



The Preparation Of A Business Plan Reflecting Master Budget

Richa Thapliyal, HSS, Graphic Era Deemed to be University, Dehradun,
richathapliyal.hss@geu.ac.in

Vjay Paul, Graphic Era Deemed to be University, Dehradun, HSS,
vjaypaul.hss@geu.ac.in

Executive Summary

Juicy LLC is a fruit juice manufacturing enterprise which will be based at one of the busiest commercial locales of Dubai-Jebel Ali. Juicy LLC is poised to start operations in another four months from now. Implicitly, Juicy LLC should commence its operations by April, 2017 once all registration formalities are completed. Jebel Ali is a port town which lies within the vicinity of the Al Maktoum International Airport, UAE Exchange and Dubai Metro. Being the world's largest free zone, a number of industrial units, warehouses, factories and infrastructure-ready plots are housed in the area. Juicy LLC is the brainchild of myself-Ahmed Al Khatib and I will be joined by my brother in due course of time. For the present, Juicy LLC is making a start in Jebel Ali with its manufacturing and retail outlet based in the same complex. In due course of time, it is estimated that Juicy LLC will establish its branches elsewhere in Dubai. The main vision of Juicy LLC is to provide a healthy lifestyle to the people by providing fresh fruit juices and smoothies. Juicy LLC will retain three key missions: to adopt eco-friendly practices throughout their manufacturing and retailing venture; to provide healthy alternatives to junk food and impress upon the consumers the significance of taking fresh fruit juices and smoothies and to provide services at affordable prices. The tagline of Juicy LLC shall remain: "Juice is Health". While providing juices and smoothies of local and exotic fruits, Juicy LLC shall cater to the needs of kids and adults with an expansive range of items on its menu card. The USP of Juicy LLC lies in the fact that only fruit juices and smoothies shall be served and all precautions shall be taken to maintain health and hygiene in the manufacturing and retail joint. This is where the sales pitch of Juicy LLC shall be hinged on to tackle the competitive landscape in Jebel Ali area. Juicy LLC shall have a dedicated team of managers and staff who will be committed to the vision and mission of the enterprise while keeping the interests of the customers at all times. A well-drafted financial plan is already

being prepared for the smooth running of the business operations and ensuring the viability of the business venture.

Product and services

Based at Jebel Ali-a prime location in Dubai-Juicy LLC is into fruit juice manufacturing business. Besides juices, Juicy LLC is into production of smoothies from different fruits. Both exotic and local fruits are used for the manufacturing purposes. Some of the fruits are imported from abroad. Juicy LLC has its retail outlet at the manufacturing site which provides the opportunity of offering fresh smoothies and juices. As of today, the menu card boasts of 75 kinds of smoothies and 88 variants of fruit juices.

Market & Sales Analysis Strategy and Plan

The most potential competitors to Juicy LLC in the Jebel Ali region is the Barakat Juice which is situated in the Industrial Area-2 of Jebel Ali. Barakat provides a range of products like juices, veggies and ice cream besides cafe, salads and soups. This is where Juicy LLC needs to raise its pitch by offering an exclusive range of fruit juices and smoothies only without spreading tentacles in a number of products and services. Further, Juicy LLC-in sharp contrast to Barakat-does not believe in providing bottled juices because freshness is lost by adding preservatives for the purpose of bottling. Juicy LLC believes in providing fresh fruit juices and smoothies at unbelievable rates. Another dimension to be borne in mind is that Juicy LLC will not manufacture or sell vegetable juices or soups. It should be clearly stated here that Juicy LLC is all about fruits and nothing else.

Juicy LLC is into exclusive manufacturing and retail sales of fruit juices and smoothies. For this purpose, our advertisement and promotion shall be done in such a way as to promote health-consciousness associated with the consumption of fruit juices and smoothies. Two channels of advertisement and promotion shall be instantly available: print and electronic. Juicy LLC shall rope in some of the finest advertising companies to promote and showcase the products and services of the company across leading Arabic and English newspapers of Dubai. Likewise, advertisements shall be aired on FM radio stations at designated times. The tagline of Juicy LLC-“Juice is Health” shall be promoted in all advertising channels and the significance of adopting a hygienic and eco-friendly business culture shall be impressed upon the target customers.

Market Strategy

Juicy LLC offers juices and smoothies of the fruits which are either locally available or are imported from abroad. Among the imports may be counted American apples, Australian kiwis, Carambola from Malaysia; baby pineapple from South Africa, figs from Turkey, granadilla from Colombia, kiwano from France, maracuya from Colombia, mango from India, persimmon from Israel and Spain, physalis from Colombia, pitahaya from Thailand, pomelo from China and tamarillo from Colombia. In each of these countries, Juicy LLC will forge partnership with local suppliers for air or sea freight.

For kids, there is a special corner where the special attraction shall be an opportunity to participate in an online game where the number of calories shall be counted in line with the weight of the kid versus the number of glasses ordered by the kid. The main emphasis shall be on building a healthy mind in a healthy body by consuming as many juices and smoothies as possible. Understandably, this is one of the sales pitch to be invoked by Juices LLC where kids would be goaded to drink juices and smoothies instead of ice-creams, tea, coffee or chocolates which make them obese and are unhealthy from many angles. There will be competition among the kids who scores the highest in the online game and this competition shall be held everyday while the results shall be announced through the FM stations of Dubai. For kids the juices and smoothies shall be available in four variants each measuring 200 ml; 250 ml; 300 ml and 350 ml. It is proposed that the glasses of kids be designed uniquely with cartoon characters etched on them. Pricing will range between 80 AED to 200 AED.

For the young and the old, the juices and smoothies available on the menu card shall be available. With an exquisite seating arrangement beside an artificial waterfall and shimmering lights, soft music shall be played in the background to lend a rejuvenating atmosphere for the customers to enjoy and relax. There will be three variants available for young and adults: Me and You (300 ml jar); Family Fun (600 ml jar); Party Bash (1000 ml jar). Pricing will range between 100 AED to 300 AED.

Juicy LLC is very particular about being eco-friendly. Therefore, under no circumstances shall plastic be used for serving the customers. Glasses and jars shall be specially designed by a supplier which will be either paper mugs, ceramic or thick glasses. Even the dustbin area will be beautifully decorated and made from earthen bricks and porcelain.

Health is the chief parameter on the basis of which Juicy LLC will pitch its sales. Therefore, refined sugar will not be used while preparing juices and smoothies. Instead, jaggery cubes will be provided on each table for those customers who wish to add more sweetness in their juices and smoothies. A second area of health

consciousness shall be based on the necessity of consuming Vitamin D by drinking fruit juices and smoothies. Vitamin D is important for strengthening bones and the same is advised by the physicians as well. This point has been emphasized by the Ministry of Health and the Dubai Municipality as well. Thirdly, with a number of UAE populace-especially the kids- facing the problem of obesity (Gulf News, 2017; The National, 2016), fruit juices and smoothies are a viable alternative to keep the weight in check.

Management and Staffing

While the overall CEO shall be myself-Ahmed Al Khitab, the COO position shall be occupied by my brother. There will be four main divisions in Juicy LLC: Finance and accounting (comprising of 7 cashiers and 5 helpers); Hygiene (comprising of 15-20 males and females); Juice and smoothie makers (comprising of 15-20 males and females with 5-10 helpers) and General maintenance (comprising of 10-12 males and females with 5-10 helpers). All the employees, including the CEO and the COO, shall wear have a uniform dress code which will be a printed “dishdasha” and “abaaya” for men and women respectively displaying the fruits with a badge of Juicy LLC etched at three places: shoulders, chest and back. All male employees shall wear a skull cap with the tagline of Juicy LLC-“Juice is Health” embossed in golden color against a white background. For the women employees, their headdress shall be likewise embossed with the tagline of Juicy LLC. All the employees shall be trained as per their functions and requirements. As such, Juicy LLC does not believe in any hierarchy and all the employees shall be addressed by their preferred name suffixed by “Haafiz”.

References

Gulf News. 2017. Obesity rates increasing in the UAE. Available at <http://gulfnews.com/news/uae/health/obesity-rates-increasing-in-the-uae-1.1573231>; accessed on 2nd January, 2017.

The National. 2016. Childhood obesity in the UAE is a growing problem. Available at <http://www.thenational.ae/uae/health/childhood-obesity-in-uae-is-a-growing-problem> , accessed on 2nd January, 2017.