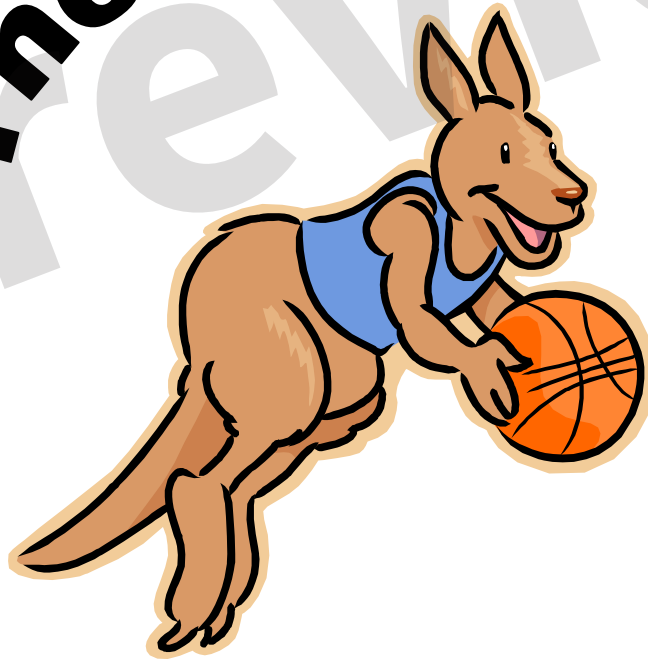


The Kangaroos



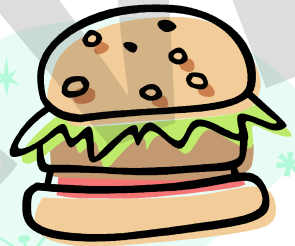
Business Plan

June 2014

Executive Summary

Business Idea

We will be selling **Kangaroo Burgers** to educate students and staff of Tamati College about Australia and Australian cuisine. The Kangaroo Burger is a tasty burger made with barbequed kangaroo meat. It will be served in a bun with lettuce, tomato and BBQ sauce.



Our product will be successful because our target market will be keen to try a food item that they have not had before. Students and staff will be hungry at lunch time so we will help them to fix their hunger.

Our unique selling point is that we are the only Bus101 group representing Australia so we will be the only group selling Kangaroo Burgers as a food item.

Highlights from our Business Plan

- We will make 40 Kangaroo Burgers for our target market (staff and students at Tamati College).
- Our market research shows that 80% of those surveyed would be willing to buy a Kangaroo Burger.
- Our financial analysis shows that a profit of \$58.08 is achievable if we sell all 40 Kangaroo Burgers.
- This represents a 73% return on investment.
- Our product is easy to make and all resources can be bought locally.
- We are a motivated group who work well together and are committed to being successful.

Mission and Objectives

Mission Statement:

To educate students about Australian cuisine by selling a food dish from Australia

Goals:

- To make \$60 profit by the end of Market Day
- To sell 40 Kangaroo Burgers by the end of Market Day
- To improve our business knowledge and learn how to run a successful business
- To work well as a team
- To gain an EXCELLENCE grade for Achievement Standard 90842

Timeline:

Week	Date	Activity
1	Mon 5 – Fri 9 May	Form group. Brainstorm country & product idea
2	Mon 12 – Fri 16 May	Decide group roles Identify resources needed for product. Brainstorm Mission, Goals and SWOT analysis.
3	Mon 19 – Fri 23 May	Contribute start-up capital. Conduct market research and analyse results
4	Mon 26 – Fri 30 May	Write Business Plan
5	Mon 2 – Fri 6 June	Write Business Plan
6	Mon 9 – Fri 13 June	Write Business Plan
7	Mon 16 – Fri 20 June	Prepare marketing and promotional material
8	Mon 23 – Fri 27 June	Advertise product. Plan stall design & layout. Purchase ingredients. Carry out business activity on Friday 27 th June

Marketing

SWOT Analysis for Kangaroo Burgers

Strengths	Weaknesses
<ul style="list-style-type: none">▪ We are offering food at lunch time, a time when students and staff are hungry▪ We work well as a team▪ We have excellent attendance so can work together on our product every lesson▪ Two team members have experience of running a business from 10Bus in 2013	<ul style="list-style-type: none">▪ Vegetarians and Muslims cannot eat our product▪ We have limited business experience▪ We have never made Kangaroo Burgers before▪ We can only afford to put in \$20 each to buy our resources
Opportunities	Threats
<ul style="list-style-type: none">▪ We can invite family members as well which will help to increase our sales▪ We can promote our product in school assemblies and in staff briefing▪ We can expand our product range and sell an Australian drink as well▪ We can take pre-orders from staff members	<ul style="list-style-type: none">▪ Students may not have enough money to buy our product▪ Competition – students may choose to buy food from another country's stall instead▪ We only have 30 min to cook our burgers, this may not be enough time

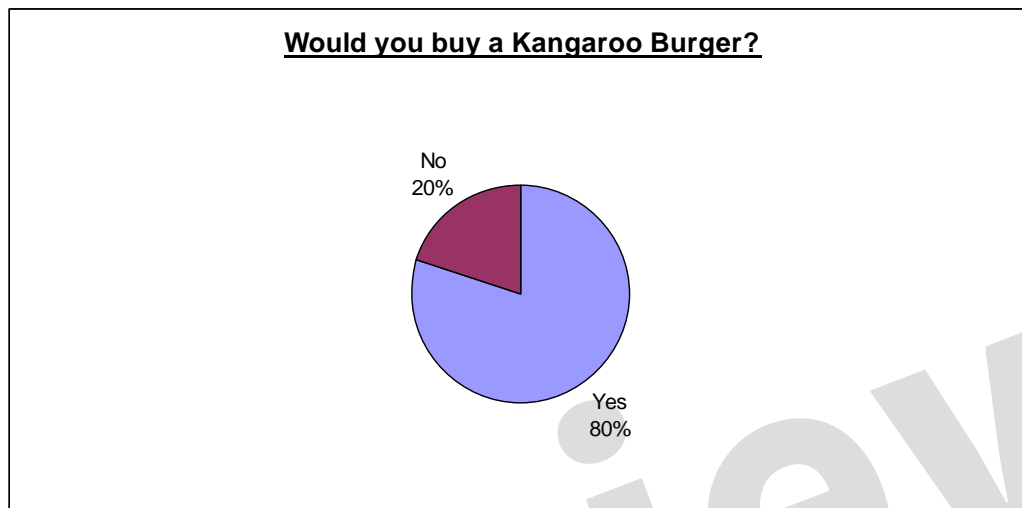
Target Market

Our target market is staff and students at Tamati College as these are the people in our school community who we have invited to our International Market Day. Family members will also be invited to attend.

There are currently 1026 students at Tamati College and 73 staff members. Our target market is mixed in terms of income – students have a low income while staff members have a relatively high income. Our target market spend the whole day at school so are hungry at lunch time.

Market research

We prepared a survey which was conducted on our target market to see if our Kangaroo Burgers would be successful and to find out what price we should sell them at. We gave out 30 surveys to students and staff members at Tamati College. We asked both males and females and people from different ethnicities and the results were very encouraging.



This shows that our product will be successful as 80% of those surveyed said that they would buy a Kangaroo Burger. We asked people “Why or why not?” and most people would like to buy one to try something new as they have never tasted kangaroo meat before.