

Name	Human resources	Price	Location
Summary of idea	objectives	Business structure	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. 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. 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.