



yes

Young Enterprising Students

BUSINESS PLAN

YOUNG STEPS

COOPERATIVE (SHOP)

Young Enterprising Students



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I. Summary

On the behalf of Erasmus+ project and the knowledge that they have got during the activities , the students from class 3A and 3B decided to start a mini-company – a school shop (cooperative) called “Young Steps” in Hürriyet Primary School Dalaman,Turkey. The main aim of the coopertaive is to make the students buy fresh homemade food and traditional gifts. The potencial customers will be people at diffrent age ,students ,parents,school community and other people who will visit our school. The school webpage and local newspapers will be used to advertise the mini company,we will also use posters and aboard in the school.The product information and pictures will be on the posters and school board. By the help of businessplan the students will easily control the company and follow every step of the cooperative.One of the an dthe most impoartant positive sid of the mini company is that the shop will be supported by school community and parents.The parents will prepare homemade fresh food for the company and the company will not pay any money for the home made food.The parents will support the school cooperative because they want the students to eat fresh food at school.The schedule will be perpared for the parents and they will follow the schedule and follow their day for the food.They will know what to get and which day.Each parents of the students will take part in this shedule once a year.

II. Company description

1. Company name

School Coopertaive Shop “Young Steps”

Altıntas mah.Cami sokak no:5

48770 Dalaman/Muğla

Türkiye

2. Legal Status

Students Project Activity-Mini School Shop-School Cooperative.

3. Coverage

Gastronomy,Gifts

III. Market analysis

SWOT analysis

Strengths of company	Weaknesses of company
Low prices	No market competition
Home made food	Less options
Different Products	Different tastes
Good quality products Fresh Products	Less types of products

IV. Product

The school cooperative shop ,you can buy homemade food,cakes,fruits,handmade gifts,toys.The quality of the shop will be high quality and service.The students will do their best fort he cooperative.

V. Market

1. Market analysis

The cooperative will be run by students and there is no market competition. With high quality products ,the company will get new customers.The quality of the shop will be make everything easy for the students.

2. Suppliers

The products will be home made foods.Th eparents will prepare the food and get the school according to the schedule prepared by students.Every parents will know which day they will cook and get to shop.traditional gifts will be prepared by other classes in the school and the products will change accroding to the students' interest.It will be possible to get food from supermarket too.

3. Customers

Our customers will be students, parents and teachers.

4. Prices

The prices will be established according to the market demand and profit objectives.The discounts will be possible for regular customers or buy in huge numbers.On the other hand It will be possible to make discount on home made fresh food.

VI. Marketing/Sales

1. Advertisement strategy

The company will use promotional materials and they will announce them on boards,school webpage and posters. The students will be encouraged to take part in the shop activities.The products names and pictures will be placed on school boards,school gates.Monthly posters will be prepared and the students will follow what they are going to have in the shop regularly.

VII. Management

1. Opening hours 9.10- 15.30 (The shop will be just open at break times for 15 minutes)

VIII. Management

Task division Members

Manager : Arın Alp Güçlü

Assistant Manager: Azra Yağmur Girgin

Secretary : Erdem Güngör

Supervisory Members:

Nisa Orhan

Azra Özer

Atakan Noğay

Audit Members:

Berra Demir

Efe Altay Türkmen

Polat Kaya

IX. Finance

1. Table 1. Capital expenditure

Our own contribution 200 TL

Product's Name	Products	Price	Amount	Cost	How many
Shooping bags	Fabric	10 TL	18 metres	180	25 bags
Pencil Box	Materials	5 TL	20	100	6 boxes
Home made cake	Parents will support	-	20	20 TL	20

2. Table 2. Revenues

Product's name	The cost of investing	Sales costs	Revenue (Sales costs – the cost of investing)
Home made cakes	-	1 TL	1 TL
Börek	-	1 TL	1 TL
Fresh Juice	-	1 TL	1 TL
Popcorn	-	2 TL	2 TL
Mercimek Köfte	-	1 TL	1 TL
Shooping Bags	20 TL	15 TL	35 TL
Keyrings	3 TL	5 TL	8 TL
Gift	-	4 TL	4 TL