School canteen business plan

Jawaher (First M. Last)

School or Institution Name (University at Place or Town, State)

**Executive Summary**

 The business is focused on selling the fruits and vegetables and other healthy products such as yogurt, fresh salads and fruits combinations, and fresh juices as well. This business has the vision to promote healthy products for school students and save them from the negative consequences of unhealthy food. This is the unique selling point of the business. The key points that are included in the business plan include the products of the business, its market, promotional activities, financial projections and the risks. The unique selling proposition is the strength of the business, its weakness is that the natural products are perishable and may get waste, the opportunity is to offer something new and catchy and educated youth convinced about health. However, the threat to business is the change in the prices of raw material and products.

The business is related to the "food industry". It is owned by two women, but it is going to be started in the school canteen. The business is aimed at solving the problem of unhealthy food and other related issues. It focuses on selling fruits and vegetables and other healthy products such as yogurt, fresh salads and fruits combinations, and fresh juices as well. The business plan will give an overview of the ways business will ensure it sells the products to customers and generate profit. This business has the vision to promote healthy products for school students and save them from the negative consequences of unhealthy food. The point of difference in this business is that it sells the fruits and vegetable and solves health issues. It offers numerous health benefits and customers will be convinced to buy from this business because of its distinguished value proposition and the benefits organic foods offer.

Since it is a school canteen based shop, the market consists of every school student, teachers and other staff members especially those who rely on canteen for their lunches. The target market consists of those students and staff members who believe in healthy food and lifestyle. They will be interested in getting organic food for two reasons. The first reason is that it is different from what canteens usually offer and second reason to enjoy health benefits. The anticipation is that the new idea will become popular and more organic products will be added according to the choice and demand of the target market. The competitor will be the other canteen mainly focused on just selling junk food. The price will depend on the price of the fruits and vegetable market which is variable. However, the retail goods price will be the same as the market price.

The promotion activities will be done across all the departments of the school, and the school social media page and the website. The sales will be done through the canteen counters and the canteen counters will display the products in safe hygienic glass containers. The team will consist of four people who will assist in the operations of the business. The canteen will use the cafeteria space provided by the school and owners will enter a lease agreement with school management. The benefit of having a canteen in the school cafeteria is that it will allow numerous benefits, there is no need to do a lot of promotional activities. The business will need equipment and supplies including the juicer machines, utensils and making glass counters for food display.

The financial projections reveal the first 30 days sales and profits of the business. The school survey reveals that almost 50% of the members of the school are willing to purchase organic food. That survey will be used as a foundation for financial projections. The initial investment of canteen will be 500000 AUD which will be divided by both the owners. This amount will be divided into equipment, decoration of canteen and the security paid to the school administration. In addition, the raw materials will also be purchased. It will be divided as follows:

* 200000: Security And Lease Payment
* 90000: Decoration
* 160000: Equipment And Utensils
* 20000: Raw Material And Inventory

The variable cost out of this fixed cost is the amount of raw material, the salary of the two people hired, bills, and lease payment. The variable costs are about 100000 AUD per month. Out of this total cost of one month, 100000 AUD, if we assume that we have an average sale of about 4000 per day then the total revenue is about 100000 AUD first month, which is breakeven. From the next month we have expected growth of about 3% and the next month revenues will be 103000 AUD which accounts for the profit of 3000. It is expected that new admission will take place every year and revenue will keep on increasing. The business may encounter some risks such as an increase in prices, market fluctuations and perishability of the raw material.