

Business Plan

for

BUS 101

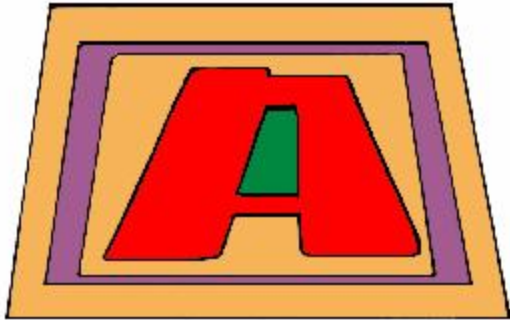
Intro. To Business



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BY

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Fruit Juice

a product from **A Group of Companies**

BusinessPlan

The Main Points



Introduction

The Product

Market Opportunities & Size

Weakness & Threats

Positives

Goals

Establishment Cost

Major Capital Expenditures

Organizational Structure

Variable Cost & Pricing

The Break Even Point (BEP)

Some Initial Promotional Activities

Conclusion

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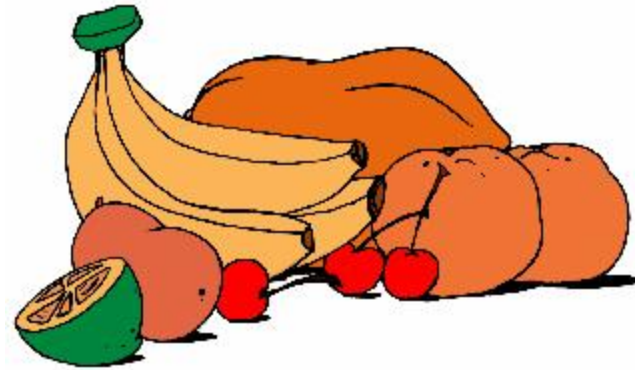
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Introduction

Plan
based on **ASSUMPTION**

The Product

Name : **A Fruit Juice**
Category : **Soft Drink**
From : **A Group of Companies**
Product : **mango – orange - lichi**



Market Opportunities & Market Size

3 Major GROUPS

1. The Low Income Group
non-regular
conscious about price

2. The Mid Income Group
more regular
conscious about price

3. The High Income Group
quality product

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140 millions of people

Young Generation
interested about new products
Big Market

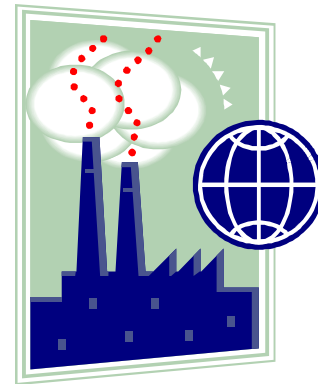
Weakness & Possible Threats



Established Beverage Companies
Better Product : Higher Price
Hard To maintaining Quality

Positives

Best Quality
Raw Materials From Local Market
Familiar Company
Introducing smaller packs



Government is encouraging agro-based industries

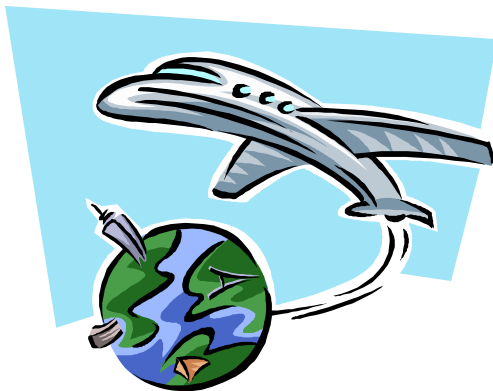


Quality Products

be major exporter of fruit juice within **2008**

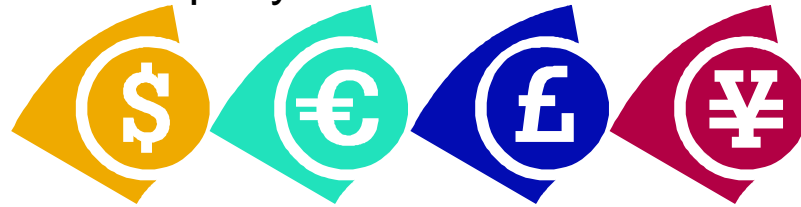
be market leader in Bangladesh within **2012**

ensure maximum utilization of **resources and manpower** through **effective leadership** and **motivation**



Establishment cost

Total Budget **85million Tk.**
company finance **65million Tk.**

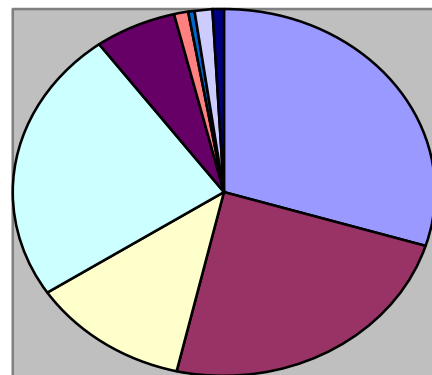


rest of **20 million Tk.** from share
2,00,000 share **100 Tk. each**

Capital Expenditures

Land & Building_____	Tk. 2,45,00,000.00
Plant & Machinery_____	Tk. 2,00,00,000.00
Cold Storage_____	Tk. 1,00,00,000.00
Lorries (10 X 2500000)_____	Tk. 2,00,00,000.00
Vans Tk. (10 X 500000)_____	Tk. 50,00,000.00
Legal Expenditures_____	Tk. 10,00,000.00
Recruitment_____	Tk. 5,00,000.00
Initial Advertisement & Promotion Expenditure_____	Tk. 10,00,000.00
Other Expenses_____	Tk. 8,00,000.00

Total Fixed Cost_____ Tk. 8,25,00,000.00



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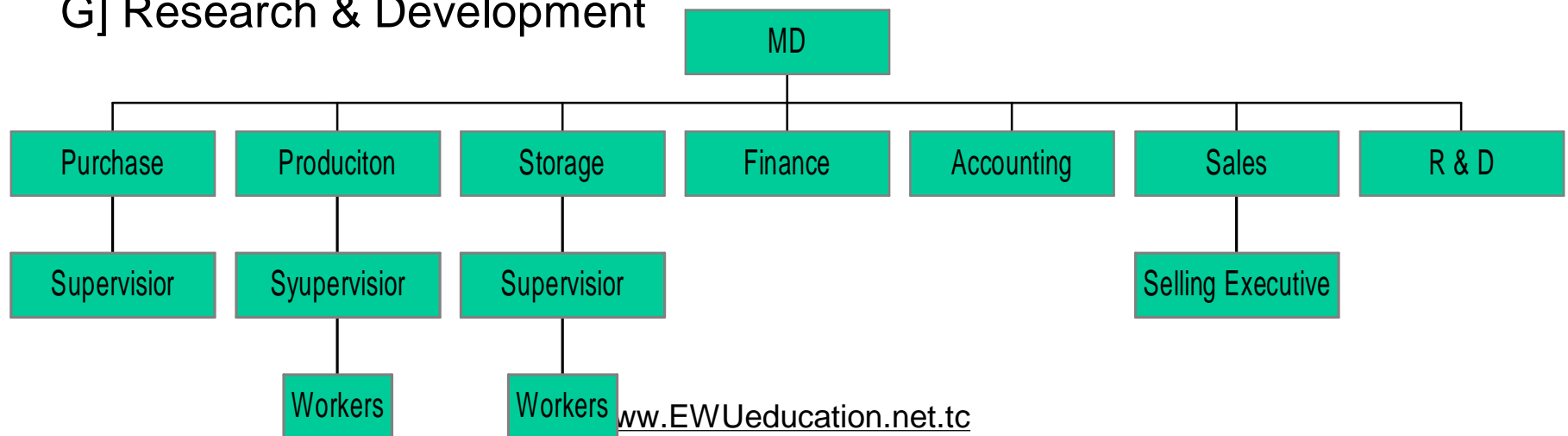
Organizational Structure

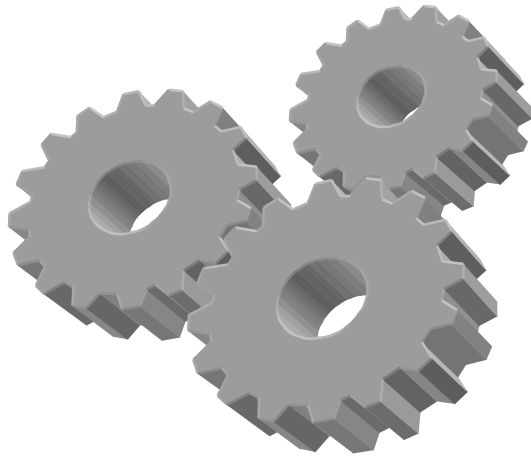
7 Departments

- A] Purchasing
- B] Storing
- C] Production
- D] Accounting
- E] Finance
- F] Sales & Marketing
- G] Research & Development



employee 100
worker 400





Variable Cost Per Unit

250ml

5tk

raw materials, labor cost, transportation cost and other costs
will increase when the factory will be regular

Product Pricing

retail price 12tk

dealer 10tk



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Break Even Point



Fixed Cost = Tk. 8,25,00,000.00

Variable Cost / unit = Tk. 5.00

Company's selling price = Tk. 10

16,50,000 units
within 10 years



Promotional Activities

Advertisement in **Media**

distribute **5000 units** of product at **free of cost**

Sell each unit **5tk.** In **Trade Fair**

Use Our **Own Market Network** (Dealers)

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Conclusion

Hard & Competitive Market
Good Administration & Management
Challenge
Effective & Flexible Plan



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