



Activity 1.17

Use the words from the word bank to complete the left column of the short business plan. An example has been done to help you.

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 20.000.
-----	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.