



Lil Treat Graham Balls

Business Plan

Product Name: Lil Treat Grahamballs

Submitted by:

Bathan, Princis C.

Cantal, Renz V.

Cadiz, Carl Justine

I. Introduction

1.1 Name of Business: “Lil Treat Grahamballs”

1.2 Goal of Business

We aim to prove that we can make our chosen product and sell it in an enough amount of time. Show our dedications and giving the best that we can to achieve our mission and vision especially the success of our business.

1.3 Brief Description of Business

Lil Treat Graham Balls can compare to graham balls which is street and easy-to-go, so we just thought create a new name maybe graham ball is normally we thought it was sweet ball to substitute in other foods. The name of our product means even it is small or little you can treat your family friends and yourself too. Importantly, we make sure you can taste the tagline "Feel the sprinkling feeling in every bite meaning to say feel and think on a colorful and good/positive side to relieve stress while enjoying our product. Lil Treat Graham Balls aren't just an ordinary graham ball because we made a extra effort to make sure you will like it. "Happiness is our top priority of our business, lot of people seek their happiness in thinking, discovering, and doing many things, but through the help of our homemade product, this can help them to cope their happiness through eat and taste our homemade Lil Treat Graham Balls. We serve dedication, workmanship and professionalism to make sure the safety of our dear customers through maintaining the good quality and ensure the cleanliness of the product.

II. Marketing Aspects

2.1 Objectives

Sales increased to more than 5,000 by one month.
Bring gross margin back up to 25% and maintain that level up to Sell 5-10 tub of graham balls per day.

2.2 Mission

Graham Balls aims to give people a snack/dessert that can be eaten anywhere, easy to carry and hassle-free.

- To give people/customers a food that is very affordable and delicious.
- Make them realized that even a little and it is in a cheap price are also worth it to buy.
- Provide our customers with the best graham ball taste/buying experience from beginning to end.
- To offer a sweet food product that has a great taste quality.
- To earn profit and; To have a financial return.

2.3 Vision

To serve our customers the best Ingredients and to be know with this product through/with our hard work and

dedication in our business Also, to become the customer's first choice and one of the famous graham balls in the field of desserts Satisfies our customer on the taste of it.

2.4 Values

Graham Balls is delicious and affordable-In order to be deliver/response on this, they/we buy cheap ingredients but these ingredients are 100% clean and safe. This capability has taken considerable time and resources to develop and forms the cornerstone of our competitive advantage.

2.5 Market Description

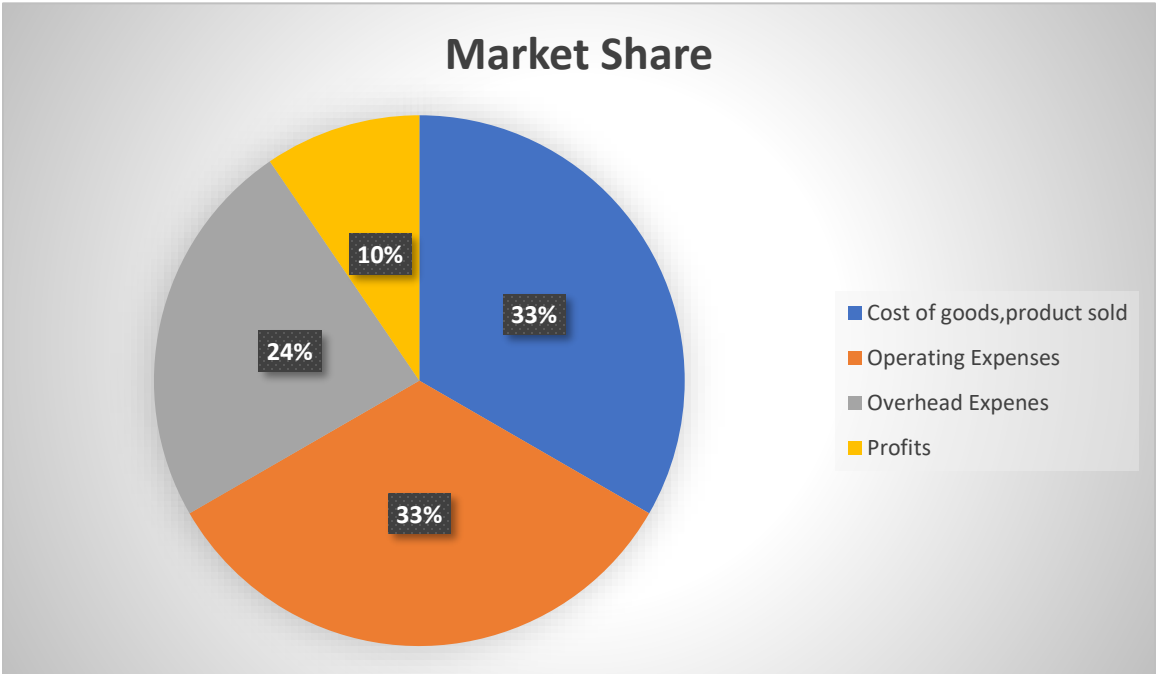
Lil Treat graham balls used to remove bad mood or atmosphere. Because of its traditional sweetness and it's not just a ordinary taste, however desserts can be made on our house right now compare on the last set of years where we can satisfies those of our cravings through buying it personally. It can be buy also more easier because we will sell it through social media and delivers it on customers door-to-door/ personally.

2.5.1 Competitors

We have a number of competitors within the graham balls business. We consider our key competitors to be:

Donuts, buchi, veggie balls and any products that are more delicious or their price are just near on us. Our understanding of these competitors has been used to refine and challenge our strategy and value proposition. We believe that we can compete effectively on those products by unique, affordable and minding/maintaining.

2.5.2 Market Share



Sales and expenses in the market that our business makes up. It is a preference for one product over other similar product, a higher market share usually means greater sales less effort needed to sell more and strong barrier of entry for other competitors. That's why planning and management is such an important thing.

2.5.3 Advertising Materials

Fliers and putting a product sticker on a tub are given to customers to give valuable information about graham balls together with free taste of snacks in the first week of selling the product. The fliers contain information such as our mission and vision, production process, and graham balls facts. We also used friendly decorations to attract and promote graham balls inside the purchasing area. We shall utilize the availability of our own mobile cellphones in advertising of graham balls. Cold calls and ordering of snacks will be done through calls and messaging. Advertisements about graham balls will also be done through posting in social media sites such as Facebook and Instagram and in any social media sites/platforms that are available on our phones to attract and inform customers.

2.6 SWOT Analysis

Strength

- Cost-effective
- Snackable
- Affordable
- Easy-to-carry or pick-up

Weaknesses

Consistency of the operation costs and expenses

Lack of budget because of pandemic (oil price

hike, delivery distance) Maintaining the unity and teamwork of owners Time-management.

Opportunities

- Additional income to provide our daily needs.
- Can help in discovering or in innovating new products
- Consigning the product to different people in order to expand the business.

Threats

- Competitors
- Consumers who are not fond of eating sweets
- Competitors connections
- Rising operation cost through times

III. Management Aspects

We will be going to undergo a proper learning on how to make graham ball to ensure that the product will meet the consumer's satisfaction. We're going to ask on person/s who are expert or watch on a social media site that contains on how to do the proper procedures on making it. Through;

- Planning-we will plan on how it will be sold and responding on possible outcome/s of selling our product.
- Organizing-assigning and grouping our tasks into departments and facilitating our goals identified in the plan.
- Staffing-assigning a position/ tasks on managing our product. •Leading-inspiring each other to perform at the highest level we can to set and achieve our challenging goals
- Controlling-monitoring or assessing the implementation and correcting deviations from our plan if our business is progressing toward accomplishing its goals.

IV. Technical Aspect

The business will produce a affordable and sweet but nutritious dessert 'Lil Treat graham Balls' that can be sold on social media sites. Delivering will be done through our own vehicle. 'Lil Treat Graham Balls' need some raw materials/ingredients that includes: crushed graham crackers, marshmallows, condensed milk and sprinkles. The student-owners also will be the one who will produce the said product. The raw materials/ingredients above will be purchased on sari-sari or convenience store near us to save more money and ensures to buy a good quality product.

1. Accounting and Measuring Results

- Recording of financial information and the presentation of results.
- Variance analysis is done to compare actual results to forecast and uncover the reasons for negative or positive deviations.

2. Monitoring Cash Position

- Keep an eye on our cash position the inflows and outflows of cash.
- Investing the profit or income, so it can be used on our future needs for the business.

3. Analysis for Decision-making

- Data gathering
- Ensuring the business makes the most sufficient use of its finite resources, including the capital, human resources, and productive capacity.
- Ask for guidance or advice on business expert/s.