**Business Plan**

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| **Date** | **Name/Title of Event** | **Annotation (explanation/summary detailing why the event is important)** | **Challenges**  **Opportunities**  **Strategies to manage risks** | **Technological advances (relating to production, distribution, and marketing, specific to each category)** |
| Day | Executive Summary | * Business based on selling healthy products * The business has a vision to promote healthy products * Key points included in the plan are products offered, sales and promotional activities and financial projections |  |  |
|  | SWOT ANALYSIS | Strength: Unique selling proposition  Weakness: Natural Products are perishable  Opportunity: New Product offering  Threat: Change in prices of raw materials | In order to eliminate the risk of perishable goods, fresh supply will be obtained according to the demand |  |
|  | PRODUCTS | Yogurt, fresh salads and fruits combinations, and fresh juices |  | Equipment to made juices, modern equipment to reduce labor efforts. |
|  | Marketing Plan | Target Market: Student and Staff inclined towards healthy food  The unique value proposition will be used to target audience | Data about products will target audience wants will be obtained using a survey  Products will be provided according to demand to reduce risks | The online survey form will be filled by the students and staff via the Facebook page of School |
|  | Operations Plan | Week 1: Initiation and Hiring  Week 2: Construction  Week 3: Decoration Week 4: Purchase of equipment and raw material | Employees will need to sign a contract of at least three months | Technology will be used to install equipment and construction of the canteen |
|  | Financial Plan | 90000: Decoration  20000: Raw Material And Inventory  160000: Equipment  200000: Security And Lease Payment | Owners will make a contribution in the capital so there is no risk of unavailability of capital | The research will be done to look for raw materials and equipment that will cost low price |
|  | CONCLUSION | The business plan comprises of summary, SWOT analysis of business, marketing, and operational plan and financial plan | Risk planning is done to mitigate all the risks that will be coming in the way | Technology will assist in many ways in the phases of market plan |