

Create Your Free Business Plan

DRAFT

BUSINESS PLAN

Chinipata
Najir Road Feni 3900

March 11, 2021

Executive Summary

The Ownership

The company will be structured as a sole proprietorship.

The Management

The management structure is now quite simple. The owner (Jiya H Sheikh) have been managing the company.

The Goals and Objectives

Chinipata is an e-commerce food and grocery shop. We are selling food items in Feni town.

The Product

We have some traditional food and grocery item in our shop. And we are trying to adding grocery items here.

The Target Market

Our targeted customer is those people who are living abroad but their family members such as their parents, wife, and kids living in Feni town.

Also Busieness persons and job holders are our targeted customers.

Pricing Strategy

We have targeted middle and high earners person who can afford luxurious items. But we will be a low cost provider to generating wide range customers.

The Competitors

We have number of Competitors on this fields. Food is our top marketing competitor and also we have to compete with some local delivery services.

Business Plan - Chinipata

The Company

Business Sector

The owners would like to start a business in the food and accommodation services sector.

Company Goals and Objectives

Chinipata is an e-commerce food and grocery shop. We are selling food items in Feni town.

Company Ownership Structure

The company will be structured as a sole proprietorship.

Ownership Background

Jiya H Sheikh (owner):

I am Studing diploma Engineering in Data telecommunication and technology. I am a passinate computer programmer and i have huge experience in IT sector such as Digital Marketing , Web Designing and Devolopment and Networking technology / security.

Company Management Structure

The management structure is now quite simple. The owner (Jiya H Sheikh) have been managing the company.

Organizational Timeline

We are trying to develop an website and android apps to genarate wide range sell.

Company Assets

We have number of assets as like our office , store room , website and market.

The Product

The Product

We have some traditional food and grocery item in our shop. And we are trying to adding grocery items here.

Future Products

We are planning to add thousand of product in our website.

Grocery

Dairy

Sweets

Food and Fruits

Fish And meat etc.

Marketing Plan

The Target Market

Our targeted customer is those people who are living abroad but their family members such as their parents, wife, and kids living in Feni town.

Also Busieness persons and job holders are our targeted customers.

Location Analysis

We are now located at the main zone in the city so we have advantage to staying the location.

Established Customers

We have thousands of customers who allready make an order from Chinipata. And Hundreds of regular customers are ordering regularly.

Pricing

We have targeted middle and high earners person who can afford luxurious items. But we will be a low cost provider to generating wide range customers.

Advertising

We have numbers of advertising strategy . We are now advertising on social media sites. And we have planned to advertise on some local places.

Competitor Analysis

The Competitors

We have number of Competitors on this fields. Food is our top marketing competitor and also we have to compete with some local delivery services.

SWOT Analysis (Strengths/Weaknesses/Opportunities/Threats)

Strengths

Our all products are unique and we are providing exceptional quality.

Weaknesses

We have not any political support to protect the busieness.

Opportunities

In the city of Feni, there are thousands of foodie people who loving tradition items.

Threats

We have some threat on this fields. We haven't any own products, so we are depending with third party product and we have to decrease our pricing otherwise we will face thousand of problem or our market can catch our competitor.

Operations

Staffing

We need some skilled member to run the busieness with using latest technology. We need some developers, Marketing advisor, Management persons and skilled labor.

Suppliers

We have hundreds of suppliers around the country. and numbers of suppliers are highly experienced and doing busieness from hundreds years.and some suppliers are young, so that we can choose what we have need.