



The Maria Kownacka Primary School no 33 in Częstochowa - Poland

Business plan

School café

PTAKU

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I. Summary

Using gained knowledge , the students from class 5 c have decided to start a mini-company - a school café at the Maria Kownacka Primary School no. 33 in Częstochowa - Poland. The main aim is to spend nice time in a pleasant atmosphere. The potencial customers will be people at diffrent age as well as students and other people who visit our school. The school webpage will be used to advertise the mini company but also a board in front of the school shop. The information about products will be placed on the board. The role of this business plan is to control the activities taken by students.

II. Company description

1. Company name

School café „**PTAKU**”

ul. Goszczyńskiego 9/11

42-200 Częstochowa

Poland

2. Legal Status

Students activity withing the framework of students' co-op PTAKU.

3. Coverage

Gastronomy,

III. Market analysis

1. SWOT analysis

| | |
|-----------------------|------------------------------|
| Strengths : | Weaknesses : |
| Low prices | Can occur market competition |
| Weak and nice service | Low products |
| Nice atmosphere | Changing customers' tastes |
| Good quality products | |

IV. Product/Service

In our café you will be able to buy cakes, biscuits, healthy food , seasonal products. Our offer will characterised by the best quality and the best service.

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V. Market

1. Market analysis

The café will be run by students and there is no market competition. For sure we will gain new customers.

2. Suppliers

The products will be bought in a supermarket.

3. Customers

Our customers will be students, parents and teachers.

4. Prices

The prices will be established to assure sales and they will reflect the dynamics of cost, market demand and profit objectives. The discounts are planned to our regular customers.

VI. Marketing/Sales

1. Advertisement strategy

The promotional materials will be placed on boards, school newspaper and a school radio broadcasting center. We will promote the school café and we will encourage to engage our services .

VII. Management

1. Opening hours 9.40- 12.30

VIII. Management board

1. Task devision

Board

Manager : Iga Surlej

Assistant Manager: Szymon Aleksandrowicz

Secretary : Maksymilian Bodzioch

Supervisory board :

Maciej Sowiński

Marcelina Szczepanik

Amelia Trójczak

Audit board:

Victoria Szrajber

Zuzanna Wosik

Wiktor Wąsiński

IX. Financial projections

1. Table 1. Capital expenditure

Our own contribution **100 zł**

| Product's name | Products | Price | Amount | Cost |
|----------------|-------------|---------|--------------------|---------|
| cake | flour | 2 zł | 2 kg | 4 zł |
| | sugar | 2.50 zł | 1 kg | 2.50 zł |
| | eggs | 0.50 zł | 6 | 3 zł |
| | Coca powder | 5 zł | 1 bag | 5 zł |
| | Bananas | 2 zł | 3 bananas | 2 zł |
| | | | | |
| | | | | |
| | | | Total costs | 16.50 |

2. Table 2. Revenues

| Product's name | The cost of investing | Sales costs | Revenue (Sales costs – the cost of investing) |
|--------------------|-----------------------|-------------|--|
| Cupcakes | 20 zł | 15 zł | 35 zł |
| Chocolate biscuits | 19 zł | 18 zł | 37 zł |
| Chocolate cake | 28 zł | 25 zł | 53 zł |

| | | | |
|--------------------|-------|-------|-------|
| Strawberry | 15 zł | 15 zł | 30 zł |
| Healthy sandwiches | 30 zł | 25 zł | 55 zł |
| | | | |
| | | | |
| | | | |