Business Entrepreneurship Group Assignment

BAMTB2

**BERRYFIELDS WINES LTD. **

Business Plan

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Date: October 2015

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**EXECUTIVE SUMMARY**

Company Name : Berryfields Wines Ltd,

Address : Kingswood Industrial Park

Tallaght

Dublin 24

Telephone : 01- 467 000

Fax : 01- 467 001

Co. Registration No.: 1096936xx (made up)

Accountants : Shareholder and Financial Manager John Dizon

Bank: Bank of Ireland, Tallaght Branch

Berryfields Wines identified a market niche in the Irish Wine Industry for producing and supplying locally produced wines made form Irish grown berries. The company was created by 4 shareholders: Mayowa Bakare, Olga Diomina, Jurgita Dumblyte and John Dizon.

Future objectives of the Berryfields Wines are:

* To reach 0.023% of Irish Wine Industry market share by the end of year 1
* To establish brand awareness and create strong customer relationship by the end of year 1
* To hire labour to increase production and sales volume by the end of year 2
* To expand sales in to other cities in Ireland by the end of year 2
* To reach 0.05% of industry market share by the end of year 2

**INTRODUCTION**

Berryfields Wines was formed to enter and compete in the Irish Wine Industry market by selling new high quality product and creating strong brand and customer relationship.

Berryfields wines are made from berries, not grapes, which is a novelty in the Irish Wine Industry market. Promoters realised that there is a niche in the market to produce wine locally from berries grown by Irish Bord Bia approved farmers and supplying the wine to retail businesses for reselling and selling directly to consumers.

After analysing Irish consumers’ preferences to buy locally produced products believing that they are higher quality, Berryfields Wines decided to produce wine made from Irish strawberries, elderberries and blackberries.

Berryfields Wines is going to sell wine directly to consumers on the Farmers Markets, in the located in winery Tasting room, various food & beverage associated events and festivals.

However, the biggest revenue of the company will be coming form B2B sales. Barryfields Wines will be supplying wine to off licences, supermarkets, restaurants, hotels, bars and pubs in Dublin and surrounding Dublin areas in the first year with an intention to expand the business in to other cities in Ireland in the second year.

To start the business the Berryfields Wines’ promoters have invested €100,000 of their own money in to their company. Another €100,000 was borrowed from a bank for the duration of repayment of 2 years.

**MARKETING**

**The Market**

Berryfields Wines is going to perform in the Irish Wine Industry.

**Market Valuation**

Total market share of Wine in the Alcoholic Beverage Industry in Ireland in 2014 was 27% and continued to be second preferred drink among people living in the country.

8.5 million cases (102 million bottles) were sold in Ireland in 2014. With an average price of €9 per bottle approximate revenue in wine sales in Ireland was €918 million.

There are 13000 of independent off licences, restaurants and hotels that sell wine in Ireland plus numerous supermarkets. (ABFI, 2015)

Compared to year 2013, the wine volume of sales in Ireland grew 3.65% from 8.2 million cases to 8.5 million. (ABFI, 2014)

**Potential**

From the total market of the Irish Wine Industry of €918 million Berryfields Wines estimates to reach 0.023% of market share or €210 thousand in selling strawberry, blackberry and elderberry wines in the first year in Dublin and surrounding Dublin areas.

**Competition**

Identified main competitors of Berryfields Wines are 15 Irish Wine importing companies and are listed in the table below:

|  |  |  |
| --- | --- | --- |
| 1. Febvre & Co | 6. C & C Gilbeys Wines | 11. Cassidy Wines |
| 2. Little Italy | 7. Barry & Fitzwilliam | 12. Tindal Wine Merchants |
| 3. Liberty Wines | 8. Irish Distillers / Pernod Ricard | 13. Comans Wines |
| 4. Mackenway Distributors | 9. Ampersand | 14. Edward Dillon & Co |
| 5. Bacchus Vinos Ltd. | 10. Greenlea Wines | 15. The Findlater Wines &  Spirits Company |

**(**Smullen, 2015)

Above mentioned competitor companies import wines from such countries of origin as Chile, Australia, France, Spain, Italy, United States, South Africa, New Zealand, Argentina, Germany and other countries.

The following table shows country of origin sales and market shares in Ireland year 2014.

|  |  |  |
| --- | --- | --- |
| **Country of Origin** | **Number of Cases Sold** | **Market Shares** |
| Chile | 1,999.548 | 23.5% |
| Australia | 1,584.192 | 18.6% |
| France | 1,248.059 | 14.5% |
| Spain | 1,005.655 | 11.8% |
| Italy | 869,657 | 10.2% |
| US | 672,061 | 7.9% |
| South Africa | 395,378 | 4.6% |
| New Zealand | 338,314 | 4.0% |
| Argentina | 192,796 | 2.3% |
| Germany | 95,090 | 1.1% |
| All others | 115,596 | 1.5% |

(ABFI, 2015)

Main advantages of the competitors are that they are long established in the market and their supplied wines from the above countries of origin are familiar to consumers in Ireland.

Main disadvantage for those companies are the import costs.

There is another competitor company called Llewelyns Orchard. It produces Irish made wine from grapes grown locally as well. However, Llewelyn produces only 500 litres a year and the price per bottle is €45. (Bodkin, 2015)

**Customers**

The target market of Berryfields Wines are both men and women living in Ireland in the age group 18-65 years as per legal requirements regarding alcohol consumption. Total population in that age group in 2014 was 2,727 million. (ABFI, 2015).

Age group 25-44 years is the first targeted segment, as it comprised 43% of volume share in 2014. (ABFI, 2015) There were 1,397 million people living in Ireland in that age segment in 2014. (CSO, 2014)

**Customers Contd**

The main revenue will be achieved via B2B sales. Our target businesses through which these sales will be performed are: off licences, supermarkets, restaurants and hotels.

Target businesses we have already contacted and who have tried our wine and agreed to buy our wine to sell to consumers since January 2016 are listed below.

* *The Molloy Group* (Molloys Liquor Stores Head Office, Block 2, Village Green, Tallaght, D24). The Molloy Group consists of 10 off licences stores in the Dublin area and the manager in the head office agreed to buy our wine to sell in all 10 stores.
* *O’Briens Wine Beer Spirits* off licence store (97 Sandymount Road, D4).
* *Mitchell & Son (Wine Merchants) Ltd* (CHQ Building, D1).
* *Redmond & Sons* (25 Ranelagh Road, D6).
* *Deveney’s* (31 Main Street, Dundrum, D14).
* *The Shelbourne Hotel* (27 St. Stephen’s Green, D2). Food & Beverage director of the hotel Ivan King agreed to buy our wine to sell it to hotel’s guests and at the banqueting functions.
* *Hilton Hotel Kilmainham* (Kilmainham, D8). Kalman Mezei, Food & Beverage manager of the hotel, also the Assistant F&B manager at Hilton Worldwide agreed to buy Berryfields Wines to offer it to the hotel guests and at the functions first at the Hilton Kilmainham hotel with the potential to sell it to other 5 Hilton hotels in Dublin: *The Morrison, a DoubleTree by Hilton Hotel; Conrad Dublin; Hilton Dublin; DoubleTree by Hilton Hotel Dublin-Burlington Road; Hilton Dublin airport.*

Businesses to be targeted throughout the year 2016:

* Independent off licences firstly in high end Dublin and County Dublin areas (Sandymount, Rathmines, Ranelagh, Terenure, Stillorgan, Sandyford, Rathfarhnam, Dun Laoghaire, Blackrock, Bray etc.)
* Irish restaurants, hotels, bars and pubs in Temple Bar Dublin area.
* Supermarkets in Dublin such as Supervalue, Dunnes Stores, Tesco

**S.W.O.T. Analysis**

|  |  |
| --- | --- |
| **Strengths**   * Novelty product in the Irish Wine Industry market * Value to customers: wine made from berries grown by Irish Bord Bia quality approved farmers, thus supporting Irish Farming Industry * No import costs as wine is produced locally * Faster to produce * The owners investing own money to eliminate cash deficiency at the early stage of business * Well located premises in Dublin area * Willingness to spend on marketing campaigns to create brand awareness * Well skilled Management team | **Weaknesses**   * Long established in the market competitors with strong brands * Consumers may be sceptical about non-traditional berry wine taste and hesitant to buy * Limited labour force |
| **Opportunities**   * Create strong brand awareness and customer relationship in Dublin area * Hiring staff to increase sales, production and promotion volumes * Expand sales over all Ireland * Expand the product mix by creating new flavours of wine * Contracting distributors to export wine into UK | **Threats**   * Greatest threat is Irish Government to increase the excise duty, which is already the highest in Europe   (ABFI, 2015)   * Poor weather conditions resulting berries’ deficiency grown on the Irish farms thus reducing production volume * Consumers choosing healthier lifestyle and reducing wine consumption. |

**MARKETING STRATEGY**

**Objectives**

* To reach 0.023% of Irish Wine Industry market share by the end of year 1
* To establish brand awareness and create strong customer relationship by the end of year 1
* To hire labour to increase production and sales volume by the end of year 2
* To expand sales in to other cities in Ireland by the end of year 2
* To reach 0.05% of industry market share by the end of year 2

**Product**

Berryfields Wines chose differentiation strategy when creating its product to be able to perform in the market and attract customers. Our wines are made from berries, not grapes, which is a novelty in the Irish Wine Industry market.

The greatest value to Irish consumers is that our wines are produced locally from berries grown by Irish Bord Bia approved farmers. The secondary research shows that 79% of Irish consumers in 2013 preferred buying locally produced foods, believing that they are better quality. (Bord Bia, 2014) Based on that, we are assuming similar consumer trends towards buying drinks.

Berryfields Strawberry Wine does not contain much sugar, as it tastes pleasant when dry. The flavours are fruity, sweet and light with the distinct strawberry taste. (Kraus, 2000) It is great refreshing alternative to white grape wines.

Blackberry Wine has tannin rich full body flavour with strong blackberry and vanilla notes. According to home wine makers the wine’s taste is close to merlot. (Homebrewtalk, 2009)

Elderberry Wine has huskier taste and is similar to Mourvedre and Petit Verdot grape wines. It is perfect wine to enjoy in cold Irish weather with the good food and company of friends or loved ones. (Shaw, 2012)

**Packaging**

Berryfields Wines will be sold in elegant 750ml wine bottles with an attractive labels including clear information about the ingredients and other appropriate to wine information.

**Price**

The price per bottle supplied by Berryfields Wines is €12. Calculation of price is described in the “Finance” section of the Business Plan.

Major competitors’ prices vary between €5.99 and €14 plus per bottle. (ABFI, 2015)

We use pricing to position our product in the target market segment age 25-44 years, as they are more likely to afford to spend more for quality products and believe that the higher price, the better quality. (Fahy & Jobber, 2015)

Berryfields Wines is ready to meet these consumer expectations as we pay exceptionally high attention in producing excellent product.

**Place**

Berryfields Wines are being produced in a rented warehouse in Tallaght area as described in “Production” section of the Business Plan.

We will be delivering wine ourselves in the first and second years to businesses that are going to sell our product to consumers.

Marketing manager of our company will be conducting sales with above-mentioned businesses on their sites.

We will be also selling directly to consumers via tasting room located in our warehouse and farmers markets and food and beverage related events. In more detail it is described in “Promotion” section below.

**Promotion**

***Direct Marketing.***

Direct marketing plays the biggest role in Berryfields Wines promotion strategy.

*Tasting room.*

Opening January 2016.

Tasting room plays important part in direct selling, but also in direct marketing. Tasting room will be advertised via flyers and brochures left in the hotels’, Bed & Breakfasts’ and motels’ lobbies to invite tourists and on Farmers Markets to attract Irish consumers and via our website and internet marketing as well.

It is vital that visitors receive warm welcome and best service, that they have an interesting tour and are offered to purchase some wine. (Asmus, 2010)

Production and Marketing managers, who have had wine training, described in the attached to appendices CV’s, will conduct winery tours and wine tasting. Winery tours and tastings are going to happen every weekend and will be free of charge.

*Farmers Markets.*

Starting selling on farmers markets in January 2016.

Farmers markets is the another great place to introduce consumers to our wines. Only in Dublin and Wicklow there are 34 markets, and it is just small part of total in Ireland - 150 farmers markets approved by Irish Food Board (Bord Bia, 2015). In the first year, the sales in farmers markets are going to be performed by our Finance and General managers. They going to sell Berryfields Wine on the weekends, different location each day, in order to reach broader target market consumers. Also they will be handing our brochures and flyers about the Tasting room.

*B2B Marketing.*

Campaign started September 2015, as the first batch of wine was ready for tasting.

Will be conducted by Marketing manager, by contacting tagreted businesses’ head office managers and providing tasting of our wines and giving all information about each type. Discounted price of €10 per bottle will be offered for the first 3 months of sales.

After businesses agree to sell our product, Production and Marketing managers will provide complimentary wine training to sales staff of each restaurant, hotel, bar and pub in order to ensure their successful selling of our wine to consumers.

*Food & Beverage events.*

After a highly successful winery tour and wine tasting show for Taste City Fusion sales and marketing representatives which took place 22-25 October 2015, BerryFields Wines is also on the way to reserving a stall in Ireland`s biggest and most anticipated food festival Taste Of Dublin in the mid June 2016, also considering smaller but not less amazing Irish food and drink festivals thorough Ireland (Any Given Food, 2015).

***Advertising.***

Launching January 2016.

Flyers and brochures will be printed in order to advertise our mentioned above tasting room. Wine brochures will be printed and supplied to food & beverage businesses selling our wine for their sales staff to offer them with the menus of the establishment.

***Website & Internet Marketing***

Launching January 2016.

Berryfields Wines will have it’s own website created and managed by Finance manager who has appropriate IT skills. Berryfields Wines’ Apps are going to be created as well and will be free of charge to download for Google Android and Apple phones and tablets. Facebook and Twitter pages will be designed also. These above mentioned digital media platforms will be used to deliver information to present and potential consumers about upcoming events Berryfields Wines is going to participate, schedules in which farmers markets which day of the weekend our product is going to be sold, in which new stores and F&B businesses our wine can be bought.

Also will use Google Ads SEO marketing to attract new visitors to our website.

**LEGAL STRUCTURE**

**Legal status**

Berryfieds Wines Ltd. is a Private Limited Company, because we are a small business. The business is owned by each of the shareholders, not an individual owner, and we limit owner liability to our shareholders, so each shareholder has a restriction on how much they can lose based on their investment (share capital) to the company. We are able to obtain credits much easier and our profits are taxed at Corporation Tax rate. (Winston, 2015)

**Business Name**

Berryfields Wines Ltd.

**Registered Number:** 1096936xx (made up)

**Shareholders details**

**Contact Names** **Address** **%Ownership**

Jurgita Dumblyte 1 Walkingstown Square, 25%

Lucan, Co. Dublin

Mayowa Bakare 34 Westhaven Dale, 25%

Blanchardtsown, Dublin 15

Olga Diomina 54 The Set, Hunters Road, 25%

Inchicore , Dublin 8

John Dizon 30 The Rise, Hunters Square, 25%

Blanchardstown, Dublin 15

**ORGANISATIONAL STRUCTURE**

General Manager: Head winemaker. Coordinates wine production, winery maintenance, relationship with suppliers, inventory management, warehousing, logistics and transportation, staffing operations.

Production Manager: Winemaker, looking after winery operations and production, quality control, lab management, product creation and development, is operating tasting room, wine training provider.

Marketing Manager: Responsible for marketing and sales, customer service, promotional strategies, organising tasting events, providing wine training to B2B customers (retailers).

Finance Manager: Keeping Financial records, databases managementd, software configurations management, Website maintenance, overall office management duties. (Fickle, Folwell, Ball, Clary, 2005), (McNamara, 2015)

**ORGANISATIONAL CHART**

**OPERATIONS**

**Facilities**

Berryfields Wines is very fortunate to have a long term rent agreement for spacious 3000 sq.ft. premises located in Tallagh area. The size of the warehouse allows plenty of room for expansion. As it was already well insulated and in good condition, our company only needed to invest as little as 10000 euro to suit our profile; mainly for installing required equipment (stainless steel sinks, drains, electricity, heaters ) in a production room and upgrading the office furniture.

**Production**

We at Berryfields Wines support local businesses and for our production collaborate closely with An Bord Bia quality approved Greens Berry Farm (greensberryfarm, 2013) and Kearns Fruit Farm (kearnsfruitfarm, 2015) from where we get berries fully ripe, fast-frozen and delivered. Elderberries we pick ourselves in Wicklow and Galway areas, with a kind permission of land owners, in exchange of assistance in gardening and grafting.

Production process:

1) Berries are rinsed and drained if fresh / fully thawed if frozen (it can take up to 3 days), pressed (we do not use the mill before pressing as berries like strawberries and blackberries are soft enough, and in milling elderberries could bring out too much bitterness from milled seeds ) and mixed with all ingredients except of yeasts and sugar: sodium bisulfite - to prevent the growth of undesired microorganisms, pectic enzyme - protein that breaks down the pectin in berries and eliminates the so-called pectin haze, tannins, acids, water, etc. Mixture is left to ferment for 24 hours in a required temperature, stirring occasionally (dark wines always usually require more stirring than the white ones).

2) At this stage sugar, yeasts, yeast nutrient and additional water is added. It is crucial to do the acidity check at this point, even though we are only making wines from high-acidic berries at the moment. It`s the right level of acid that makes the flavour of the wine bright and vibrant, also allowing wines to withstand aging without going off. Ideally total acidity should fall between 6 and 10 grams per litre. (Shaw, 2012) After this we leave it to ferment, lightly covered, for a week. (Kraus, 2000)

3) The mixture is then filtered and pumped into another stainless steel container and closed up for two to four months (depends on the type of wine we`re making and the raw materials we use for a certain recipe) for full fermentation. The taste, colour and clarity can be checked through the sampling tap built into the tank.

**Stock Management**

For our stock control, warehouse management, sales order and distribution processes, invoicing, reporting & accounts integration we use a comprehensive OrderWise Business Management software – an excellently designed all-in-one solution, created to greatly increase efficiency, accuracy and cost effectiveness. Uses Microsoft SQL Database and is cloud hosted for easy access from anywhere, anytime, and is provided with full training and go live assistance. (OrderWise, 2015)

**Main assets**

* Storage tanks: For fermentation and storage we chose stainless steel tanks of various capacity instead of traditional oak barrels, because they are more durable and long lasting, more cost effective, much easier to clean and maintain, and do not give the wine that oaky notes, which are completely undesirable due to the nature of ingredients. For the first few years we will be using excellent quality 530l. tanks from “Speidel” as well as few smaller, great value and slightly thinner flat-bottom stainless steel containers from “Eco”.

(Pritchard, 2015)

* Press**:** German company “Speidel**”** has a great reputation for the quality-price balance of their products, sono wonder Berryfields Wines chose them as a main supplier of machinery. 90 l Speidel Bladder Press has superior hardware, a recessed valve assembly and suits our needs perfectly.

(More Wine, 2015)

* Ph meter: FiveEasy SKU HY56.1 Benchtop PH meter (used with pH-electrode, temperature probe and electrode arm) is one of the smallest yet most important assets to make sure wine is just right – not dull and not unpleasantly tart. (Astech, 2015) Top of Form
* Bottom of Form
* Top of Form
* Bottom of Form
* Corker:The Green Machine Floor Corker does not crease or stain corks; it`s stable, long lasting and solid corker with engineering thermoplastic jaws (POM), great for both natural and synthetic corks. (More Beer, 2015)
* Labeller: Mini Lab – small and compact semi-automatic labelling machine suitable for bottles with 50-110mm diameter, can apply front and back labels at the same time. Hour throughput: 1000 B/H. (Marchisio, 2009)
* Shrinker: PVC Shrink Machine - 850 Watts, safe to use, equipped with thermostatic heat regulator and a slide that allows you to easily insert and remove bottles. (TheBottleJarStore, 2012-2015)
* Freezer: Chest Freezer - GM600S is a solid lid 567 ltr stainless steel freezer with fitted defrost drain. (Arctic Refrigeration, 2015)
* Pump: We trust Liverani with providing a low-speed rotary pump, ideally suitable for transferring delicate and viscous fluids like must and wine. The pump can operate in both rotation directions, doesn`t cause air-locking and its even flow rate is ideal for dosing and filtration. (Liverani, 2015)

**Quality Control**

* Traceability sheets to be filled out for raw materials: origin, delivery date, temperature and quality when received, daily temperature checks while stored in the freezers.
* Wine making process: wines are regularly tested for PH and acid levels, colour and clarity. Temperature of the storage room is daily monitored.
* Other supplies: making sure bottles are washed and sterilised before filling, it’s vital to make sure that there is no foreign body contamination such as dust, dirt and glass fragments; corks are carefully checked for any defects before fitting; labels colour, content and quality checked if are up to spec. Any issues to be recorded and suppliers notified immediately.
* All allergens that may be present are clearly listed on the labels.
* Because Berryfields Wines is a start-up company, the quality control requirements will be updated as soon as any issues or concerns arise.

**Health & Safety**

Everyone working in Berryfields Wines receives a manual for Health & Safety guidelines promoted by the company.

Clear emergency exit signage, fire extinguishers are in place and in perfect condition at all times. Company`s fire warden goes through fire safety rules with the colleagues every three months. First aid kits are present, well stocked and in easy access. Any accidents are immediately recorded in the accident book.

**Health & Safety contd.**

Anyone dealing with the product handling should sign up with Irish agriculture and food development authority “Teagasc” and get HACCP certified which is a two day workshop, covering Hazard Analysis Critical Control Point legislation, risk assessment & development, implementation as well as Supplier Control and Food Safety Management Controls.

(Teagasc, 2015)

**FINANCE**

**Financial Projections**

The financial projections for the first year are presented in the **APPENDICES (Financial Projections).** This is based on the research done on the date stated.

**Winery License and Excise Duty**

In our business we will have to get a certain license in order to sell and produce alcoholic beverage. This will be a “Wholesale Dealer in wine and wine Retailer’s off licence” and will be paid yearly for the cost of €1,000. The type of license can be viewed on Revenue.ie. (Irish Tax and Customs, 2012)

Taxation is very a big aspect of expenses in our wine business. We have to pay excise duty, which will be depending on the amount of wine we are going to produce and sell. The excise duty will depend on the alcoholic volume in the wine. As our wine will exceed 5.5% but not exceed 15%, our excise duty will be €424.84 per hectolitre (100 litres). This will cost €55,759 for 17,500 litres of wine we going to produce and sell in our first year. The wine license and the rate of excise duty can be found on Revenue.ie. (Irish Tax and Customs, 2015)

**Sales**

The sales for our first year are predicted to be €210,000 in selling the three different wines. As stated in the marketing section, we estimated to reach 0.023% of the Irish Wine industry market in our first year. We are expecting the volume of sales to double in year 2 as we are planning to hire labour and expand our sales in to other cities in Ireland.

**Expenses**

The full list of expenses and their cost can be found in the **APPENDICES (Financial Projections – Financial Projection 1).** The calculated expenses are based on the given date stated. The cost is based on the research done with real cost and prices.

**Corporate Tax**

The corporate tax for businesses that have trading income is 12.5%. The corporate tax percentage can be found in the revenue.ie (Irish Tax and Customs, 2015). This will be projected in our profit and loss statement under the taxes section.

Corporate tax: Income from operations (€67,212) x 12

100

Corporate tax €8,402.

**Pricing**

The pricing calculation can be seen below.

Pricing:

Cost of Goods €35,848

Operating Expenses €25,800

Excise Duty €55,759

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Total cost of production €117,407.

The cost of production will then be divided by the amount of bottles we projected to make and sell in the first year, which will be 17,500 bottles.

Total cost of production €117,407

Number of bottle per year / 17,500

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Production cost of one bottle €6.70

We plan to sell each and every one of the three different wine types with the same price of €12 per 750 ml bottle. We agreed to have the 44% margin as the profit. The profit will then be used for marketing and other financial expenses as well as for hiring more staff in the year 2.

**Funds and Loans**

We are planning on taking out a loan of €100,000 in the bank. The loan will then be used for purchasing supplies. We plan to pay the loan back in 24 months as it gives us more steady use of funds accumulated in the upcoming years. We used the Bank of Ireland Loan Calculator to find out the loan repayment per month, which gives us the loan repayment of €4,419 per month for the next 24 months. (Bank of Ireland, 2015) In addition to loans we also have our own investment of €100,000 into the business.

Sources of funds:

Cash on hand €100,000

Bank loan €100,000

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€200,000

**Private Limited Company legal requirements (Fenero Contractor Solutions)**

In our business we are planning to use a third party contractors in order to organise the legal structure of our Private Limited Company. This will make our business more efficient and we will be able to concentrate on the daily operations of the business as well as the marketing aspect of our business. This will cost us €149 per month. The total cost of this can be seen in the **APPENDICES (Financial Projections – Financial Projection 1)** and **APPENDICES (Financial Projections – Financial Projection 2)**

**Net Profit Margin**

Net Income €3,052

Sales / €210,000

Net profit margin = 1.45%

In our first year we expect a low profit margin even with a high volume of sales because we are expecting our turnover to be quick and focusing on a long-term production. We are also expecting the cost of sales to increase by adding labour costs in year 2 as we are going to hire staff in that year in order to increase our production volume and sales.

**Return on Assets**

Net Income €3,052

Total Assets / €35,894

Return on Assets = 8.5%

Our business return on assets is a high percentage, which means that we are fully utilizing our assets. These figures may vary once we have additional labour costs in year 2.

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**APPENDICES**

**Promoters’ CV’s**

**Mayowa Bakare**

34 Westhaven Dale, Blanchardstown, Dublin 15

**Mobile:** 0869382034

**E-mail:** [mayowabakare25@yahoo.com](mailto:mayowabakare25@yahoo.com)

**Summary**

Highly capable, determined General Manager with over 10 years experience of leading high performance teams. Competent in increasing productivity while reducing costs, have the ability to stay calm under pressure. I also have excellent communication and configuration skills and I’m highly successful in helping company to progress forward, achieving goals and resolving business.

**Management Skills and Expertise**

* Organising and managing company procedures
* Project management
* Handling budgets
* On time delivery
* Business improvement
* Employee relations
* Forecasting & finance
* Facing customers
* Financial awareness

**Education**

**Institution:** Trinity College Dublin

**Qualifications:** BA Honors Business Management (First Class Honours)(Graduation year**:** 2002)

**Institution** DCU

**Qualifications:** MSc in Management (Business)

(Graduation year: 2005)

**Work Experience**

**2015 present** General Manager, Berryfields Wines Ltd.

**2009-2014** Managing Director, Brightwater

* Initiated new business and brought on board new clients
* Managed, structured and executed strategic projects across the business’s geographic markets
* Provided analysis to imply strategic decisions
* Ensured all internal procedures were attended to
* Maked sure that maintenance, documentation of procedures and control, while reaching sales targets and also development of organisation, were conducted as planned

**2003 – 2008** General Manager, Allianz Worldwide Care

* Give leadership and management to the business
* Was responsible for daily runnings of many departments
* Trained and led a large team
* Scheduled workload to meet deadlines
* Ensured all targets were met on time
* Maintained good relationship with suppliers and costumers

**Hobbies**

* Hiking
* Fitness
* Basketball

References Available On Request

**Jurgita Dumblyte**

1 Walkingstown Square, Lucan, Co. Dublin

**Mobile:** 0878395048

**E-mail:** [jurgita34@yahoo.com](mailto:jurgita34@yahoo.com)

**Summary**

I am an experienced Operations Manager who is capable of successfully coordinating the activities of many departments involving the production, pricing, sales, and distribution of products & services. Very comfortable when working with people and have excellent business-like approach to solving any possible problems and developing business procedures. Excellent management skills. I work well as an individual as well as a part of a team. I have strong leading skills.

**Production Skills and Expertise**

* Performance management
* Financial control
* Ensuring customer satisfaction
* Recruitment
* Staff training
* Margin performance
* Commercial awareness
* Health, Safety and Environment

**Wine Training Expertise**

* Good knowledge of wine regions
* Strong knowledge and understanding in wine varieties
* Strong in communications verbally and written
* Excellent wine productions techniques
* Good at providing wine tasting

**Education**

**Institution:** Dublin Business School

**Qualifications:** Bachelor of Business Administration with an Operations Management Concentration (First Class Honours) (Graduation year: 2003)

**Qualification:** M.Sc. in Management of Operations

(Graduation year: 2004)

**Qualification:** Wine & Spirit Education Trust level 3 Award in Wines & Spirits

(Graduation year: 2006)

**Work Experience**

**2015 present** Operations and Production manager, Berryfields Wines Ltd.

* 1. Production Operations M anager*,* **Hammond Lane Metal**

* Managed a team of many employees in an extremely busy work environment
* Developed best practice strategies
* Produced operations plans that determined how company was run
* Worked close with the Financial Manager, and Marketing Manager
* Managed production process
* Structured production schedule
* Chose maintenance and selection of all products
* Supervised and motivated workers

**2007 – 2011** Production Planner, PE Global

* Was responsible for supply planning and inventory management of key products on site
* Developed New Product Introduction and Planning activities
* Purchased and planned for direct materials
* Managed the forecasting and supply of all materials for production areas
* Planned for New Product Introductions

**Hobbies**

* Cycling
* Travelling
* Reading

# References Available On Request

**Olga Diomina**

54 The Set Hunters Road, Inchicore, Dublin 8

**Mobile:** 0879476394

**E-mail:** [Olgasnow1@yahoo.com](mailto:Olgasnow1@yahoo.com)

**Summary**

I am an outstanding, highly productive, innovative and analytical Marketing Manager with 10 years plus experience in successfully developing and leading a strong,results based marketing team. I have comprehensive experience of taking care and supporting the sales department by structuring the overall marketing strategy and also reviewing and developing. I also have the ability to form business relationships and relate beneficially with people at any level. I am very capable of leading and working part of a team. I am fairly comfortable when it comes to working in a high paced, hands-on, progressive work environment and able to ensure that brand messages and images are implemented adequately.

**Marketing Skills and Expertise**

* Direct marketing
* Marketing plans, Search Engine Optimisation & Pay Per Click campaigns
* Development of clients’ Brand marketing
* Sales presentations
* B2B and B2C
* Competitor analysis
* Project management
* Market research
* Ability to work under pressure
* Confidence to 'sell' my ideas
* Strong organisational and planning skills

**Wine Training Expertise**

* Good knowledge of wine regions
* Strong knowledge and understanding in wine varieties
* Strong in communications verbally and written
* Excellent wine productions techniques
* Good in wine tasting provision
* Knowledge of style, quality and value of wine

**Education**

**Institution:** UCD

**Qualifications:** BSc Marketing (First Class Honours)

(Graduation year: 2003)

**Qualifications:** Chartered Postgraduate Diploma in Marketing

(Graduation year: 2004)

**Qualification:** Wine & Spirit Education Trust level 3 Award in Wines & Spirits

(Graduation year: 2006)

**Work Experience**

**2015 present** Marketing Manager,Berryfields Wines Ltd.

**2008-2014**  [Marketing Executive](https://www.linkedin.com/title/marketing-executive?trk=pprofile_title), Nike

* Communicated with target market and managed customer relationships
* Connected and communicated with many stakeholders i.e customers, suppliers and partner organisations
* Seeked advertising opportunities and placed adverts in the press - television and any OOH advertising areas, on the radio, stadiums, and many more.
* Organised photo-shoots
* Arranged the effective distribution of marketing materials
* Monitored competitors

**2004 – 2008** Brand Marketing Manager, River Island

* Managed Brand marketing strategy, which included updating values of the brand.
* Developing the strategy and making creative ideas for Out Of Home advertising
* Managed online promotion mix – PPC, SEO, social media
* Managed events

**Hobbies**

* Sports
* Travelling
* Reading

References Available On Request

**John Dizon**

30 The Rise, Hunters Square, Blanchardstown, Dublin 15

**Mobile:** 0871234560

**E-mail:** [Johndizon1@yahoo.com](mailto:Johndizon1@yahoo.com)

**Summary**

I am extremely motivated Finance Manager with over 10 years experience in successfully developing and leading a strong results based finance team. Highly skilled in all accounting and financial fields that include monitoring and managing essential accountants and credit control. I have strong capability to handle difficult and numerous assignments effectively and have high confidence in working and leading as part of a team but I’m also able to work independently.

**Skills**

*Financial:* Cash Flow Management, Accounts Management, Budget preparation, Financial forecasting, Economic awareness, Financial Data Analysis, Auditing,

*Management:* Predicting future trends, Supervisory skills, Financial regulations, Decision making, Budget Management, Effective work delegation, Conflict resolution.

*Personal:* Attention to detail, Communication skills, Strong IT knowledge, Presentation skills, Problem solving skills, Analytical skills, Strong negotiation skills, Strategic thinking skills.

**Information Technology Skills**

* Project management
* IT management
* Communications
* Data analytic
* Coding
* Web design
* Software development

**Education**

**Institution:** Letterkenny Institute of Technology

**Qualifications**: Higher Certificate in Computing in Information Technology Support (Graduation year: 2001)

**Institution:** Trinity College, Dublin

**Qualifications:** BSc Finance (First Class Honours) (Graduation year: 2003

**Work Experience**

**2015 Present** Financial Manager, Berryfeild wine.

**2010– 2015** Finance Manager, Apple

* Managed a team of 15 finance professionals, which included accounting, tax and financial planning.
* Was a the members of site senior management team and contributed to the great delivery of the company’s financial strategy.
* Managed the monthly, quarterly and yearly processes.

**2003– 2010** Trainee / Senior, K&K Restaurant

* Completed reports to strict deadlines and within budgets, reported straight to finance partner also director.
* Communicated and identifyed findings for weaknesses in the internal controls and deficiencies, irregular regulations, policies and operations and improvements in efficiencies and also economies.

**Hobbies**

* Travelling
* Sports

# References Available On Request

**Financial Projections**

Please double click on icons to open spreadsheet files:

**Financial Projection 1**

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**Financial Projection 2**

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