1. Introduction

In this assignment, I aim to gain some experiences in designing a new business model for Fresh-to-Jelly Sustainability Solution (FJSS) by using interactive financial planning software called Planners Lab. In this model, we are able to check on whether profit or loss will be generated by looking ahead into future years (2024-2034). Several types of analysis such as “Line Chart”, “What-if”, “Goal Seek”, “Impact” and “Variable Tree” could be performed by changing around some variables I designed.

1. Background

Business Description: Fresh-to-Jelly Sustainability Solution in Macau

In Macau, where locals have a deep-rooted appreciation for fresh fruits and vegetables as a cornerstone of healthy living, our business stands at the intersection of sustainability and culinary innovation. Recognizing that many local shops discard leftover produce deemed unsuitable for sale, we've developed a pioneering business model that transforms these overlooked gems into delightful jelly products.

Our mission is twofold: to reduce food waste and to deliver premium-quality jelly creations that capture the essence of Macau's vibrant culinary scene. Through strategic collaborations with local shops, we rescue perfectly edible but underutilized fruits and vegetables, preventing them from going to waste. These rescued treasures are then meticulously processed and transformed into an array of exquisite jelly offerings, ranging from traditional favourites to adventurous flavour combinations.

Our commitment to quality and sustainability is unwavering. Each batch of jelly is crafted with care, using only the freshest ingredients sourced directly from our local partners. We employ innovative preservation techniques to ensure that every jar of jelly retains the natural goodness and flavour of the fruits it's made from, delivering a truly exceptional taste experience.

But our vision extends beyond local borders. We aspire to share the flavours of Macau with the world, exporting our unique jelly creations to international markets and showcasing the ingenuity and artistry of our local food culture on a global stage.

At Fresh-to-Jelly Sustainability Solution, we're not just creating jelly, we're fostering a culture of sustainability, celebrating the beauty of imperfect produce, and inspiring others to rethink their approach to food waste.

In this model, the revenue and expense come from three parts, one is production expenses and Labour expenses (P&L) costs, Value Added Service (VAS) and sale cost. In the P&L, labour cost, other expense and summary are combined in it. Some of these other expenses include utilities and overheads, rental of space for production and sale, marketing and advertising among others. In the summary, I design the total profit in the P&L. In the sale part, I define some variables for the jelly products with their price, cost and growth rate etc. At the end, the total profit part is the final profit for this jelly production business.

1. Product Descriptions

I define six categories, namely Sales Volume, Raw Materials Expenses, Sales Prices, Other Expense, Profit and Summary. With regard to sale, I list 4 categories of products: Grape Cranberry Jelly, Apple Cinnamon Jelly, Mixed Berry Jelly and Citrus Burst Jelly. And I define their purchase price, sales price, sales volume and the corresponding increase rate, respectively. Besides, the operational cost includes rent, labour cost, ingredient storage and handling cost, and packaging design and development cost. Finally, we will get the outcome by using all the profits minus all the expenses.

1. Value Added Service (VAS)

VAS Financial Modelling Plan

1) Business Background:

Traditional almond cookie bakery local business , lack of young people market , old image

2) Strategy:

Expand to new generation market by providing “cute” products and “cool” services as VAS

3) VAS

3.1) Product

- Mickey cookies

- Duffy cookies

- 3D cookies

3.2) AI

- improving the production line

- Virtual Disney pets (feed by points by QR from cookie can) level = 1

- Metaverse for virtual Disney pets level = 3

- Disney pet virtual assistant level = 2

4) Design

- New cookie design for Mikey (mould, machine, ingredients)

- New cookie design for Duffy (mould, machine, ingredients)

- New 3D cookies design

- virtual pet game

- Disney pet virtual assistant functions

- Duffy (main interaction)

- ShellieMay (scheduler, and reminder)

- Gelatoni (AI images)

- StellaLou (AI music)

- CookieAnn (Receipts recommender)

5) Tasks (difficulty, time required)

- Copyright fee to Disneyland

- Legal advice services

- New cookie design for Mikey (mould, machine, ingredients)

- New cookie design for Duffy (mould, machine, ingredients)

- New 3D cookies design

- programming of virtual pet game

- programming of metaverse of virtual pets

- programming of Disney pet virtual assistant

- Duffy (main interaction)

- ShellieMay (scheduler, and reminder)

- Gelatoni (AI images)

- StellaLou (AI musics)

- CookieAnn (Receipts recommender)

6) Costs

- cost of IoT improvements for productions

- Copyright fee to Disneyland 880,000 (12)

- Legal advice services 50,000

- marketing costs 70,000

- packaging costs 100,000

- new supports costs 120,000

- IT costs 125,000

- New cookie design for Mikey -> machine

- New cookie design for Mikey -> ingredients

- New cookie design for Duffy -> machine

- New cookie design for Duffy -> ingredients

- New 3D cookies design

- development programming of virtual pet game

- development programming of metaverse of virtual pets

- development programming of Disney pet virtual assistant

- Duffy (main interaction)

- ShellieMay (scheduler, and reminder)

- Gelatoni (AI images)

- StellaLou (AI musics)

- CookieAnn (Receipts recommender)

- interest to pay to bank (EMI)

Total : 3000000