

Bogdan Vodă Highschool Hălăucești, Iasi Romania

„Sour-wrapped Hot Dogs" (Business Plan)



Proposed by:

Wrap your sadness, taste your happiness.

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I. Introduction

Proposed Name of the Project

"Sour-wrapped Hot Dogs" is the proposed name of the product. It contains four words and the first two refers to the type of our sauce and wrapped which pertains to the wrapper or wrapping process of encasing the ingredients. We decided to combine these two because when you read the words as one you will notice that it sounds like "sarap" which means delicious in some languages like Phillipino or Vietnamese.

The Business Concept and Business Model

Sour-wrapped Hot Dogs is a small finger food business that we think will conquer the world. Since Hot Dogs and Asian food are currently some of the trends in terms of snack we desire to implement a business of Hot Dogs and Asian cuisine that will sustain the craving of as many people as possible. This business plan will lay out our goals and tasks to make this project successful and create enough market shares to succeed in this highly competitive market.

The Business Goals: Vision, Mission, Objectives and Performance Targets

Vision:

To be the most profitable finger food business through a quality made hot dog and serve more customers with delicious product.

Mission:

To offer reasonably priced quality hot dog, increase customer satisfaction and prepare it in a clean environment.

Objectives:

- To provide quality finger food at reasonable price with exemplary service
- To be the best selling hot dog business in the region of Iasi
- To attract more customers and sell more hot dogs

Performance Targets

The business in the field of food, dishes and snacks are booming at the moment. In order to achieve a defendable position in this environment, Sour-wrapped Hot dog must concentrate on the following tasks:

- Secure that there is an increase of sales and better than the previous one.
- Expand our customer based on the location of the business to retain a sufficient level of profitability.

The Business Offering and Justification

Sour-wrapped Hot dog offers a comprehensive package of services designed to allow the client to work with one another. Some of the services Sour-wrapped Hot dog offers are:

- site preparation
- cook
- utility installation
- seller

II. Executive Summary

Sour-wrapped Hot dog will offer a reasonably priced quality hot dog, for only Php. 5 proportion to its production. The business will be managed and operated by its proponents, its launching date on August 21-22 on this year in lined with the Intramurals of Bogdan Vodă High School. It is located in Hălăucești, Iași and the site is a nice location because it covers a large number of customers and consumers. The

estimated income is 1000 RON in total and the gross profit will be 250 RON when it is subtracted by the operating costs which is 750 RON

IV. The Target Customers and the Main Value Proposition to the Customer

We will be concentrating on the customers that will provide us with the greatest profit, in other words those customers desiring to taste hot dogs.

Our product covers a large number of customers. The target customers of Sour-wrapped hot dog are the students, athletes, teachers, staffs and personnel of Bogdan Vodă High School. This school is surrounded by a sufficient size of target customers, sufficient paying capacity, and has sufficient interest to purchase the product being offered by our business.

V. The Market, Market Justification Based on the Industry Dynamics and the Macro Environmental Factors Affecting the Opportunities and Threats in the Market, The Size, Potential and Realistic Share of the Market

Iasi particularly in Hălăucești area is currently booming in terms of businesses. This constitutes an attractive market for Sour-wrapped Hot dogs. Also there are not in the vicinity another products that can compare with ours. So in conclusion the snack industry is growing and we are alone in the area to combine American fast food with Asian fast food in a delicious and healthy product. So the need and how to satisfy that need with our product is evident.

Project Location

The proposed location of the business is in the vicinity It will be known and patronized if it is located in areas which are accessible and where people most likely to go.

Macro Environmental Factors

Ecological Environment

The natural environment encompasses all living things and non-living things occurring naturally on earth.

Changes:

- Scarcity of the raw material, ingredients

Effect:

- increased price of ingredients(pork, carrots, garlic, onion)

Social Environment

This section includes the cultural environment. A cultural environment is a set of beliefs, practices, customs, and behaviors that are found to be common to everyone that is living within a certain population.

- rehabilitations
- reluctance of young generation to join the industry

Economical Environment

The economical environment consists of external factors in a business market and the broader economy that can influence a business.

- investments increased
- increment of per capital income

VI. The Product and Service Offerings

Sour-wrapped hot dog offers a comprehensive package of services designed to allow the customer to work with one another. Some of the services offers are:

- cook
- site preparation
- utility installation
- permitting
- renovations

VII. We conclude that our investors (if we will find them) will be repaid tenfold. There is a growing market that needs our product and there is also not a lot of competition in this segment so basically we are bound to succeed.