



Candy land

For The Sweetest Memories.

Business Plan

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1 EXECUTIVE SUMMARY

The candy land come in different flavors; our candies/chocolates are very tasty and affordable to all buyers. Mostly our targets are persons who have a low budget and assures them that they can afford our products. You won't find fancy packaging, exotic ingredients, or exquisitely beautiful confections here. Instead, we focus on freshness and flavour obsessively. We are very confident enough that our customers will be satisfied and feel the urge to eat more of our delights because of its very tasty flavors. We will raise revenues through the efforts of our hardworking sellers and to people who really craves for it and also selling it with proper etiquette.

Our main objective is to sell prominent and well-known candies and chocolate through our retail outlet, where people will find different types of candies and chocolate according to their choice. Basically, we will serve people with prominent and well-known candies through our retail outlet. At The Candy Store, we're obsessed with making great tasting chocolates for a price most people can afford.

Our business aims to provide world class quality of candy to our customer/buyers; we plan to succeed in every part of our business. Our products are surely made from high quality ingredients. We aim to provide sweets craving customers with the satisfactory level they need. These candies come from a unique way. These candies are varied from the best and keeps on improving each day.

We have partners from all around the world; we have a professional team in improving our business. We ensure all our efforts are counted by the end of every month. We have honest and worthy partners to help ensure your investments in us. Our enterprise organizational strategies are just being "Honest" to customers and product providers. So in that way we will build strong relationship to our valued customers and product providers. We have the capabilities to storm every taste bud in this world. We can make quality candies/chocolates products that customers will love.

Our technology providers provide us with amazing techs that make our business faster and reliable. We have experts that help us in making our products high end and qualified



to the markets. We have trusted suppliers and have major services providers that helps incase our products will be jeopardize they will make our business smooth running. In this case our business complied with all the regulatory commissions passed the entire safety test and a responsible company.

Our Candy store is located one of the posh and easily identifiable places in the Chennai. Therefore, customers will easily identify our store but though we are market niche we have small segment of target customers. To attract our customers, we have developed a unique marketing strategy which is described in the promotional strategy of the report. The business will target 3 customer types. The children's and teens will be one target market. The area is the hang out place or children's and teens. They come up their family and friends and all them are actually belong to the well of family therefore we assume that they will be our fist type of target customers. The additional two target markets are the Adults and lovers.

Our candy shop is a small retail store where we only sell candy and chocolate to our targeted customers. The overall retail store is small. The total size of the retail store will be 1800 square feet. There will be car parking facilities for customers. We will put more emphasis on the decoration of the store so that it looks eye catchy and attractive.

The flow of our business will begin in the provider. It will respond to the new trend to the new trend of our company. Our insights are purely advance and amazing so that we can make things happier to our buyers.



2 COMPANY DESCRIPTION

Candy land will be organized as a limited liability company and will have its registration in Chennai. Mr. Anli Roy and Mr. Usman Ali will each own an equal share in the company. Our Candy store is located one of the posh and easily identifiable places in the Chennai. Generally, candies and chocolates can be found in local stores or bakeries. But in general stores the chocolates that are available are packed and stored using chemicals. Also, in bakeries we cannot find candies or chocolates of different varieties.

Mission Statement

“ To make people stress free from our product and to make our buyers happy and satisfied.”

The Opportunity

We have seen that many importers are importing chocolate and candy from all over the world and they sell this in a selective retail store. Where consumers will find both chocolate and candy as well as other necessary product but they are focusing very narrowly. Even the importers never advertise their product as a result the awareness of the various chocolate and candy is less. Even in market many people does not know the various brands of the chocolate and candy. Even those importer and local manufacturer still not able to create a profitable market with their premium product therefore we have decided to enter in this market by setting up retail store in chennai area. There are other reasons for selecting this business these areas-

- No competitors –First mover advantage.
- Less segment but profitable segment.
- Less risk and flexible enough to diversification.
- Government support for financing.



Objective Goal

“ To be a most prominent retail candy store business in the minds of our customers.”

Financial Objectives

These are the goals for the next three years for candy land

- Achieve Profitability before July of Year 2
- Earn approximately 1,000,00 sales by the end of year 3
- Pay owners and employees a reasonable salary when running a profit

Financial Considerations

Our Initial Investment will be 140,00000. Each investor will contribute equal amount of money which is 200000. We will also going to take 500000 bank loan at the interest of 10% which is payable in 3 years. This debt will cover our initial advertisement and other promotional cost. The business is expected to return complete investment before the end of the third year.



3 INDUSTRY ANALYSIS

3.1 INDUSTRIAL OVERVIEW

Candy, often known as sweets or lollies, is a sweet confection made primarily of sugar. Any sweet confection including chocolate, chewing gum, and sugar candy, falls under the genre of sugar confectionery. The coronavirus has had an effect on every business over

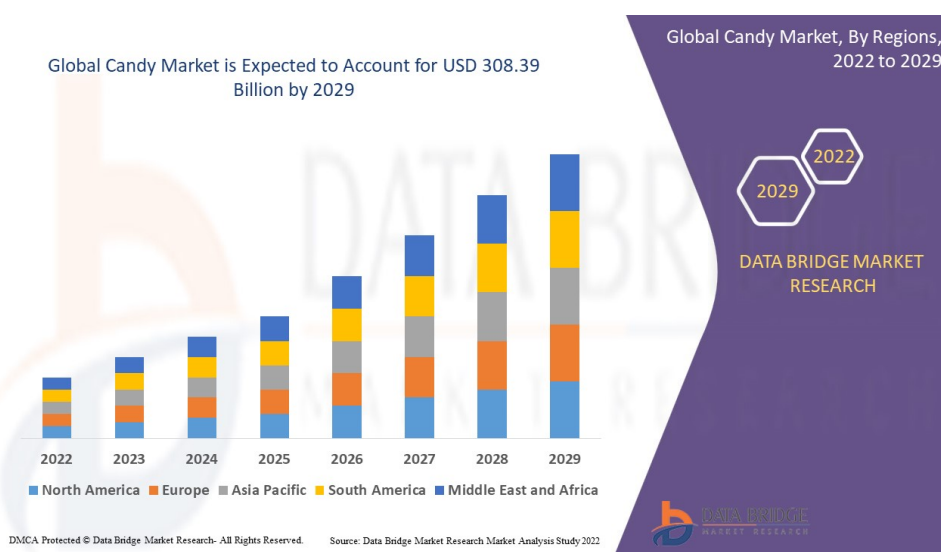


FIGURE 1: GLOBAL CANDY MARKET BY REGIONS, 2022 TO 2029

the past year, including the candy and confectionery sector, however briefly. Due to COVID-19, early candy market sales statistics showed a sharp fall in the gums and mints category while chocolate candy and non-chocolate candy both continued to experience rapid growth. Additionally, COVID-19 significantly altered the retail side of the candy industry. More customers began placing online grocery orders, from click-and-collect to home delivery. According to The Hershey Company, its e-commerce sales increased dramatically in March 2020, increasing by over 120%. Due to COVID-19 lockdown implementations and lockdown extensions, candy goods have gained prominence in homes all over the world. Due to more people working from home, there has been a rise in the taste for sweet indulgence, with customers choosing candy as a light snack. Furthermore, as nations recover from the effects of the worldwide pandemic, the shift in traditional food consumption patterns could pave the door for innovation across the candy market globally. A num-

ber of factors, such as increased product innovation by important companies, an ever-increasing population of young people and children, and rising personal disposable income, may be responsible for this increase in the value of the candy market. The market for confections is expanding primarily as a result of increased westernisation, modernization, and disposable income. An ever-increasing young population, the growth and expansion of the confectionery industry, and the rising appeal of dark chocolate are further indirect candy market growth factors. Producers have been forced to increase the variety of candies available in the market on a massive scale as a result of consumers' impulsive behaviour. Chocolate products always have either actual chocolate as an ingredient or a chocolate mixture that applies substitutes for certain chocolate components. Generally, butter made from milk or vegetable shortening is used to replace the more luxurious and expensive product that is cocoa butter. The chocolate category also encompasses final products like chocolate candy with infusions, panned chocolate candies, or molded chocolate candies. Non-chocolate products are defined through the government as the entire confectionery products that do not have actual chocolate or a chocolate compound as an ingredient in the mixture. The non-chocolate category encompasses candies like hard candies, jelly beans, marshmallows, and licorice. Candy production is mainly a seasonal business, with the majority of those involved in the market normally doubling their staffs during the winter months. Until very recently, candies made for a specific occasion or holiday – candy canes for Christmas or like in Easter with chocolate eggs, for example – were the bread and butter of specialty manufacturers. Recently, though, the major players and manufacturers have shifted into the seasonal business with specific packages for those special, important events.



3.2 CANDY MARKET DYNAMICS

Drivers

3.2.1 RISING DEMAND FOR SUGAR FREE CANDIES

The demand for sugar-free sweets, low-sugar chocolates, and confectionary items has increased along with rising health consciousness in recent years. As more people experience a sugar rush after consuming chocolates with a high sugar content, there is a surge in demand for sugar-free candies among the general public. The worldwide candy market is predicted to develop faster as a result of consumer desire for sugar-free candies.

3.2.2 PRESENCE OF LARGE NUMBER OF VARIETIES

The market's increased availability of a variety of candies, including both chocolate and non-chocolate options, has increased consumer demand for candies, which has been fueled by their impulsive buying habits. Candy sales worldwide have increased significantly as a result of customers' shifting tastes and preferences in developing economies.

3.2.3 HUGE DEMAND FOR CHOCOLATE CANDY

The market's increased availability of a variety of candies, including both chocolate and non-chocolate options, has increased consumer demand for candies, which has been fu-

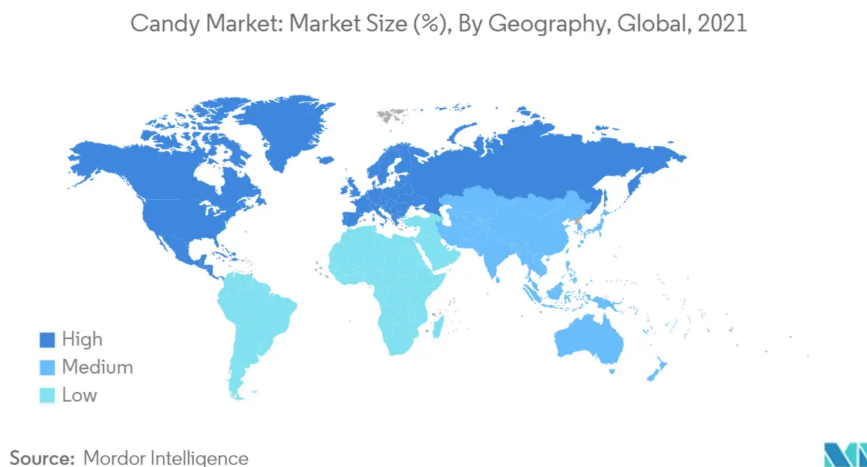


FIGURE 2: CANDY MARKET: MARKET SIZE(),BY GEOGRAPHY,GLOBAL,2021

eled by their impulsive buying habits. Candy sales worldwide have increased significantly as a result of customers' shifting tastes and preferences in developing economies.

3.3 COMPETITIVE LANDSCAPE

The worldwide candy market is extremely competitive and is characterised by the existence of numerous domestic companies that have successfully carved out a sizeable portion of the market. Perfetti Van Melle Group BV, Mondelez International Inc., Mars Incorporated, and The Hershey Company are just a few of the well-known participants. Launching a new product has emerged as one of the most crucial tactics to achieve a competitive edge due to the market's quick development. Following mergers and acquisitions, expansion has been a primary strategy for market participants. For multinational companies looking to increase their market presence, these strategic steps have proven effective.

3.3.1 MAJOR PLAYERS

- The Hershey Company
- Nestle SA
- Costa Coffee
- Perfetti Van Melle Group B.V.
- Mondelez International, Inc.
- Mars, Incorporated



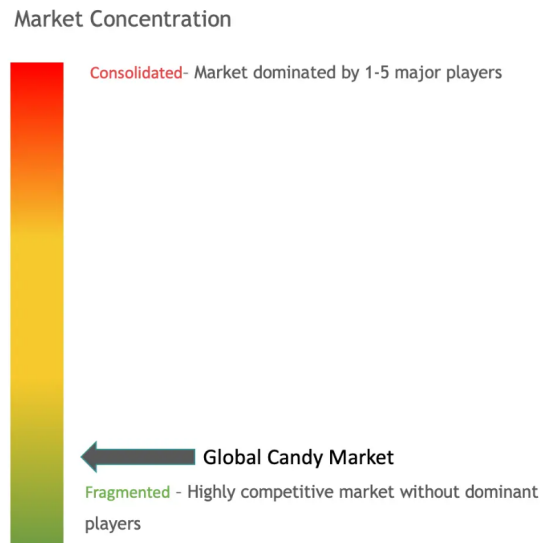


FIGURE 3: MARKET CONCENTRATION

3.4 PESTEL ANALYSIS OF CANDY STORE

In this PESTEL analysis, we review Candy store current market standings through political, economic, socio-cultural, technological, legal and environmental factors.

POLITICAL FACTORS

City laws, such as curfew hours or other municipal legislation, may affect business hours and sales.

The sweet industry relies heavily on international trade to stay afloat. The trade agreements between the manufacturing and consuming geographies are what enable this industry to thrive. If these sectors continue to have problems, it will have a negative impact on the coffee industry and increase production costs which could hurt candies - since the ultimate aim of this candy store is to make inexpensive candy for students to enjoy during their free time .

ECONOMIC FACTORS

A countries economy is very important to consider before venturing into any busi-

ness. Throughout the last 10 years many things have changed. People income has been increasing, the GDP and GNP of our country is also increasing. However the unemployment rate 2.5line. It is unfortunate but truth that those who are rich are getting richer and those who are poor are getting poorer. The urban growth rate is estimated at approximately 4.2 percent per annum therefore there is a imbalance in our economy. Another important factor that we should consider is that people's disposable income it is the money that people hold after all the expenses including tax. Basically this disposable income is getting lower because of the last 5 years inflationary (Inflation (CPI): 6.1target people is the upper class and higher middle class people living in Big cities we assume those people like to have candy and chocolate frequently and money is not a factors for them.

SOCIO-CULTURAL FACTORS

Despite the trend of enjoying sweet product, "going healthy" as a year's ultimate target is also a trend in the twenty-first century. As a result, some people are encouraged to exercise, avoid unhealthy foods, and reduce their sweet consumption because it causes diabetes. Health issues may be a factor affecting this sector, but the campaign of farmers doing all the work for not compensated fairly is still making headlines everyday. This may have an effect on this business because farmers processing coffee beans may be discouraged from continuing their work if fair payment is still unavailable.

TECHNOLOGICAL FACTORS

Technology is a very important to consider before venturing for any new business. The change in technology can hamper or even can developed the business more. However we have already known that India is a developing country and the growth of our country is very slow. But fortunately technologically our country has developed a lot. Most 5 Business Plan | [The Candy Store] importantly the communication process has improved dramatically. However, technological change can not



put any barrier in our business because we will adopt a latest technology to keep our goods safe and healthy. And for business accounting process we will use latest software and other security accessories to keep our business up to date. Besides that we have developed a policy that after 2 years all the machinery and electronic equipment will be updated and serviced

ENVIRONMENTAL FACTORS

Sustainable farming methods have helped the sugar industry tremendously. Over-irrigation of sugar-growing lands has resulted in a number of hazardous situations, as well as environmental degradation in general. As a result, the world is pushing for more environmentally sustainable farming practices, which will inevitably increase consumer prices.

LEGAL FACTORS

In the case of coffee, which falls under the category of food and drink, the legal consideration could be adhering to food requirements and policies. How to run a sweet store legally, how to handle equipment, how to keep the working area clean, and all of the requirements for keeping all food for the public.



4 MARKET ANALYSIS

The Indian Candy Market was valued USD 1643.64 Million in value terms in FY2020 and is forecast to grow at CAGR of 15.40

The Indian Candy Market is witnessing consistent growth, owing to increasing disposable incomes bringing brand consciousness and inclination towards imported products, and growing organised retail and e-commerce channels along with robust supply chain networks. Moreover, factors such as rising population, emergence of premium candy segments, and entry of foreign players are further fuelling the candy market in India.

Indians like to celebrate festivals by gifting sweets. Moreover, today's generation prefer candies as an alternative and they start relishing it at a pretty young age. While the West may be more calorie conscious, the Indian kids start off by indulging in all sorts of sugar boiled candies. No wonder, the candy industry is one of the synchronized and well-developed sectors among other sectors in the country.//

Post 2008 recession, the candy production has experienced rapid growth, on account of continuously changing lifestyle and economical development in the country. Today, India has become an attractive destination for investments and several large multinational companies are entering the market. This has resulted in gradual transformation of a commodity market into a branded products market, being dominated by multinational companies.

The Indian Candy Market can be segregated based on type, organized vs unorganized and region. The most dominant segment in the country is sugar candy, due to continuous launch of innovative products supported by aggressive branding. The adoption of premium chocolate candies as gifts on festivals and functions is also growing considerably in the country due to marketing and awareness of chocolate candies as a product by indulgence rather than impulse product.

The Indian Candy Market has also been segmented into organized and unorganized sector. In FY2026, organized sector accounted for a majority share in the Indian Candy Market; however, the unorganized sector is expected to decline during the forecast pe-



riod.

Perfetti Van Melle India Private Limited, Parle Products Private Limited, ITC Limited, Mondelez India Foods Private Limited, Nestle India Limited, DS Group Private Limited, Mars International India Private Limited, Lotte India Corporation Limited, Hershey India Private Limited, and Ravalgaon Sugar Farm Limited are some of the companies operating in the candy market of India.

4.1 MARKET SEGMENTATION

The company anticipates serving the needs of all the potential customers within a forty to fifty mile radius in which the approximate population is 7.2 million. The majority of the residents in this area are Hindus (85.31%), Muslims(11.63%), Jainism (2.31%), others(0.75%) with occupations classified as professional, homemaker, or retired. The majority of household incomes range from INR 50,000 – INR 150,000 (25.3%). The median income in this area is INR 60,534. The typical "head of household" age is 25 - 34 (22.4%) or age 34 - 44 (23.1%) with a median age of 44.4 years old and an average age of 32 years old.

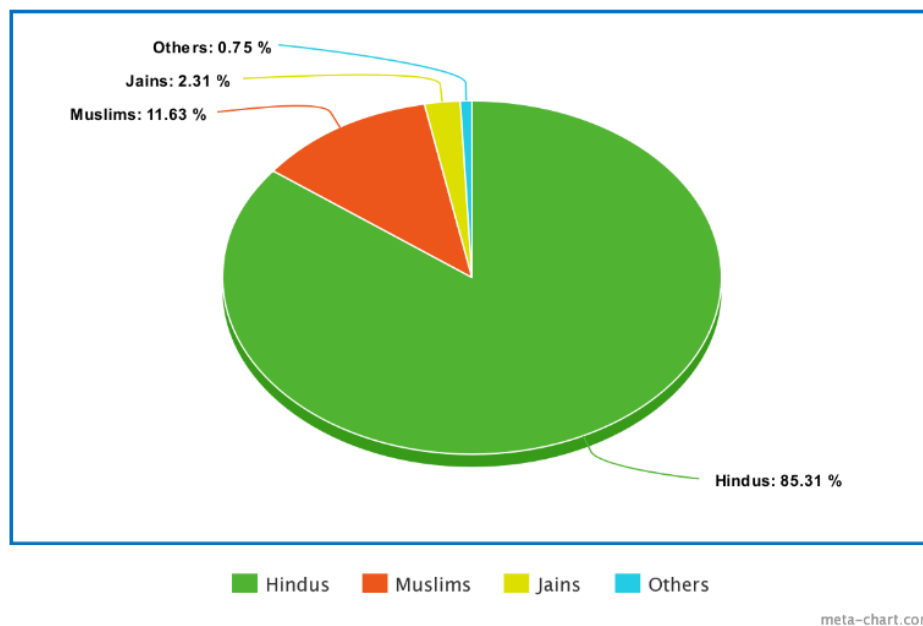


FIGURE 4: MARKET SEGMENT STATISTICS

Apart from the market division based on age, the target market will be divided into three

parts that are,

- Upper class
- Middle class
- middle class

That mean all age groups are the target market and we will try to cover them all by fulfilment of their requirements and demands. Main focus will be in targeting to the middle class or upper middle class section of the society.

Segments

Casual Shoppers

These are customers who go to the candie store with no set idea of what they want to eat. They seek to spend a fair amount of time browsing the store and often are considered impulse buyers. Often they leave the store with small purchases or without buying anything. These customers are attracted to candy store with low prices and large inventory.

"Hard to Find" Shoppers

These are customers with very specific needs. They are looking for a difficult to obtain item, usually a candy that is out of stock. If we can satisfy this customer, then we are able to build significant customer loyalty. These clients are generally price insensitive and are also drawn to stores that have large inventory.

Specific Category Shoppers

These customers are those types that generally buy candies of one category, such as toffee of special brand chocolate. These customers generally have a good idea of what they want to purchase and have the greatest buyback potential. These customers represent the highest volume purchaser, often leaving the store having spent INR 500 – INR 1,000.





FIGURE 5: CUSTOMER SEGMENT STATISTICS

5 MARKETING PLAN

For the shop or business to be profitable we should follow a particular marketing strategy. The marketing strategies would be

5.1 MARKET RESEARCH

No matter how good the product or service is, the venture cannot succeed without effective marketing. This begins with the careful, systematic research. It is very dangerous to assume that you already about your intended market. Thus market research is conducted to ensure the right track. For this purpose, an observation technique is being used and it has been analyzed that there is a need to open up a candy shop in location.

5.2 PROMOTION STRATEGY

Local Marketing

Candy stores are local businesses even if you are running a franchise stores, the local visibility of our business matters the most. The primary objective of any candy marketing strategy is to increase the footfall. The number of customers shopping at your place and enjoying the service. Google can be a savior in this scenario.

Most people look for candy stores on google. "Candy stores Near Me" is one of the common search queries in the local search category of Google. The question is how

to make our Candy store visible in the top 3 or top 5 cafes. The answer is local search engine marketing. You can enhance your Google My Business profile by adding all the information and following the guidelines given by Google. We can also try posting inbound blogs or short articles on our Candystore website. Though there is no right formula for improving your online presence organically, we can still contribute by offering valuable content regularly.

Social Media Marketing

Social media marketing is one of the significant marketing strategies for candystore. We can either opt for sponsored posts by spending some bucks to get followers and ultimately attract new customers. Or we can also consider organic posts and build a special social media strategy to promote our Candystore. Make sure we keep posting regularly and bring in a variety of posts that are promoting our cafe as well as engaging the target audience. For instance, we can put a post like- “what choco to give on our first date”. Engaging content like this can put us under the spotlight.

Offers Giveaways

Years old strategy, but still works the same! Offering some discount on our popular or most expensive Candy or giving away packages or offering group concessions; all such offers are always appreciated by customers. While strategizing such offerings, making sure we are considering our profit margin and delighting customers at the same time. Promoting our giveaways is equally important as offering giveaways. Make sure our offer reaches the right audience.

User-generated content

This store promotion idea is one of the most fruitful ones. We understand that gaining insights from customers is a tough part, but once we manage to engage our customers, using that data can be extremely beneficial. For instance, for any user who loves our candy and puts a review on Google, we can simply screenshot the review and post it all over our social media profiles. Or we can ask our followers to post images and videos of our cafe and tag our store. In a nutshell, when people notice



others posting their experiences (user-generated content), they tend to experience it too.

Physical Marketing

Nothing can beat the power of physical marketing. Though in this period of pandemic people are spending more time in-house and on the internet, having an offline marketing strategy is equally important.

There are multiple amazing ways you can reach out to our potential customers

- Participate in events where sweets are main part
- Place an ad in a local newspaper
- Distribute flyers roadside hoardings

We plan to advertise store on radio, in newspapers and magazines because we intend to attract the people who love sweet .

5.3 PRODUCT STRATEGY

We have already described our product line category. We will have a vast candy and chocolate product line so that customers can have different choices. And most importantly we will have every kind of candy and chocolate so that customers can use that in different occasion for their consumption. Besides that we think that our shop has the best product to give someone's loved one.

India has more than 50% of its population below the age of 25 and more than 65% below the age of 35. Age Structure: -

- Group-I 0-18 years: 38 % (0.48 billion)
- Group-II 19-35 years: 27 % (0.34 billion)



- Group-III 36-65 years: 30 % (0.38 billion)
- Group-IV 66 above: 5.3% (0.06 billion)

We have made separate plan for separate age groups.

- We will be targeting the first three groups covering 94.7% of population. The strategy is purely penetration into Indian candy/chocolate market.
- We would like to target the population with the same products. No new product.
- In the marketing plan we have suggested collaboration with many institutions organization's. We are also outsourcing to prepare marketing plan for college students.

5.4 PRICE STRATEGY

The pricing strategy is the mix of both – penetration pricing + psychological pricing. Penetration pricing - The price charged for products and services is set artificially low in order to gain market share. Once this is achieved, the price is increased. Psychological Pricing. - This approach is used when the marketer wants the consumer to respond on an emotional, rather than rational basis.

All of the product will be priced according to their cost of purchasing. We will adjust price after every one year with the inflationary trends. Through we are selling a premium product therefore our product price will be little bit higher then others. However we will try to price our product at a competitive level. So that customers can not be dissatisfy.

- Musketeers chocolate – Rs 50
- ABC candy letters – Rs 50
- Airheads blue raspberry – Rs 50
- Airheads Theatre Box– Rs 50
- American box – Rs 100

- American hard gums – Rs 100
- Anglo Bubbly Bubble – Rs 100
- Aniseed twist – Rs 100
- Apple Bon Bons – Rs 130
- Apple Cubes. – Rs 130
- Aromatics – Rs 130
- Barley sugar – Rs 130
- Barratt Dusted Milk Bottles – Rs 130
- Barratt's liquorice catherine Wheels (Bulk box) – Rs 130
- Barratt's liquorice Wands – Rs 130
- Barratts Bananas – Rs 150
- Barratts Dip Dab – Rs 150
- Barratts Hard Liquorice Stick – Rs 150

5.5 SWOT

Strength

- High quality and healthy product
- Good hard-working people
- Experienced and entrepreneurial management and board.
- Multiple suppliers ensure product availability

Weakness

- Ensuring good quality products to the customers
- To keep price of the product low, as it is a price sensitive market

Opportunity

- Upscale market, likely to remain stable
- Distinctive name and packaging

Threats

- High Level of competition from the well established brands
- Premium price may limit access to mass market

5.6 TARGET MARKET

Apart from the market division based on age, the target market will be divided into three parts that are,

- Upper class
- Middle class
- middle class

That mean all age groups are the target market and we will try to cover them all by fulfilment of their requirements and demands. Main focus will be in targeting to the middle class or upper middle class section of the society.

6 MANAGEMENT TEAM

6.1 ROLES AND RESPONSIBILITIES OF THE DIRECTORS

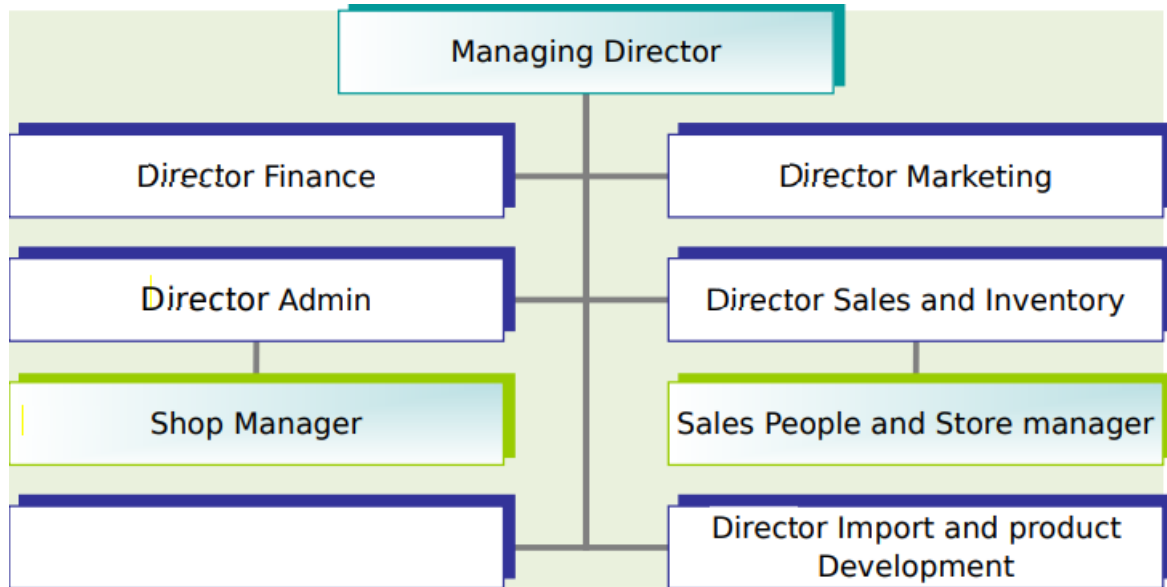


FIGURE 6: SUNSHINE SOFTWARE

From the above organ gram we can see that there will be one shop Manager in the shop, who will deal with all official and related issues of the business. All kinds of official affairs will be reported to the Directors. Moreover, directors will possess the authority to change any procedure if he thinks necessary, but in this case, decision of the directors is mandatory

6.2 ROLES AND RESPONSIBILITIES OF THE MANAGER AND OTHER PERSONNEL

There will one office Manager in the shop he will manage the day to day business activity and report the relevant information to the responsible directors.

Shop Manager : After the owners, he is the second most important and powerful position in the shop. The main responsibility of this post is to carry out the policies issued by the owners. He also oversees the present ongoing situation in the shop so that everything goes towards organization's prosperity.

Salary: 10000 monthly.

Duties and Responsibilities:

- Coordination and control all problems and issues.
- Always need to oversee the present ongoing situation in the studio.
- Implements policies for the sound growth of the organization.
- Maintain a sound environment in the factory through monitoring the people.
- Resolve any critical issues related to HR or day to day operations.

Security Guard : Two security guards will be recruited on shifting basis on our shop.

Their salary will be decided according to the typical salary rate on the market.

Salary: Each As per current market rate Job description.

He has the job of keeping the security system of the shop and helps the studio supervisor and the assistant supervisor to keep the studio and the pad secured. So, customers feel safe regarding their vehicle and instruments.

Duties and Responsibilities:

- Handle any awkward situation.
- Ensure shop security.
- Protect the customer and owners vehicle.
- Protect the shop premise.

Sales People: Those who are responsible for selling candy and chocolate to the customers.

Salary: Each 7000

Duties and Responsibilities:

- Sales candy and chocolate



- Keep record of each sell
- Keeping customers information

Store Keeper: There will be only one store keeper who are responsible for keeping the warehouse clean and safe.

7 OPERATIONAL PLAN

7.1 BUSINESS TRANSACTION:

We have made the decision to include the pricing list for every item in our retail store. Customers will order an item after making their selection, and we will deliver it right away. The customer has two options for paying the bill: cash or credit card. We will utilise a computer and barcode reader to maintain accurate records of the sold items.

In online orders UPI is accepted.

7.2 HOURS OF OPERATION

6 days of the week except for Thursday.

working hours of the store: 9:30 AM - 9:30 PM.

online delivery: 10 AM - 8 PM.

With extended hours during festivals.

7.3 METHOD OF SERVICE DELIVERY

AT STORE

In our retail store we have decided to put the price list in all the items available. After choosing the items, customers will order that item and we will give them instantly.

ONLINE

For the online service of our products we are tied up with big online delivery companies like the big basket, Where customers can order our candies or premium products which can be delivered in 30 - 60 minutes with very delicate and beautiful packaging

For online delivery, we are tied up with one of the biggest online grocery delivery company big-basket



BIG-BASKET



FIGURE 7: BIG-BASKET LOGO

One of India's biggest online marketplaces for groceries is called Big Basket. Hari Menon, VS Sudhakar, V S Ramesh, Vipul Parekh, and Abhinay Choudary launched it in 2011. Its main office is in Bengaluru. It runs in more than 30 Indian cities. Big Basket sells a wide range of goods, including packaged snacks, beverages, fresh fruits, vegetables, food grains, oil, masala, household essentials, and healthcare items. Its inventory includes more than 20,000 goods from 1,000 different manufacturers. Through an internet service, customers may order groceries that will be delivered right to their door. Bigbasket is worth \$1.8 billion in total. It now qualifies as a unicorn. Alibaba Group, Abraaj Group, Ascent Capital, Bessemer Venture Partners, Brand Capital, Helion Venture Partners, IFC Venture Capital Group, LionRock Capital, Paytm Mall, Sands Capital Management, Sands Capital Ventures, Trifecta Capital, and Zodius Capital are a few of the investors.

7.4 SUPPLIERS DESCRIPTION OF CANDY AND CHOCOLATE

CLOUD CANDY FACTORY

Candy Cloud Factory is a Dessert Parlor located in Koramangala Bangalore, Best known for its unique desserts made from cotton candy. It is the Instagram famous cafe covered by Curly Tales, Whats Hot Bangalore, Times Of India, Bangalore Mirror, The Hindu, and Many others. The Cute and Fairy-tale like interiors makes it attractive and presentable to people. Listed as one of the most Date-Friendly Place in Bangalore, Candy Cloud Factory

also runs a year round discount for students.

Name	Cloud candy factory
Type	Manufacturer
Emplayoees	51-100 employees
Product	Confectioneries, Candies, Tea & Coffee, Biscuits, , Oils, Vacuum Pouches
Address	88, Jyoti Nivas College Rd,Koramangala, Bengaluru, Karnataka 560096

TABLE 1: CLOUD CANDY FACTORY

BLISS CHOCOLATES PRIVATE LIMITED

The passion for creating something exclusive, more defined, blending in the best from around the world – be it people, technology or simply the ingredients. We are very passionate about Chocolate and that’s exactly what defines Bliss and the people behind it. Like all great ideas have a story, we have one and believe we can make Bliss Chocolates a successful idea! Here goes the story – One Friday evening ‘Bliss’ was conceived when savouring melted couverture chocolate over a browine with the view of the Sydney Harbour Bridge, and as they say – the rest is History!

Name	Bliss Chocolates
Type	Manufacturer
Emplayoees	500-1000 employees
Product	Confectioneries, Candies, Tea & Coffee, Biscuits, , Oils, Vacuum Pouches
Address	88, 5th Block,Whitefeild ,Bengaluru, Karnataka 560096

TABLE 2: BLISS CHOCOLATES PRIVATE LIMITED

MANGHARAM CHOCOLATE SOLUTIONS

We are Indias’ first company to offer Total Chocolate Solutions. We manufacture and supply Chocolate Machines and Melters. We supply Chocolate Moulds and Materials...in fact, Everything in Chocolate ! Our customers include the creme de la creme of India’s Star Hotels, Bakers and Confectioners, Institutions and Chocolatiers. We have been the back-end of the Chocolate Industry since 27 years and enjoy the patronage of more than

2000 customers in India and abroad. We look forward to having you as our satisfied customer and MAKING YOUR CHOCOLATE DREAMS COME TRUE...

Name	Mangharam Chocolate Solutions
Type	Manufacturer
Emplyoees	500-1000 employees
Product	Confectioneries, Candies, Tea & Coffee, Biscuits, , Oils, Vacuum Pouches
Address	No: 14, 1st Floor, I Park,2nd Phase, Peenya, Bengaluru, Karnataka 560058

TABLE 3: MANGHARAM CHOCOLATE SOLUTIONS

BASIC INFORMATION ABOUT COMPANY

7.5 QUALITY CONTROL

Have you ever purchased a product and been so excited to open it just to learn it is broken or something is missing? But in our case Manufacturers will ensure their products satisfy their customers and meet the standards they claim. And the store manager will also checks every product if the customers are not satisfied with the product quality And in online orders if customers find any problem they can complain about the product to our online website we will refund the full amount.

8 PRODUCT AND SERVICE AND DEVELOPMENT PLAN

8.1 PRODUCTS

Candy Items

- Musketeers chocolate
- ABC candy letters
- Airheads blue raspberry
- Airheads Theatre Box
- American box
- American hard gums
- Anglo Bubbly Bubble
- Aniseed twist
- Apple Bon Bons
- Apple Cubes.
- Aromatics
- Barley sugar
- Barratt DUsted Milk Bottles
- Barratt's liquorice catherine Wheels (Bulk box)

Candy Items

- Classic Salted Caramels.
- Dark Milk Tas De Nois.
- Gray Smoked Salt Caramel gift box.
- Wrapped Three-Bar Gift Set,
- Single-Origin Truffle Collection,
- Tokyo and SF Collection Box,



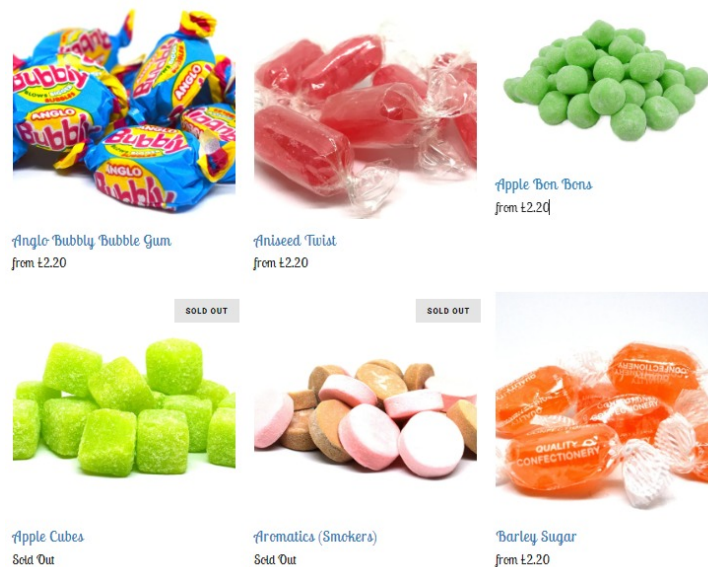


FIGURE 8: CANDY-ITEMS

- Assorted Chocolates, 1 lb,
- Springtime Truffles,
- Toffee-ettes,



FIGURE 9: CHOCOLATE-ITEMS

8.2 PRODUCT DEVELOPMENT PLAN

There are a number of tactics we will try to use to introduce to yield higher earnings:

- Offer candy gift baskets, both for pickup and delivery
- Accept custom orders for consumers hosting special events
- When looking to build supplier relationships, turn to small, local candy makers. This builds professional relationships within the community and creates a positive image amongst consumers
- Offer seasonal treats for the holidays

- Sell ice cream and/or frozen yogurt, particularly during the off-season months
- Host birthday parties and private events. Candy buffets for weddings and graduation parties have gained popularity over the last decade
- Invite children into your manufacturing facility for field trips Host candy-making classes
- Sell wholesale to local grocers, restaurants, and specialty food stores

Some of the extra items which will be required for the decoration of the store and employees uniform

New Heart Shaped Foil Candy Box \$2.99 - Candy Packaging Supply
 Holds 8 ounces of chocolate
 Square Clear Plastic Box \$.79 - Candy Packaging Supply
 Clear Plastic Candy Favor Box 2 1/2 " square 2 piece
 Extra Large Clear Plastic Box \$1.99 - Candy Packaging Supply
 8-1/2 X 4-1/4X1-5/8 Clear Vinyl Box
 Medium Clear Plastic Box \$1.69 - Candy Packaging Supply
 5 1/2 x 3 3/4 x 2" Clear Vinyl Box
 Rectangle Clear Plastic Box \$1.69 - Candy Packaging Supply
 Clear Plastic Candy Favor Box 8" long 1 piece
 Clear Oval Candy Box \$1.29 - Candy Packaging Supply
 Triple Truffle Box - Holds 3 truffles
 Caramel Apple Sticks \$3.75 for 25 - Candy Packaging Supply
 5.5" Caramel Apple Sticks
 Chocolate Sucker Sticks - Candy Packaging Supply
 Use with Oreo cookie suckers and sucker molds.
 Candy Foil Wrapping - Candy Packaging Supply
 Candy Foil Wrapping to add great shiny color to your chocolate.
 Mocha Spoon Handles- Gold \$2.99 - Candy Packaging Supply
 When finished the spoon is solid chocolate. 15 spoons handle. For use with spoon mold.

8.2.1 A WEBSITE FOR OUR BUSINESS

A website is necessary for our candy store, as it allows customers to purchase products anywhere in the world. It also provides an online presence that can help to attract new customers and build the brand. Additionally, a website allows us to share product information, news, and updates with our customers. Finally, a website allows us to accept payments and ship orders directly to our customer's doorsteps. It will take our candy business to the next level.



FIGURE 10: OUR WEBSITE

9 FINANCIAL PROJECTION

For the profit loose analysis we have calculated the possible cash flow statement, income statement and balance sheet. From these we can understand whether our business will be feasible or not. We have calculated the three years income statement and cash flow statement. These financial projections is stated below-

9.1 INCOME STATEMENT

Three Year Income Statement				
		Year1	Year2	Year3
Revenue:				
	Gross Sales	7000000	10500000	14000000
	Net Sales	7000000	10500000	14000000
Cost of Goods Sold:				
Beginning Inventory		0	500000	500000
Add:	Purchases	5000000	7000000	9000000
	Freight-in	50000	1000000	1000000
	Direct Labor	912000	912000	912000
	Indirect Expenses	10000	35000	35000
		5972000	9447000	11447000
Less:	Ending Inventory	0	200000	100000
Cost of Goods Sold		5972000	9247000	11347000
Gross Profit (Loss)		1028000	1253000	2653000
Expenses:				
	Advertising	100000	100000	100000
	Contract Labor	20000	20000	20000
	Depreciation	0	70000	70000
	Maintenance	15000	15000	20000
	Miscellaneous	0	0	0
	Office Expenses	4000	4000	3000
	Permits and Licens	0	0	0
	Rent	250000	250000	250000
	Repairs	0	200	0
	Telephone	6500	6500	6000
	Utilities	125000	125000	120000
	Vehicle Expenses	140000	140000	150000
	Salary	912000	912000	912000
Total Expenses		1572500	1642700	1651000
Net Operating Income		-544500	-389700	1002000
Net Income (Loss)		-544500	-389700	1002000

FIGURE 11: INCOME STATEMENT

9.2 CASH FLOW PROJECTION

Cash Flow Projection				
		Year1	Year2	Year3
Beginning Cash Balance		7000000	10500000	14000000
Cash Inflows (Income)				
Total Cash Inflows		7000000	10500000	14000000
Available Cash Balance				
Cash Outflows (Expenses):				
	Advertising	100000	100000	100000
	Contract Labor	20000	20000	20000
	Depreciation	0	70000	70000
	Maintenance	15000	15000	20000
	Miscellaneous	0	0	0
	Office Expenses	4000	4000	3000
	Permits and Licens	0	0	0
	Rent	250000	250000	250000
	Repairs	0	200	0
	Telephone	6500	6500	6000
	Utilities	125000	125000	150000
	Vehicle Expenses	140000	140000	6000
	Salary	912000	912000	912000
Subtotal		1572500	1642700	1537000
Total Cash Outflows		1572500	1642700	1537000
Ending Cash Balance		5427500	8857300	12463000

FIGURE 12: CASH FLOW PROJECTION

9.3 PRO FORMA BALANCE SHEET

Assets				
Current Assets:				
	Cash		14000000	
	Merchandise Inventory		5000000	
Total Current Assets				9000000
Fixed Assets:				
	Vehicles	2000000		
	Furniture and Fixt	1500000		
	Equipment	1500000		
Total Fixed Assets				5000000
Total Assets				14000000
Liabilities and Capital				
Total Liabilities				0
Capital:				
	Owner's Equity		14000000	
Total Capital				14000000
Total Liabilities and Capital				14000000

FIGURE 13: PRO FORM BALANCE SHEET

From the above income state cash flow statement and balance sheet we see that our business is very much profitable though in the first two years we are losing money instead of getting profit. However in the last three years we have made a profit. From the cash flow statement we find that the Ending Cash Balance for the first year is 5,427,500 rs, second year is 8,857,300 rs and third year is 12,463,000 rs.

10 APPENDIX

10.1 SUMMARY OF FEASIBILITY ANALYSIS

Feasibility consists of two primary tests, concept testing and usability testing. The study looks at the entire structure, needs, and operations of our business. For Candystore, the feasibility testing will consist of three basic factors: the first one will be the entire structure of the firm in which we will include all the infrastructure of the firm, where it will be located and which equipment we will require and how it's going to work for the organization.


The entire structure consists of a management team, suppliers, and distributors. Further breaking down, these factors are also composed of equipment and other stuff to furnish the outlet. Need and consumer demand will be forecast on a weekly basis. For casual specific category shoppers, The queries will often be taken before it is carried out to the end user. Certain operations comprise of the sale and purchases of candies from specific suppliers and the other raw material will be purchased in bulk. The working environment for the employees will be stated in the job description letter.


10.2 RESUME OF MANAGEMENT TEAM MEMBERS


Mark Wood


Retail Manager

Contact

(281) 784-7895 

srobinson@icloud.com 

45 Thatcher Court,
Houston, TX 77047 

linkedin.com/in/SRobinson 

Summary

- Retail manager with 6 years of experience in the clothing and accessories industry
- Lead a team of 15 sales associates to drive sales and strengthen brand loyalty
- Average \$400,000+ in annual sales revenue
- Named “#1 Store in the District” for producing yearly sales growth

Education

(May 2016)

AA in Business Administration,
Johnson Community College
– Houston, TX

Key Skills

Expense Management



Hiring & Training



In-Store Logistics



English and Spanish



Problem solving



Team leadership



Certifications

(May 2016)

Retail Management Certificate
Johnson Community College

Professional Experience

RETAIL MANAGER

PACIFIC SUN – Houston, TX

SEP 2020

– Present

- Exceeded annual sales forecast by \$100,000 in first year as store manager
- Analyzed sales data, including profit and loss statements, to compose a store budget that cut costs by 22%
- Developed a product processing system that expedited merchandising by an average of 3 days
- Plan and implement all seasonal floorsets to ensure they meet company standards and deadlines

ASSISTANT MANAGER

FOREVER 21 – Houston, TX

JUN 2016

– AUG 2020

- Supported the store manager to increase monthly sales revenue by 15%
- Recruited, hired, and trained 20+ associates, developing them into productive team members with excellent product knowledge
- Protected store assets and merchandise by adhering to company operation standards
- Coordinated schedules and training programs for the store’s 30-employee staff
- Awarded Employee of the Year award after filling in as manager in June and July of 2019

Sidrah Amin

57B - Bazaar samiti, Patna

Phone: +91-9471241043

E-mail: sid-amin-girl123@gmail.com

"A confident, enthusiastic and pro-active individual, with a proven record of achieving targets in difficult environments in an organised and efficient manner. A graduate with experience of international working environments."

PROFESSIONAL QUALIFICATIONS

- Indian Institute of Management, Ahmedabad (2018 - 2020)
Masters in Business Administration
- University of Delhi (2015 - 2018)
Bachelors of Arts.

PROFESSIONAL SKILLS

- Very good writer
- Good at team coordination
- Basic knowledge of C/C++ programming language
- Have basic knowledge of MS office, MS Excel

WORK EXPERIENCE

New but very ambitious to show my skills to the companies.

Jessica Claire

Montgomery Street, San Francisco, CA 94105
resumesample@example.com

Summary

16 Year old male who is highly energetic, outgoing and detail-oriented. Handles multiple responsibilities simultaneously while providing exceptional customer service. Great team worker along with fantastic listening skills.

Highlights

- Mathematical aptitude
- Superb sales professional
- Organized
- Time management
- Detail-oriented
- Cash handling accuracy
- Ability to mediate disputes
- Listening skills

Accomplishments

Fulfilled all supervisory duties when Store Manager was on vacation.

Experience

Candy Store cashier

June 2012 to Current

Sweeties On Chuckanut - City, STATE

Computed sales prices, total purchases and processed payments. Operated a cash register to process cash, check and credit card transactions. Placed special orders and called other stores to find desired items. Administered all point of sale opening and closing procedures.

Education

2015

Burlington Edison High School - Burlington, WA, United States

Profile

Results-oriented Web Application Developer and Online Business Developer with considerable training and enterprise experience in Web site design and layout and in all stages of design, coding, and testing of Web applications, and in the formation, planning, and implementation of online business ventures.

Objective

To obtain a position as a web application developer in a fun, fast paced, cutting edge environment that promotes teamwork and integrity and that fosters personal and professional development.

Web Development Summary

- Over ten years of professional software and Web application development experience
- Ruby, Ruby on Rails, object-oriented PHP, and Java, including JSP and Servlets
- MVC, design patterns, Object-oriented Analysis and Design (OOAD), Web 2.0, SaaS, and Git
- HTML, XHTML, WML, and CSS
- JavaScript and AJAX, including Prototype and script.aculo.us libraries
- Web Services, SOAP, RESTful Services, Atom, and RSS
- HTTP, TCP/IP, FTP, SMTP, and POP3
- SQL, XML, MySQL, Postgresql, and Microsoft SQL Server
- Apache, Jakarta Tomcat, and WEBrick
- Red Hat Enterprise Linux, Fedora, and Microsoft Server
- Linux commands and tools, Perl, shell scripting with bash, and regular expressions
- Proven Search Engine Optimization and Marketing (SEO/SEM) experience
- Excellent written and verbal communication skills
- Online business development and strategy
- Adobe Photoshop and a solid understanding of good website design

Education

Marlboro College

August 2002

Master of Science, Internet Engineering

As a capstone project, built a self-service website for the historical society in Townshend, VT using Java, Postgresql, Jakarta Tomcat, and Red Hat Linux.

College of Charleston

June 1994

Bachelor of Arts, Music Theory and Composition

Work History**Web Application Developer**


www.rpwb.com

Richardson, Patrick, Westbrook, & Brickman, LLC


9/2003 - 10/2008

- Built main law firm website and many informational and case-specific websites
- Marketed websites through low-cost organic search engine optimization and link building, gaining first page ranking on Google for many highly-competitive, high-traffic, targeted keyword phrases
- Built internal corporate Intranet, enabling interdepartmental collaboration
- Was solely responsible for full life-cycle application development and maintenance
- Used Photoshop, XHTML, and CSS for all website design
- Used JavaScript and AJAX for all client-side scripting
- Used PHP, Perl, and Java connected to SQL Server and MySQL for all server-side programming
- Responsible for the administration of Web and FTP servers, including Apache on Red Hat Enterprise Linux and IIS on Windows Servers

MANAV KAPOOR

 manav@gmail.com

 9467251976

 Mumbai India

PROFESSIONAL SUMMARY

Self-motivated Finance Intern adept at conducting market analysis, interacting with vendors and taking part in audits. Looking to obtain an internship where strong problem-solving and analytical skills will be utilized.

SKILLS

- Financial Analysis
- Finance
- Financial Advising
- Profit and Loss Expertise

EDUCATION

NMIMS

Mumbai • 08/2021

MBA

Jamnabai Narsee School

Mumbai • 04/2019

High School Diploma

PROFESSIONAL EXPERIENCE

Bringle Excellence - Finance Intern

Mumbai , India • 04/2020 - 06/2020

HOBBIES

Reading novel, articles, and features in newspapers, Enjoy attending seminars, conferences and debates, interested in sports, interacting In addition, communicating with people.



Sidharth Singh

Roll No.:I16MA325

Minor in Humanities and social sciences
Indian Institute of Science Education and Research, Bhopal

+91-6719458632
sid01@gmail.com

Github | Website
linkedin.com/in/

EDUCATION

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
MBA	MET Institute of Management	9.5	2017
Senior Secondary	CBSE Board	95.0%	2015
Secondary	CBSE Board	90.0%	2013

EXPERIENCE

- **Gomati Housing**
Intern
– Worked for a real estate company as Intern
May 2016 - Jul. 2016
Bangalore

TECHNICAL SKILLS

- **Language Skills:** Proficient in English, Fluent in presentation, Skills related dealing with people
- **Computer Skills:** MS- Word , MS-PowerPoint, MS- Excel
** Elementary proficiency*

POSITIONS OF RESPONSIBILITY

- **Secretary**, Sports Club, MET
Apr. 2016 - Apr. 2017

ACHIEVEMENTS

- , Intercollege Soccer, MET
2016