

|                 |                 |                               |             |
|-----------------|-----------------|-------------------------------|-------------|
| Name            | Human resources | Price                         | Location    |
| Summary of idea | objectives      | <del>Business structure</del> | Competition |

### Business Plan

|                     |                                                                                                                                          |
|---------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| ----- of business:  | Shaikha's Smoothies                                                                                                                      |
| Business structure: | Sole trader                                                                                                                              |
| -----:              | To open smoothie stalls in popular shopping centres in the UAE.                                                                          |
| Business -----:     | To give hungry people a healthy snack option.<br>To use profit to give free fruit and vegetables to poor families.                       |
| Marketing:          |                                                                                                                                          |
| Target market       | People who want to be healthy. Vegetarians and vegans.                                                                                   |
| -----               | Jamba Juice, Smoothie Factory, Juice World.                                                                                              |
| Product             | Smoothies and juices.                                                                                                                    |
| -----               | AED 20.00                                                                                                                                |
| -----               | Busy malls, such as Dubai Mall, Marina Mall and RAK Mall.                                                                                |
| Promotion           | Advertisements in shopping malls and on the radio.                                                                                       |
| -----:              | Two people to work in each smoothie stand serving customers.<br>One person to work in each smoothie stand to do cleaning and washing up. |
| Finance:            | This year, the business aims to make AED250,000 profit.                                                                                  |