

Assignment

Business Plan

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Business Plan

Online Grocery Business Model.

Executive Summary:-

This section's outline the plan and describes how the business will present its offerings to the Public. The executive summary should include:

• Mission Statement:

I have a plan of Online Grocery Business, in which we connect the Buyer of the Grocery item to Seller of Grocery or Grocery stores through online channel by creating an ~~app~~ Android APP, which is easy to access. Like Food panda, Uber/careem

• Company information:

introduce the founder with their biographies.

• Growth projection:

we know that now a day every one wants to consume less time on that types of item, and in that Covid-19 pandemic time no



one want to go outside for purchasing of Grocery items from stores, ~~is~~ And in coming time the online shopping will be the trend.

### • Products and Services :-

In online grocery Business our products are all the Grocery items which can be used in all types of houses, and needs of all human, use of every kitchen.

And our services is that we will be delivered that Grocery from ~~the~~ the consumer near by store to there door-step

### • Financial Information :-

In that type of online business you don't need a high investment, you have to create an Application, and running of that app you need a computer system or a laptop, internet channel, and all other expenses of advertisement of your app.



## 2. Company Description:-

In Company description first we describes what is being offered,

So we offered all the Grocery item, which we use in daily life, For example, Flour, Rice, cooking oil, Pulses, Masalas, etc in monthly, weekly used packs and and for per person, for example A monthly grocery <sup>Pack</sup> for 10 person of a family. or ~~for~~ a weekly - pack for six persons family. etc

The company description provides much of this additional information. This is the section where you high light the clientele you forces. So we directly force on that types of client which directly work in every one kitchen that is a house wife, She know the need of every item of kitchen. and in Pakistan if you captured a house wife or a woman for your products then you have no need to spend money on your company advertisement. (just for food).



### 3:- Market Analysis-

In now a day all types of business turn on online market. but in peshawar or even in Pakistan there is no such type of company which offered your Grocery in all places of city. the only store offered online delivery system, and they also charge some extra price and delivery charges from their customers. But we offered the discounted price and free delivery to our customers, and in that plan we add all the whole seller and stores who's deals in Grocery item, and we offered them to increase there sale, from extra sales they get extra profit. So in that type of services we got 20 to 25 percent discount from them on a sale pack, so in that discount you can be offered ~~to~~ discount to your customers. So in that way we offered less price as compared to the market place.



on the other hand the delivery ~~services~~ services same like food panda the earn on per pick up order. and win bouns on Rides achievements. For example on one Ride the Rider earn 2000Rs. So his daily achivemats is 10 Rides / Per day, so he earn 2000/- / Per day, so in that 2000/- they have to return the 20% to the company on APP usage.

So the company earned money from that channel and from Adels on Application. and offered ~~Bouns~~ Bouns to these customer on refering there friends and family.

(further discussed in Marketing Strategy.)



#### 4. Organization and Management:-

In that type of organization you don't need extra staff,

And the owners of that types of company is also depend on the investment, If you need some extra investment than you add the investors and an owners. on the other hand you only need the management staff how manage it professionally, how have know-how about online business, and also the marketing staff for promotion of your business.

#### 5. Goods and Services:-

In that types of online business you gives services, the services is that you combined 3 different parties on one channels. Apps are usually used to bounds different business to the consumer or to the other business.

So, we make a bridge between the store-keeper to the consumers by the middle party of the delivery how gives



the services to both parties and we provided the channel to them to connect with each others.

## 6: Marketing Strategy:-

In marketing Strategy ~~is~~ first of all of discussed the easiest and cost-less way of marketing. from which you may earn more ~~garently~~ and also increased your sales ~~garently~~. this way of marketing is name as Network-Marketing.

In that types of marketing you don't need staff for marketing your customers gives you more customers on the basis of referal Bonuses.

For Example:-

If one customer buy Grocery from your Application and refers three other to buy Grocery from your App, then the Company gives him the extra bonus in shape of discount, Cashback, Gifts, toures tickets etc..

The other way of cost less Marketing is social media channals, gives promotion on Face Book, what sapp, twitter etc....



And if you have some extra budget for marketing then you have some offline plan as well as an online plan.

You can easily place the stall activities to promote your company, and some DDS (Door to Door Services) to promote your business in each and every street and in every one's home.

If you start that business on a low-level in one city, if you know and look that you achieved your target in that city, then you can easily start your business in all other cities or national level.

### 7: Financial Projections :-

Here you express the financial goals for your business. outline how the marketing and sales ultimately equate to a profit. you make earnings and cost predictions in this section.

Your business plan is the first serious step towards starting a new business.



A large majority of businesses fail in the early stages, but you can increase the odds for success if you properly plan your objectives and strategies. Take the time to devise a plan that is right for your business and looks good to investors.