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| **Name of Business** | **Pizza Place Ltd.** |
| Type of Organisation | Private Limited Company |
| Business Aim | To provide a high class takeaway pizza service including some delivery. |
| **Product** | High-quality home cooked pizzas. |
| **Price** | Average price of $5 (36LE) with $1 (7.2LE) delivery charge |
| **Market Aimed For** | Young People and Families |
| **Market Research undertaken and the results** | Research in the area conducted using questionnaires.  Also, research into national trends in takeaway sales and local competitors.  Results of all research in the appendix to this plan. |
| **Human Resources plan** | Two staff (the business owners) to be the only staff employed initially. |
| **Details of Business Owners** | Peter Yang – chef 15 years’ experience  Sabrina Hsui – deputy manager of a restaurant for 3 years. |
| **Production details and business costs** | Main Suppliers – P&P Wholesalers. Fixed Costs of Business - $50,000 per year  Variable Costs – approximately $1 per unit sold. |
| **Location of Business** | Site in Shopping street (Suez Avenue) just away from the Souk centre.  Leasehold site (10 years) |
| **Main Equipment required** | Second-hand kitchen equipment - $40,000.  Second-hand Motorbike - $1000 |
| **Forecast profit** | See financial appendix to this plan  Summary – In the first year of operations the total costs are forecast to be $55,000 with revenue of $85,000. Predicted profit = $30,000  Level of output to break-even – 12,500 units per year. |
| **Cash Flow** | See financial appendix to this plan  Due to the high set-up and promotion costs there will be negative cash flow in the first year. |
| **Finance** | $10,000 invested by each of the owners.  Request to bank for a further $10,000 plus an overdraft arrangement of $5,000 per month. |

* **Activity 3.1 –** Read the business Plan for Pizza Place Ltd. Explain why, if you were a bank manager reading this plan, each of the following would be important to you before you gave the entrepreneurs a loan:
* Market research results
* Experience of Business Owners
* Forecast profit
* **Activity 3.2 –** Draw up another Business Plan. It should be based on your own idea for a business that is operated within your school or college (for example, a stationery shop, confectionery store or cake shop).
* **Activity 3.3 –** research into the background and business activities of two well-known entrepreneurs in your own country. Identify the personal characteristics that you believe each entrepreneur has which has helped them to succeed. Write a brief report on each and be prepared to present your reports to the rest of the class.