Economics and Business Middle Years Business Plan

Group Members:

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# The Business name (logo)

# A brief description of the type of business:

# What is it?

Our business is a stall that sells food which consists of milkshakes and pani puri (traditional Indian snack). We are planning to sell a pani puri for 50 cents. We will also be selling the milkshakes as a refreshment to cool down the spiciness. If the customers eat 5 pani puri snacks, they get to enter, “the very spooky maze”, but it is a $1 entry fee after the 5 pani puri snacks. Also to keep record of who has eaten 5 pani puri snacks, we will give every customer a sheet and give them stickers every pani puri they eat. They will then show the maze manager (Brayden), and they get to go in.

Are you going to be a sole proprietor or work in a partnership?

We are working in a partnership. We thought we could all incorporate different ideas and create an amazing plan. We also aim to have a profit of $50, and it can be easier to achieve with a bigger team.

What are your main activities? (manufacturing and selling a product or providing a service)

Our main activity is to manufacture and sell a product. We will be producing the milkshakes and pani puri in week 3, term 4. We plan on making part of the pani puri broth a day before enterprise night and leave it in the fridge overnight. We will also be supervised by Prabhnoor’s mum.

Where will you be located? Include a description of the premises and a map.

Our location will be in the canteen which is where we will produce the food (such as milkshakes) and in front of the canteen which is where we will sell our product.



**Business Mission Statement**

Many companies have a brief mission statement, usually in thirty words or less, explaining their reason for being and their guiding principles. What is your mission statement?

**Supply**

Identify different locations that you get the supplies you need. Once a range of suppliers have been identified, you need to compare, cost, locations and convenience. You also need to justify the reason why you selected the supplier used.

**Manufacturing Process**

Description of process: where and how will the product or service be produced?

Details of materials and equipment used: what is being used to produce your product?

Product Packaging: How will you package and present your product?



Production and Quality control: what controls and checks are in place to ensure final product is of good quality?

**Market Analysis**

Market Description: who are the potential customers?

**Age**:

**Gender**:

**Competitive Position**: who are your competitors?

**Terms of Sale**: cash? How will you take orders?

**Promotion**: How will the product be promoted/advertised: eg newspapers, newsletters, school notices, posters, radio or mail.



**Financial Strategy (Cost to Manufacture)**

Pricing Policy: What price will be charged for the product?

Break-even Analysis: How much needs to be sold in order to break even?

Sales estimates: How many items do you think you can sell given the time available?

Capital needs: what is the estimated cost of equipment, materials and other expenses that you will incur to start the business? List each item and its cost.



**Reflect on your business venture**

Was your business successful?

Who did it benefit?

Was it a sustainable product (a **need** or a **want)**?

Business Future: What is your expectation for the business’ future? Will it expand nationally/internationally?

Complementary Products: Are there any opportunities to add complementary products to your business?