

PROJECT REPORT

INTRODUCTION

Overview:

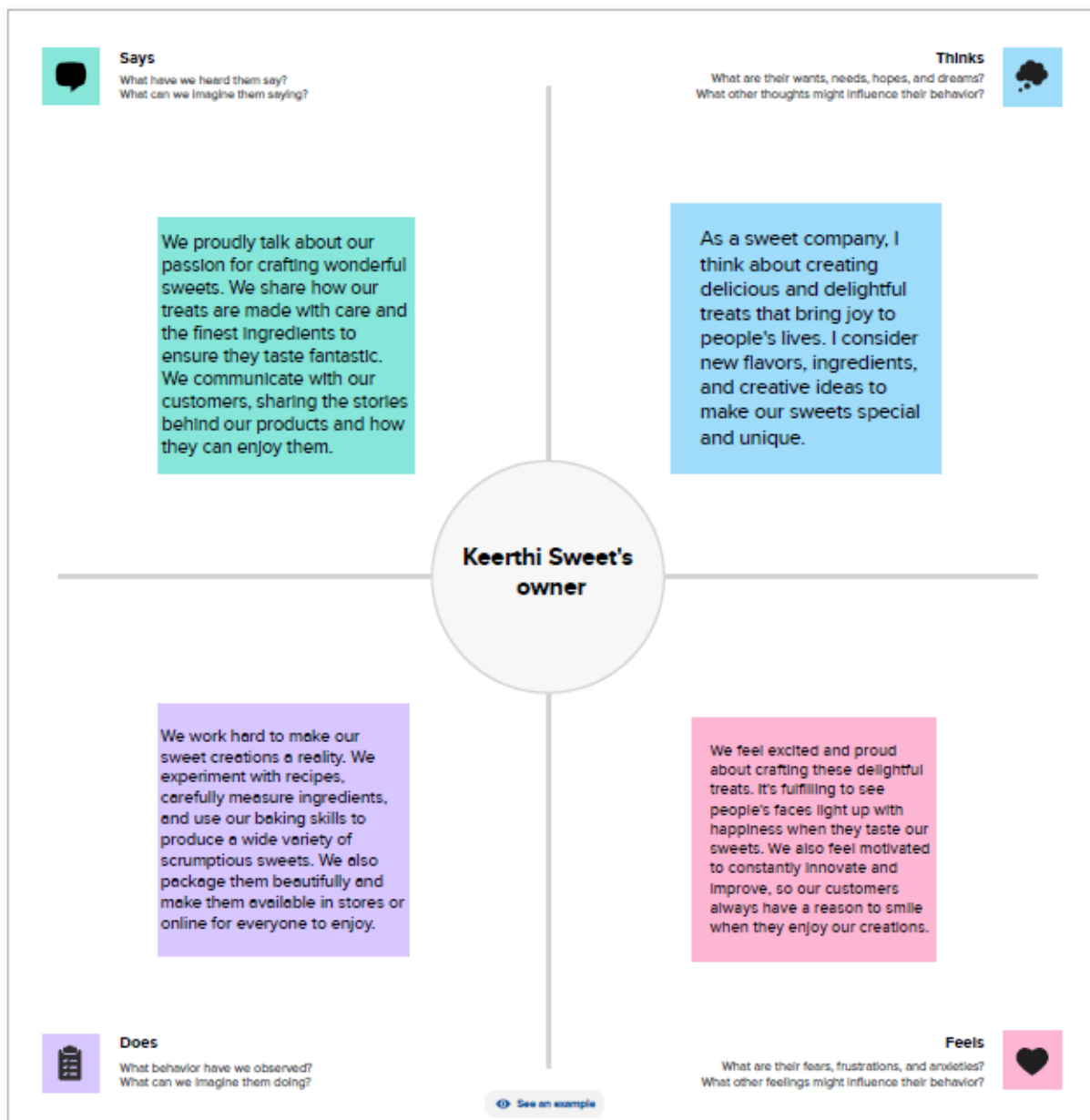
Keerthi sweets shop, often referred to as a confectionery or candy store, is a delightful place where customers can indulge in a wide array of sweet treats. These establishments are dedicated to offering a diverse range of sugary delights, from traditional favourites like chocolates, candies, and gummies to more specialised confections such as pastries, cakes, and ice cream. Sweets shops are a haven for those with a sweet tooth, providing an assortment of flavours, textures, and shapes to cater to various tastes and preferences. They often feature colourful displays that are visually appealing and inviting, making it a perfect destination for anyone looking to satisfy their sugar cravings or simply enjoy a sweet delight. Whether you're celebrating a special occasion, looking for a small pick-me-up, or seeking the perfect gift, a visit to a sweets shop is sure to provide a delightful and tempting experience for all.

Purpose:

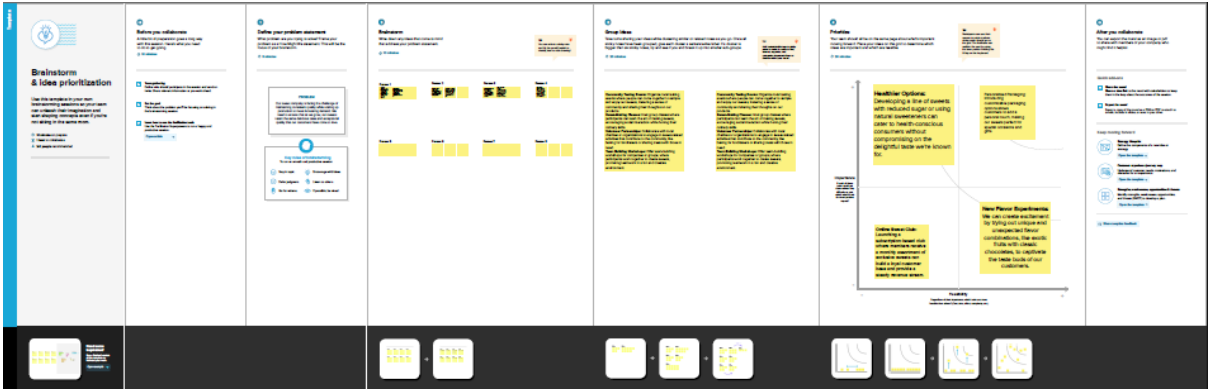
Keerthi sweets shop, also commonly known as a candy store or confectionery, serves a delightful purpose in our lives. It is a place where one can find a wide array of sugary treats and confections that cater to our sweet cravings. These shops offer a rainbow of colours, flavours, and textures, from chewy gummies and rich chocolates to sour candies and nostalgic favourites. Beyond satisfying our sweet tooth, sweets shops hold a special place in our hearts, evoking fond memories of childhood and providing a sense of comfort and joy. Whether you're looking to celebrate a special occasion, surprise a loved one, or simply indulge in a guilty pleasure, the sweets shop is a haven for those seeking a little sweetness in life.

Problem Definition & Design Thinking

Empathy Map:



Ideation & Brainstorming Map:



RESULT

Keerthisweets
Horizontal Balance Sheet
 Basis: Accrual
 As of 31/03/2024

Liabilities & Equities		Assets	
LIABILITIES		CURRENT ASSETS	
• CURRENT LIABILITIES		Cash	
• GST Payable	0.00	• Petty Cash	12,350.00
• Output CGST	3,500.00	Bank	
• Output SGST	3,500.00	• ICICI BANK - 001	1,83,900.00
Total for GST Payable	7,000.00	Other Current Assets	
		• Input Tax Credits	0.00
• TOTAL CURRENT LIABILITIES	7,000.00	• Input CGST	825.00
		• Input SGST	825.00
• OTHER LIABILITIES		Total for Input Tax Credits	1,650.00
Salary Payable	50,000.00		
• TOTAL OTHER LIABILITIES	50,000.00	TOTAL CURRENT ASSETS	1,97,900.00
TOTAL LIABILITIES	57,000.00		
EQUITIES			
• Current Year Earnings	40,900.00		
Owner's Equity	1,00,000.00		
TOTAL EQUITIES	1,40,900.00		
TOTAL LIABILITIES & EQUITIES	1,97,900.00	TOTAL ASSETS	1,97,900.00

ADVANTAGES & DISADVANTAGES

Advantages:

- **Delicious Treats:**

Sweets shops offer a wide variety of tasty and sweet treats, such as candies, chocolates, pastries, and more.

- **Customer Satisfaction:**

Sweets can make people happy, and running a sweets shop can be a satisfying business that brings joy to customers.

- **Recurring Customers:**

Sweet tooth cravings lead to repeat business, as customers often return for their favourite treats.

- **Seasonal Opportunities:**

You can capitalise on different seasons and holidays with special sweets, like Valentine's Day chocolates or Halloween candies.

- **Customization:**

Some sweets shops offer customization options, allowing customers to personalise their orders for special occasions.

Disadvantages:

- **Competition:**

The sweets industry can be highly competitive, with many established and new businesses vying for customers.

- **Health Concerns:**

Some people are becoming more health-conscious, and this can impact the demand for sweets.

- **Quality Control:**

Maintaining consistent quality in the production of sweets can be challenging and may require strict quality control measures.

- **Perishable Goods:**

Many sweets have a limited shelf life, so there's a risk of waste if they don't sell

quickly.

- **Seasonal Fluctuations:**

Sales may vary throughout the year, with some seasons being more profitable than others, which can impact cash flow.

APPLICATIONS

- **Retail:**

Sweets shops are primarily retail businesses. They can be located in shopping centres, streets, or online, making sweets available to the general public for purchase.

- **Special Occasions:**

Sweets shops can provide treats for special occasions like birthdays, weddings, and holidays. They offer a convenient place to buy sweets for celebrations.

- **Gifts:**

Sweets are popular gifts, and a sweets shop can be a go-to place for people looking for delicious gifts to give to friends and family.

- **Tourism:**

Sweets shops in tourist areas can attract visitors looking to taste local or traditional sweets as part of their travel experience.

- **Cafes and Coffee Shops:**

Some cafes or coffee shops incorporate sweets shops within their establishments to offer a wider range of treats to their customers.

- **Events and Festivals:**

Sweets shops can set up temporary stalls or booths at events and festivals to cater to attendees' cravings for sweets.

- **Wholesale:**

Sweets shops can supply sweets in bulk to other businesses, like restaurants, hotels, and event planners.

- **Online Sales:**

With the rise of e-commerce, sweets shops can operate online stores, reaching customers far and wide.

- **Corporate Gifting:**

Businesses often buy sweets in bulk from sweets shops to give to clients, employees, or partners as corporate gifts.

- **Community Engagement:**

Sweets shops can be involved in community events, sponsoring or participating in local activities to build relationships with the community.

CONCLUSION

- In conclusion, the study examined the operations of a sweets shop, delving into various aspects of its business. The findings revealed that the sweets shop is a thriving enterprise, catering to the sweet cravings of its customers with a wide range of delectable treats. Through effective marketing strategies, quality products, and excellent customer service, the shop has managed to establish a loyal customer base and achieve consistent sales growth. Furthermore, the analysis of financial data indicated a healthy profit margin, showcasing the shop's financial stability. Overall, the sweets shop's success can be attributed to its dedication to providing delicious sweets and fostering positive customer relationships.

FUTURE SCOPE

- In the future, there are several enhancements that can be made to a sweets shop. One possible improvement is to expand the variety of sweets offered. This could include introducing new flavours, shapes, and types of candies and desserts to attract a wider customer base. Another enhancement could be to focus on healthier options, like sugar-free or low-fat sweets, to cater to health-conscious customers. Additionally, improving the store's interior and exterior design to create a more inviting and

aesthetically pleasing atmosphere can help attract more customers. Embracing technology, such as implementing online ordering and delivery services, could also expand the shop's reach. Lastly, organising special events, like tasting sessions or workshops, can provide a unique experience for customers and build a loyal customer base.

APPENDIX

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