

KEERTHI SWEETS

Keerthi Sweets

CHAPTER -1

KEERTHI SWEETS

Introduction:

When it comes to Indian Cuisine and food one thing cannot be overlooked...Our love for Sweets! Most Indians have a sweet tooth or a mouthful of them, to say the least. It's not uncommon to see huge crowds at Sweet stores across the Country. And with the variety and a sheer number of sweets available it's no wonder that it's such an important part of an Indian's lives. Sweets are part of any Indian celebration or festivity of any kind. They are prepared in Indian households not only for special feasts and occasions but also for simple celebrations like birthdays, anniversaries, graduations or even any other concocted reason.

Mysore Pak:

This sweet dish is a native of Karnataka and it is made with ghee, sugar and chick pea flour. It is believed that this dish was created in the kitchens of the Mysore Palace. It became known as the "Royal Sweet" of Mysore.

Purpose of Eating Sweets:

- People often eat dark chocolates to reduce high blood pressure to a certain extent. Scientists say that people must take around 200 grams of dark chocolate or cocoa powder.
- Eating sweets such as dark chocolate is beneficial. Studies show that eating 8 to 10 grams of dark chocolate reduces the problem of strokes.
- As we know that the sweets help in energizing the body. But few people believe that eating sweets is harmful for the body while the others say that sweets activates the body and improves the food habits.
- An excess of sweetened foods and beverages can lead to weight gain, blood sugar problems, and an increased risk of heart disease, among other dangerous conditions.

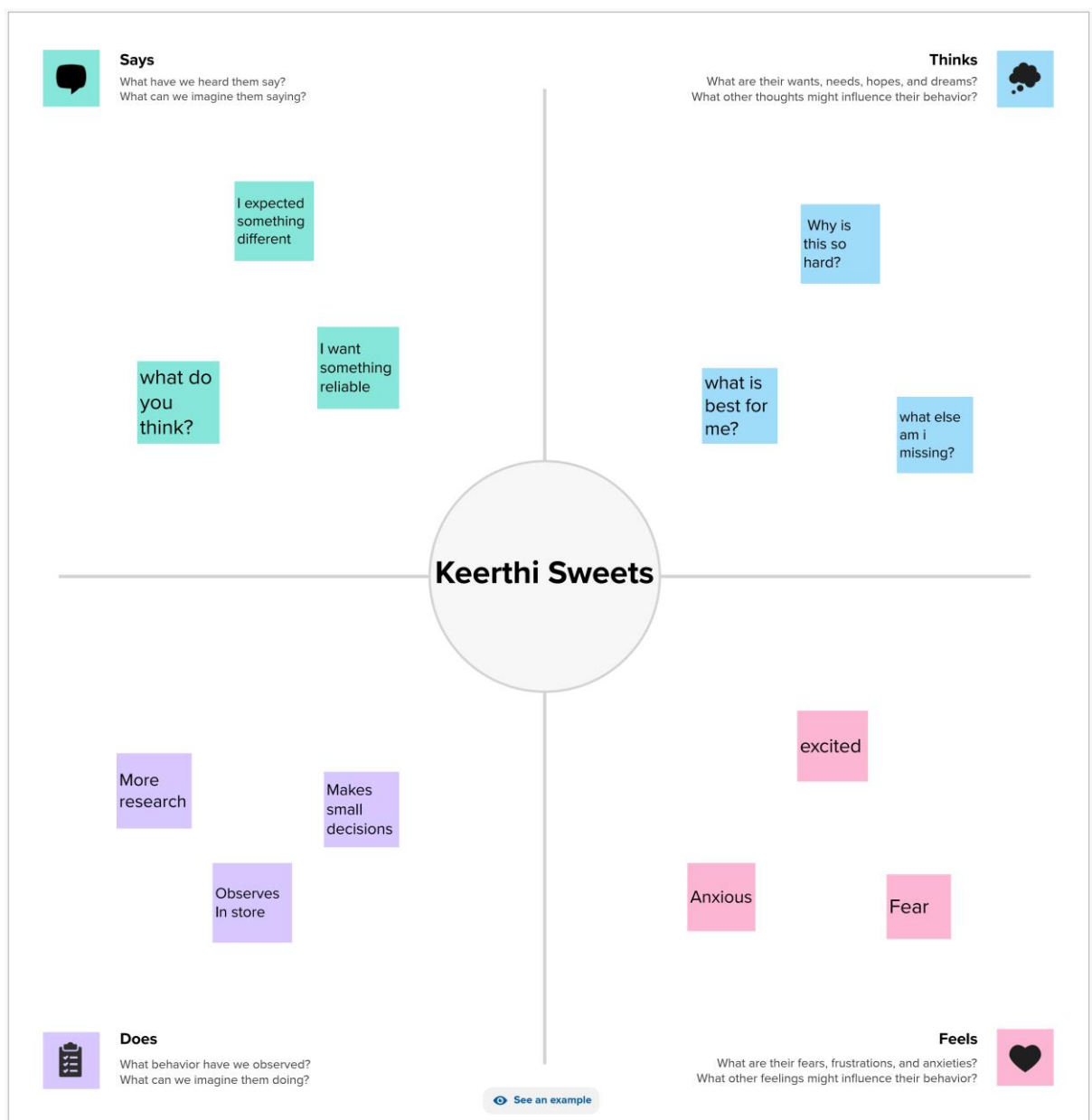
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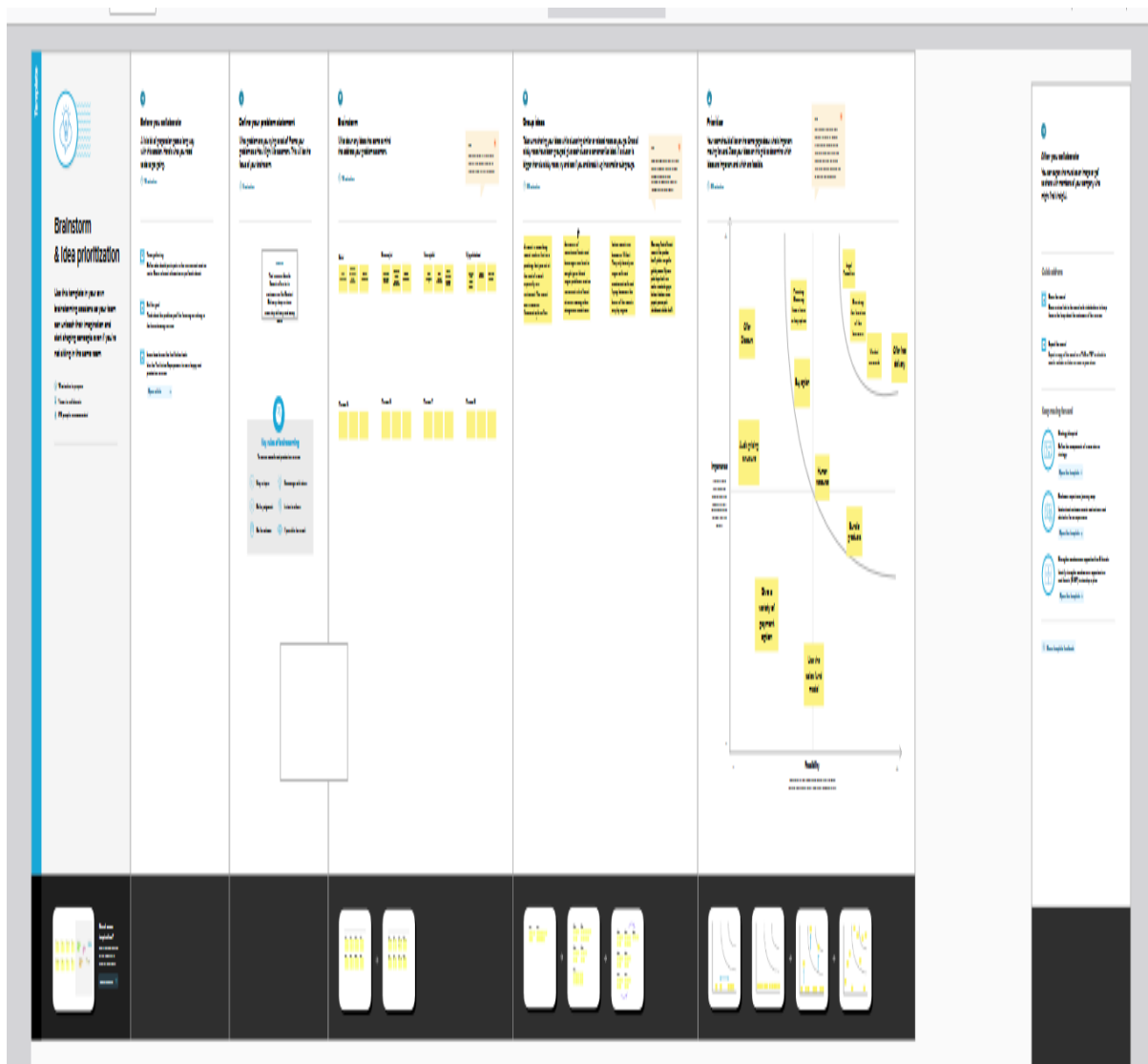
Problem Definition & Design Thinking

Empathy Map:



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Ideation & Brainstorming Map:



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RESULT:

PROFIT & LOSS:

Keerthi Sweets Profit and Loss

Basis: Accrual

From 01/04/2023 To 31/03/2024

[+ Add Temporary Note](#)

| ACCOUNT | TOTAL |
|---------------------------------|------------------|
| Operating Income | |
| Sales | 1,71,000.00 |
| Total for Operating Income | 1,71,000.00 |
| Cost of Goods Sold | |
| Cost of Goods Sold | 41,500.00 |
| Total for Cost of Goods Sold | 41,500.00 |
| | |
| | Gross Profit |
| | 1,29,500.00 |
| Operating Expense | |
| Advertising And Marketing | 10,000.00 |
| Other Expenses | 5,000.00 |
| Rent Expense | 20,000.00 |
| Salaries and Employee Wages | 50,000.00 |
| Tax Paid Expense | 5,640.00 |
| Total for Operating Expense | 90,640.00 |
| | |
| | Operating Profit |
| | 38,860.00 |
| Non Operating Income | |
| Total for Non Operating Income | 0.00 |
| Non Operating Expense | |
| Total for Non Operating Expense | 0.00 |
| | |
| | Net Profit/Loss |
| | 38,860.00 |

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Balance Sheet:

This Year

Customize Report

Schedule Report

Export As

Keerthi Sweets
Balance Sheet
Basis: Accrual
As of 31/03/2024

+ Add Temporary Note

Collapse allExpand All

| ACCOUNT | TOTAL |
|----------------------------------|-------------|
| Assets | |
| Current Assets | |
| Cash | |
| Petty Cash | 28,500.00 |
| Total for Cash | 28,500.00 |
| Bank | |
| ICICI Bank- 001 | 95,450.00 |
| Total for Bank | 95,450.00 |
| Accounts Receivable | 1,05,000.00 |
| Other current assets | |
| Prepaid Expenses | 27,000.00 |
| Total for Other current assets | 27,000.00 |
| Total for Current Assets | 2,55,950.00 |
| Total for Assets | 2,55,950.00 |
| Liabilities & Equities | |
| Liabilities | |
| Current Liabilities | |
| Accounts Payable | 3,540.00 |
| Unearned Revenue | 1,05,000.00 |
| GST Payable | 0.00 |
| Output IGST | 8,550.00 |
| Total for GST Payable | 8,550.00 |
| Total for Current Liabilities | 1,17,090.00 |
| Total for Liabilities | 1,17,090.00 |
| Equities | |
| Owner's Equity | 1,00,000.00 |
| Current Year Earnings | 38,860.00 |
| Total for Equities | 1,38,860.00 |
| Total for Liabilities & Equities | 2,55,950.00 |

**Amount is displayed in your base currency INR

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Advantages of sweets:

- Sweets Could Help You Live Longer. One 1998 study found that college-age men who ate sweets regularly lived twice as long as those who didn't.
- Chocolate Is Like Magic.
- Sugar Can Help You Focus.
- Sweets Bring Back Joy.
- Chewing Gum Has Health Benefits.

Disadvantages of sweets:

- Weight Gain. Sugar consumption leads to increased weight.
- Depression. Eating sugary snacks leads to a release of dopamine, a feel-good chemical in the body.
- Excessive consumption of sweets weakens the bones.
- Soda and baked sweet food items negatively affect the immune system.
- Causes Skin Sagging and Wrinkles.

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APPLICATION:

- Sweet Solutions is an American-based manufacturer dedicated to the highest quality products for the confectionery, ice cream, dessert and bakery industries. Our small batch methods, combined with modern technology, allow us to meet all of our customers' needs regardless of quantity.
- We are privately held and our management team has nearly 100 years' experience in the food industry, providing the knowledge to help with all of your application and product development needs. All of us at Sweet Solutions have a passion for what we do. We take great pride in our family of products, as well as our commitment to quality, honesty, morals, and self-growth.
- At Sweet Solutions, we believe in the limitless potential of food. Our passion for innovation drives us to push the boundaries of what's possible and create truly unique and delicious products. With years of experience and expertise in product development, manufacturing, and ingredient sourcing, we are dedicated to helping our clients turn their vision into a reality.
- After a thorough analysis that included surveys, research, validation of employees' one-to-one interactions with clients, we started revamping the most immediate touchpoint: packaging.

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Conclusion:

A business' number one priority is bringing in customers. How they bring in those customers depends on the audience they are trying to reach. In The Sweet Shop's case, they are trying to attract young adults, specifically FSU students. You would think that since The Sweet Shop is so close to campus, their social media sites would be very popular. Surprisingly, they are not. This is because of a number of things ranging from chance to mistakes that the owners themselves made. The Sweet Shop's colourless website seems to be directed towards older adults instead of college students. Their Facebook's posts are not entertaining, but the rest of their page is successful. Facebook is a good example for how social media is not always going to be the best way to capture your audience. Their two twitter accounts are good examples of how canoes can to accommodate for an audience's interests. If The Sweet Shop can make changes to their other media like they did for Twitter, they will see their number of customers grow in no time. However, for media to attract these customers, all their media sites should be connected in some way, like links to other sites, so the business can access their audience at all times from different kinds of media. I argue that if The Sweet Shop were to improve their current media to attract a younger audience and combine their media together, they would bring in more students than they do now.

The taste and appearance of a piece of candy can be enhanced by adding additives such as food colouring and flavouring. The sweetness of a candy can also be further enhanced by artificial sweeteners. Sugar gives us energy but over consumption of sugar can result diseases such as diabetes and cancer. Thus, it is important to moderate our sugar intake.

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Future Scope:

- Conduct Market Research to Identify Your Target Audience.
- Create a Unique and Memorable Brand.
- Develop a Solid Business Plan.
- Connect with your Audience via social media.
- Offer Online Delivery for Convenience.
- Perfect Your Sweet Recipes and Product Offerings.
- Establish an Online Presence.
- Provide Outstanding Customer Service.
- Continuously Innovate and Adapt.
- Offering sale promotions to boost the volume of sales.
- Developing new product or service lines.
- Improve your product or service offerings.
- Focus on customer experience.
- Utilize marketing and advertising.
- Offer promotions and discounts.
- In conclusion, increasing sales requires effort, strategic thinking and continuous improvement.

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