

| Name            | Human resources | Price              | Location    |
|-----------------|-----------------|--------------------|-------------|
| Summary of idea | objectives      | Business structure | Competition |

### Business Plan

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

Retrieved from Business Enterprise. Gr 9 WB, p. 37 (MoE, UAE)