**Business Plan: Bee’s burger business**

**Executive Summary:**

Bee's Burger is a small family-owned and operated burger business located in Barangay 10 F. Castro St. Nasugbu Batangas. Our burgers are made with locally sourced ingredients and cooked fresh to order. Our family takes pride in creating a warm and welcoming atmosphere for our customers to enjoy their meals. Our menu features a variety of burgers, including classic bees burgers, cheese burgers, and other variety of options. We also offer a range of sides and beverages to complement our burgers. In addition to our delicious food, we prioritize exceptional customer service and strive to make every customer feel like part of our family. As a small business, we are committed to supporting our local community and have formed partnerships with local farmers and suppliers. We are dedicated to providing high-quality, affordable food to our community and look forward to continued growth and success as a family-owned business.

**1. Business Description:**

**1.1 Vision Statement:**

"Our vision is to be the go-to destination for families seeking delicious, high-quality burgers made with locally sourced ingredients. We strive to create a warm and welcoming environment where families can connect over great food and create lasting memories. We are committed to providing exceptional customer service and supporting our local community through partnerships with local farmers and suppliers."

**1.2. Mission Statement:**

"We take pride in serving delicious, high-quality burgers made with locally sourced ingredients. Our mission is to create a warm and welcoming atmosphere where families can connect over great food and create lasting memories."

**1.3 Goals and Objectives:**

• Increase revenue by 10% in the next year through increased sales and customer retention.

• Expand the menu to include vegetarian and vegan options to attract a wider customer base.

• Implement a loyalty program to incentivize repeat business and increase customer retention.

• Increase online presence through social media and online advertising to attract new customers.

• Improve customer satisfaction by implementing a feedback system and addressing any issues or concerns in a timely manner.

**2. Market Analysis:**

**2.1. Target Market:**

Our main audience comprises individuals who live or visit the local area and fall into the categories of working professionals, students, and people who enjoy eating burgers.

**2.2. Market Trends:**

The local family-owned burger business has seen a rise in demand for their best-selling Bee's Burger due to its taste, quality, and value for money. To attract and retain customers, the business has been offering promotions and discounts on this product. They are also considering expanding their burger options while retaining the Bee's Burger as their signature item.

**2.3. Competition:**

Bee's Burger faces no direct competitors on their street, however, it can be considered that Angels Burger poses a competitive threat, albeit from a distance.

**3. Product Offerings:**

**3.1. Burgers:**

Bee's burger offers an array of burger options such as the classic Bee's Burger, Cheeseburger, Ham Sandwich, Ham and Cheese Sandwich, Egg Sandwich, Burger with Egg, Burger with Egg and Cheese, Hotdog Sandwich, and Cheesedog Sandwich.

**3.2. Drinks:**

Bee's burger offers different kinds of soft drinks like coke, sprite, mountain dew, RC mini, juicy lemon mini and cold water.

**4. Marketing and Sales Strategy:**

**4.1. Branding: Brand Identity for Bee's Burger:**

**Logo:**

The logo for Bee's Burger should be simple, memorable, and representative of your brand values. Consider incorporating elements related to bees and burgers. A bee icon or silhouette can be combined with a burger to create a unique logo. Use clean and bold lines to ensure visibility and recognition. Select a font that is easy to read and complements the logo design.

**Color Scheme:**

Choose a color scheme that reflects the vibrancy and warmth associated with a burger joint. Here's a suggestion for a color palette:

1. Honey Yellow: This color represents the sweetness of honey and complements the bee theme.

2. Charcoal Black: This color can be used as a neutral and contrasting shade to create visual balance.

3. Tomato Red: This color evokes the juiciness and excitement of a delicious burger.

**Interior Design:**

Your interior design should create an inviting and comfortable atmosphere for customers. Consider incorporating the following elements:

1. Bee-themed decorations: Hang bee-themed artwork or create custom wall decals featuring bees and flowers to reinforce your brand identity.

2. Warm lighting: Use warm-toned lighting fixtures to create a cozy ambiance that complements the color scheme.

3. Natural elements: Introduce plants or floral arrangements to add freshness and a touch of nature to the space.

4. Comfortable seating: Choose comfortable seating options, such as booths or cushioned chairs, that encourage customers to relax and enjoy their meals.

**Uniforms:**

Create uniforms that align with your brand identity. You can consider the following ideas:

1. T-shirts or aprons in a solid color that matches your color scheme, with the Bee's Burger logo prominently displayed.

2. Incorporate bee-themed elements, such as bee patterns or bee-shaped buttons, into the uniform design to reinforce the brand.

**Packaging:**

Extend your brand identity to your packaging. Design burger wrappers, takeout boxes, and cups with the Bee's Burger logo and color scheme. This consistent branding will reinforce your identity even when customers are enjoying your food at home.

4.2. Online Presence:

The company's team of experts will produce visually captivating posters that showcase the brand and its offerings in an attractive manner. Their skills in design and marketing will be utilized to create posters that effectively communicate the message to the intended audience. The team will also strategically place and distribute the posters to ensure maximum reach and generate brand awareness. Additionally, they will establish a robust presence on social media platforms, such as Facebook, Instagram, Twitter, and LinkedIn, by crafting compelling content that resonates with the customer base.

By leveraging both poster advertising and social media platforms, the company's team will assist in effectively engaging with customers and promoting the brand's offerings.

**4.3. Local Partnerships:**

Buko juice is an ideal match for the burger shop, as it complements their burgers in the absence of any suitable beverage options. Its refreshing quality pairs well with Bee's Burger, and the various health benefits of coconuts make it an excellent burger partner.

**4.4. Loyalty Program:**

In order to establish a successful loyalty program, it is imperative to first define the desired outcomes, such as increased customer retention, repeat purchases, and recognition of loyal customers. Once the objectives are established, the rewards to be offered, such as a "buy one, take one" promotion and a free Buko juice after three purchases, should be determined. Finally, the promotion of the loyalty program through social media and in-store signage is crucial to ensure that loyal customers are aware of the program.

**4.5. Community Engagement:**

Bee's Burger is delighted to endorse community involvement and connection building, and is pleased to support an event that brings residents together. Attendees of the event can enjoy live music, interactive games, and delicious cuisine provided by Bee's Burger. Additionally, they have the opportunity to volunteer at local food drives for charities. We welcome you to celebrate with us and contribute to the development of a positive community. We cordially invite you to join us in the festivities while fostering connections and supporting a positive community environment.

**5. Operations and Management:**

**5.1. Location:**

Bee's Burger's strategic location near the public market place provides an excellent opportunity for the business to capitalize on the high foot traffic in the area and attract a larger customer base. Being situated in close proximity to a market, which is a hub for commercial activities, would allow the business to leverage this to their advantage and make their offerings more visible to potential customers. This could potentially result in increased sales and revenue for the business as it benefits from the high demand generated by the surrounding commercial activities.

**5.2. Equipment and Suppliers:**

To start the Bee’s burger business, it is essential to have the right equipment and suppliers to meet the needs of the business and budget. The necessary equipment includes a grill or griddle for cooking burgers, a refrigerator and freezer for storing meat, cheese, and other perishable items, a food prep table and cutting boards, utensils such as spatulas, tongs, and knives, plates, cups, and cutlery for serving, a Point of Sale (POS) system for tracking sales and inventory management, cleaning supplies such as dish soap, sponges, and trash bags, food storage containers and wraps for storing ingredients, condiment holders and dispensers, and menu boards and signage for advertising the business and menu offerings. Additionally, sourcing supplies from local or regional suppliers can help reduce costs and support the community. It is crucial to ensure that all equipment and suppliers meet health and safety regulations.

**5.3. Staffing:**

It's crucial to recruit skilled fry cooks and friendly customer service representatives who share a passion for burgers and possess excellent interpersonal skills. A skilled fry cook can ensure that the burgers are cooked to perfection, while a friendly customer service representative can create a welcoming atmosphere that keeps customers coming back.

**5.4. Inventory Management:**

To implement an efficient system to manage inventory, the following steps can be taken:

1. Forecast demand for each item based on sales data, seasonal trends, and upcoming events.

2. Develop a system to track inventory levels in real-time, such as a barcode scanner or RFID tags.

3. Set up automatic reordering for items that reach a certain threshold.

4. Establish relationships with suppliers to ensure timely delivery of ingredients.

5. Regularly review inventory reports to identify slow-moving items and adjust orders accordingly.

6. Implement a first-in, first-out (FIFO) system to minimize waste and ensure freshness.

7. Conduct regular inventory audits to identify discrepancies and prevent theft.

By implementing these steps, the system can ensure an adequate supply of patties, buns, and other ingredients while minimizing waste and reducing costs.

**6. Financial Projections:**

**6.1. Startup Costs:**

The initial investment required for the Bee’s burger business can vary depending on various factors such as the size of the business, location, and the type of equipment and inventory required. Generally, the initial investment for a small burger business can range from ₱50,000 to ₱150,000. This includes equipment such as grills, fryers, refrigerators, and other kitchen appliances. Leasehold improvements such as remodeling or construction of the physical space, licensing fees, marketing expenses including website development, print ads, and social media promotions, and initial inventory such as food supplies, packaging, and utensils.

**6.2. Revenue Streams:**

The daily foot traffic on a typical weekday is approximately 2,000 people, while this number could increase on weekends or during local festivals or events, reaching a maximum of 4,000 individuals. With an average spending per customer between ₱40-₱50, it can be projected that on a typical weekday, around 20-30 customers will buy at the stall. However, on good days, this number may increase to 20-30 customers buying in bundles worth ₱100-₱200 worth of burgers. As for weekends, the number of customers is expected to rise, reaching an estimated 40-50 individuals, who will purchase ₱100-₱200 worth of burgers. Conversely, on bad days, only 10-15 customers are anticipated to make purchases, which will amount to burgers worth ₱40-₱50.

Assuming the business is open every day of the month, here's an estimate of the total monthly income based on the projections:

Weekdays:

- Daily sales revenue (good days): ₱800-₱1,500 (20-30 customers x ₱40-₱50 spending per customer)

- Daily sales revenue (bad days): ₱400-₱750 (10-15 customers x ₱40-₱50 spending per customer)

- Monthly sales revenue (22 weekdays): ₱17,600-₱33,000 (11 good days x ₱800-₱1,500 daily sales revenue + 11 bad days x ₱400-₱750 daily sales revenue)

Weekends/Festivals and other events:

- Daily sales revenue: ₱4,000-₱10,000 (40-50 customers x ₱100-₱200 spending per customer)

- Monthly sales revenue (8 weekends): ₱32,000-₱80,000 (8 weekends x ₱4,000-₱10,000 daily sales revenue)

Total monthly income: **₱49,600-₱113,000**

**6.3. Operating Expenses:**

Here's a breakdown of the costs of Bee’s burger business that incur:

1. Rent: The cost of rent will depend on the location of the business. A small burger joint located in an inexpensive area may incur a monthly rental cost of approximately ₱2,000 to ₱3,000. However, if the business premises is owned by the proprietor, the rental expense would be eliminated.

2. Utilities: The cost of utilities will depend on the size of the business and the number of appliances used. On average, a small burger joint may pay around ₱5,000 to ₱7,000 per month for utilities.

3. Salaries: The number of employees and their salaries will depend on the size of the business. A small burger joint may have 1 employee. The total cost of salaries could be around ₱15,000 per month.

4. Supplies: The cost of supplies includes the ingredients for making the burgers, buns, condiments, and other items. This cost will depend on the menu, but for a small burger joint, it could be around ₱3,000 to ₱5,000 per month.

5. Marketing: Marketing costs will depend on the extent of advertising and promotion. For a small burger joint, marketing costs could be around ₱800 to ₱1,500 per month.

6. Ongoing inventory replenishment: The cost of replenishing inventory will depend on the demand for the burgers and the frequency of orders. For a small burger joint, this cost could be around ₱5,000 to ₱7,000 per month.

Overall, the total cost of the Bee’s burger business could range from ₱28,000 to ₱35,500 per month.

**6.4. Profitability Analysis:**

**Breakeven Analysis:**

Assuming the total monthly operating expenses of the Bee’s burger business to be ₱35,500, the minimum monthly sales revenue required to break evenwould be approximately ₱35,500. This means that the business must generate at least ₱35,500 in sales revenue each month to cover all the operating expenses.

**Cash Flow Projections:**

Based on the sales revenue projections, assuming the business is open every day of the month, the estimated monthly income is ₱49,600-₱113,000. The monthly operating expenses are estimated to be ₱28,000 to ₱35,500. Therefore, the estimated monthly cash flow for the small local family burger business could range from ₱14,100 to ₱85,500.

**Return on Investment (ROI):**

The return on investment (ROI) for a small local family burger business can be calculated by dividing the net profit by the initial investment. Assuming an initial investment of ₱150,000, and an estimated monthly income of ₱49,600-₱113,000, the ROI can range from 33% to 76% per month. This means that the initial investment could be recouped in approximately 3-4 months.

**7. Conclusion:**

In conclusion, Bee's Burger is a small, family-owned business that is committed to providing high-quality, locally sourced food and exceptional customer service to its target market. The business has seen a rise in demand for its signature burger and is considering expanding its menu options while retaining the original burger as its signature item. The team is dedicated to establishing a robust online presence, creating visually appealing posters, forming local partnerships, launching a loyalty program, and engaging with the community through events and volunteer opportunities. Bee's Burger is strategically located near the public market, providing an opportunity to attract a larger customer base. The business has access to all the necessary equipment and suppliers to meet the needs of the business and budget, and the team is dedicated to sourcing supplies from local or regional suppliers to support the community. The breakeven analysis, cash flow projections, and ROI calculation show that the business has the potential to be profitable if it generates enough sales revenue to cover the operating expenses. Overall, Bee's Burger looks forward to continued growth and success as a small business in the local community.