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**Question**

Using a company or business of your choice, write a good and customised business plan, covering all relevant aspects and analyses.

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 **EXECUTIVE SUMMARY**

CLARKSON Pastries Delight is a start-up bakery retail establishment located in Abuja, Nigeria. It has two partners and no share holder.It intends to catch the interest of a regular customer base with its broad variety of bread and pastries (bread rolls, bread buns,bread loaves, sugarmuffins,pies,cakes( wedding and birthdays among others), croissants,cupcakes etc.) It plans to build a strong market position in FCT and its neighboring states due to its partners’ industry experience and mild competitive climate in the area.

 **DESCRIPTION OF VENTURE**

CLARKSON Pastries Delight aims to offer high quality bread at a competitive price to meet the demand of the middle to higher income residents of FCT and the neighboring communities.

The bakery will provide freshly baked bread at all times during business operations. Four to seven moderate batches of bread will be prepared during the day to ensure fresh baked goods are always available.

There will also be distributors in all the major districts in Abuja and all the satellite towns in the FCT.

**INDUSTRY ANALYSIS**

The bakery will be located in Gwarimpa Avenue 2 Abuja, close to central area so that the goods can be delivered and accessed easily by customers.

The company (bakery) plans to build a strong market position in the town due to the partners industry experience and mild competitive climate in the area.

The company intends to hire two full time bakers by the second year and 4 marketers/drivers to handle customer service and day to day operations. My partner and I will manage the bakery and the accounts. We will also do the baking for the first year.

**MARKET ANALYSIS**

CLARKSON Pastries will focus on local markets, with a special focus on restaurant, supermarkets and hotel customers. It will also be opened to households within the whole of Wuse district and its environs. This will establish a healthy, consistent revenue base to ensure stability of the business. Highly competitive products and services are critical to capture this segment of the market.

**STRATEGIC HUMAN RESOURCE PLANNING**

The business will start-up four marketers/drivers to handle customer service and day to day operations. My partner and I will manage the business and the accounting aspect for the first three years. We will also do the baking for the first year. By the second year we will employ two full time bakers.

|  |  |  |  |
| --- | --- | --- | --- |
| **STAFF** | **YEAR 1** | **YEAR 2** | **YEAR 3** |
| Managers (2) | 40,00 | 60,000 | 100,000 |
| Bakers (2) |  | 30,000 | 50,000 |
| Marketers/Drivers (4) | 40,000 | 50,000 | 50,000 |
| Total People | 8 | 8 | 8 |
| Total Payroll | 80,000 | 140,000 | 200,000 |

**PRODUCTION PLAN**

The Bakery will be capital intensive (it will involve more machines than people).

The ingredients such as yeast, flour, liquid milk or cream, sweeteners (sugar, honey, molasses or jam), salt, eggs, butter will be gotten from Wuse market.

Machines or equipment involved include; Food processor, stone deck oven, Dough proofer, bread slicer, refrigerator, work table, sheet pan rack, bread pan, measuring cup, spatula and dough sheeter.

The whole production will take 8-10 hours.

* **Production cycle**

All ingredients will be measured by weight.

The yeast will be mixed with the liquid (milk, cream and water). Butter, sugar, salt, flavoring and milk powder will be mixed in the mixer or food processor. Eggs will be added one at a time and mixed until fully combined before adding the next egg.

The liquid/yeast mixture will be added and stirred. Floor will be added and mixed until it is all saturated.

The mix will be put in the food processor for kneading.

The dough will be allowed to rest for 5 hours for fermentation to occur. After the dough has fermented it will be cut into thin slices with the dough sheeter and shaped into rolls and leaves.

The dough will then be placed for 2 hours in the dough proofer to help the rising process by optimizing humidity and heat.

After it has proofed sufficiently it will be baked. It will be baked at 180-200-degree Fahrenheit for 45-60 minutes.

* **Business cycle;**

When the bread is ready it will be allowed to cool down for 30- 60 minutes. Afterwards, it will be wrapped and placed in the delivery truck for deliveries to be made.

**MARKETING PLAN**

CLARKSON pastries will make people aware of their products by giving out fliers, parading FCT with the branded delivery trucks, broadcasting on radio and giving out free samples.

CLARKSON bread will be distributed to wholesalers, retailers and even consumers.

CLARKSON bread rolls will be sold at 500 naira, buns at 350 naira and loaves at 400 naira.

* Controls

In order to prevent adulteration of our products, my partner and I will do the baking for the first year, afterwards we will hire a trustworthy baker. The bakery we also be out of bounds to outsiders.

**ORGANIZATIONAL PLAN**

CLARKSON Pastries will have two partners and there will be no shareholder for the first three years.

The partners are my humble self, Miss Obiora Peace and Miss Ikpa Udochi

Miss Udochi Ikpa has experience in business administration and finance. As such,she will handle all the accounts.

I, Obiora Peace have good experience in baking and marketing. Therefore, I will be in charge of the baking and marketing.

**ASSESSMENT OF RISK**

* Insurance will be put in place in case of risk such as fire accident.
* I and my partner will supervise all the affairs of the bakery.
* When recruiting staff, we would ensure that they are trust worthy.
* All equipment to be used will be the latest and of good technology.