763	115,763	115,763	57,8
Meal Type 4	74,419	148,838	148,838	148,8		148,838	148,838	148,838	148,838	148,838	148,838	74,4
TOTAL MONTHLY REVENUE	206,719	413,438	413,438	413,4		413,438	413,438	413,438	413,438	413,438	413,438	206,7
UMULATIVE TOTAL REVENUE	206,719	620,156	1,033,594	1,447,0		2,273,906	2,687,344	3,100,781	3,514,219	3,927,656	4,341,094	4,547,8
Profit & Loss												
Year 3	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
REVENUE	206,719	413,438	413,438	413,4	38 413,438	413,438	413,438	413,438	413,438	413,438	413,438	206,7
TOTAL COST OF SALES	137,813	275,625	275,625	275,6	25 275,625	275,625	275,625	275,625	275,625	275,625	275,625	137,8
Meal Type 1	22,050	44,100	44,100	44,1	00 44,100	44,100	44,100	44,100	44,100	44,100	44,100	22,0
Meal Type 2	27,563	55,125	55,125	55,1	25 55,125	55,125	55,125	55,125	55,125	55,125	55,125	27,56
Meal Type 3	38,588	77,175	77,175	77,1	75 77,175	77,175	77,175	77,175	77,175	77,175	77,175	38,58
Meal Type 4	49,613	99,225	99,225	99,2	25 99,225	99,225	99,225	99,225	99,225	99,225	99,225	49,6
GROSS MARGIN	68,906	137,813	137,813	137,8	13 137,813	137,813	137,813	137,813	137,813	137,813	137,813	68,9
GROSS MARGIN %	33.3%	33.3%	33.3%	33.3		33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3
CUMULATIVE GROSS MARGIN	1,839,219	1,977,031	2,114,844	2,252,6		2,528,281	2,666,094	2,803,906		3,079,531		3,286,2
ı	(from Year 2)	1,977,031	2,114,044	2,252,6	2,390,469	2,520,201	2,666,094	2,003,906	2,941,719	3,079,531	3,217,344	3,200,2
TOTAL INDIRECT COSTS [45]	75,000	75,000	75,000	75,0	75,000	75,000	50,000	50,000	50,000	50,000	50,000	50,0
Salary (me)	50,000	50,000	50,000	50,0		50,000	50,000	50,000	50,000	50,000	50,000	50,0
Repayment of loan for Kitchen	25,000	25,000	25,000	25,0	25,000	25,000						
NET MARGIN	-6.094	62.813	62.813	62.8	13 62.813	62.813	87.813	87.813	87.813	87.813	87.813	18.9
NET MARGIN NET MARGIN %	-6,094 -2.9%	62,813 15.2%	62,813 15.2%	62,8 15.2		62,813 15.2%	87,813 21.2%	87,813 21,2%	87,813 21.2%	87,813 21.2%	87,813 21.2%	
					% 15.2%				-			18,9 9.1

800 meals per month = 200 meals per week = 40 meals per day.

-18,281

Mobile Kitchen loan is paid back by mid-Year 3.

CUMULATIVE NET MARGIN 324,219 (from Year 2)

January and December are budgeted at 50% of sales due to holiday season, so break-even sales are not achieved in January.

387,031 449,844 512,656



575,469



638,281

726,094 813,906

901,719

989,531 1,077,344 1,096,250

4-Product | 3-Year

Lucy's Quick Meals

Healthy - Tasty - Delightful

3.



Start I

Notes

Start Up Costs		
Cooking Equipment	225,000	<enter< th=""></enter<>
Various Cooking Utensils	100,000	
Gas Stove	125,000	

	0
	0
	0
Mobile Kitchen	750,000
Manufacture Mobile Kitchen	750,000
	0
	0
	0

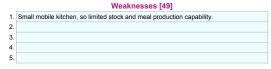
Total Start Up Costs	975,000
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SWOT Analysis [4]

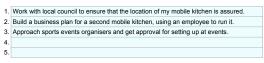
		Strengths [46]
	1.	Mobile - so can move if location is not optimal
₹	2.	
S.	3.	
INTERN	4.	
_	5.	

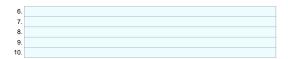




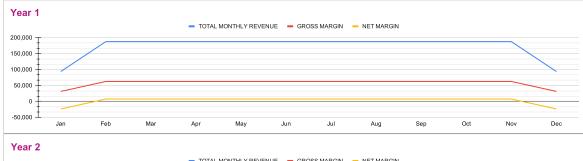


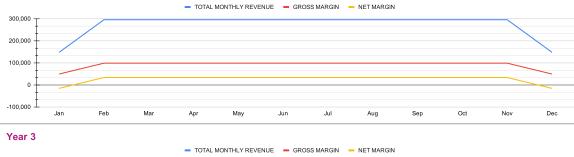
SWOT Actions [!





Graphical Outputs







[1] A Tag Line is a short, easily remembered phrase that a company uses in its advertisements, especially on television or the internet, so that people will recognise it or its products.

Writing a tagline is a good way to add character to your brand.

- [2] A niche market is a segment of a larger market that can be defined by its own unique needs, preferences, or identity that makes it different from the market at large.
- [3] Broadly describe the products or services your business offers.
- [4] A buyer persona is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers.

When creating your buyer persona(s), consider including customer demographics, behaviour patterns, motivations, and goals.

- [5] Write down your TOP FOUR business objectives!
- [6] USPs directly address a specific need experienced by a company's ideal customer. A great unique selling proposition, sometimes known as a value proposition, should also emphasise what individual quality separates a business from its competition.
- [7] ONLY increase above 1 if the costs relate to a batch to produce a quantity of the same product. So, if you were making a batch of say 10 units, then add 10 to this field.
- [8] ONLY increase above 1 if the costs relate to a batch to produce a quantity of the same product. So, if you were making a batch of say 10 units, then add 10 to this field.
- [9] ONLY increase above 1 if the costs relate to a batch to produce a quantity of the same product. So, if you were making a batch of say 10 units, then add 10 to this field.
- [10] ONLY increase above 1 if the costs relate to a batch to produce a quantity of the same product. So, if you were making a batch of say 10 units, then add 10 to this field.
- [11] Apply a MARK UP % to your product or service Unit Cost that will allow you to make enough profit to ensure that your business is sustainable.
- [12] Apply a MARK UP % to your product or service Unit Cost that will allow you to make enough profit to ensure that your business is sustainable.
- [13] Apply a MARK UP % to your product or service Unit Cost that will allow you to make enough profit to ensure that your business is sustainable.
- [14] Apply a MARK UP % to your product or service Unit Cost that will allow you to make enough profit to ensure that your business is sustainable.
- [15] By inserting a Sell Price HERE you OVERRIDE the calculated Unit Sell Price (above)
- [16] By inserting a Sell Price HERE you OVERRIDE the calculated Unit Sell Price (above)
- [17] By inserting a Sell Price HERE you OVERRIDE the calculated Unit Sell Price (above)
- [18] By inserting a Sell Price HERE you OVERRIDE the calculated Unit Sell Price (above)
- [19] Accounting and Legal Advertising Subscriptions

Insurance
Office Supplies
Postage
Rent
Salaries and Wages
Payroll Expenses
Taxes and Licenses
Telephone
Travel
Utilities
Web Hosting and Domains
Maintenance and Repairs
Research and Development
Depreciation
Other

- [20] Add the anticipated Year-on-Year increase to the costs to produce this product or deliver the service.
- [21] Add the anticipated Year-on-Year increase to the costs to produce this product or deliver the service.
- [22] Add the anticipated Year-on-Year increase to the costs to produce this product or deliver the service.
- [23] Add the anticipated Year-on-Year increase to the costs to produce this product or deliver the service.
- [24] Apply a MARK UP % to your product or service Unit Cost that will allow you to make enough profit to ensure that your business is sustainable.
- [25] Apply a MARK UP % to your product or service Unit Cost that will allow you to make enough profit to ensure that your business is sustainable.
- [26] Apply a MARK UP % to your product or service Unit Cost that will allow you to make enough profit to ensure that your business is sustainable.
- [27] Apply a MARK UP % to your product or service Unit Cost that will allow you to make enough profit to ensure that your business is sustainable.
- [28] By inserting a Sell Price HERE you OVERRIDE the calculated Unit Sell Price (above)
- [29] By inserting a Sell Price HERE you OVERRIDE the calculated Unit Sell Price (above)
- [30] By inserting a Sell Price HERE you OVERRIDE the calculated Unit Sell Price (above)
- [31] By inserting a Sell Price HERE you OVERRIDE the calculated Unit Sell Price (above)

[32] Accounting and Legal Advertising Subscriptions Insurance Office Supplies Postage Rent Salaries and Wages Payroll Expenses Taxes and Licenses Telephone Travel Utilities
Web Hosting and Domains
Maintenance and Repairs
Research and Development
Depreciation
Other

- [33] Add the anticipated Year-on-Year increase to the costs to produce this product or deliver the service.
- [34] Add the anticipated Year-on-Year increase to the costs to produce this product or deliver the service.
- [35] Add the anticipated Year-on-Year increase to the costs to produce this product or deliver the service.
- [36] Add the anticipated Year-on-Year increase to the costs to produce this product or deliver the service.
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- [39] Apply a MARK UP % to your product or service Unit Cost that will allow you to make enough profit to ensure that your business is sustainable.
- [40] Apply a MARK UP % to your product or service Unit Cost that will allow you to make enough profit to ensure that your business is sustainable.
- [41] By inserting a Sell Price HERE you OVERRIDE the calculated Unit Sell Price (above)
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- [43] By inserting a Sell Price HERE you OVERRIDE the calculated Unit Sell Price (above)
- [44] By inserting a Sell Price HERE you OVERRIDE the calculated Unit Sell Price (above)

[45] Accounting and Legal

Advertising

Subscriptions

Insurance

Office Supplies

Postage

Rent

Salaries and Wages

Payroll Expenses

Taxes and Licenses

Telephone

Travel

Utilities

Web Hosting and Domains

Maintenance and Repairs

Research and Development

Depreciation

Other

[46] Start-Up Costs - Include Start-Up Costs, which will reflect in the first month of business. These start-up costs should include these categories:

- > Buildings & Real Estate (Purchase, Construction, Remodelling, Other)
- > Leasehold Improvements (Remodelling/Changes to Property)
- > Capital Equipment (Furniture, Equipment, Fixtures, Machinery, Other)
- > Location & Admin Expenses (Rent & Related Costs, Utility Deposits, Legal & Accounting Fees, Prepaid Insurance, Pre-Start Salaries, Other)
- > Advertising & Promotional (Advertising, Signage, Printing, Travel & Entertainment, Other)

[47] SWOT Analysis is a strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favourable and unfavourable to achieve that objective.

Strengths: attributes of the company that are helpful to achieving the objective(s)

Weaknesses: attributes of the company that are harmful to achieving the objective(s)

Opportunities: external conditions that are helpful to achieving the objective(s)

Threats: external conditions which could do damage to the objective(s)

Identification of SWOTs are essential because subsequent steps in the process of planning for achievement of the selected objective may be derived from the SWOTs.

- [48] Strengths are attributes of the company that are helpful to achieving the objective(s)
- [49] Weaknesses are attributes of the company that are harmful to achieving the objective(s)
- [50] Opportunities are external conditions that are helpful to achieving the objective(s)
- [51] Threats are external conditions which could do damage to the objective(s)
- [52] Explain the actions you will take to:
- 1. Capitalise on Strengths
- 2. Counter Weaknesses
- 3. Capitalise on Opportunities
- 4. Counter Threats