

Business Plan

By

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Business Plan Idea

My business idea is to sell affordable and healthy lunch meals, supplemented with fruit and water.

Why I Want To Sell This

My research indicates that there is a need for healthy nutrition particularly lunch meals at workplaces and around the location. Places that sell healthy lunch meals are far from most workplaces and the community. The lunch break is usually just an hour and people do not have time to travel to town for a healthy snack.

Covid-19 has taught us many lessons, one of which is to take control of our lives and good care of our health. My aim is to help the community reach that objective at an affordable price.



Market

My target market is mainly teachers, learners, nurses and community members. As part of my wellness contribution, I also intend on supplying inkululeko with a variety of healthy lunch meals for their hiking learners and at a reasonable price.

Competition

There are several entrepreneurs in Makhanda who sell vetkoeks, fish, chips, and other fast foods. Yet, not many sell healthy, tasty, and affordable lunch meals. I see a gap in the market.

My Expectation

My aim for a month is to sell 100 Burgers and chips per month. One box of apples, one bag of oranges and naartjies, 80 bottles of spring water, 150 russian hotdogs, and 100 chilli cheese-dog bake.

My projection for the next year is to sell over 5000 burgers and chips, 3000 bottles of water, 6500 russian hotdogs, 4000 chilli cheese-dog bake, 1000 boxes of apples, 1000 bags of oranges and naartjies. I plan to expand and grow my business over time so that eating healthy is not only for the privileged.



Costs

100 X BURGER PATTIES	R410.00
100 X CHEESE GRILLERS	R950.00
5 X BAGS OF POTATOES	R335.00
10 X BOXES OF APPLES	R700.00
10 X BAGS OF ORANGES	R400.00
TRANSPORT (COLLECTING WATER, STOCK UP AND MAKING DELIVERIES)	APPROXIMATELY R350
5 X PACKETS CHEESE	R650.00
5 X BOTTLES SWEET-CHILLI SOURCE	R160.00

Costs

3 X BOTTLES OF COOKING OIL

R414.00

2 X BOTTLES OF TOMATO SAUCE

R90.00

3 X BOTTLES OF MAYONNAISE

R144.00

5 X 500G OF BACON

R600.00

10 X PACKETS OF LETTUCE

R160.00

10 X ROLLS OF CUCUMBER

R80.00

2 X FOOD WARMERS

R350

100 X ROLLS

R200

Costs

100 X BUNS	R200
100 X TAKEAWAYS	R65.00
100 X SINGLE TAKEAWAYS	R59.00
3 X BAGS OF APPLES	R195.00
3 X PLASTICS OF TOMATOES	R150.00
1 X BOX OF SERVIETTES	R95.00
2 X PLASTIC BAGS OF FORKS	R45.00
10KG X FLOUR	R87.00

Costs

7KG X ONIONS	R50.00
IKHOKHA MOVER PRO PAYING MACHINE	R449.00
100 X WATER BOTTLES	R350.00
BRANDING OF WATER BOTTLES	AWAITING QUOTATION
5 X PACKETS OF ANCHOR YEAST	R25.00
5 X BOXES OF FOIL	R60.00
5 X BOTTLES OF STEERS BURGER RELISH SOURCE	R150.00
5 X BOTTLES OF STEERS PREGO SOURCE	R150.00

Costs

5 X BOTTLES OF STEERS MUSTARD SOURCE	R150.00
CEREBOS TABLE SALT	R26.00
5 X BOTTLES OF CANNED CHILLI TOMATO RELISH	R310.00
2 X BUTTER	R70.00
PARSELY	R24.00
GARLIC POWDER	R25.00
TOTAL COSTS	R8728.00

Goods Sold

HEALTHY BURGER	~ R25.00
SMALL CHIPS	~ R8.00
LARGE CHIPS	~ R16.00
HOT DOG	~ R12.00
CHILLI CHEESE-DOG BAKE	~ R15
BOTTLE OF WATER	~ R10.00
ORANGE	~ R2.00
APPLE	~ R1.00
NAARTJIE	~ R1.00

Preparation will take approximately three hours per day.



Why Am I The Right Person?

I am a very punctual person. I will be the difference between cueing for food and being served on time. I am also a very diligent, honest person so I will form a mutually beneficial relationship with my customers.

When I worked as an Educator Assistant at NATHANIEL NYALUZA, there was a teacher who sold tasty vetkoeks, but often she would not have any food to sell which made it hard for customers, Especially if we did not bring a lunchbox on the day. Moreover, at times we felt her lunch lacked variety.

Customers appreciate good communication. I will put my customers first and I believe I am what my community needs right now. Many employees struggle to find places that sell healthy lunch meals and when they do, they still have to wait for their meal to be prepared. By the time their food is ready, lunch hour is almost over. I intend on closing that gap by serving customers on time.

