**Campus Entrepreneurship Program – Student Shop Competition**

**Business Plan Template**

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| ***Shop Location Applied:*** | **Shop Location** | **Business Type** | **Building Opening Hours** | **Maximum Electric Power** |
|  | Student Activity Centre  E31-G020 | (Takeaways) Food and beverage | Mon to Sun  8:00-23:00 | 14kW |
|  | UM Sports Complex  N8-G/F | (Takeaways) Food, beverages, and/or others  - If a food store is operated, the type of food should not produce strong cooking smells, e.g. salad, noodles, dumplings, sandwiches, etc., otherwise will not be considered. | Mon to Sun  7:00-23:00 | 10kW |

**Team Name: (e.g. 123 Shop)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Should be consistent with the application form. Changes are not allowed after submission of application.)

**Total Number of Team Members: (e.g. 5 members)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Team Members Information:**

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| --- | --- | --- | --- | --- | --- | --- |
|  | **Name**  (Indicate the team representative) | **Student No.** | **Major** | **Year Level** | **Expected Year of Graduation** | **Macao Cell Phone No.** |
| 1. | Member A  (Team Contact Person) | (e.g.) AB612345 | XXX | UG2 | 2023 | 1248 5812 |
| 2. |  |  |  |  |  |  |
| 3. |  |  |  |  |  |  |
| 4. |  |  |  |  |  |  |
| 5. |  |  |  |  |  |  |

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| 1. **Abstract**   Please state the major business, products/services, selling points of your shop, etc. **in no more than 30 words**. The provided information will be used for the promotion of the competition. |
| 1. **Description of the Business Concept**   In this part, please briefly state out the major business, products/services and emphasize the main points of the operation plan, which should include but not limited to the following content:   * Core products and services * Uniqueness * Operation hours **(Attention: the winning teams should operate according to the operation hours stated in the business plan)** * Declaration by the team that the business plan is original and has no business registration in Macao or other places |
| 1. **Market Analysis**   A comprehensive understanding of the situation of current UM shops. Under what situation or condition will make your products/services attractive or have a chance of success. Let the judging panel understand your strategies and advantages. The content should include but not limited to the following content:   * Marketing strategy (Any competitors/substitutes in the market? What are the current purchasing or consumption patterns of staff and students? What is unique about your food/products/services that make it becomes your advantage?) * Target customers (The characteristics, population, and statistics information of the target customers) * Customer value (Why staff and students will purchase your products/services? What are the benefits for them?) |
| 1. **Products/Services and Competitive Advantages**   Please state in detail how the food/products/services can meet the market needs, which should include but not limited to the following content:   * Product description (including product and service types, details, size, prices, etc.)   (Remarks: In the initial stage of the operation, the winning team should provide food, beverages, products or services to UM staff and students according to the content of the business plan, and the pricing must be the same as the business plan. |
| 1. **Division of Work/Organizational Structure**   Please state out the ownership, management team, and organizational structure of the shop, and also provide the background information of the key management members, as well as the human resources strategy in detail. The content should include but not limited to the following:   * Organizational structure/ Management ways * Possession of shares and investment amount of each shareholder * Resume or strength of core members (should be consistent with the application form) * Roles or position/allocated tasks of each member |
| 1. **Business Management and Arrangement**   Please state out the production and operation management method, marketing strategy, human resources management mode, which should include but not limited to the following content:   * Pricing of the products or revenue model (Pricing on food, beverages or services. The expected revenue) * Market strategy (different online and offline promotion methods, the sample of promotion materials, etc.) * Staff recruitment, training and job arrangements (Allocation of full-time/part-time staff and their roles/duties. The staff arrangement for peak and non-peak periods) * Time and procedures for producing dishes/delivering goods * Inventory management mode * Financial management mode (including the target of daytime turnover, estimated expenditures, food/product cost, etc.) |
| 1. **Financial Management**   Please state out in detail the financial feasibility of your business and provide the following reports: projected income statement, projected cash flow statement, and projected balance sheet. Projection should be realistic to let the judging panel better understanding your financial and operational performance. The aforementioned statements should include but not limited to the following items:   * Equipment cost (Need to list out the required electrical appliances for the shop, the models and the electric power) * Personnel cost * Raw materials cost * Other costs (e.g. application fee for new business registration, labour insurance, third-party insurance, water, fire and theft insurance, water and electricity costs, sanitation costs, sewer/grease trap cleaning costs, pest/rodent control costs, waste removal and food waste cleaning costs, etc.) * Return on investments |
| 1. **Risk Assessment and Preventive Measures**   The management and response plan to the anticipated risks. The risks should include but not limited to the following:   * Food safety and health (Visit the Municipal Affairs Bureau’s website <https://www.foodsafety.gov.mo/c/default> for more information) * Employees/customers’ accidents * Key employees turnover * Damage to major equipment * Suppliers’ shortage of goods/late delivery * Reputation damage (internet/word of mouth) * If your provided food/products have received a lukewarm response from the market which leads to inadequate income or even loss-making, how will you respond? |