

Executive Statement

Business Overview

Example Sandwich Co. is a new business offering premium sandwiches made with the best local bread, and finest local ingredients.

We hope to build up a loyal following by providing only the freshest, most select premium ingredients, all grown locally.

We will source all our ingredients from local providers, from corn-fed free-range chicken and beef hung for a minimum of 21 days, to locally baked ciabatta, baguettes and poppy knots and freshly grown local organic tomatoes and lettuce.

We will prepare the ingredients on site, thereby ensuring our customers receive the freshest sandwiches possible.

By focusing on particular local farmers, growers and bakers in store, we hope to personalize these local producers to give our sandwich experience a unique feel.

We will also feature customers' own sandwich creations for other customers to try and rate.

We have forecasted to achieve an annual net profit of £20,518 by the end of Year 1. Year 2 is forecast at £71,160, and Year 3 at £159,775.

All from an initial planned investment of £15,000.

We have currently invested £5,000, and are now looking for an additional investment of £10,000 to enable the business to start up.

Market Analysis

Market Research

Conducting the following research has allowed us to validate our business idea and approach.

The UK Sandwich market is a high value growth industry. Sandwiches are typically at the centre of most people's lunches.

We have selected a prime location, with sufficient footfall and nearby residents and businesses to support the sandwich bar.

We have carefully priced our products, taking care to ensure we remain competitive but also turn a good profit.

Sandwich fillings have been researched, both generally and locally.

This ensures we can have mass appeal, but we will also use our individuality to offer something different from the competition.

Our competitor research has encompassed pricing, sampling their products and experience, customer service and observing their businesses in terms of sandwiches sold.

We have conducted research into the number of people that travel up and down the high street, as well as conducting a short questionnaire over a period of two weeks.

We have used this information to assist in pricing, to get a better idea of where people buy their sandwiches.

We have also used our research on the footfall of the high street in conjunction with checking how many customers our competitors serve to help create our sales forecast.

UK Sandwich Market

The British sandwich market bought 'on the go' is currently worth £2.8 billion.

In the last year [2006] 1.69 billion sandwiches were sold 'on the go', at an average price of £1.66.

Over 62% of the population buy a sandwich at least once a year.

55% of sandwiches eaten at home are consumed at lunchtime. A further 13% are eaten at Tea, 11% at the Evening Meal and & 7% as part of a snack. Surprisingly 14% are eaten at Breakfast.

- Men account for 58% of all sandwiches purchased outside the home.
- The average price of a commercially made sandwich is now £1.67. Over 51% of the sandwich market is made up of buyers aged 25-44. Source:

Local Area

By checking publicly available census and government data, we have built up the following profile for the area where the business will be based.

Population and Housing

Population of 259,536

Males : 125,473

Females : 134,063

Aged 0 to 15 : 48,697

Aged 16 to 75 : 191,158

Aged 75 and over : 19,681

Number of households with residents : 111,243 Average household size : 2.33

Average house prices: £280,000 for a terraced house Information

The area has a large business complex, which houses a number of different organizations, including a center for the local university and council, as well as numerous business offices.

There are a number of schools, a primary, secondary and a high school, as well as a private school.

There is a main high street which has been home to local shops for over a hundred years. Shops on and around the high street include clothes shops, restaurants, newsagents, banks, pubs, cafes, a supermarket as well as other sandwich shops.

A number of small businesses are also located in and around the high street, such as accountants, solicitors and IT suppliers.

There are a number of local transport links, including bus and railway stations. Research Findings

There are a number of reasons why this area will make an ideal location for our sandwich bar.

- The large population.
- The local business complex and its close proximity to the high street.
- The high street itself, which is a large focal point for food and drink.
- The area is reasonably affluent, with a large number of expensive houses situated around the high street and in the local area.
- It is a local area that we have knowledge of, and we feel we understand the people there.

Premises Research

Research Carried Out

As we have identified the high street as a great location for the business, we have checked three locations that are currently available.

Research Findings

There are currently three locations available.

Two are located at the far end of the high street. One is leasehold, and the other is available to buy.

We have disregarded these two premises immediately due to their location. The top of the high street really isn't a suitable location for our business.

The vast majority of the sandwich shops are located near the bottom of the high street. We want to be as close to the business complex and the other sandwich shops as possible.

The other premises are potentially a little bit too small, but the location makes up for this.

It is located very close to the bottom of the high street. It is quite close to the other sandwich shops too, which should prove a benefit.

We feel that as we need to compete with the other sandwich shops all along the high street, it will be more beneficial to be closer to them than not.

Being further towards the top of the high street could be a detractor to the business with all the other shops located near the bottom, and near the business complex.

Sample business plan

This location is leasehold, and is at the most expensive end of the high street. It was previously a newsagent so it will need a full refurbishment.

High Street Analysis

Research Carried Out

To try and gauge the number of potential customers, we spent two weeks surveying the passing trade on the high street.

We broke this down into checking the morning and afternoon trade.

Morning trade was checked between 7.30 and 11.00, and afternoon trade between 11.00 and 3.00. This ties in with the different type of sandwiches we will be providing between those times.

Over the two weeks we surveyed each day, Monday through Saturday. Research Findings

Morning Trade

On average there are approximately 1,000 people who walk along the high street between 7.30 am and 11.00 am every day.

Afternoon Trade

Between 11.00am and 3.00pm, on average there are 2,000 people who walk along the high street every day.