

Title

(Feel free to include design materials and visual aids)

This is a generic template for a business plan – should students choose to use this template for their group plan, they should adapt the plan to meet the needs of the assessment brief. Some sections/detail may not be necessary given the nature of the ‘entrepreneurial activity’ for this project. Remember the word count is 1,500 words (maximum).

GROUP Name

AUTHORS

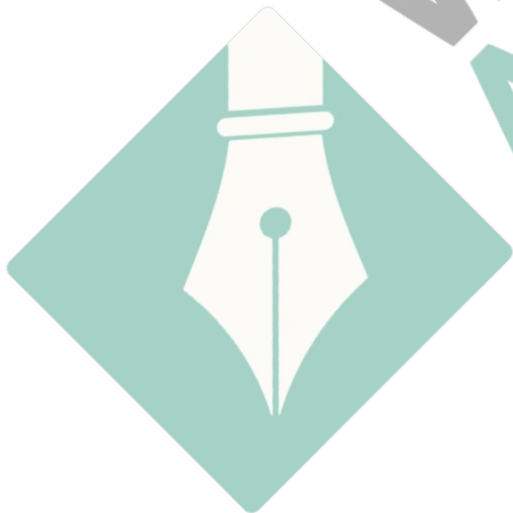
Student Names:

Student Number:

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Executive Summary

The "Healthy Bake Sale," a community service initiative, aims to reinvent the bake sale model by highlighting healthy food options while generating money for a nearby non-profit. To strengthen the community and make a lasting effect on attendance, we intend our intention to organize events that are both interesting and significant.

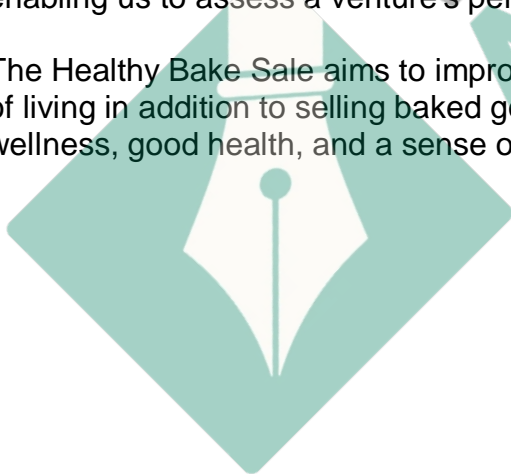
The Healthy Bake Sale provides an exquisite variety of healthy baked products with an emphasis on nutrition and well-being. Goods accommodate a range of nutritional requirements, from whole grain cakes to grain-free cookies and plant-based sweets. It is dedicated to demonstrating to the community that eating healthily can be fun and convenient because think that tasty food can be both healthy and nutritious.

Identified critical risk areas and put stringent safety measures in place for managing them to ensure the success of our event. Place a high premium on food safety and follow stringent handling, storage, and hygiene procedures. Properly identify our products, manage allergens with care, and take steps to avoid cross-contamination.

This advertising approach is meant to spark interest and increase visibility. They increase our reach and interact with the community on a personal level through collaborations with neighborhood schools, community centers, and like-minded organizations. To generate interest in our event by using both conventional and digital marketing strategies to generate discussion.

Plan's financial primers include organized cost management, creative pricing, and cautious budgeting. To guarantee financial viability, they project expenses for components, packaging, venue leasing, permits, and marketing materials. Carefully monitor costs and take steps to control them while maintaining the quality of our output. Accurate financial monitoring promotes accountability and transparency, enabling us to assess a venture's performance.

The Healthy Bake Sale aims to improve the quality of life and promote a better way of living in addition to selling baked goods. Let's build a movement that promotes wellness, good health, and a sense of community together.



Products and Services

At the "Healthy Bake Sale," we provide an extensive variety of nutritious baked products that satisfy various nutritional tastes and requirements. Our goods encourage healthy eating choices in addition to being delicious (Villa, C., 2022).

Assortment of Healthy Baked Goods:

Distinctive Features: Various baked products, such as whole grain cakes, sugar-free sweets, nutritious cookies, and organic alternatives, are available at our healthy bake sale.

Unique Selling Proposition: Emphasis on offering a wide variety of healthy solutions to accommodate various dietary preferences and limits is our unique selling proposition. Baked goods are a guilt-free treat because we place a high priority on taste and nutrition.

Problem resolved: Also focus on the issue of the market's dearth of nutritious baked products. Products address this issue by providing a wide variety of healthy options, facilitating healthier decision-making without compromising quality.

Nutritional Awareness and Education:

Distinctive Features: Various teaching materials on healthy eating are included in addition to baked sweets. To educate people about the value of nutrition and provide them with the knowledge they need to make wise decisions through educational booklets, signs, and interactive seminars (Bush, E., 2011).

Unique Selling Proposition: The combination of nutritional education and awareness alongside our goods is a distinctive selling factor. The aim is to offer a complete experience that teaches and empowers our consumers to adopt better lifestyles. We do more than just sell baked products.

Problem resolved: The issue of inadequate nutritional knowledge has been resolved in many areas. By offering easily available information, educational programs help people choose healthier foods and enhance their general well-being.

Support for a Local Charity:

Distinctive Features: The money raised from our bake sale is donated to a neighborhood charity or civic group. Work with trustworthy charities and make sure there is open communication regarding the results of the donations.

Unique Selling Proposition: The company's social impact is a distinctive selling factor. Customers who take part in our bake sale not only get to indulge in scrumptious and healthy baked goodies, but they also help a worthwhile charity in their neighborhood.

Problem solved: Many people prefer to give to support businesses, but many struggle to find simple and accessible ways to do so. A bake sale gives individuals a quick and pleasurable method to assist a local charity, allowing them to satisfy their desire to give back to their community (Shelton, B.A., 2015).

Mission Statement and Objectives

Our mission is to serve people who value their health and the well-being of the community by providing them with nutritious baked products, information on healthy eating, and support for a local charity. We want to provide our consumers with the

tools they need to make better decisions, improve their understanding of nutrition, and support worthwhile causes while still enjoying delicious sweets.

Business Objectives for the Year Ahead

Expand Product Offerings: To meet changing dietary choices and customer requests, broaden our selection of healthy baked goods. Introduce fresh tastes, seasonal ingredients, and creative dishes that maintain a focus on nutrition without sacrificing flavour (Togami, C. and Staggenborg, S., 2022).

Enhance Customer Experience: Focus your energy on providing clients with a memorable experience by offering first-rate service, interacting with them in a way that is unique to them, and asking for feedback so we can keep making our products better.

Strengthen Marketing Activities: Promote our bake sale through social media, local advertising, and strategic partnerships to emphasize our best features and draw in a wide range of customers.

Increase educational Initiatives: Develop and distribute instructional resources, such as pamphlets and online databases, to promote a balanced diet, proper nutrition, and the advantages of our goods.

Optimise Operations: To guarantee consistent product quality, cut waste, and increase profitability, continuously enhance operational efficiency, including ingredient procurement, production procedures, and inventory management.

Monitor and evaluate performance: Establish reliable monitoring methods to keep track of critical performance indicators including sales, customer feedback, community impact, and financial measures (Wang, K., and He, S., 2021).

Market and Competitor Research

Customer Profile:

Customers wishing to make healthier decisions without sacrificing flavor are among the target market, along with health-conscious people, fitness enthusiasts, and those with special dietary needs (such as vegans or people who must avoid gluten).

Potential Market Size:

As individuals become more conscious of the value of excellent nutrition and well-being, the market for healthy baked goods has been growing steadily. The research indicates that by 2025, the global market for healthy snacks would be worth \$32 billion.

Target Market:

The local community's health-conscious residents make up our main target market. We project that our target market will consist of about 20,000 people, based on demographic research and consumer surveys (Saxton, D.I., 2021). This includes those who are actively looking for healthier options, those who must adhere to dietary restrictions, and others who want to support neighborhood activities.

Dynamic Trends:

The public is growing more aware of their food choices and looking for better substitutes. A growing number of people with unique dietary needs or lifestyle preferences are driving an increase in demand for items that are sugar-free, vegan, and gluten-free. Customers are demonstrating a preference for supporting

neighborhood organizations and companies that give back to the neighborhood. They value things that satisfy their requirements while also having a beneficial social impact (Dell, A.C., 2020).

Main Competitors:

They have located several rivals who provide comparable goods and services in our potential and target markets. Local bakeries, grocery chains, and specialized food outlets fall under this category.

Advantages:

- They have an edge in meeting a variety of dietary needs because of our wide assortment of healthy baked products, which includes whole grain muffins, gluten-free cookies, sugar-free delights, and vegan alternatives.
- They stand out from other companies because we put a strong emphasis on educating our consumers about nutrition and offering them the tools they need to make educated decisions.

Weaknesses:

- As a new business, we would initially struggle to generate brand recognition and a devoted clientele.
- The industry's established competitors may make it difficult to gain market share and convert clients from their existing preferences.

PESTLE Analysis

Political: Obtaining required permissions and adhering to local laws governing food safety and health.

Economic: Consumer purchasing patterns and their willingness to pay a premium for healthy baked products may be impacted by the economy.

Sociocultural: Growing knowledge of and desire for better food alternatives, dietary restrictions, and neighborhood involvement.

Technology: To reach and interact with customers, internet ordering platforms are used.

Environmental: Emphasize an emphasis on environmentally friendly procedures, such as using locally produced ingredients and eco-friendly packaging.

Legal: Compliance with applicable laws governing the food sector as well as standards for allergy management.

SWOT analysis

Strengths: A wide variety of nutritious baked items that appeal to different dietary choices. Community impact and nutritional education are stressed. Delicious flavor and high-quality components.

Weaknesses: Possibility of very devoted customers and good word-of-mouth.

Initial low levels of consumer and brand awareness are weaknesses. Possibly difficult tasks in standing out among seasoned rivals (Petersen, J., 2020).

Opportunities: Include the expanding markets for dietary restriction-friendly foods and healthy snacks. Partnerships with neighborhood fitness facilities, wellness centers, and non-profit groups to increase reach and clientele.

Threats: Include fierce rivalry with already established bakeries and health food stores in the area. Changes in the economy that affect consumer buying patterns.

Marketing Plan

Marketing objectives:

- a) Increase public knowledge of the value of a balanced diet and other baked goods alternatives.
- b) Engage with a wide range of customers, including those who are health-conscious, have dietary limitations, and are motivated by giving.
- c) Sell baked items to raise money for the chosen charity.

Overall Marketing Strategy:

- a) Positioning: To set baked items apart from those sold at typical bake sales, and emphasize how healthy and wholesome they are.
- b) Identify and target those who are health-conscious, those who have dietary limitations (gluten-free, vegan, nut-free, etc.), and those who support the cause being pushed.
- c) Branding: Create a brand identity that embodies your commitment to community support, sustainability, and good health.
- d) Partnerships: To broaden your audience and access their networks, collaborate with nearby health food shops, gyms, social centers, or organizations that support your cause.
- e) Social Media Marketing: Encourage participants and contributors to share the information with their networks.

Implementation Tools:

- a) Product: Provide an extensive variety of nutritious baked products, including whole grain choices, sweets with less sugar, gluten-free options, and vegan and vegetarian selections. Make sure the food has top-notch components, a tasty presentation, and clear nutritional information.
- b) Place: Pick a location that will draw in the intended audience, like a farmers market, community center, or health fair. For greater accessibility, take into account internet solutions like establishing an e-commerce website or collaborating with surroundings delivery services (Smith, Z., 2022).
- c) Price: Consider the quality of the ingredients and the target market's willingness to pay when establishing competitive and appropriate rates for the baked products. To encourage larger orders, provide bundle discounts or package packages.
- d) Promotion: Establish a marketing strategy that uses a unified message across a variety of platforms, including social media, regional publications, neighborhood bulletin boards, and email newsletters. Utilize the persuasiveness of images by posting mouthwatering pictures of the baked items and emphasizing their health advantages.

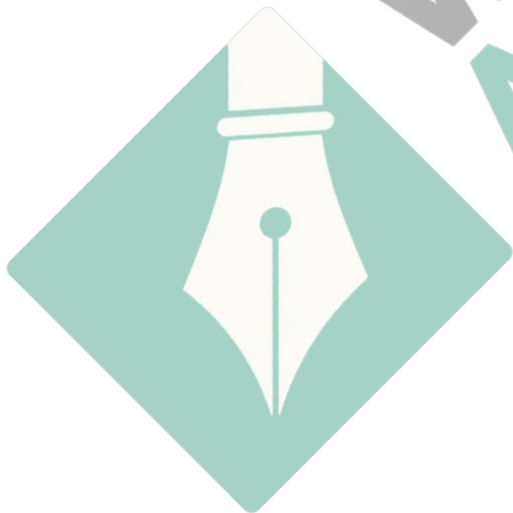
Measurement and control:

- a) Maintain track of attendance and participants to gauge the event's audience reach and degree of involvement.
- b) To determine the success of the campaign, keep an eye on social media metrics like reach, engagement, and shares.
- c) To assess customer satisfaction and pinpoint areas that need to be improved, get input from consumers, volunteers, and participants.

- d) To ascertain whether the event was successful in raising money for the cause, compare the cash raised with the original goal.

Marketing Budget:

- a) Venue rental costs, if required.
- b) The price of the baking ingredients.
- c) Supplies such as labels and packaging materials.
- d) Promotional products (flyers, posters, and banners).
- e) Budget for social media advertising, if applicable.
- f) Other costs (transportation, permits, etc.).



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Business Model

The Nutritious Bake Sale's business strategy focuses on planning and holding events where nutritious baked goods are sold to collect money for a certain cause. The essential elements of the business model are broken down as follows:

Value Proposition:

- a) High-Quality Healthy Baked Goods: Provide a variety of delicious and nutrient-dense baked goods, such as those made with whole grains, reduced sugar, gluten-free, and vegan/vegetarian ingredients.
- b) Support for a Cause: Establish a platform so that people may buy baked products and support an important cause, thereby integrating their consumption decisions with their values.

Key Activities:

- a) Recipe Development: Create and compile a wide variety of nutritious meals that adhere to dietary limitations and take preferences into account.
- b) Marketing and Promotion: Develop marketing campaigns, provide compelling content, and employ a variety of platforms to spread the word about the bake sale events, the charity being supported, and the nutritious baked goodies on offer.
- c) Preparing and Baking the products: Make sure you prepare and bake the products using high-quality components, ensure correct packaging, and provide clear nutritional markings.

Consumer Groups:

- a) Target those that place a high priority on their health and are looking for healthier versions of typical baked items.
- b) People with dietary limitations, such as those who choose a nut-free, gluten-free, or vegan diet, should be catered to.
- c) Attract people who are enthusiastic about the cause being sponsored and are prepared to help via their purchases.

Revenue Streams:

Sales of Baked Goods: Sell nutritious baked goods through bake sales or through online purchases to generate income.

Donations: Provide a way for clients and participants in the event to contribute more money to the initiative supporting the community.

Cost Structure:

- a) Costs of ingredients: Modify reserve some money to pay for premium ingredients that will result in tasty and wholesome baked goods.
- b) Operational Costs: Include costs for organizing the event, renting the space, obtaining licenses, purchasing supplies, packaging, marketing, and other items.
- c) Marketing and Promotion: Budget money for advertising on social media, marketing campaigns, and partnerships with influential people or regional businesses.
- d) Charitable Donations: Designate a percentage of the proceeds to go to the local charity or community organization of your choice.

Finance

Justified Pricing Strategy:

The pricing strategy for healthy baked products should be based on several variables, including ingredient prices, operating costs, market demand, and competition. It's crucial to carry out market research to comprehend the cost range for comparable items in the region before setting the rates. Take into account the perceived value of the items as well as the target market's willingness to pay for healthier alternatives (Dell, A.C., 2020).

The "Healthy Bake Sale" Business's Cash Flow Forecast and Profit and Loss Forecast for the First 12 Months of Operation:

- The typical monthly income from bake sales is £1,500.
- Operational costs per month (costs of ingredients, packaging, marketing, etc.): £800
- The goal for fundraising: £300
- Here is a condensed example of the cash flow prediction and profit and loss forecast for the first 12 months based on these hypotheses:

Cash Flow Forecast:

Month	Revenue (£)	Revenue (£)	Net Cash Flow (£)
1	1,500	800	700
2	1,500	800	700
3	1,500	800	700
4	1,500	800	700
5	1,500	800	700
6	1,500	800	700
7	1,500	800	700
8	1,500	800	700
9	1,500	800	700
10	1,500	800	700
11	1,500	800	700
12	1,500	800	700

Forecast for Profits and Losses:

Revenue: £18,000 (£1,500 per month x 12 months).

Costs: (£800 each month for a year) = £9,600

Net Income: Revenue minus expenses is £18,000 minus £9,600, or £8,400.

11 | 1,500 | 800 | 700

12 | 1,500 | 800 | 700

According to the profit and loss projection, the first year's total income would be £18,000, while costs will reach £9,600. The difference between sales and costs, or net profit, is £8,400.

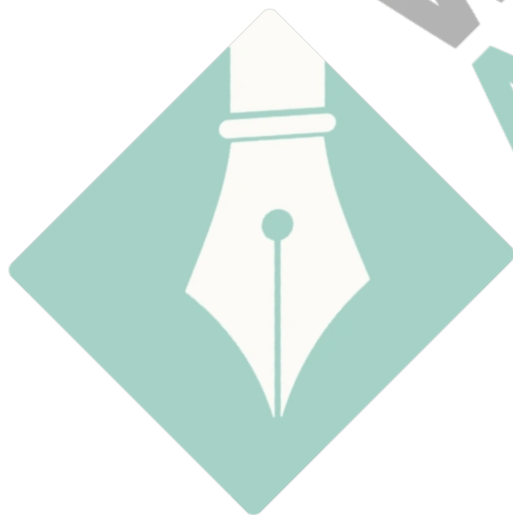
Funding Analysis and Strategy:

Through marketing the baked products and soliciting extra donations from clients, the fundraising goal of £300 may be met. It is doable to meet the fundraising goal in a few events with the presumptive monthly income of £1,500. During the checkout process, provide consumers the option to make donations over and beyond the purchase price.

Additionally, think about collaborating with nearby companies or individuals who may be eager to donate their time or money to the cause (Opsal, T. and Malin, S.A., 2020).

Financial Model Analysis:

The financial model should take into account all revenue streams, costs, and funding sources to give a complete picture of the financial performance of the company. It ought to take into account elements like variable costs, fixed costs, and overhead charges. Make sure the financial model reflects the assumptions and information gathered during the market research and earlier portions of the report, and that it is in line with the business objectives.



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Key Risk Areas

Risk: Limited Event Attendance

Factors:

- Lack of knowledge of the bake sale activities
- Competition with other occasions or pursuits
- Unfavorable weather

Impact:

- Lower-income generating

Conditions:

- Inability to raise the desired amount of money
- Insufficient marketing and advertising efforts

Contingency plans

- To increase awareness of the bake sale events, develop a thorough marketing and promotion plan that uses both online and offline platforms.
- Increase event exposure by working with neighborhood businesses, schools, and community organizations.
- Watch the weather forecasts, and in case of bad weather, prepare backup inside locations or rescheduling choices.
- To draw visitors, provide enticements like savings, exclusive deals, or freebies.

Quality and supply chain issues represent a risk

Factors:

- Inconsistent baked products quality
- A challenge finding high-quality components
- Delays or disturbances in the supply chain

Impact:

- Decreased repeat sales and negative customer experiences
- Failure to satisfy customer demand

Conditions:

- Absence of quality assurance procedures
- Fewer supplier choices

Contingency plans

- To ensure consistency and high standards for all baked items, implement tight quality control methods.
- Establish connections with dependable vendors who can deliver reliable ingredients.
- If the supply chain is disrupted, have backup sources or alternate ingredient possibilities.
- Maintain updates on your suppliers and keep in touch with them to prevent problems before they arise.

Risk: Financial Shortfall

Factors:

- Income from bake sales was less than anticipated
- Higher than-expected operating costs
- Inadequate donations to fundraisers

Impact:

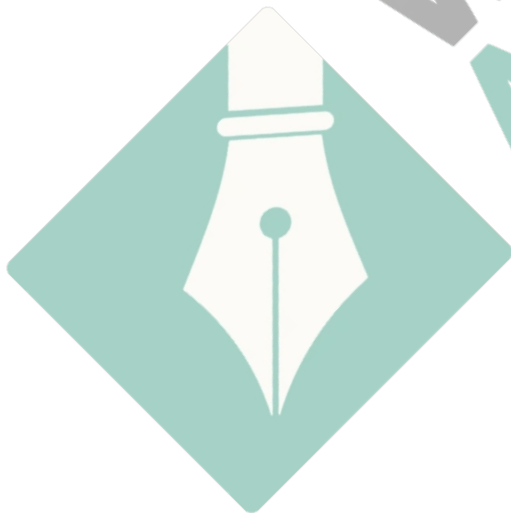
- Difficulty paying bills and keeping up with financial obligations
- Unable to contribute to the specified nonprofit or community organization

Conditions:

- Inadequate sales and fundraising techniques
- Absence of financial control and monitoring measures

Contingency plans

- To effectively track revenue and spending, and implement reliable financial monitoring and control systems.
- Evaluate pricing methods often and make appropriate adjustments.
- Investigate alternative revenue sources, such as joint ventures with nearby companies or sponsorship possibilities.
- To promote ongoing support and donations, and cultivate strong ties with consumers and the community.
- To see possible hazards and make the required corrections, frequently review and amend the business strategy and financial predictions.



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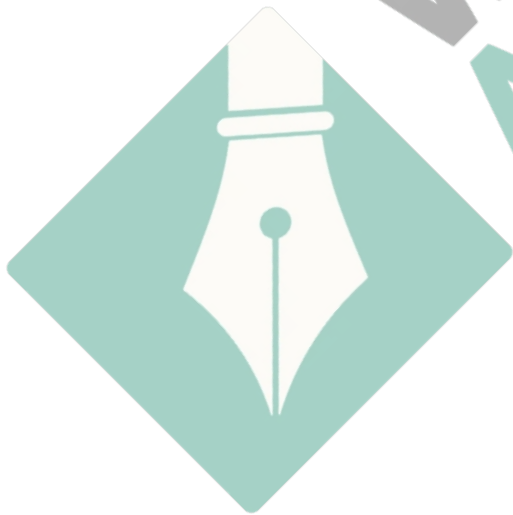
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Appendix

Number and list the appendices you have included in the report.



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