

**Czech University of Life Sciences Prague
Faculty of Economics and Management**

Economics Policy and Administration

Business Administration



Business Plan on Gravity City

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**CZECH UNIVERSITY OF LIFE SCIENCES
PRAGUE**

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

DIPLOMA THESIS ASSIGNMENT

Eng. Het Vyas

Economics Policy and
Administration Business
Administration

Thesis title

Business Plan on Gravity City

Objectives of thesis

The aim of the thesis is to develop and evaluate business plan.

Methodology

The first part of Thesis deals with the theoretical part of literature review, which contains the discussion on the definition of start-up by various authors and process of writing business plan. The second part of the theory observes different business models given by authors. The business plan process includes problem, solution and validation.

The practical part of the business plan includes financial plan, operational plan, marketing plan for the start-up. This evaluation is done with the help of PESTLE Analysis, Five Force Analysis and SWOT Analysis. The financials are calculated by Income Statement, Balance Sheet & Cash Flow Statement.

The proposed extent of the thesis

60-80 A4

Keywords

Business Plan, Social Media, Food Industry, Tech-enabled Food Market, Minimum Viable Product

Recommended information sources

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Declaration

I declare that I have worked on my master's thesis titled "Business Plan on Gravity City" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the master's thesis, I declare that the thesis does not break any copyrights.

In Prague on 31/3/2022

Het Alkesh Vyas

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Business Plan on Gravity City

Abstract

This thesis will guide readers in the world of integrating a business plan. This thesis aims to summarize all the essential facts of a successful business plan and give an idea of the process. The main stages and steps of writing a business plan are done in the summer based on the available books and online resources.

The first part of theory explains the principles, rules, and practices of a business plan. This thesis mainly focus on the mind in start-up businesses as development and expansion plans in operating companies may require different features.

The second part of the test is to prepare formal business plan based on tutorial education in the first part. The view of medical tourism is based on market research and the opinion of potential participants. The final business plan is not attached to thesis.

The installation of a business plan is an essential step in building a new business or establishing a business and includes tips that business can follow when investing in a real plan. In addition, this will help in learning a lot about the business vision during the preparation process.

"A goal without a plan is just a wish" - Antoine de Saint-Exupéry

Keywords: Business Plan, Social Media, Minimum Viable Product, Product Validation, Digital Food market

Podnikatelský plán na Gravity City

Abstraktní:

Tato práce provede čtenáře světem integrace podnikatelského plánu. Tato práce si klade za cíl shrnout všechny podstatné skutečnosti úspěšného podnikatelského záměru a poskytnout představu o procesu. Hlavní fáze a kroky psaní podnikatelského plánu se dělají v létě na základě dostupných knih a online zdrojů.

První část teorie vysvětluje principy, pravidla a postupy podnikatelského plánu. Tato práce se zaměřuje především na myšlení začínajících podniků, protože plány rozvoje a expanze v provozních společnostech mohou vyžadovat různé vlastnosti.

Druhou částí testu je vypracování formálního podnikatelského plánu na základě výukového vzdělávání v první části. Pohled na zdravotní turistiku je založen na průzkumu trhu a názoru potenciálních účastníků. Konečný podnikatelský plán není přílohou diplomové práce.

Instalace podnikatelského plánu je základním krokem při budování nového podniku nebo založení podniku a zahrnuje tipy, kterými se může podnikání řídit při investování do skutečného plánu. Kromě toho vám to pomůže dozvědět se hodně o podnikatelské vizi během procesu přípravy.

"Cíl bez plánu je jen přání" - Antoine de Saint-Exupéry

Klíčová slova: Podnikatelský plán, sociální média, minimální životaschopný produkt, validace produktu, trh s digitálními potravinami

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1. Introduction

The business plan should ideally include this significant component. Once a person understands the need for a business plan and collects ideas, it is an excellent time to write down the flow of ideas on paper. The section below will explain the seven critical components of a business plan: what to include, what not to have, how to deal with numbers, and other resources you can set up for assistance.

Executive Summary - The full summary often contributes to the title page by considering the overall structure of the business plan. The summary should give the reader an idea of what they intend to convey. This is important and usually what the owner wishes on page eight. So, it is good to be clear about your needs.

Business Description - The definition of a business initially begins with a summary of the sector. When defining industry units, it is important to discuss current ideas and prospects. One should also provide information on the various markets in the country, including any new products or developments that will be profitable or have a significant impact on the business.

Market Strategies - As a result of systematic analysis of market strategies are developed. Market analysis compels the trader to become familiar with all aspects of the market to define a target market, and the company is adequately positioned to collect its trading shares.

Competitive Analysis - The main goal of the competitive analysis is to understand competitors' various strengths and weaknesses within the market. It is also important to note that strategies will give you the unique advantage that barriers can be created to avoid competition in your market and any weak areas misused during the product development cycle.

Design and Development Plan - The design and development phase aim to provide investors with a detailed description of the product design, recognizing its development within the manufacturing, marketing, and budgeting sector to stimulate corporate growth.

Operating and Management System - The management and operational plan is designed to define the role of the business on an ongoing basis. The application will identify company assets such as the various roles and responsibilities of the team, the function assigned to each sector and category in the company, and the cost requirements associated with the operation of the business.

Financial Features - Financial data always keeps it behind the business plan, but it does not classify it as less important than anything specific like a business concept or management team.

2. Objectives and Methodology

2.1 Objectives

The aim of the thesis is to determine the critical components of business plan including industry analysis, competitor analysis, customer analysis etc. and the final aim is to implement these theories to develop new business plan for Gravity City with reference to financial plan, marketing plan, operations plan etc.

2.2 Methodology

The book review approach is based on data collection from specialized books, websites, journals and other written or online sources. Master thesis primarily consists of two parts: theoretical and the practical.

Writing an effective business plan is easy if you take the time before you start the writing process to do your research and gather the information you need to put it into it. Business owners of new start-up companies or established companies can benefit from thinking and researching the issues that determine success, such as Marketing strategies, regulatory environment, Capitalization needs, Funding Opportunities, Organization, Risks, and Competition.

In this list, you quickly realize that a business plan is more than just a document an entity used to finance or attract investors. It is a guide for how your business will operate to be successful. Before you can start writing your business plan, you need reliable information about your industry, competitors, product, and customers to be included. Industry analysis, competitor analysis, product comparisons, and market research will provide you with the information you need.

3. Literature Review

Part of the theory is the framework of information related to the active part of a business plan. It includes a review of current literature on relevant topics, providing comparisons and evaluations of methods from various authors.

3.1 Priorities before the business plan

According to (Galai, 2016) a business plan serves as an essential document when analyzing or planning strategic changes. A successful business plan should be a short document, usually ranging from 20 to 50 pages. It is flexible and not dry. When creating a business plan, it is crucial to decide who will write it. Galai (2016) argues that it is a mistake to leave a person in business or manager. He recommends collaboration with the various departments of the company or hiring an external expert. If hiring a professional is a decision, it is crucial to give the first draft to a professional to build on.

The reason is that an expert is an expert in writing a business plan but may not have enough information about your business. He also emphasizes that the business plan should be short and to the point. That Galai (2016) conveys by focusing on the fact that every business plan is done for a specific purpose such as product innovation, attracting a partner, or technological success. For example, if it is a technology product, you should explain how it will be profitable compared to other products. If it is an entirely new product, focus on the proof of your concept, etc. Ultimately the business plan should be clear and concise.

This may seem like a minimal point, but when reviewers check minor system errors or a blank left page may create the impression that your company is not critical or wasting resources intentionally. Galai (2016) does not recommend any format of a fixed business plan structure. However, it discusses the importance of prioritizing specific topics depending on the purpose of the plan. If the system is a new function, the first chapter should focus on the problem, solution, and guarantee. For example, if a new product is a medical device, the first chapter will describe the relevant medical issues and current equipment.

Richard (2012) also emphasizes the importance of remembering why you are writing a program. He also recommends that the program be kept as short as possible. Compared to Galai he is highly flexible when it comes to planning the design of the system. It offers a seemingly different idea of making a

business plan. Writes three questions and identifies how a business plan should be based on it. The questions he asks are: Where are you now? Where do you want to be? How will you get there? He emphasizes the importance of the second question as a way of defining a future business plan guide. Finally, Richard recommends communication from the ground up while developing the system

Pinson (2008) one of the authors provided an extended section of the book on questions before writing a business plan. According to Pinson, a few key questions need to be answered before writing a project, such as what this business plan is for and what you need it for? If you do not want to be financially secure, what should be your approach? How do you create an exit plan? Where do the numbers come from in your final financial plan?

When this study compare Pinson's approach with the previous 2 Richard (2012) & Galai (2008), it is clear that all three recommend defining the purpose of a business plan in the first place (Why do you write it?). Pinson differs from the previous two writers because he initially considers the three most essential questions while others do the latter. These three questions are a financial source, an exit strategy, and an economic prediction.

It is pretty sure Pinson's approach to considering these questions when he asks is very clever. When this study reviewed the methods mentioned above, it noticed that Galai (2016) is the only person who talks about problem analysis, solution, and validation of newly developed products. According to him, if the product is new, there may be suspicions about the legality of the problem and the solution. That's why analysing the problem, the explanation, and providing corroborative evidence can dispel all doubts. It also finds this type of method very adequate because product is very new, and without the proper process, its performance may look down.

Lastly, this section will not be included in the actual area as it is about consideration before writing a business plan. However, the points raised in this section will serve as a guide for developing a business plan accordingly.

Funding: Funding (budget) is significant and will have a direct impact on your opt-out choice.

Remember, when considering financial options, not only can you quickly raise the funds you need to achieve your goals, but the costs of each type of finance in terms of both money and relationships. In simple terms, capital comes from four sources: 1. you, 2. friends and family, 3. financial institutions, and 4. society as a whole (including Venture Capital and Private Equity).

Exit strategy: Pinson (2008) points out that many people think that an exit plan is a plan if it fails, but it is not valid. It is a strategy for success. Developing an exit plan before writing your business plan will allow you to make the best decisions for your business. Have you ever seen runners in a race without knowing where the Finish Line is? This would not happen, would it? Whether you are initiating a new business or expanding a current business, the definition is the same. Before you start a race, you must know where you expect to finish. Exit can be in one of the forms mentioned below:

- Selling all or part of a business.
- Transferring the business to a family member
- Selling Employee Identity System
- Taking the company to the public.
- Termination

Financial speculation: When writing a piece, writing a business plan should be developed as a fictional concept and depend on generating revenue and incurring costs. Over time, even the most brilliant business planner is often confused about where some numbers come from. That is why the following steps are recommended.

As you develop each part of your business plan, remember to upgrade it according to your income and expenses. Keep a paper book next to you. As you determine the income and expenses of the dollars you are working on, record what you did. Be sure to include details of when the payment will be received and when the costs will be accepted. When you are ready to make your financial plan, gather your thoughts together in one place and use it as a base for the dollar you have invested. Lastly, include your ideas in your financial statements where needed for clarification.

3.2 Opportunity

This section will integrate current educational methods to analyse, validate a problem, develop a solution, and ultimately validate that solution.

3.2.1 Problem to be solved

According to Brian (2015), before starting to find a solution, it is essential to explain the problem clearly in writing. Writing is called passive activity. By writing your situation on a piece of paper or a whiteboard or flipchart, you are forced to use your visual acuity, your sense of hearing, and your sense of art. As a result, you use all your brain cells in the process of explaining your problem clearly from the start. According to Brian, 50% of problems can be solved by explaining them clearly in advance. In many cases, when people have been in a situation for a long time, they did not take the time to explain the problem in the first place. Imaginative thinking is a significant obstacle to success in life and the business world.

The second step in Brian's path is called problem verification. In this section, you recommend reading, researching, and gathering as much information as possible about the problem. The more information you collect, the more likely it is that the correct solution to your problem appears in the data, such as a cream that rises to the top of the milk. At this stage, be prepared to follow wherever the facts may lead. Resist the temptation to fall in love with the solution at the beginning of the process and seek only that information that will confirm your initial conclusion. Keep an open mind.

According to MacAdam (2013) many entrepreneurs tend to spend a lot of time working on a solution before fully understanding the problem or defining it as a necessity. The need must be identified and summarized before you can begin working on the solution. If you do this, you will end up solving the wrong problem. That is why if the problem is not yet resolved in the forum right now, you must try again and go back to the previous section and explain the customer problem before continuing to do anything. The solution is an easy part of building a value proposition. With the situation in mind, the next step should be to highlight the value of the key to the customer.

Galai (2016) also, the first step is to determine if there is a compelling need for your product or service. It is the first work of the entrepreneur to ensure that the market works. Proving your product demand

is very important, especially in the case of a new or new product. In some cases, there is a vacuum or vacuum in an environment that produces an environment that requires a solution. The solution may be an entirely new category of products or the development of existing products and processes. Lack of resources, cost-effectiveness, and safety are examples of concerns that require some form of solution. In most cases, you will find that you do not need to start from the beginning.

Brian (2015), MacAdam (2013) and Galai (2016) provide solid reasons for the importance of defining the problem in the first place. All three methods are very similar. In particular, it is clear that there is a great deal of truth in the theory of Galai (2016) when he says that in most cases, you do not have to start from the beginning, which means that maybe someone before you faced that problem again. He tried to find a solution. Exploring existing methods can be a game-changer.

3.2.2 Solution

According to MacAdam (2013) a standard business solution starts intentionally with the customer in mind. The study think about how our clients deal with and their problems, which creates opportunities for an answer. He points out that the solution our customers want may not be the most excited to start or the easiest or most expensive to deliver. He points out that we must be cautious about our experience or knowledge when formulating a solution.

The reason is that our knowledge motivates us to look at the solution from our point of view, not from a customer perspective. Just notice our human tendency to go back to what we feel comfortable with and what we know and understand. Our eyes should be on the grand prize the customer. Stand right behind your customers and do not move to another location. To find a solution (Brian, 2015) recommends that you follow the steps outlined below:

1. Don't re-invent the wheel - Remember, any problem you face is probably solved by someone else, somewhere, and often at great expense. You do not need to reset the wheel. Ask questions from experienced people and consult a professional. Look at others who have had similar problems and find out how they cope
2. Let Your Mind Work - Once you have gathered information and discussed it with other people, first try to solve the problem carefully. Think of all the things you can do to solve the problem; if you are not happy with the solution, you have just left it and set a plan to come back later to look it up again.

Brian says that your unconscious mind and great consciousness start to work 24/7 like a giant computer when you change your mind. Brian calls this process a turning point in your life.

3. Use your sleep - Review your problem before going to bed and ask your subconscious mind to find a solution. This strategy works exceptionally well when you have a problem or problem that you have to deal with in the future. By asking for an answer, you will often wake up with a complete response to your solution, and you may wake up in the middle of your sleep and see that the answer is there just as the butterfly rests on your shoulder.

4. Write it down - Sometimes, it is good to have a notebook to write down the answers and ideas, rather than forgetting what happens most often.

5. Take action - Lastly, whatever your opinion, act quickly. Do not hesitate. Sometimes the ideas that come in are old-fashioned; if you take action, amazing things can happen. Finally, Brian strongly recommends doing the following two exercises:

1. Take any problem or goal you have, Google it with keywords, and collect all the articles and papers to review. You may be surprised at what other people have already discovered and what other people are already doing.
2. Ask and try to find people who have already solved the problem you are trying to solve. You have to be amazed at how quickly you find other people who have solved a specific problem you are trying to find a solution to.

According to Galai (2016) while developing a solution, it is essential to find the answer to the following questions: What kind of problem do you solve? Can your potential customers agree that this is a stressful situation? How much do they long for a solution? Is there a price for not solving this problem? Will your customers understand how your product will solve their problems? If your product does not solve the problem, what are the reasons for your product?

Betty (2003) explains that a solution is only essential if it is evident; in other words, explain why you recommend it and that the conclusions will be more effective and more potent if you can support it with facts and numbers. Knowledge-based on belief or judgment makes a big difference. When you explain to people why you came up with your idea, they have a chance to decide if they agree with you based on the concept you have used. Correction is a big part of the action. Making your conclusions and solutions clear - in other words, showing your work is the key to success. Betty summarizes the

above points in a “logical drawing.”

MacAdam (2006) provides information on what the solution is and what points should be considered. Compared to him, Brian goes ahead and offers steps to find a solution. In other words MacAdam (2006) tells what to do, Brian tells how it can be done. First, Biran (2015), the method is very effective, easy to use, and focused on results.

In conclusion, Galai (2016) provides a set of questions to ensure that your solution is valid. Finally, Betty's drawing can be constructive when summarizing the data that leads to the final solution. The study finds that all four methods are sufficient, and it believes that each can be useful in different stages of solution development.

3.2.3 Verification

Robert (2013) states that whether your organization is an international or small company, validation is still an essential part of the process. The most crucial point we are trying to achieve is applying for a complete check and ensuring that all information in the system is verified. The system has been fully processed, and all qualified staff and their designated deputies are also involved in the exercise.

Stefann (2012) states that there is a product or service in the heart of every business that needs to be sold to make money for the company. However, when you start over, how do you determine the features and features of your product or service? You must have probably done some research by now, and you know what kind of product you're going to make, but without testing and verifying the product, you can't build a profitable business. Creating the first product or service is the essential step for every business.

According to Lucy (2012) one of the main ways to test your business idea is to ask people if they can use it. It is essential to make sure that the market is big enough to meet your expectations. If you have taken your friend Bob - a vegetarian insomniac - as your inspiration for creating meat-free recipes, check to see if there is anyone else in the world who can log in to your website to buy before putting all your savings into perspective.

It won't take long to realize that it was ridiculous, but even if your opinion was utterly sensible, you should ensure enough market to help you succeed. During the test, phase talks to as many of your

customers as possible. Talk to people you know and many you do not know because they are more likely, to be honest, and critical.

3.3 Organizational Plan

This section is the department of a business plan that focuses on business/company-related topics. Each topic is described below in different categories.

3.3.1 Cover page

Various authors present different details that can be included on the front page, however Pinson (2008) recommends that company name, address, phone number, and website address appear on one-third of the page. Having a logo will add enhancement to a page, especially if it is printed in color. This is a great advantage, especially when looking for an investor.

- Company Name
- Company address
- Company phone number (including area code)
- Web address, if you have a website
- Logo, if you have one
- Names, titles, websites, addresses, and phone numbers of owners or business officials
- The month and year in which the program is released
- Repair name

Dethomas (2007) there is no specific type of title page, but the general rule is that the page should be attractive enough to readers and maintain a consistent style.

3.3.2 Table of Contents

Brian and Patrick (2008) see the content list as a necessary part of a business plan and think it serves the same purpose as the book's table of contents. However, it should not show the number of pages and subheadings because new sections, subheadings, or subheadings can be added at any time, making the numbers very difficult. Therefore it should only show the title of the section, as shown below.

- I. Table of Contents
- II. Executive Summary
- III. General company description
- IV. Product and services
- V. Marketing plan
- VI. Application
- VII. Management and organization
- VIII. Structure and capitalization
- IX. Financial plan

According to Pinson (2007) most small and medium-sized businesses will need a one-page content list. Existing companies will have historical information and financial statements as well as speculation. Larger, more complex companies will likely have more complex topics, primarily if the company pursues trading currencies. In all cases, the business plan should have at least three primary subject levels. Subtitles depend on the creator. Part I: Organizational Plan Part II: Sales Plan Part III: Financial Plan

Edward (2004) looks at the table of contents slightly differently compared to Pinson, Brian, and Patrick. First, you call it the business plan's layout, and it states that the information you provide should follow a logical pattern. You can present your material in the order shown here, using headings, so that the reader can explore your program and navigate without difficulty.

1. A brief statement of your intentions.
2. Your assessment of the market you plan to enter.
3. The skills, experience, and finances you bring.
4. Certain benefits of a product or service to your customers.
5. How to start a business.
6. Long-term viewing.
7. Your financial goals.
8. The money you are requesting and how it will be spent.

Summary of all the methods shows that each author provides a list of their choice and leaves it to the author to customize it according to needs. All three authors think that a business plan should have at least three main topics relevant to the company, the marketing plan and the financial plan.

3.3.3 Execution summary

According to Brian (2007) businesses tend to be more successful when conveying a message in the highest summary and back it up with valid data in the body part. (Pinson, 2008) states that the Executive Summary is a brief statement of a business plan. Summarizes the content and purpose of the completed program, covering all the key points.

It determines who you are, what your company does, where your company goes, why it goes where it goes, and how it gets there. Compared to other authors, Pinson is advanced and suggests that the full summary should be written differently depending on the purpose, such as if you are looking for a lender, venture capitalist, or if it is for internal use only, and you will not seek funding.

Haag (2013) also states that a summary should be developed after considering the entire business plan and should take 2-3 pages. Abrams²⁵ even suggests having only one page because students should understand the whole system in a short time without a thorough investigation.

Each of the above authors brings strong opposition to developing the full summary. Yet, Pinson's approach is complete and appropriate because it provides a step-by-step explanation of how to develop a high-profile summary when created for internal, investment-seeking purposes and co-operation. As business plans are built for internal use, it is required to eliminate unnecessary work and cover the points needed for internal use.

3.3.4 Vision, Mission, and Goals

According to Shamir (2003), the vision of the House, Policy and Objectives can be defined as one of the pillars of a company. Everyone explains these three ideas a little differently, but they all come together in 1 place: the basic company principles. A picture is a set of shared values that a company wants. It can also be described as a beautiful and unique plan.

In simple terms, the idea is what the company wants to achieve, and the goal provides the answer to how it can be achieved. A statement of intent is a brief description (one or two sentences) of a company's core objectives including, nature, values, and function. It should clearly state why the company exists and what it plans to do in the future. Based on the company's equipment, it manages its resources.

The goals are specific milestones that lead a company to its campaign. It is always in line with its vision and mission. According to the Doran (2017) policy, SMART rules must be followed:

- Specific
- Measurable
- Attainable
- Relevant
- Time-Based

3.3.5 Product description

Brian (2007) states that readers may not understand specific issues that affect your product, so you should describe the product briefly and clearly, keeping the following points in mind: Do not describe technology here; explain how you do it. Where does it do it? Is there anything different about it? How is it provided and distributed? According to Edward (2008) before defining a product, it should be specified which category the product belongs to. Is the product or service:

- A whole new idea?
- An improved version of an existing item?
- Cheaper than others?
- More reliable about after-sales delivery or service?
- Easily accessible to local customers?

Once the category has determined the product, he recommends clarifying the following two points:

- Describe the most important features. What is unique about it?
- Explain the benefits. What will the product do for the customer using it?

Note the differences between the features and the benefits and think about them. For example, a house that provides living and durable living is made of materials and a specific design; those are its features. Its benefits include the pride of ownership, financial security, family support, and placement. You build segments in your product so you can sell profits.

McAdam (2013) also notes the difference between a feature and again and states that that feature is visible when the benefit is intangible. The element describes what the product does, and the Profit reflects what the customer gets.

According to Ford (2007) before discussing in detail the company's plans for areas such as marketing and operations, it may be helpful to spend some time defining a company's product and service. Ford claims that a business cannot succeed without an attractive product or service, even with strategic considerations.

An entrepreneur is more likely to be familiar with a field of choice than a reviewer. The features and appeal of the product must be clearly defined and simple. The following information is usually included in this category:

- Location description - describing the physical features of the product
- Use and appeal - This is a place and opportunity to showcase different aspects of the product.

Ford suggests that it may be even more helpful to show a product or product sample to a viewer to increase appreciation. Compared to the authors mentioned above Pinson, takes a more detailed approach to product definition. According to the product description of (Pinson, 2018), it should be made differently if you are a manufacturer, distributor, or retailer.

Manufacturers should describe the product and provide a general description of its development from immature to finished product. The construction of a flow chart or timeline can help identify the various stages of research and development (R&D) and production. A timeline can also indicate when supplies should be ordered, how much time is needed in the production process, and how much time is involved in storing shipping, and handling.

It is also essential to discuss the raw materials used and how much they will cost. Who are your providers, where are they located, and why did you choose them? Although you may order from one major supplier, enter information about other suppliers. See how you can cope with a sudden increase in orders or the loss of a significant supplier. How will the work be done, and at what cost?

Higher production times for the project and determine when the money will be needed to buy the essentials. Also, include a cost split in the Documents Support section to make a backup copy of your statements. Describe your production equipment and other product assets in terms of what you already have, what you plan to purchase, and how much it will cost. Think again of dollars. If you disclose cash flow, this information will provide a source of your financial assumptions about production assets.

Each study provides essential information about the product description. Brian (2007) Keeping the product description simple Edward (2008), distinguishing between feature and benefit is one of the critical factors to consider when defining a product. However, Ford (2007) tries to determine the product definition in different terms but eventually comes to the same conclusion as Brian (2007). Compared to these writers Pinson (2018) approach seems complete and well thought out.

3.3.6 Business model

According to Pinson (2008) a business model is a way of doing business in which a company makes money and supports itself. Cheryl (2012) discusses different business models and states that there are seven types of business models in the digital business environment, namely:

1. Freemium Model - This means providing a free version and selling a premium version. Skype, MYSQL, and GroupSpaces all offer free products or services to build a wider audience. Another example would be Gillett, which offers free razors and sells expensive razor heads based on its Freemium model.

2. E-commerce model - This means selling goods or services as a retailer in various ways such as selling a direct product (guitar), tangible goods and digital download (farm game), technology marketing, sales service, sales, technology, data marketing, etc.

3. Advertising Model - This means selling the advertising space. Google and TrustedReviews.com are examples of sites that offer advertisers a targeted platform to advertise. Many digital businesses use the advertising model as a second source of revenue rather than the first. However, many analysts see this as a clever strategy because well-designed advertising can turn customers away from your website. If you finalize to go it cheap and risk the low bandwidth, you are only fooling yourself.

4. Affiliate Model - Selling clues, products, or services for which you earn a commission or give commissions to other parties.

5. Revenue Sharing Model - This means giving a portion of the revenue from the products/services you sell to get profitable, such as exposure to a large target audience.

6. Subscription Model refers to the registered sale of content, such as news or service. Many websites include subscription and advertising models. Making money on content by charging users a period (daily, monthly, or annually) to sign up is digitally influential due to the low cost of information.

7. App Store Model - This means selling apps on smartphones, tablets, and computers.

Allan (2011) states that the Business model is a framework or recipe for making money - creating and taking value. When she talks about online business models, she lists the following: blogging, small

blogging, bookmarking community bookings, content sharing communities, wiki sites, and worlds/games.

All three authors agree on what a business model is; however, when it comes to defining types of business models Cheryl (2007), the list of models seems to encompass all aspects of the models in the digital market. From the point of view of accordance with perfection, his way of looking is superior.

3.3.7 Management of the company and other key persons

According to Pinson (2008), this part also needs to be included in the business plan to understand the captain's capacity, knowledge, and skills. He also recommended the addition of CVs for people in charge. Ford (2007) states that you should not discuss the management team thoroughly so that the reviewer can integrate the existing leadership team to achieve the business objective. Galai (2007) also considers that this section needs to be short, which should reflect the organizational structure, which includes:

- Key manager and decision-makers. Provide a background on their experience and qualifications
- Categories and significant departments and their categories of responsibility
- Company directors and advisors

3.4 Marketing Plan

Donald and Russel (2008) define a marketing plan as a text document that contains business center marketing plan guidelines and time allocation planning. A big part of a good marketing plan is its precision. A marketing plan is considered when it does the following:

1. It uses information from several levels of management rather than from product managers only
2. They do not work on internal and external sources rather than relying on internal information
3. Expands sufficient time to collect and analyze the data needed to develop marketing strategies.

According to them, the marketing plan can be summarized as follows:

- Executive Summary
- Situation analysis (Competitive analysis, category analysis, customer analysis, planning considerations)
- Objectives
- Product strategy
- Support for marketing programs
- Financial records
- Monitors ad controls
- Emergency services

According to Cohen (2006), the marketing plan is a guide that helps in the management and implementation of the strategy, stimulates the thinking of using limited resources effectively, helps identify future problems, opportunities, and threats, to help facilitate access to resources used. Cohen describes the structure of the marketing plan as follows:

- Introduction - Describe what a product or service is
- Situation analysis - PESTLE analysis, competition areas, company locations, neutral areas analysis
- Target market - create segregation and define the target market
- Problems and opportunities
- Marketing objectives and objectives
- Marketing strategy
- Marketing strategies
- Implementation and control
- Summary

Both authors have a similar approach to defining a marketing plan, but Cohen provides a more detailed and concise structure for a general marketing plan. It is much easier to understand and follow his format than Donald and Russel (2008). However, Donald and Russell (2008) provide a deeper understanding of analyzing the situation, especially external analysis.

Finally, both authors recommend that they not adhere to their design 100% and adjust accordingly. Malcolm and Hugh (2006) also, provide the same structure for a marketing plan. According to them, a company that is not segregated tends to use less formal processes, as senior executives tend to have more practical knowledge and technology than their subordinates. In contrast, it is not often possible for senior executives to have more practical knowledge and technology than their subordinates in different companies. Additional planning is often very formal to provide consistent discipline for those who have to make decisions throughout the organization.

3.4.1 Situational Analysis

Analyzing the situation is very important because it is one of the factors that affect the company. The extent and depth of the analysis performed may vary. Porter (2003) proposes a small framework for external environmental analysis when developing a business plan. The following areas define the framework:

- Trends in the product area
- Market growth
- Trending prices
- Wanted styles
- Difficulty entering the market
- Changes in technology development

According to Donald and Russel (2008), case analysis should include the following features:

- Combine market features (category size, growth, season, Profit)
- Category items (newcomer threat, consumer negotiation power, and supplier negotiation capacity, pressure from actors, competition, and segment capacity)
- Competition analysis
- Provider analysis
- Natural Features (PESTLE)
- Company location - internal analysis
- Market / Customer analysis

Cohen (2006) states that case analysis contains a wealth of information. It is an understatement of nature. Many marketing professionals also refer to this as a raw scan. Cohen describes his approach and divides it into the following categories that can be summarized as:

- Market analysis
- Environmental Analysis (PESTLE)
- Neutral environment (financial, government, media, areas of particular interest)
- Competition analysis
- Company location - Internal analysis

The last two methods from Cohen (2006), Donald and Russell (2008) are very similar and cover many areas compared to the original method. However, Cohen does not include customer analysis when conducting a situation analysis. Instead, you analyze the customer separately. This method is appropriate because customer analysis is very complex and requires special attention in a different category.

3.4.2 Market analysis

According to Donald and Russel (2008) new or existing products, it is essential to ask whether the market is good enough to authorize new or ongoing investments. To find you, they recommend researching the following areas:

- Market size - Large markets are desirable to small and medium-sized companies. However, larger markets tend to attract competitors with more resources, thus making it harder for small firms to enter.
- Market growth - Market growth is a vital market component promoted by many planning models. It is important to consider current growth factors and future growth predictions to remain competitive in the market. Fast-growing markets are attracting worldwide due to high-profit margins. Still, it is also important to remember that fast-growing markets attract more competitors, and market share can change rapidly, leading to collapse.
- Product life cycle stage - Market size and market growth are often expressed simultaneously in the product life cycle. It is usually S-shaped and divides product sales into four categories: Introduction, growth, maturity, and decline. In the first stage, the market growth and size are low, making it unpopular with many people who choose to wait until the market enters its growth phase. At the end of the descent, most of the competitors run away.
- Season - The time of year is often overlooked. It is essential to understand whether the time of year can negatively affect a business. Some products are seasonal. If so, the question is how the company can handle the high level of demand during the season

Cohen (2006) also discusses market analysis and considers the following questions to be critical while analyzing market attractiveness.

- What are the needs and demands of the target market?
- How much does a product demand predict - is it growing or shrinking?
- Who makes the decisions - the buying agent or the customer himself directly?
- Who, where, when, what, and why customers buy

The above questions Cohen asks to analyze the market are somewhat similar to the points made by Donald and Russel (2008).

3.4.3 Competitive analysis

According to Daye and Wensley (1983), a company receives a paycheck (meeting its primary objectives) if it can meet the needs of its customers better than its competitors. Cohen (2006) sees competitors as opposing units. They are vital because they are the only units that will deliberately fight your interests. Cohen recommends describing the main competitors, the products they offer, their programs, information, knowledge, finances, human resources and resources, and providers. Most importantly, discuss their current and future strategies. Describe the strengths and weaknesses of competitors and what marketing channels they use.

Donald and Russell (2008) ask the same questions as Cohen, yet they provide the tools and resources to find the answers to those questions. To say that Cohen tells what to do but does not tell you how to do it, when Donald and Russell (2008) provide the necessary tools, resources, and methods for finding the answer. They also recommend not always sticking to their route while trying to find answers to the above questions. The whole marketing process is different and may require an additional tool or way to get feedback.

In addition to competitors Millers (1981), he talks about the importance of suppliers and says it is imperative to pay attention to them. He classifies the supply chain strategy as the most critical management decision using the TQM (Total Quality Management) concept. Also, Banks and Khosla (1995) refer to selecting suppliers as making important decisions in management, which can provide a competitive advantage to the company. In addition, Dikson (1996) describes twenty factors that must be considered when selecting suppliers. Of these twenty qualities, 2 of them occupy a central place in quality and price.

In analyzing the competition Porter (2015) he raises his “five power model.” He identified five competitive forces that make up the entire industry and all markets. From a strategic point of view, this analysis method is essential in determining the company's position in the market and fighting competition. It is necessary to identify its relationships with other industry players, including Customers, suppliers, manufacturers of acting products, potential new entrants, and competitors.

Customer Negotiation Power. Customers can be compelling, especially in the following situations:

- There are only a few customers or buy large volumes
- The products available on the market are standard and very different from competing products
- Transferring costs from one supplier to another are low
- They can directly integrate supplier functions into their production system.

Negotiation Power Providers. Similarly, providers can influence a company's profitability by setting their standards the same way as customers. Supplier capacity is essential if:

- They are very focused or in a position of authority
- They have many customers from different industries
- Transfer costs are high
- They offer a variety of products, and no products replace what they offer
- They can integrate multiple functions in their core business down into the supply chain

The threat of changing products. Flexible products provide alternative delivery options available in the industry. They respond to the exact needs in a different or new way. Flexible products often put themselves at risk by gaining market share and putting pressure on prices. Mutable products become real threats if:

- They offer better quality
- The cost of transferring the acting product is low
- The price of the replacement product is low

The threat of new entrants. New entrants are building the market by reaching a previously vacant position and bringing many new customers. The threat of new entrants is substantial if:

- There is no patent on the technology, which allows for easy access to them
- Access barriers and capital requirements are shallow
- A moderate economy is weak
- There are a few cultural barriers
- Client replacement costs are low
- Companies are not loyal to the companies they provide
- Opportunities for the revenge of actors already exist in the lower market
- Government provides assistance and support to new entrants

Competition. At the heart of the model, the internal competitiveness of the sector can be influenced and tested for other model strengths. Competitors are constantly battling within the industry to increase or retain their position in the industry. Competition can take many forms and lead to actions such as:

- Low price
- Introduction of new products
- Advertising campaigns
- Improving the scope of products and services

The intensity of the rivalry depends on the number of companies operating in the sector, their size, and the size of their market share. It can grow if:

- The field is not focused. For example, when competitors are numerous and comparable in size
- The growth rate of the industry is weak
- Entry barriers are low, and exit barriers are high
- Product classification rate is low
- Fixed costs are high

After reviewing all of the above seven authors.

3.4.4 PESTLE analysis

The political aspects of the Gravity Café PESTLE Analysis can be described as follows:

Political Features:

The management of Gravity Café has friendly contacts with political leaders from government to the national level. It is easy for them to set up new stores. As a result of the epidemic, exports have fallen sharply and this has affected the company's export business. As the company conducts an export business and has stores in countries outside of India, it is important to monitor its political stability. Gravity Café should also focus on environmental and social activities. The company is in the food industry and therefore has to adhere to various quality standards and regulations.

Economic Features:

As a result of the covid-19 epidemic, unemployment is increasing and people's incomes are declining which lowers corporate profits. Since the epidemic, people have been spending more and less money on expensive items. The Gravity Café must adjust their operating and operating costs in accordance with the change. The epidemic also contributed to the export of coffee beans. Since the last few months people have come together, the vaccination process and economic growth give new hope to the company. Coffee consumption has increased over the years. Coffee production has increased and at the same time exports have declined. This may reduce costs but ultimately reduce the company's profits. The company should focus on reducing its operating and operating costs.

Social Features:

is a great gathering place for many people. The company should focus on the things that attract these new generation customers. the company also focuses on areas where it establishes stores. The company should focus more on changing lifestyles, working conditions, urban sprawl. The middle-aged people now of the middle days also prefer to participate in the store. These changing patterns and spending a lot of money on food and drink make the company more focused on community activities.

Technology:

Gravity Café is always ready to do new things on their menu. Their food and beverage design, a unique

offering of customer engagement makes them attractive to new customers. and they change their diet according to the festivals and seasons. We also offer fruit juices. With this epidemic, adaptation has not brought about communication. Introducing a new web-based forum for all orders and deliveries. With the help of data analytics, they understand customer needs and design their own personalized content.

Legal Features:

Gravity Café is an international company and must enforce different laws and regulations depending on the country and the environment in which it operates. It also ensures that labour laws are implemented effectively. It also introduced a number of employee consultation programs and established a whistleblowing policy that encourages directors and employees to bring the company's attention to cases of misconduct, suspected fraud cases or ethical violations. The company also has absolutely no harassment at work. It also ensures compliance with customer complaints. the company also has to comply with the legal requirement when it will grow or make changes to its stores.

Environmental Features:

Awareness of climate change has grown significantly and the government has also put in place various regulations to reduce carbon footprint. Therefore, the company should focus more on using sustainable products. With climate change, there is a shift in coffee production.

This greatly affects the company as it can impose those costs directly on customers. Gravity Café also focuses on carbon footprint printing across all value chains. It should also encourage its partners to adhere to environmental laws and make them part of reducing climate change that ultimately contributes to coffee production.

3.4.5 Company analysis - Internal environment

The internal analysis covers three critical areas within the company. These are:

- Resources
- Skills
- Skills are important

According to William (2009), to analyze a company, it is essential to describe the situation in your company and the resources you have. Also, tell your current products, experience, knowledge, finances, people, suppliers, and other essentials. As a summary, you recommend covering all the

details under SWOT analysis. This section will be covered in detail under the SWOT analysis below.

3.4.6 SWOT Analysis

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. SWOT analysis is an in-depth evaluation of a business's internal (strengths and weaknesses) and external (opportunities and threats). After researching several sources about SWOT analysis, it was found that almost all come to the same place in defining what SWOT analysis is. Compared to other authors, it provides a set of questions for each section as a road map.

According to (Pinson, 2008), conducting a SWOT analysis will enable the business to focus on areas with the highest-level potential and the most substantial potential. At the same time, the company will look for ways to reduce its vulnerabilities and develop strategies and strategies to overcome any threats it poses. When doing a SWOT analysis, it is essential, to be honest about the strengths and weaknesses of your business. According to Pinson for the SWOT analysis, the questions below need to be answered.

STRENGTHS :

Various Product Choices:

Our business will offer a wide range of European coffee and delicious tea and delicious desserts, meaning customers will not be disappointed with the variety of products.

Fair prices:

People get the idea that European coffee is too expensive to try but we give them a chance to taste such coffee at a reasonable price, price sensitive customers will find this very easy.

Online order systems:

And the order system will be attached to each table so that the customer does not stay in line. The website will contain various options for the customer to choose from such as flavors, coffee art, sizes etc. and found them in real time.

Website:

We will build an easy-to-use website and enable online ordering sites so customers can order coffee early and pick it up quickly in quick hours. We will also use the method to get customer reviews on

products and let them make their own type of coffee.

Introducing new foods:

There will be new dishes and food besides coffee and desserts. We will be providing breakfast, lunch and dinner to our customers to get something more filling.

High-tech equipment:

To reduce the time customers have to wait for their coffee we will use state-of-the-art coffee making equipment and maintain international coffee quality. In this way we can provide effective customer service.

Unique and unique:

The concept of a coffee shop that offers coffee at the international level in Kandy is completely different from what already exists, we believe this is powerful as people will want to explore the idea.

International Quality Products:

Professional coffee ranchers and cake makers will be hired to work for our business, and combining their expertise with quality products, the products sold by our business will be of international quality.

Friendly Staff:

Our business will not only be sold with quality products, but also with a high level of customer service. Service is very important in keeping and gaining customers.

Artistic expression:

Our staff will consist of internationally acclaimed bar artisans who specialize in coffee art, displaying any art that customers request for coffee. There will also be local artists and bands playing in the store so that customers can ease the pressure with cool music.

Modern Design:

To attract customers to a world different from what they are used to and our customers to enjoy a break from work or a busy day.

WEAKNESS :

Type of food:

The type of food we sell in particular will include sugar and sweetener and high fatty foods, this can be a major weakness in our business as people are now more aware of health and often choose healthier options when it comes to food. and snacks. To overcome this, we will have low fat and low sugar products as well.

Health and safety:

As a new business we must learn all the rules of health and safety, at first this may be a weakness as not all employees will be following the rules. we will overcome this by sending staff to training.

High times may not allow food to come out quickly:

The peak times in the morning when people start work and during lunch will bring down the kitchen. This will prevent business employees from ordering new orders if we do not have enough time to wait for their food before leaving. More workers may be hired during these times but that will increase their salaries.

OPPORTUNITIES

Opportunity to grow business nationally and internationally:

This will have a positive impact on the business, as we have the potential to open new branches throughout the island to expand the business. Coffee may be introduced worldwide to attract international attention, as coffee is a popular beverage in many foreign lands.

Collaborating with other food and beverage manufacturers:

With Gravity Café in its early stages, there is an opportunity for the company to combine products with other well-known manufacturers, to put the brand name in the minds of customers.

Ability to introduce new Coffee products such as “day coffee” and “special meals”:

Gravity Café has the ability to customize and classify products at the customer's discretion and may introduce new products that are popular in the community.

Minor competitors:

Although grocery stores provide customers with coffee products, they are not specialized. So the cafe has a small no. competitors who specialize in coffee products which are a small threat to the company.

Ability to form lasting relationships with coffee producers:

As Gravity Café collaborates with major coffee companies on a daily basis, we have the opportunity to gain support from them, in order to expand the business on a large scale.

Ability to differentiate product by price and quality:

With changing economic conditions, the price and quality of products can be differentiated to suit customer preferences and consumer reach.

Can handle various target markets:

In terms of location and high demand for coffee, we can target a large customer base that includes outsiders, the business crowd, youth and young adults.

Increase customer base through loyalty programs:

In order to attract customers and increase customer base, Gravity Café has the opportunity to conduct loyalty programs and marketing promotions.

THREATS**Copy Products:**

With our innovation, we are at risk of having products copied and possibly developed by competitors which is a major threat.

Increased ingredient costs:

The coffee house is facing the rising costs of coffee and dairy products. This is something that has never been seen before but can have a huge impact on the coffee shop industry..

Government policies:

The government's policy of reducing incomes could lower people's incomes, which in turn could reduce the demand for coffee which is not a good demand.

Coffee is considered a luxury product:

Since shopping at a coffee shop is considered a luxury for many people rather than a necessity, many people will not visit a cafe when they have no extra income.

3.4.7 Marketing strategy in the target market

The targeted market is the part of customers who are most interested in the product you offer. These are customers for whom marketing efforts should focus. According to Kotler (1994), the target must be performed to analyze target market segments. Segmentation divides the market into different groups of consumers with different needs, characteristics, or behaviors who may need additional products or marketing combinations. Kotler provides the terms of the subdivision that can be categorized below.

- Location features
- Demographic factor
- Psychological features
- Behavioral factors

After the split, it is necessary to choose the most suitable parts for the company and bring the highest Profit. According to (Kotler, 1994) it is essential to look at specific indicators when deciding which part to focus on. These indicators can be described as follows:

- Part size
- Future growth opportunities
- The attraction of the part
- Considering whether the component will help the company meet its objectives
- Considering company resources

While reviewing the literature, Donald and Russell (2008) have the same style as Kotler. They even quoted Kotler at the end of the page. It would be a direct copy of the method Kotler (1994) without them mentioning the indicators (future power, size, etc.) that need to be considered when deciding on the final target market find very important.

Cohen (2006) also recommends the same type of segregation as Kotler did and points out that there are other ways to define a targeted market but does not mention any of them. The conclusion is that articulating the targeted market recommendations from Kotler will be satisfied because it incorporates all the distinctive methods that can be used as a basis.

3.4.8 Market marketing strategy

After describing the target market, Kotler proposes to select one of the targeting strategies listed below:

- Indivisible marketing - A market strategy in which a company decides to ignore market share differences and follow the entire market with a single prize.
- Unique marketing - A market integration strategy in which a company decides to identify a few market segments and design different offers for each.
- Focused marketing - A market integration strategy where a company follows a large portion of one or a few small markets.

Cohen (2006) also strongly recommends choosing one of the above identification strategies. He points out that if you try to serve all the customers' parts, you will probably not satisfy their needs. For this program, a focused marketing strategy is the most appropriate. According to Kotler, this is one of the most effective strategies for start-ups to manage their resources and efforts in one place.

3.4.9 Separation and positioning

Differences and positions follow division and identification. According to Kotler (1994) a company or market offers may be categorized and set aside for a product, service, employee, or image. Standing in how consumers define a product in terms of value, they place the product in consumers' minds compared to competing brands.

Kotler (1994) offers three alternatives:

1. Strengthen the current position of the product in the consumer's mind
2. Search for a new vacant position informed by sufficient buyers and hold it.
3. Reset the competition.

He also mentions that a company can be divided into one party but placed in another dimension in

customers' minds. In other words, segregation and placement should not coincide.

The stand consists of 4 steps:

1. Identify other placement themes.
2. Exploring alternatives correctly
3. Choosing a position that best meets the criteria identified
4. Implement programs such as advertising

3.4.10 Marketing objectives

According to Pinson (2008) this section should clearly state what you want to achieve with your marketing strategy. Your market research, marketing campaigns, marketing profits, social media efforts, and communication systems should all guide your business towards achieving your marketing goals. Many companies hope to grow their customer base, increase sales, Profit, promote new products and services, and other shared objectives. Not all business owners, however, can say exactly what these goals mean for their company.

The best marketing programs are focused on results; they describe the direct, the real, and the measurable goals within time limits. All marketing, advertising, and public relations are majorly designed to work together to achieve these goals. The objectives of your marketing strategy, for example, may include building a solid product, building a solid customer base, and increasing product/service sales. Each goal should be defined in terms of specific terms.

Cohen (2008) also agrees with Pinson when it comes to defining what goals and objectives are. He also separates goals and objectives. According to him, the purpose is a general goal. The aim is widespread and may not be measurable. Establishing a product in the marketplace, being a market leader, or being a market leader is the goal. In comparison, the objectives of the objectives are measured. Example: Selling 10,000 units a year is a goal.

Both authors provide a clear definition of the purpose and objectives, however Cohen (2006) explains the differences between purpose and purpose are much easier to understand and apply during planning and goal.

3.4.11 Marketing strategies

Cohen (2006) suggests that marketing strategy can be selected based on product, price, promotion, distribution, and other strategic or environmental variables. As the method tells you what you need to do to achieve your goals, the strategies tell you how to implement your plan. These tactics are described as the so-called “marketing mix” or “4Ps” of marketing. According to Kotler marketing mix is a set of controlling marketing tools that the company combines to produce the desired solution in a targeted market. The marketing mix contains everything a company can do to influence the demand for its product.

Product refers to the total number of ‘goods and services a company offers in a targeted market. Price is what customers pay for to get a product. Promotions are activities that communicate product relevance and persuade potential customers to buy it. The site covers the activities of the company that makes the product available for targeting customers. According to Pinson, an effective marketing plan combines a combination of marketing elements into an integrated system designed to achieve the company's marketing objectives.

A mixture of marketing. It incorporates a company toolkit to establish a strong position in targeted markets. Pinson points out that at this stage of your marketing plan, content should go from descriptive to detailed⁶⁸. For example, when you describe your marketing strategy, you will elaborate on your products and the campaigns you will plan. When defining your marketing strategy, you will need to indicate how you will spend your money on each program in any market.

Web marketing campaigns will be defined by specific portfolios, ad-size ads, email marketing frequency, and more. Both authors agree on what the marketing strategy should look like and give the same meaning, yet Pinson goes one step further and provides a set of questions to each “P” that acts as a roadmap.

3.5 Financial Plan

Ignatius (2017) points out that there are two essential questions that you need to answer while developing a financial component. First, what are the fundamental financial needs of business? And second, how can business satisfy these needs?

Typically, a combination of different sources is used to finance a business. There are two categories of funding:

1. Debt financing. This is a bank loan that will have to be repaid in the end.
2. Equity funding. This is the money invested in the business by the owner or shareholders through the initial public offering (IPO) if it is a public company. Funding for small businesses or small businesses is usually done through the personal investment of the founder or family. This is the most common financial source for small firms due to the necessary savings by many business owners in terms of debt and external equity.
3. Once a funding source has been determined; it can go beyond predicting your expenses, income, profits, losses, etc. According to Ignatius, this is one of the most consistent components of a business plan.

Predictability templates are usually not the same for all business plans, but the numbers change depending on the business. Ignatius also recommends a sensitivity analysis to determine how much your business will be affected by the changes. It gives you two situations of your choice - hopeful and hopeless.

Promising situation - Sales and other incomes increase by 10% - you will need to adjust costs to allow for this, including rising prices of building materials, wage costs, etc. Unsustainable situation - Sales and other incomes fall by 10% - you will likewise need to adjust to allow this change.

According to Ford (2007), in a new or new company, it is crucial to set the right financial plan. Because in newly established companies, there is no economic history one can base estimates on. The apparent result is that speculation will be obscured by uncertainty. However, paying attention to details can make this section much better than guessing.

Pinson (2008) states that if you are a new business and you do not want a lender or investor. You will not be able to include "Loan Performance" and "Loan Fund Disclosure Statement." You will submit all pro forma statements. The word "pro forma" in accounting means "project." These are statements (cash flow, revenue measurement, balance, etc.) that you use to predict the future profitability of your business. You will not do magic, and you will never be 100% right. However, your guess should be based on fundamental research and logical guessing. It is dangerous to overspend and to undermine your spending.

All three authors agree that financial speculation will not be complete, yet it can be improved with particular attention to detail. Ford and Ignatius both recommend developing different situations and explaining how they will react to future changes. Very little flexibility in the template format for improving financial forecasts. They are the least stable.

3.5.1 Revenue forecast

Predicting the sale of your product or service is the beginning of financial speculation. The sales forecast is the key to every economic system, so it is important to use realistic estimates. Divide your proposed monthly sales into "Categories," which are natural categories that make sense for your business type.

Typical categories can be product lines, departments, branch locations, customer groups, country areas, or contracts. And do not forget to study your past sales records in detail. Observe seasonal or other seasonal changes; decide what causes it and when it is expected to reappear. Make sure you build this flexibility in your next year's guess.

3.5.2 Start-up expenses

Almost everyone who has ever started a business has underestimated the cost and then faced the risk of working with insufficient funds. The key to avoiding this issue is to use a reliable method in your research and planning. Costs - Start by estimating costs. How much will it cost to begin your own business and run it?

The key to accuracy here is to pay attention to details. For each cost category, make a list of everything you will need to buy. This will majorly include tangible assets (for example, equipment and investments) and services (for example, restructuring, insurance). Then decide where you can buy any of these goods or services research more than one vendor, i.e., comparison shop. Do not look at the price alone; payment terms, delivery, reliability, and service are also important.

Emergencies - Add an emergency repository. Be sure to explain in your story how you determined the value you entered on this site. Active Money - You cannot open an empty bank account. You need a cushion of money to meet the costs while the business is going on. Finally, it would be best if you estimated the cash flow for 12 months. This is where you will consider your budget for operating expenses. In the meantime, leave this line blank or enter your best guess. After you make your money, you can come back and enter a carefully researched figure.

Sources - Now that you have estimated how much money you will need to get started, you should focus on pricing, the amount invested by partners or investors, and the amount provided for borrowing. Collateral - If you plan to get a loan from the bank, indicate which assets are being offered as collateral

3.5.3 Projected Profit and Loss

Cost of Commodity Sales (COGS) is those costs directly related to the production or purchase of your products or services. For example, the purchase of goods or services, as well as the salaries (and taxes) of employees who are directly or indirectly consisted in the production of your products/services, are included in COGS. . Study your records for COGS for each sales phase.

COGS management is the key to profitability for many businesses, so approach this part of your forecast with great care. For each product/service category, analyze the features of COGS: operating costs, building materials, packaging, transportation, sales commissions, etc. Compare Sales Cost and Total Profit for your various sales categories. Which are the most important, and which are the less important - and why?

Underestimating COGS can lead to lower prices, which can damage your ability to make a profit. Do research carefully and be realistic. Enter the COGS for each sales phase each month. In columns "%," the spreadsheet will display COGS as % of sales revenue for that category. Total Profit is Total Sales remove COGS Total.

Operating Expenses (also called Overhead): These are costs required, however, not directly related to making or purchasing your products/services. Examples are rent, utilities, telephone, interest, and salaries (and taxes) for office workers and managers. Net Profit subtracts total operating costs for total Profit to calculate total Profit.

3.5.4 Break-even analysis

Using the various figures from the Profit and Loss Project, enter the expected fixed and variable costs. Fixed costs are those that remain the same regardless of the size of your sale. They are presented in dollars. Rent, insurance, and property taxes, for example, are often kept. Flexible costs are those that change as your business volume changes. They are expressed as a sales percentage. Inventory, materials, and direct production work, for example, are often variable costs. Under the variable cost column, use whole numbers as a percentage, not decimal numbers. For example, use 45% rather than .45%. In your business, each cost level can be adjusted or adjusted, but not both.

4. Practical Part

The practical part of this thesis will explain how the revised frameworks and methods will be used to construct the final business plan. Each visual component is divided into two sections: the analysis phase and the results phase. The first (analytical) explains how the theory and what tools are used, and the results show the results.

4.1 Executive Summary

Gravity City, downtown Ahmedabad, India, is a state-of-the-art tech-enabled food market that provides organic, healthy, and premium food and beverages. Our product line aligns well with health trends across the country - as people seek a more nutritious lifestyle recommended by natural, low-fat, and low sugar products.

Gravity city will be the next generation tech-enabled food market that offers a variety of options to choose from. The plan is to rent a large area that could accommodate 30 small restaurants that we will lease to retailers interested in opening their branches and expanding our professional food market. We will also charge rent to vendors, providing services such as building the restaurant and providing an intermediate order system.

Products Offered - Gravity City will offer a complete menu of appetizers, salads, soups, sandwiches, and desserts. All products will use one hundred percent all-natural and organic products. Different products on the menu will be highlighted as low in fat, cholesterol, or sodium. In addition to the full menu of food items, Gravity City will offer coffee, tea, and cold drinks.

Customer Focus - Gravity City will cater mainly to residents within 15 miles of our food market. The demographics of these clients are as follows:

- 27,827 citizens
- Average income of 14,00,000
- 58.9% married
- 49.6% of Mgt./Professional activities
- Median age: 38 years

In addition to the adult population, there are five primary schools, a middle school, and a high school. This will make Gravity City a good place for parents to spend time with their children after school hours for either supper or dinner. Also, students will be attracted for coffee mainly inturn increasing the footfall in daytime as well.

Management team - Gravity City is led by Het Vyas, who has adequate experience in food market. Although Het has never run a food market himself, he is studying at an international university management center and has worked as a cook for some of the best food markets in the community in the last few years. Thus, Het Vyas has in-depth knowledge of the food market business, including operational (e.g., day-to-day operations) and business management (e.g., staff, marketing, etc.).

Things of Success - Gravity City, is especially deserving of success for the following reasons:

- There is currently no high-quality and healthy food market in the community we are entering. In addition, we analyzed local market and see high potential of business owners who will be interested in partnering with us and expanding their businesses.
- Our place is in a high-volume area with minimal direct traffic and will be much easier for passersby every day.
- The business of high-quality food markets is a proven and successful business community across India.
- Market trends such as healthy living will support our business opportunity and raise awareness about the obesity epidemic.

4.2 Company Overview

What is Gravity City?

In Ahmedabad, India, Gravity City is a new, high-quality, and healthy tech-enabled food market that focuses on providing organic food and delicious food to the local community.

Het Vyas founded Gravity City, although Het has been related to food market business for a long time, it was in June 2020 that he decided to start making plan for Gravity City. Specifically, during this time, Het Vyas took the inspiration from Manekchowk (Ahmedabad) and Manifesto Market (Prague). During his travels, Het Vyas often visited a food market that enjoyed great success. After several intense discussions with the food market owner, Het Vyas clearly understood that the same business would be of great success in his hometown.

Especially the customer numbers and competitive conditions in Ahmedabad Riverfront areas were so similar that he knew they would work. Moreover, after examining the local people, the theory was confirmed.

History of Gravity City

Het was planning on the basics and other necessary items on checklist since December 2020 in Prague when he was working at restaurant as cook. He is determined to open his own food market in upcoming 2023 in his hometown i.e., Ahmedabad, India.

Het Vyas has selected the vicinity of the Food Market and will be in contact with the necessary authorities to get the licenses.

The company will achieve the following essential steps:

- Create a company name, logo, and website available at www.gravitycity.com
- Create a menu
- Technological requirements are discussed with one of his old friend who is in IT Industry since 5 years.

Gravity City Logo



GRAVITY CITY

Picture 1 - Gravity City Logo

Gravity City Products

Below is the first menu of Gravity City. Everything will be 100% natural and utmost care is taken to make the menu low sugar and low fat to promote healthier lifestyle.. As you can see, all items are divided into the following six categories:

Appetizers

Soups

Salads

Seminars

Entrees

Pudding

Table 1 - Gravity City Initial Menu (Source - Self created based on study)

<u>Soups</u>	<u>Salads</u>
Black Bean Soup	Cobb Salad
Broccoli Cheddar Soup	Waldorf Salad
Cabbage Soup	Garden Salad
Chicken Gumbo Soup	Grilled Chicken Salad
Clam Chowder	Southwest Chicken Salad
French Onion Soup	Asian Steak Salad
Potato Leek Soup	Arugula Salad with Parmesan
<u>Appetizers</u>	<u>Desserts</u>
Veggies and Dip	Banana Nut Pound Cake
Grilled Eggplant with Tomato Sauce	Chocolate Chip Muffin
Avocado and Spinach Dip	English Toffee Cookie
Grilled Tofu Skewers	Lemon Pound Cake
Chicken and Pepper Skewers	Tiramisu
Asparagus and Prosciutto	Flourless Chocolate Cake
<u>Sandwiches and Wraps</u>	<u>Entrees</u>
Baja Turkey Sandwich	Ginger Chicken with Grilled Bok Choy
Caprese Sandwich	Moroccan Chicken with Couscous
Chicken Pesto Sandwich	Braised Short Ribs with Polenta
Eggplant And Mozzarella Sandwich	Prime Rib Eye Steak with Broccoli
Mediterranean Wrap	Braised Lamb with Polenta
Roast Beef Caesar Sandwich	Grilled Salmon with Lemon and Dill
Smoked Turkey Club Sandwich	Vegetable Stir Fry

4.3 Industry Analysis

Gravity City competes directly or indirectly with all nearby foodservice providers who offer the same food experience. The competition will come from supermarkets, food markets, coffee shops, bakeries, and other retail outlets. The direct competition will come from companies that offer 100% natural foods, same as Gravity City.

Sector Statistics & Trends

The following industry-size facts and figures accurately reflect Gravity City.

- While the best years of the Food market industry may be behind it, retailers will continue growing more over the next five years, benefiting consumers with more affordable place to eat the most delicious food options. The industry is expected to enjoy an intense five years due to good economic conditions and delicious food movements.
- Consumers are expected to look for high-quality food, styles and wider popularity, better presentation and, most importantly healthier menu options. Consumers are no longer willing to accept street food which is unhealthy option. Operators incorporating healthy choices into their menus will be in the best position for success. Vendors that continue to offer unique food options will also be solid to create a niche and develop a loyal customer base. These customers will often visit the user's website or follow the company via social media.
- The industry will also benefit from the urban population growth over the next five years, which is expected to be 81.9% by 2023. The sector benefits from integration because it relies on more people on foot. City dwellers are more likely to buy food instead of cooking at home because of a higher income than the average downtime.
- As laws become more attractive and national interest in all things grows, more food market sellers are expected to enter the industry. However, the growth in food market numbers will be offset by the growing competitiveness of the industry, which is nearing maturity.

- Operators will need higher profits and limited wastage as the wider food supply sector becomes more competitive. The most successful food markets will benefit from higher profit margins due to marketing and branding cleverness, enabling them to charge a premium for menu items.

PESTLE Analysis

Political

Here are some of the political factors that influence the food industry:

Wide Law

Governments around the world have expanded regulatory frameworks for every aspect of the food industry. These include commercial kitchen hygiene, product storage, transportation standards, and the needs of employees in this food business. Without any doubt, this makes the food industry one of the most vital regulated industries. On the other hand, this ensures that consumers are not exposed to low quality food.

Economical

The following are some of the economic factors that affect the food industry:

Increasing Disposable Income

As is the norm, populations in the world are getting richer. That means low-income, middle-class, and high-income people all have adequate amount of money to spend on food items in restaurants. As a result, the overall income of the food industry is growing, as people cook less and eat more often. This positively affects all local vendors, including restaurants, food distributors, and individual employees who participate in these businesses.

Increasing Personnel Expenses

Waste disposal is growing for a reason: workers are earning more money these days. Overall, the cost of hiring workers is rising in all industries. This is due to the increasing demand for labor and the expected increase in government wage. As in many other sectors, the result of increased labor costs is simple: a small margin for the business owner and thus a tiny profit.

Social

Here are the sociocultural factors that affect the food industry:

Health Awareness – In Today's world, Nutritionists know the best about relationship between our diet and our body than ever before. There is a clear relationship between our food and our health, and consumers are aware of this. As a result, many people are looking for healthy ways to maintain their overall physique. This does not mean that there has been a positive or negative impact on the food industry, but it does mean that businesses will have to adapt to stay afloat. For example, fast food businesses will probably have to move from traditional, high-calorie foods to other healthy things like salads.

Food restrictions - In addition to having a better understanding of the type of healthy food, consumers have more information about their dietary restrictions. For example, many people now understand the negative impact of gluten on those with Celiac disease. This has led consumers to expect greater understanding on behalf of those working in the food industry. Once again, this is not a fallback instead it does mean that the food industry will have to make regular changes to keep consumers happy.

Technological

Here are some technological implications for the food industry:

We see an increasing variety of automation in the food industry. Perhaps one of the best examples is self-examination screens in fast food places like McDonald's, but they are not the only ones! Recently, social media has gone viral as images of a hotel robot cooking omelets begin to spread. As we find more and more ways to use technology - including robots - in the food industry, there will be less demand for workers. All in all, this is a good thing for the industry, as it will allow businesses to improve profitability and reduce the risk of human error.

Legal

Here are the legal factors that affect the food industry:

As noted in the political section of this analysis, the food industry has high standards for safety issues. There are several laws in every country regarding how foods should be transported, stored, and processed - including guidelines on what temperature a variety of foods can be cooked or transported, how they should be processed, etc. Thus, those in the food business need to be extra careful to ensure that they stay within the confines of these laws to avoid costly litigation.

Environmental

Here are some of the environmental factors that affect the food industry:

There is a growing awareness of the health effects of the foods we eat and the natural consequences of the foods we eat. One particularly problematic group is the realistic view of meat. Meat production - especially red meat - uses a lot of water and creates a critical carbon footprint. In addition, the meat industry is clearing large tracts of forest to make new farmland. The final result is that more and more people are switching to plant-based diets, and governments are slowly taking up interest rates. Again, this does not mean that it is bad for the food industry, but they will have to see the impact of this change in the long run.

4.4 Customer Analysis

Table 2 - Demographic Profile of Target Market (Source - Self created based on assumptions)

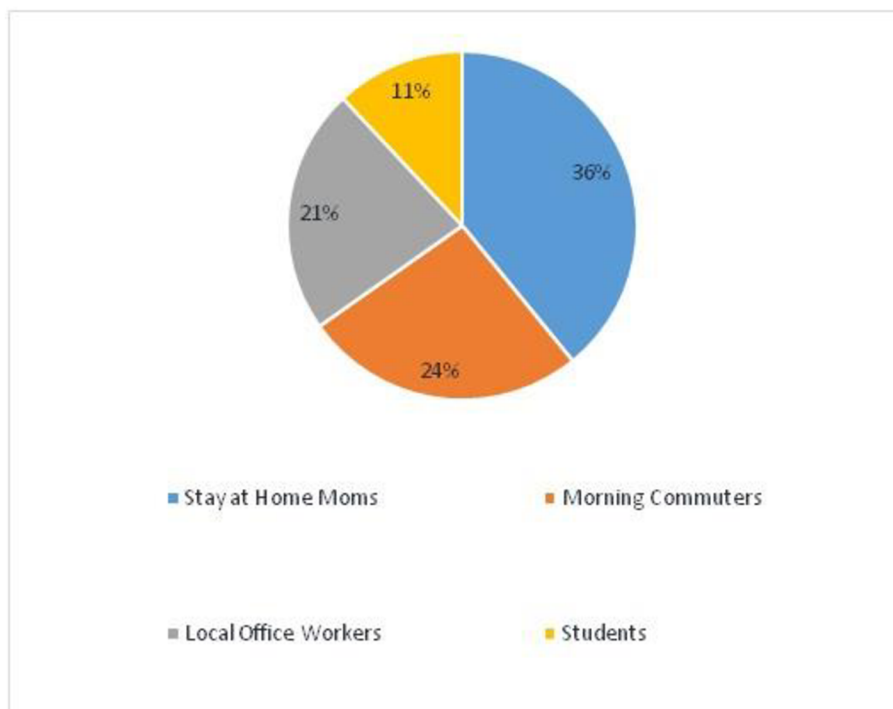
Gravity City will serve the residents of Sindhu Bhavan, (Ahmedabad, India) and surrounding areas of Ahmedabad, India. The environment we provide is rich and related to healthy food.

	Sindhu Bhavan	Riverfront
Total Population	23,097	10,725
Square Miles	6.89	3.96
Population Density	3,789.20	2,710.80
Population Male	48.04%	48.84%
Population Female	51.96%	51.16%
Target Population by Age Group		
Age 18-24	13.68%	13.52%
Age 25-34	12.22%	12.50%
Age 35-44	13.80%	13.91%
Age 45-54	10.09%	10.22%
Target Population by Income		
Income upto 14,00,000	11.16%	6.00%
Income 14,00,000 to 22,00,000	10.91%	4.41%
Income 22,00,000 to 30,00,000	9.07%	6.40%
Income 30,00,000 to 38,00,000	9.95%	8.02%
Income 38,00,000 to 50,00,000	12.20%	11.11%
Income 50,00,000 and Over	32.48%	54.99%

Customer Segmentation-

We will primarily target the following segments of four customers:

1. Soccer / Housewives: the village has a large number of active homemakers and school wives. These mothers often get together for lunch or coffee, and Gravity City will provide them with an excellent place to meet. We also expect the mothers to take their children to Gravity City after school with a snack and a weekend meal.
2. Local office workers: about 5,000 people work in offices about a quarter of a mile from our area, and we expect a fair portion of these people to visit us at lunchtime.
3. Students: there are multiple middle schools and high schools in the city, and one of the high schools is half a mile away. Gravity City will always guide students from these schools.
4. Families and Couples: We expect the couples and families to visit our food markets and enjoy our evening atmosphere.



Picture 2 - Customer Segmentation (Source - Self created based on study)

4.5 Competitive Analysis

Direct & Indirect Competitors

The following vendors are located 2 km from Gravity City, thus providing direct or indirect competition to customers:

Foodstagram

Foodstagram is the best local food market in the city and has been in business for 32 years. Foodstagram offers a variety of food, with local bands as entertainment, and is a family-friendly place. Foodstagram has a comprehensive menu with healthy options and some fried foods and bars favorites. Although it has a stable customer base, Foodstagram does not differentiate itself as a healthy food choice.

Arabian knife

Arabian Knife has been in business for five years, providing a wide range of baked goods, natural teas and coffee, and handcrafted sandwiches. Although Arabian Knife food is entirely raw, there is a minimal selection of items and is not open to dinner. The venue has only four seating tables and thus guides customers who will be on their way to stop for a quick breakfast or take baked goods and coffee at work.

Your food

Your food is a freshly opened food market. Your restaurant offers breakfast, lunch, and dinner and is open until 1 Am.

Gravity City has a few benefits over 'Your Food', which includes:

- Your food does not offer products made with natural ingredients, including cakes, sandwiches, soups, and more.
- Your food has minimal ambiance, and due to the small size of the components and ingredients, the food is unhealthy.

While we expect Your Food to continue to thrive based on its location and excitement about the new food market, we expect more customers to tend to visit Gravity City based on the high quality and organic ingredients we use and product selection.

Table 3 - Competitive Pricing (Source - Self created based on study)

Type of food	Foodstagram	Arabian knife	Your food
Breakfast	300-800	400-800	300-700
Lunch	500-1200	500-1100	600-1400
Dinner	1000-1700	1200-1800	1200-2000

Competitive Advantage

Gravity City enjoys a few advantages over its rivals. These benefits include:

- 100% Organic / High-quality Ingredients: baked goods, soups, sandwiches, etc., at the local market is challenging and increasingly sought after by the local people.
- Management: The management team has good experience of business and marketing that allows us to market and deliver to our customers in a much more complex way than our competitors.
- Relationships: After living in the community for 25 years, Het knows local leaders, newspapers, and other influences. Therefore, it will be easier for us to build a brand and raise awareness about our food market.

4.6 Marketing Plan

The Marketing Plan describes the type of product Gravity City wants to create and the Company's planned promotional strategies and pricing.

Gravity City Brand

The Gravity City model will focus on the Company's unique value proposition:

- Provide organic, quality food, including baked goods, sandwiches, soups, salads, and more.
- Provide a convenient location that offers both dining and take-away options
- Provide excellent customer service

Promotion Strategy

Gravity City expects its target market to be people who work and live within 15 miles of location. The Company's strategy to promote access to these people includes:

Direct Email - Gravity City will cover its vicinity with its straight pieces of mail. These pieces will provide general information about Gravity City, offer discounts, and provide other incentives for people to get used to the food market.

Public relations - We will be contacting all local and regional newspapers and television stations to tell them about the opening and proposal for the special price of Gravity City.

Advertising - Gravity City will first advertise in local newspapers and sponsor community events to raise awareness.

Continuous Customer Communication - Gravity City will maintain a website and publish a monthly email newsletter to inform customers of new events, products, and more.

Pre-Opening Events - Before opening the store, Gravity City will organize pre-opening events designed for potential customers, local retailers and contacts, and the media. These events will create noise and awareness about Gravity City in the area.

Price strategy - Gravity City prices will be moderate, so customers will get good food at

comparatively low price than competition.

4.7 Operational Plan

Functional Roles

To use the Gravity City business model, the Company needs to perform many functions, including the following:

Administrative Services

- General and administrative functions, including legal, sales, bookkeeping, etc.
- Acquiring and storing ingredients
- Hiring and training of staff

Kitchen Activities

- Food preparation
- Continuous menu creation and modification

Food market / Sales Services

- Ordering and filling (dispensing and feeding)
- Customer service
- Monitor staff to keep food market clean

Table 4 - Milestones (Source - Self created based on assumptions)

Gravity City expects to achieve the following milestones in the next months:

Date	Milestone
January 2023	Finalize lease agreement
March 2023	Design and build out Gravity City storefront
April 2023	Hire and train initial staff
May 2023	Launch Gravity City store

4.8 Management Team

Gravity City is led by Het Vyas, who has been attached to food market business for few years.

Although Het Vyas had never run a food market, he studied economics and marketing at a prestigious international institution which imparted Marketing, Operations and Strategy functions in everyday life. Het gained knowledge in these sectors and with the use of projects and case studies he got deep down understanding of these terms.

Het Vyas also worked part-time in food markets across the region. In particular, he worked at Bombay Express (Indian Restaurant in Prague) and Vapiano (Italian restaurant in Prague), where he was responsible for overseeing kitchen quality also, managing the staff and cooking at times. Het Vyas graduated from a reputed university in India, where he did a degree in Engineering.

Het Vyas will work as a Food Market Manager. To deliver the food market, we need to hire the following staff:

- Website and Program Developer (2)
- Food Service staff (4 to start)
- Chefs (3 to start)
- Sous Chefs (2 to start)
- Food market Manager Assistant (will handle cash register and other administrative duties)
- Marketing Manager (1 to start)
- Finance Manager (1 to start)

4.9 Financial Plan

Gravity City has assumed few basic costs based on the current industry standards that includes Rent, Salaries, Electricity, Gas, Furniture, Structuring and Building, Licenses costs, Marketing, Crockery, technological needs, and Insurance Premiums.

Table 5 – Initial Cost (Source - Self created based on assumptions)

Initial Cost		
1	Land Lease	2000000
2	Building and structuring	3000000
3	Marketing Costs	1000000
4	Crockery Costs	300000
5	Misc. Costs	500000
	Total	6700000

Table 6 – Licenses Cost (Source - Self created based on assumptions)

Required Licenses and Cost/year		
1	FSSAI	7500
2	Health License	10000
3	Eating-House license	500
4	Shop and Establishment License	4000
5	Fire-Safety License	2000
6	Music License	2000
7	Environmental License	2000
8	Signage License	2000
	Total	30000

As we can see from the tables, we initially require 67,30,000 before the Gravity City starts.

Once, the Food market is started, there will 2 types of costs,

1. Fixed Costs: These types of costs are independent and are recurring every month. In our case,

below is the calculations for fixed costs,

Table 7 – Fixed Costs (Source - Self created based on assumptions)

Fixed Costs			
		Monthly	Yearly
1	Rent	500000	6000000
2	Salaries	300000	3600000
3	Insurance Premium	50000	600000
	Total	850000	10200000

2. Variable Costs: These types of costs are dependent on the number of goods sold or the number of services produced. In our case, below is the calculations for tentative variable costs,

Table 8 – Variable Costs (Source - Self created based on assumptions)

Variable Costs			
		Monthly	Yearly
1	Raw Materials	200000	2400000
2	Electricity and Gas	100000	1200000
3	Misc. Costs	30000	360000
	Total	330000	3960000

Gravity City is seeking a total of 1,00,00,000 in funding to launch its food market. This raised money will be majorly used to fund the cost of goods, labor costs, marketing costs, and operating costs. Specifically, these raised funds will be used as mentioned in the Initial Costs and rest will be under Cash on hand.

Monthly tentative cost after Gravity City starts is shown in below table,

Table 9 – Monthly Cost (Source - Self created based on assumptions)

Monthly Cost (1 st May 2023)		
1	Fixed Monthly Cost	850000
2	Variable Monthly Cost	330000
	Total	1180000

As per the industry standard and study conducted by EAGLEOWL (Restaurant Management and Analytics software), average restaurant revenue is 50000 per day. This will equate to 15,00,000 per month. Making our study more realistic as we have estimated total monthly costs at 11,80,000 it makes our profits 3,20,000 per month.

For better understanding, we can see the below table where I've mentioned the Daily, monthly, and yearly revenue based on the above-mentioned statement.

Table 10 – Revenue for 1st year (Source - Self created based on assumptions)

Revenue		
Daily	Monthly	Yearly
50000	1500000	18000000

Based on the above tables, we can see that the restaurant business is profitable in long run, keeping in mind the huge initial investment before even starting. Let's understand the same based on data,

At the end of First Financial Year i.e. 31/3/2024 we have made some relatable assumptions on the total expenditure and sales including all the costs (even contingencies) which can be found in below table. This table includes the initial cost incurred before restaurant starts (in previous fiscal year).

Table 11 – End of 1st Financial Year (Including initial costs) (Source - Self created based on assumptions)

Total Revenue	16500000
Total Variable Cost	-3630000
Total Rent	-7500000
Total Building and Structuring	-3000000
Licenses	-30000
Marketing Costs	-1000000
Crockery	-300000
Total Salary	-3600000
Total Insurance Premium	-550000
Technology Cost	-200000
Total Profit/Loss	-3310000

In the next table we have combined the 3 years of Financial data for more clarity,

Table 12 – 3 years Financial Data (Source - Self created based on assumptions)

As of 31st March 2024		As of 31st March 2025		As of 31st March 2026	
		-3310000	Previous year Loss	2518000	Previous year profit
Total Revenue	16500000	23400000	Daily 65,000	32400000	Daily 90,000
Total Variable Cost	-3630000	-4752000	20% Increase	-6652800	40% Increase
Total Rent	-7500000	-6000000	Same rent	-6600000	10% Increase
Total Building and Structuring	-3000000	-500000	New Place	-500000	New Place
Licenses	-30000	-30000	Same	-30000	
Marketing Costs	-1000000	-200000	80% reduction	-200000	Same
Crockery	-300000	-100000	Inventory kept for safe side	-100000	Inventory for new place
Total Salary	-3600000	-5340000	New staff + 15% salary increase of old staff	-7608000	New staff + 20% salary increase of old staff
Total Insurance Premium	-550000	-600000	Same	-1200000	2 restaurant place insurance
Technology Cost	-200000	-50000	New restaurant tech stuff	-70000	New restaurant tech stuff
Total Profit/Loss	-3310000	2518000		11957200	

Break Even Analysis: Break even analysis is the minimum amount of goods to be sold or revenue needed to cover total costs.

In the proposition of business we have seen initial costs are 67,30,000 and furthermore the regular monthly Fixed and Variable costs are 11,80,000.

If we don't consider the initial investment and only focus on the Monthly Fixed and Variable costs, then in 24 days we will reach our break even point.

Monthly Total Costs = 11,80,000

Daily Average Sales = 50,000

$$\begin{aligned}\text{Break Even} &= \text{Monthly Total Costs} / \text{Daily Average Sales} \\ &= 1180000 / 50000 \\ &= 23.6 \text{ Days.}\end{aligned}$$

For getting the break even for overall investment and turning the business into regular profits it will be seen in below calculations.

In 1st Fiscal Year

Initial Investment = 67,30,000

Monthly Costs = 11,80,000

Monthly Revenue = 15,00,000

Now, we know that at the end of 1st year including all the costs and revenues we are still in loss of 33,10,000. Assuming the Net profit per month at 6,59,000 after the 1st year of restaurant.

5 months of Profit = 6,59,000 * 5 = 32,95,000

In 2nd Fiscal Year

Monthly Costs = 12,91,000

Monthly Revenue = 65000*30 = 19,50,000

The normal calculation for breakeven is below,

$$\begin{aligned}\text{Break even} &= \text{1st year loss} + \text{5 months of profit} \\ &= (-3310000 + 3295000) \\ &= (-15000)\end{aligned}$$

So, After **1 year and 5 months** we reach at the Break even point for covering our all the investment activities related to this.

5. Conclusion

A good business idea can only be achieved through the use of a professional. This study tried to collect all the important steps to write an inevitable business plan while starting a new business in this guide. It also dealt with important issues such as high profile, marketing plan, and financial accounting. The idea was to prepare a business plan for the tech-enabled food market. This study is combination of collected articles and information from leading books on this subject and professionals working in business life.

The idea was to read relevant articles on different resources and summarize them in short but straightforward chapters. The marketing and accounting system is the most important. If a person does not have the time, skills, or resources to prepare a professional business plan, they will need to deal with at least two of these topics. The marketing plan shows us how to sell the product while the financial system provides information about the services or support needed.

This thesis may help in learning a lot about business planning, market research, marketing plan, pricing, and initial business planning. Many start-up businesses are collapsing due to a lack of adequate planning, such as business plan writing. The thesis can help give a general idea of the process of preparing a business plan. In the future, anyone will want to use this thesis as a guidebook while preparing a successful and profitable business plan.

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