

Marketing Strategy
 Main marketing strategy is word of mouth due to location.
 Cheaper foods to students and staff than any other places around the university.
 Advertising - posters around university.

What the business will need-
Staffing - University students, train them up.
Equipment - Ovens, heated display case, refrigerated salad bar, fridges, utensils.
Food hygiene standard - qualifications.
Refurbishment

Accounts Year 3 (£)

	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Revenue	10000	11000	12000	13000	14000	15000	16000	17000	18000	19000	20000	21000	22000	23000
Cost of Sales	(4000)	(4400)	(4800)	(5200)	(5600)	(6000)	(6400)	(6800)	(7200)	(7600)	(8000)	(8400)	(8800)	(9200)
Gross Profit	6000	6600	7200	7800	8400	9000	9600	10200	10800	11400	12000	12600	13200	13800
Operating Expenses	(2000)	(2200)	(2400)	(2600)	(2800)	(3000)	(3200)	(3400)	(3600)	(3800)	(4000)	(4200)	(4400)	(4600)
Operating Profit	4000	4400	4800	5200	5600	6000	6400	6800	7200	7600	8000	8400	8800	9200
Finance Costs	(500)	(550)	(600)	(650)	(700)	(750)	(800)	(850)	(900)	(950)	(1000)	(1050)	(1100)	(1150)
Profit Before Tax	3500	3850	4200	4550	4900	5250	5600	5950	6300	6650	7000	7350	7700	8050
Income Tax	(700)	(770)	(840)	(910)	(980)	(1050)	(1120)	(1190)	(1260)	(1330)	(1400)	(1470)	(1540)	(1610)
Profit After Tax	2800	3080	3360	3640	3900	4150	4400	4650	4900	5150	5400	5650	5900	6150
Dividends	(1000)	(1100)	(1200)	(1300)	(1400)	(1500)	(1600)	(1700)	(1800)	(1900)	(2000)	(2100)	(2200)	(2300)
Retained Profit	1800	1980	2160	2340	2500	2650	2800	2950	3100	3250	3400	3550	3700	3850

Accounts Year 2 (£)

	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Revenue	10000	11000	12000	13000	14000	15000	16000	17000	18000	19000	20000	21000	22000	23000
Cost of Sales	(4000)	(4400)	(4800)	(5200)	(5600)	(6000)	(6400)	(6800)	(7200)	(7600)	(8000)	(8400)	(8800)	(9200)
Gross Profit	6000	6600	7200	7800	8400	9000	9600	10200	10800	11400	12000	12600	13200	13800
Operating Expenses	(2000)	(2200)	(2400)	(2600)	(2800)	(3000)	(3200)	(3400)	(3600)	(3800)	(4000)	(4200)	(4400)	(4600)
Operating Profit	4000	4400	4800	5200	5600	6000	6400	6800	7200	7600	8000	8400	8800	9200
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Dividends	(1000)	(1100)	(1200)	(1300)	(1400)	(1500)	(1600)	(1700)	(1800)	(1900)	(2000)	(2100)	(2200)	(2300)
Retained Profit	1800	1980	2160	2340	2500	2650	2800	2950	3100	3250	3400	3550	3700	3850

Accounts - Year one (£)

	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Revenue	10000	11000	12000	13000	14000	15000	16000	17000	18000	19000	20000	21000	22000	23000
Cost of Sales	(4000)	(4400)	(4800)	(5200)	(5600)	(6000)	(6400)	(6800)	(7200)	(7600)	(8000)	(8400)	(8800)	(9200)
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Operating Profit	4000	4400	4800	5200	5600	6000	6400	6800	7200	7600	8000	8400	8800	9200
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SWOT Analysis

Strengths - Cheap
Weakness - Students Worst fit
Opportunities - If its cheap enough, students will go
Threats - Competition from other university eating outlets

Future Opportunities

- Franchise - across the country
 - Link with college courses in catering, work experience, Management university course
 - Additional shops near halls and other university campus
 - Expand menu - jacket potato, pizza, pasta, soups, Chicken drumsticks, eating areas

- Bakery located within the university for students and staff
- Selling cheap baked goods such as - sausage rolls, pasties, cakes, drinks, homemade sandwiches and a healthy option being a salad bar.
- It will be located where the old HSBC bank was on the main campus

Thankyou For Listening Any Questions?

Business Plan - 4P's

- **Product** - Freshly Baked products (Sausage rolls, cakes, pasties, sandwiches)
- **Price** - Low cost produce from local Macro, delivered daily
- **Place** - Located where old HSBC bank was
- **Promotion** - Word of mouth, Posters around campus

Mission Statement

- Big buns bakery will provide freshly made baked goods at affordable prices for students and staff within the university.
- It will provide affordable breakfast and lunchtime snacks to students and staff
- Excellent customer service & high quality food standards

Competitors prices

- University Shop - £3.40 Meal Deal (Sandwich, Crisp & Drink) Limited selection, Expensive
- Bar Yours - Hot food - Daily Special - £3.99 not including drink
- Maxwell - £3.00 Not including drinks

Primary Research

Student Life did a survey (June 2011) with students asking what they wanted on campus. The results were -

- Greggs
- Post Office
- Pharmacy
- Fish and Chip Shop
- Off Licence

Local Competition

Within University campus there are

- University shop- Sandwiches, Crisps, drinks
- Bar Yours- hot food, sandwiches, drinks
- Maxwell - Hot and Cold Food, Sandwiches, Drinks

Why would Big Buns compete with these?

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b a k e r y**

Georgina Dutton

TheCaseSolution.Com

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