



DEPARTMENT OF ECONOMICS, ST. XAVIERS COLLEGE

BOROUGH BERRIES

MEET US!



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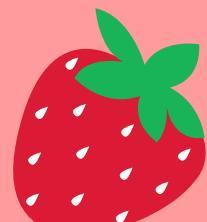
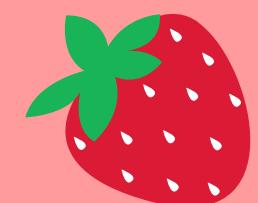
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INTRODUCTION

After careful consideration, we launched Borough Berries, a gourmet venture specializing in chocolate-covered strawberries.

Why This Product?

- Seasonal Advantage
 - Market Demand
 - Team Skill Set
- Strategic Sourcing



INTRODUCTION

Our Business Journey

As we gained insights into what worked best, we gradually expanded and evolved our business through



**Product Expansion
Work Specialization & Allocation
Branding Enhancements
Differentiation Strategy**

COST ANALYSIS

initial investment

approx 400 per person

Fixed costs

- 1)Brand Poster: ₹2
- 2)table cloth for Stall: ₹100
- 3)Sticker: ₹1 per sticker

Variable Costs

- 1)Strawberries: approx ₹3.2 per strawberry
- 2)Chocolate: ₹11 per cup
- 3)Cups and Forks: ₹3

Total Cost of 1 cup

$3.2 \times 5 \text{ strawberries per cup} + 11 + 3 + 1$
=₹31 per cup

Pricing Models

- 1) Small Cup: ₹50 or ₹60
- 2) Large Cup: ₹80 or ₹100

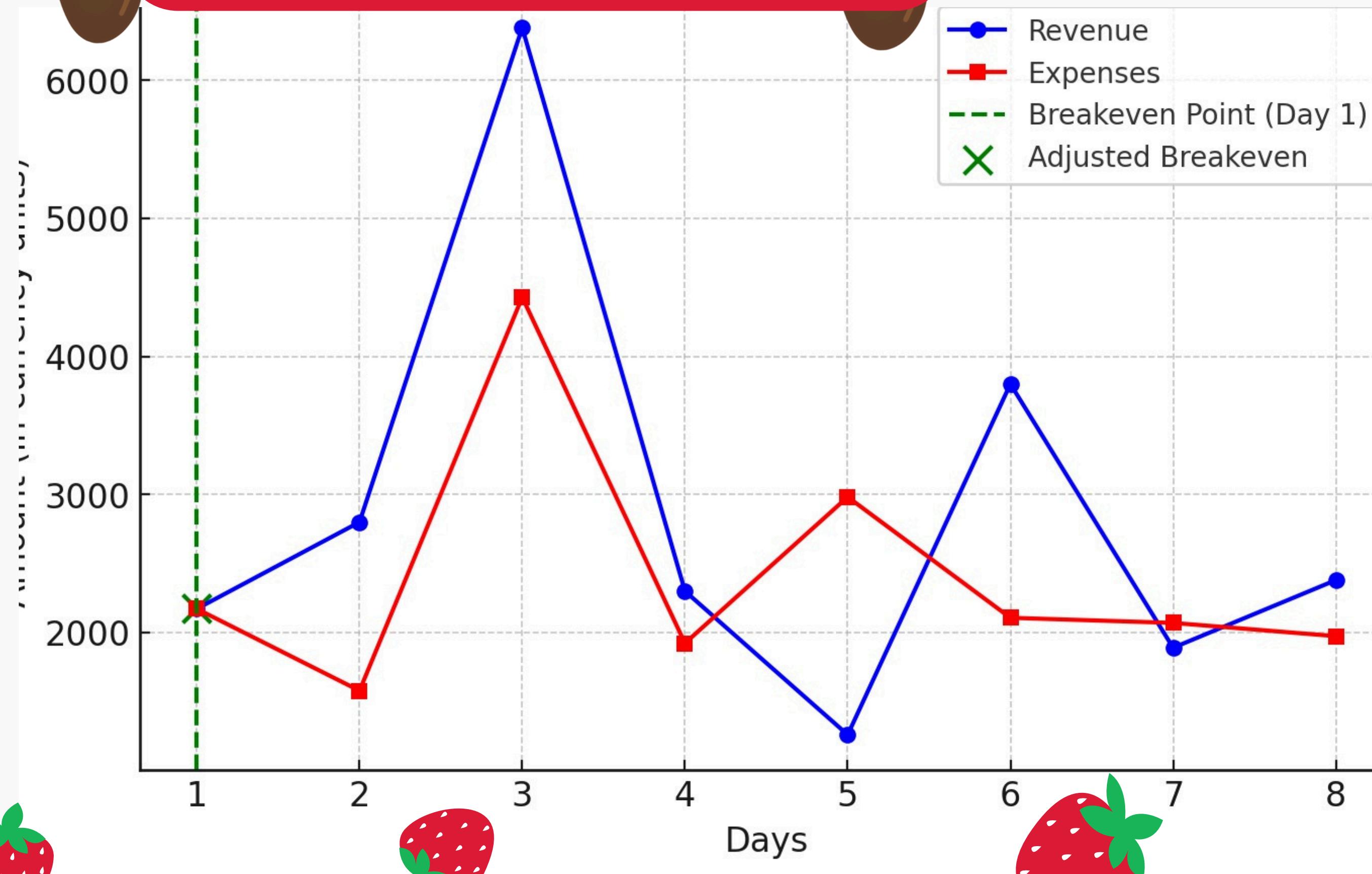
ACCOUNTING

Day	Expenses	Revenue	Profit
1	2172	2800	628
2	1579	2800	1221
3	4428	6380	1952
4	1923	2300	377
5	2982	1260	-1722 (Loss)
6	2107	3800	1693
7	2070	1890	-180 (Loss)
	1974	2380	406

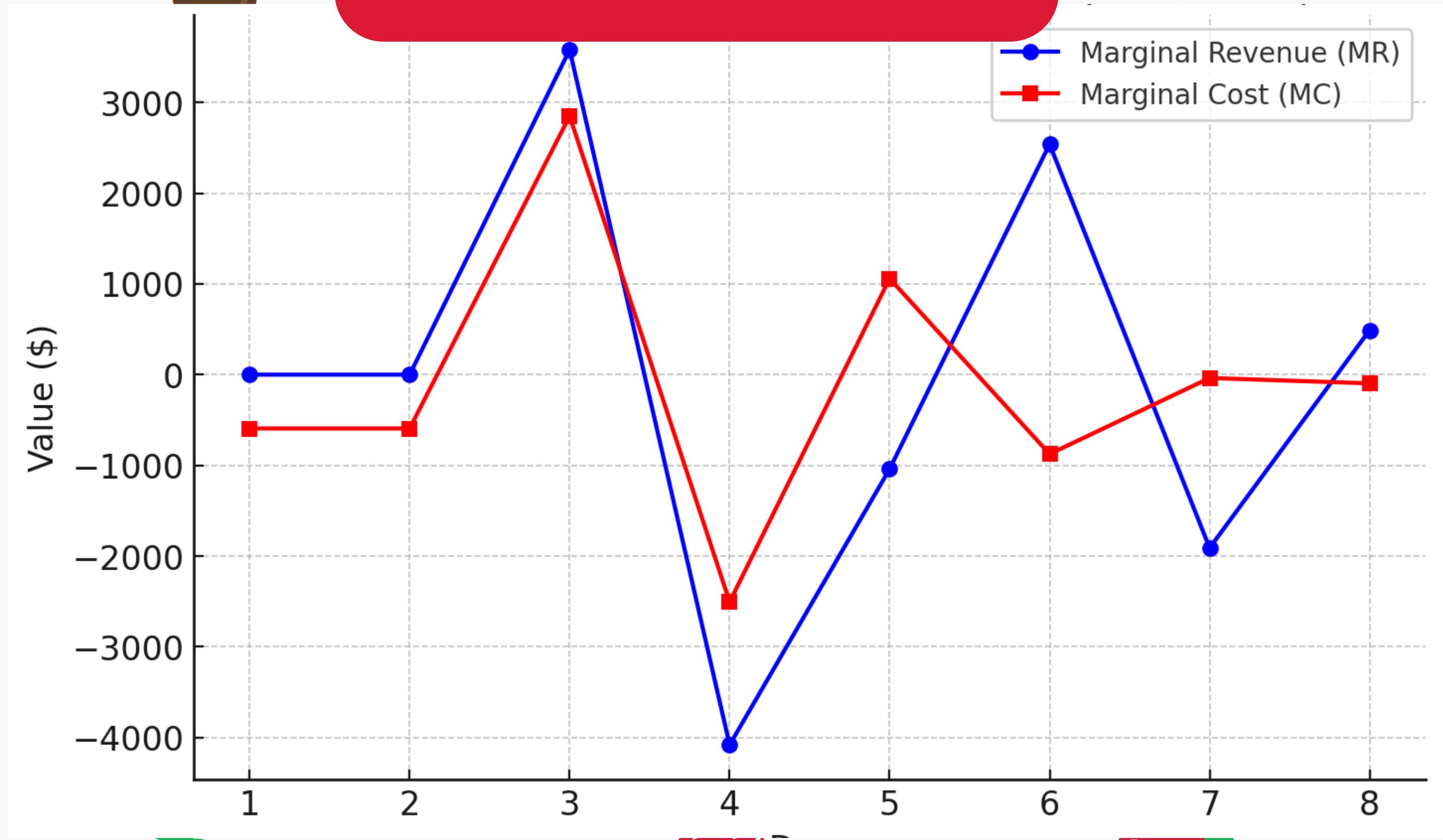
METHODOLOGY

Day	Profit %
1	28.91%
2	77.33%
3	44.08%
4	19.60%
5	-57.75% (Loss)
6	80.35%
7	-8.69% (Loss)
8	20.57%

ANALYSIS



ANALYSIS



PERFORMANCE

NET PROFIT

PROFIT PER PERSON

On accounting all expenses and revenue our net profit was ₹4375

This results in profit per person to be ₹875

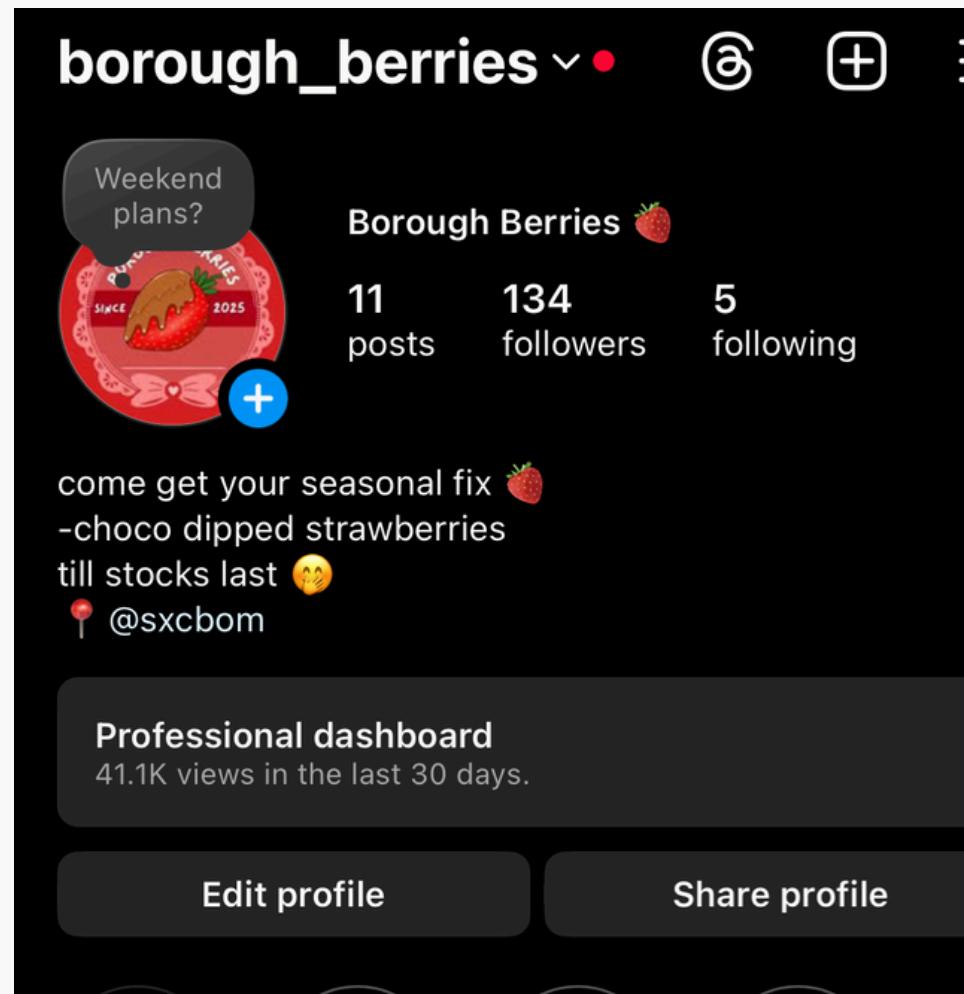


MARKETING

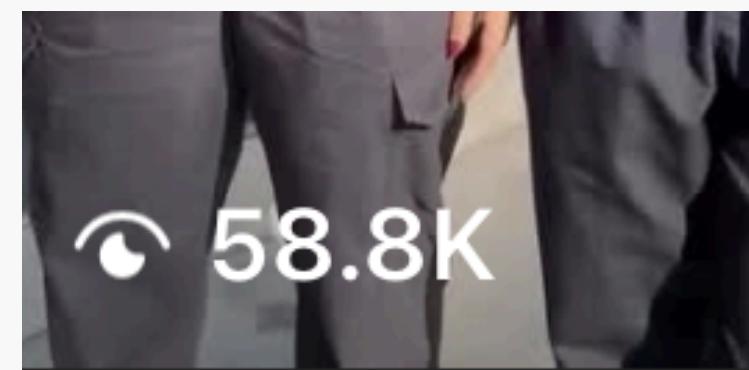
BRANDING: ESTABLISHING A DISTINGUISHED PRODUCT

SALES STRATEGY: TARGET AUDIENCE, LOCATION AND MASS MEDIA(Instagram)





**OUR INSTAGRAM PAGE HOLDS
SOME OF OUR FONDEST
MEMORIES WITH OUR
CUSTOMERS. AND OUR FIRST
REEL CROSSED 50K OVERNIGHT!**



MARKETING

**CUSTOMER BASE: FREQUENT INTERACTIONS,
FEEDBACK AND THE HIGHEST QUALITY FOR
OUR CUSTOMERS**



TRENDSETTERS

- Inspired other groups to reenact the same business model
- The first to establish their brand - sales & Instagram
- Inspired the canteen to begin the sale of our signature product

LEGACY

WE ARE PROUD TO SAY THAT WE'RE LEAVING
A PART OF OUR LEGACY BEHIND AS THE
CANTEEN CARRIES IT FORWARD



CONCLUSION

Our business journey of selling strawberries with chocolate provided valuable insights into entrepreneurship and economic principles.

CONCLUSION

- We explored key aspects of business operations, including:
 - Pricing strategies
 - Demand and supply dynamics
 - Cost management
 - Marketing effectiveness

CONCLUSION

**Overall the project helped
us understand real-world
business challenges and
strategic decision-making.**



THANK YOU!