

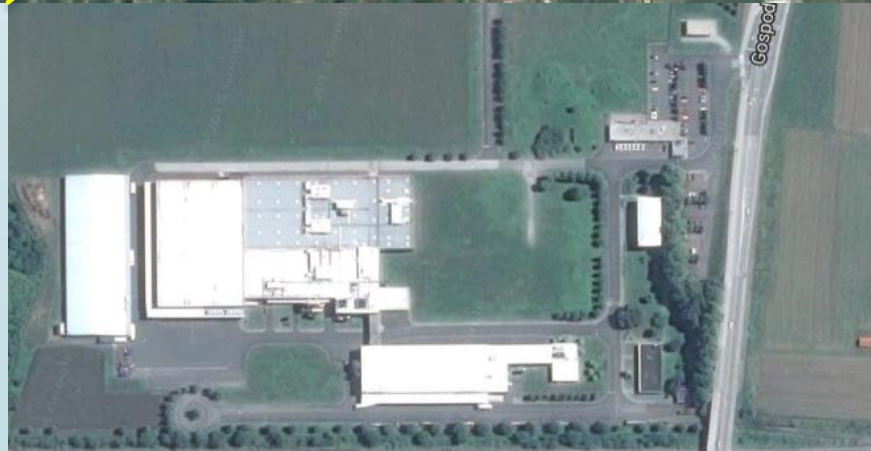
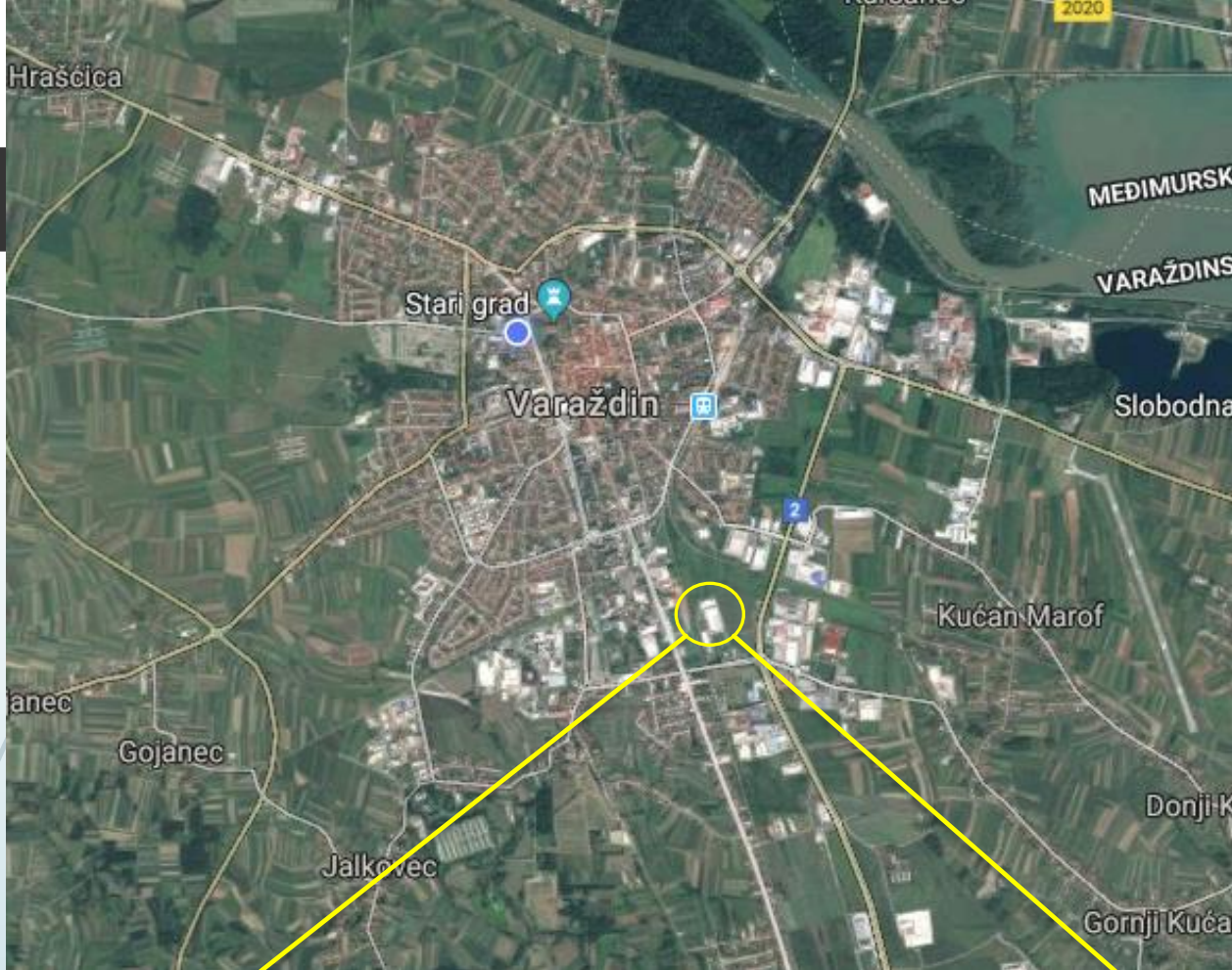
GRADITELJSKA, PRIRODOSLOVNA I RUDARSKA ŠKOLA, VARAŽDIN

„MILCO“ d.o.o., Varaždin

BUSINESS PLAN

Introduction of a new product „Yogochest“ and manufacturing
assortment expansion of MILCO food industry

Neven Novak, Antonia Talaš, Manuela Kamenić, Ilija Kubat, Borna Novosel, Anamaria Benčić, Karla Ciglarić, Ana-Maria Čretni, Tea Dokleja, Roman Hosni, Tena Zavrtnik





Problems and goals

Our problem are:

- big competition
- demanding raw materials
- financial situation

Our goal is:

- enter the market and be recognized and accepted as delicious yogurt

Market exploration

- research in stores, on the internet, in catalog



Introducing a new nutritional product "yogurt with chestnut puree" in the production assortment of "MILCO" foodstuffs.

General information(circle):

AGE: <18 18-25 25-45 >45

SEX: M F

The following questions apply to the new product, and please circle what you think is based on your eating habits:

1.Do you like yogurt?

YES NO

2.How often do you consume yogurt?

1(every day) 2(once a week) 3(once a month) 4(rarely)

3.Do you like chestnut puree?

YES NO

4.How often do you consume chestnut puree?

1(every day) 2(once a month) 3(once a year) 4(rarely)

5.Do you like combination of yogurt and chestnut puree with the addition of cinnamon?

YES NO

6.Would you try this yogurth?

YES NO

7.Do you like the product name „YOGOCHEST”?

YES NO

8.Do you think that such a product would be successful?

YES NO

9.How often would you buy this yogurth?

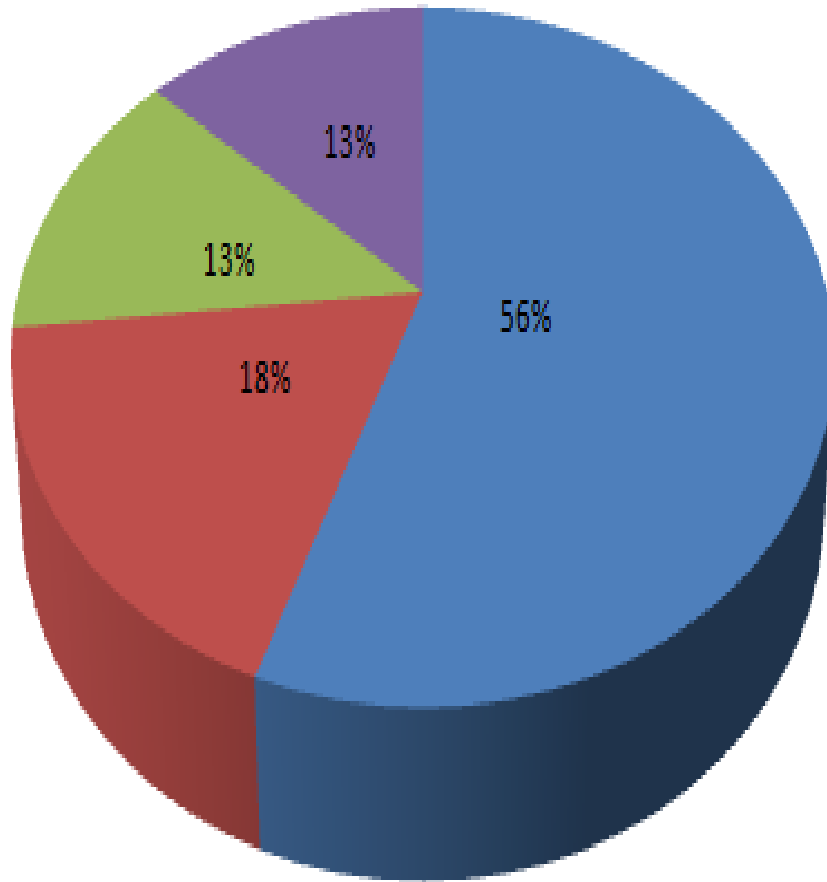
1(every day) 2(once a year) 3(once a month) 4(rarely)

10.Do you consider that such a product would have a high level of competition?

YES NO

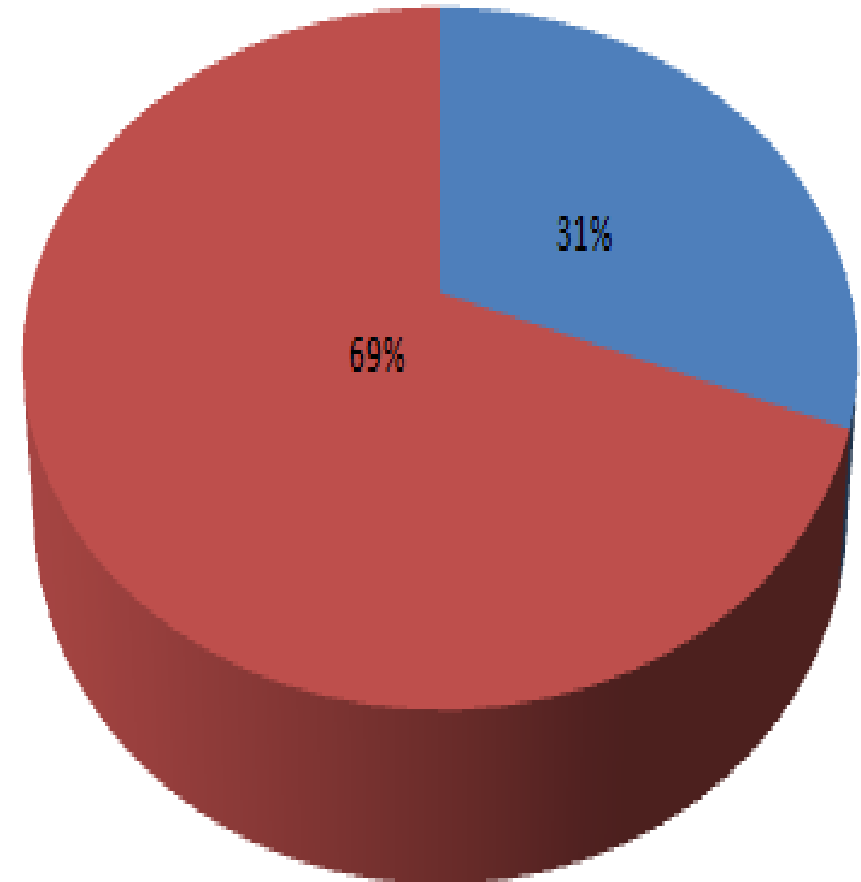
AGE

■ <18 ■ 18-25 ■ 25-45 ■ >45



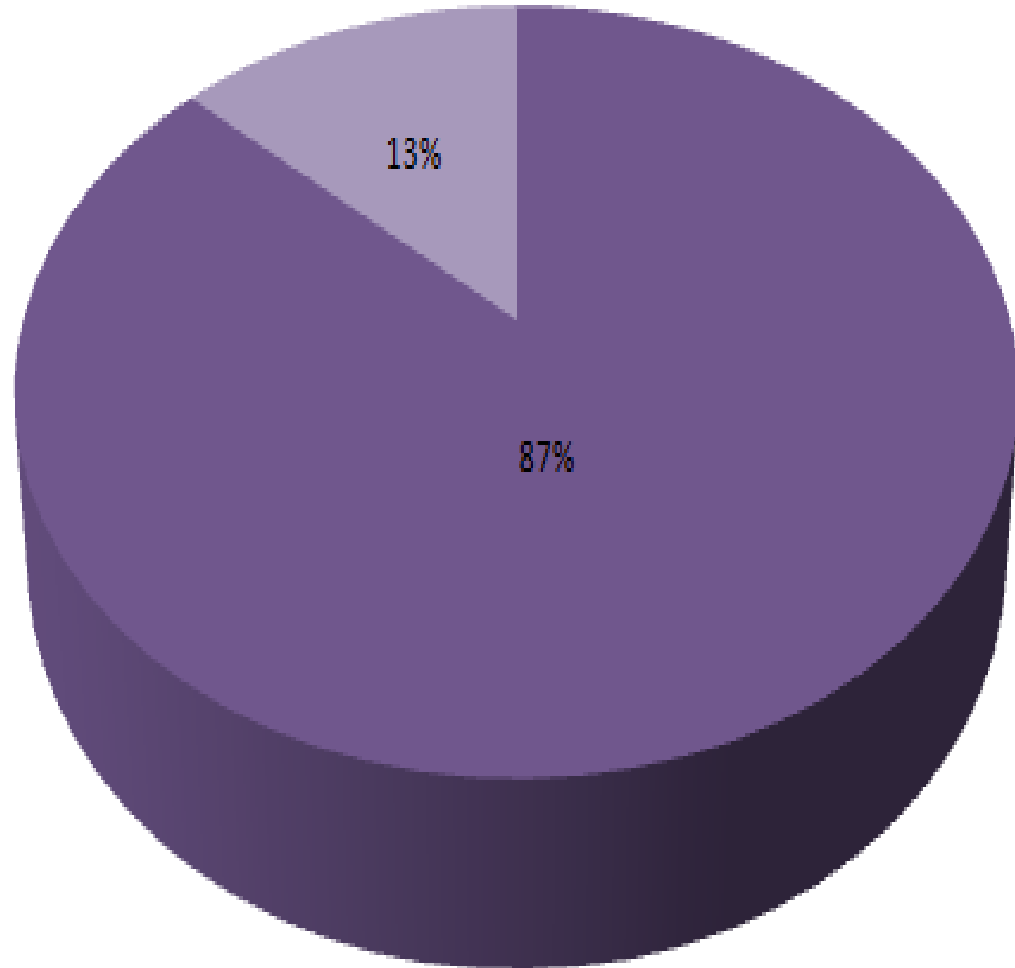
GENDER

■ MALE ■ FEMALE



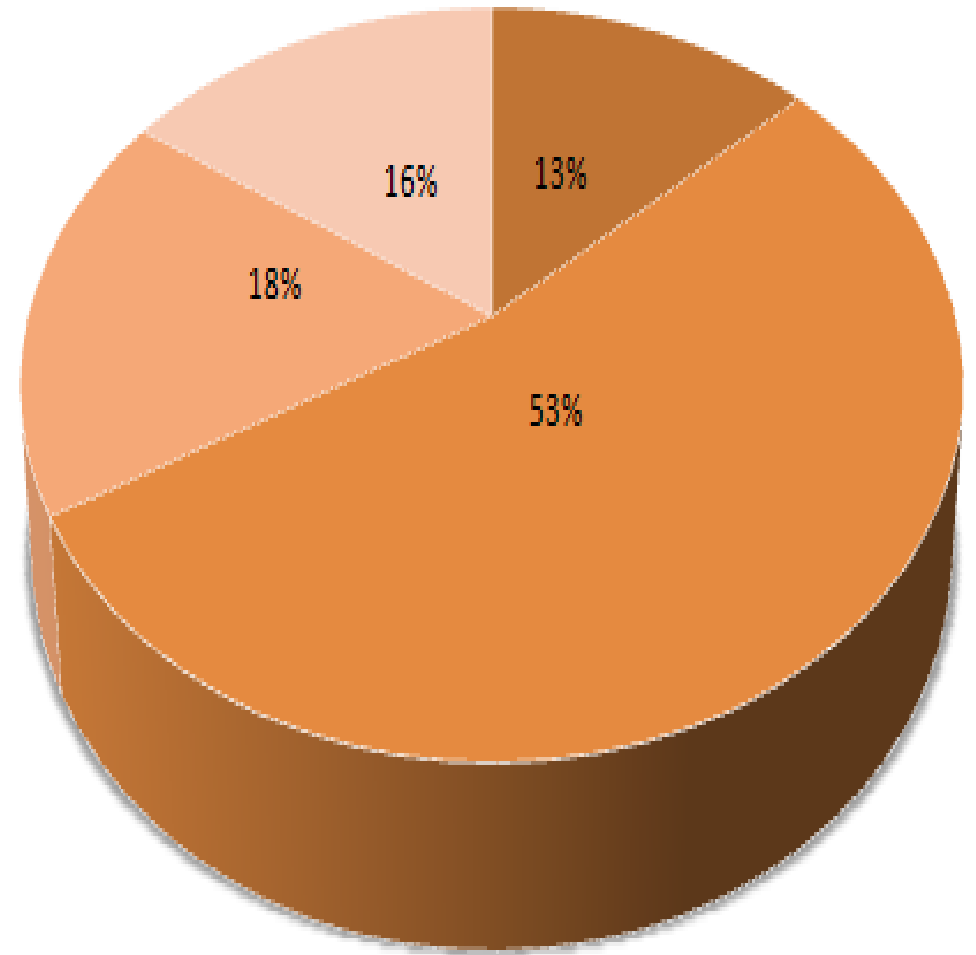
1.Do you like yogurt?

■ YES ■ NO



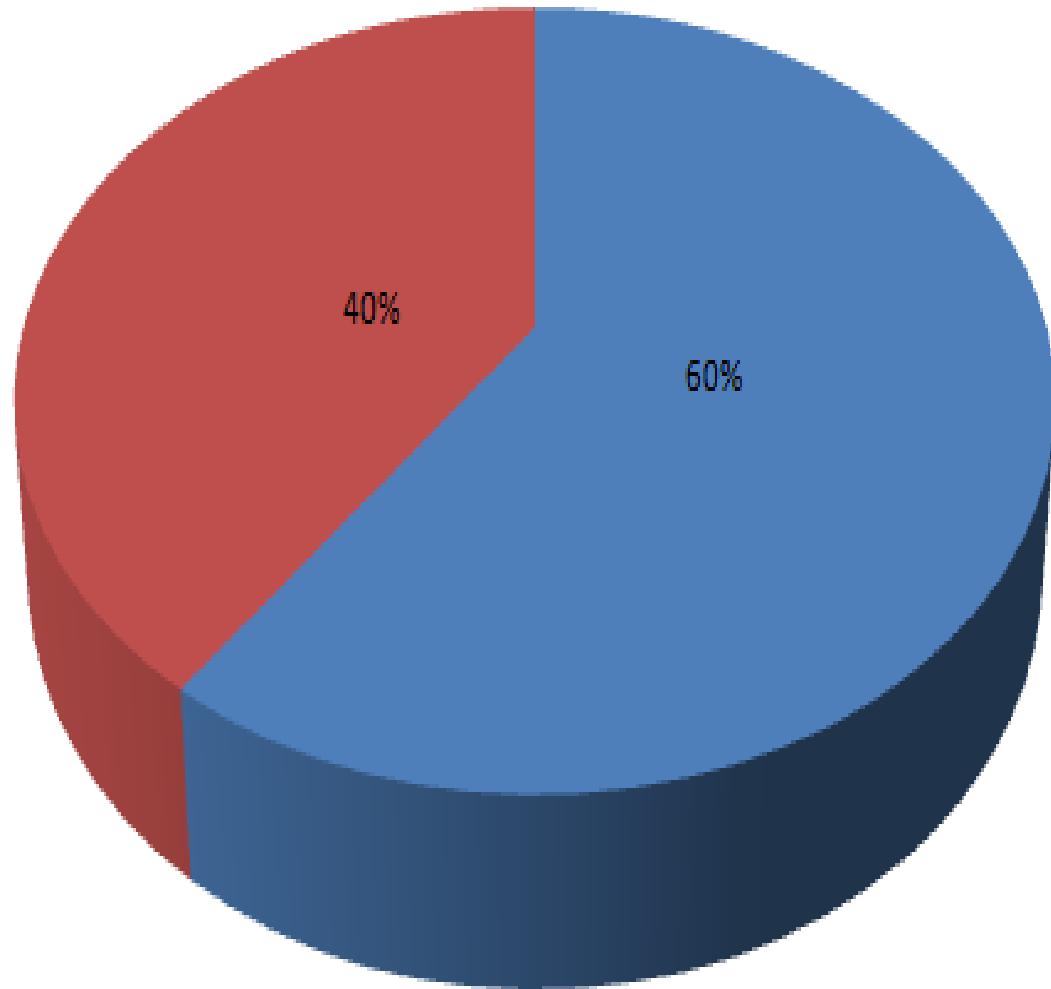
2.How often do you consume yogurt?

■ EVERY DAY ■ ONCE A WEEK ■ ONCE A MONTH ■ RARELY



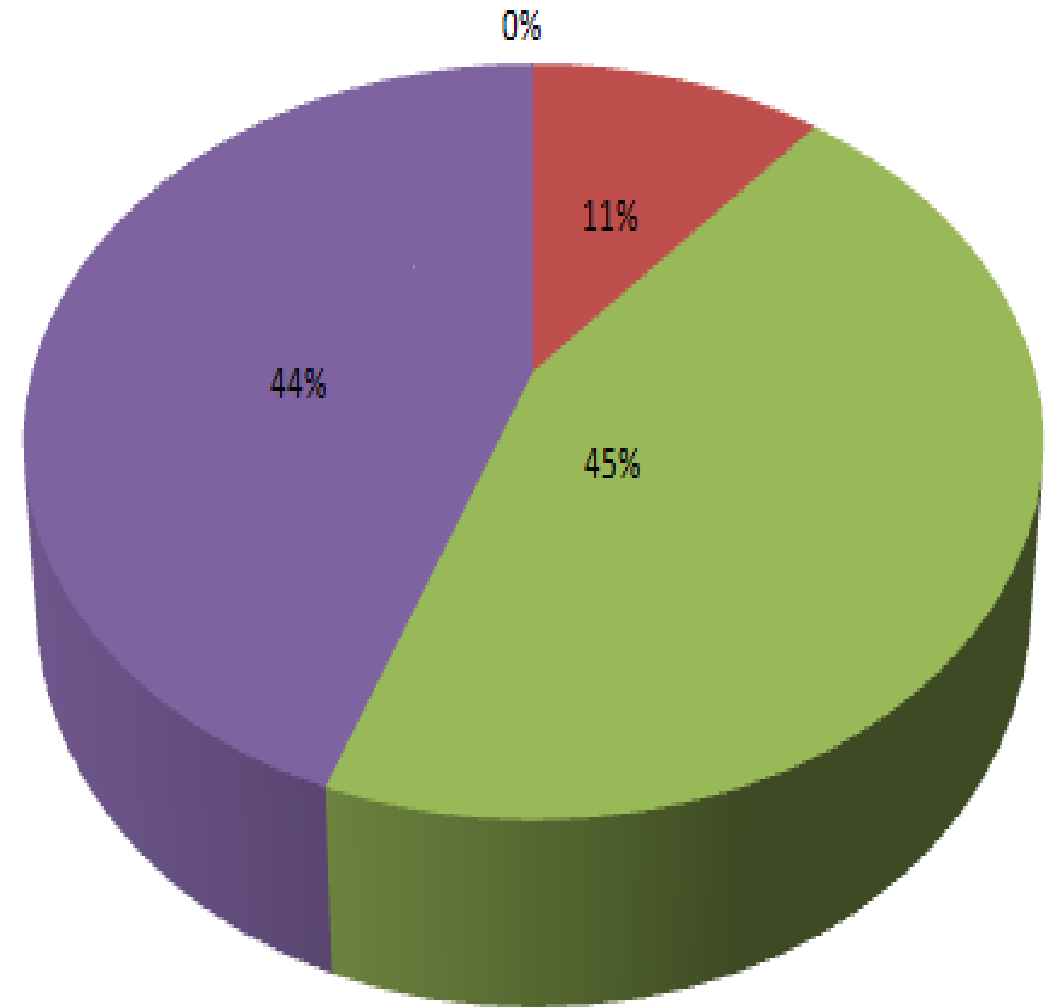
3.Do you like chestnut puree?

■ YES ■ NO



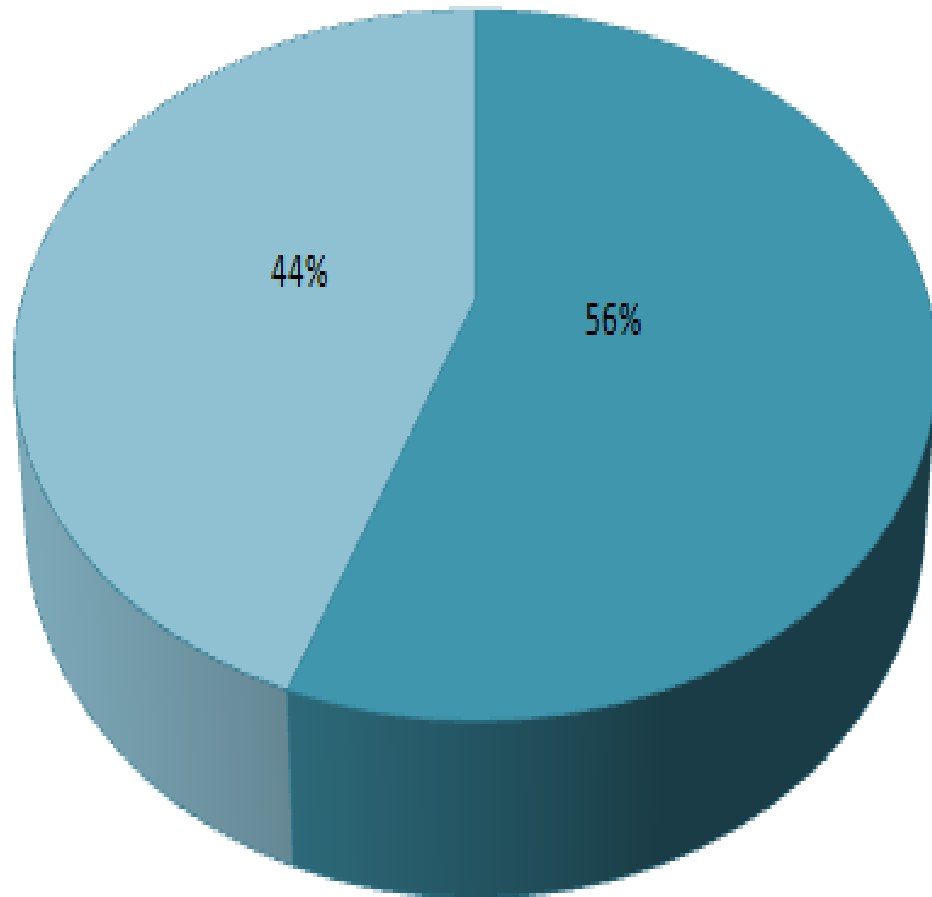
4.How often do you consume chestnut puree?

■ EVERY DAY ■ ONCE A MONTH ■ ONCE A YEAR ■ RARELY



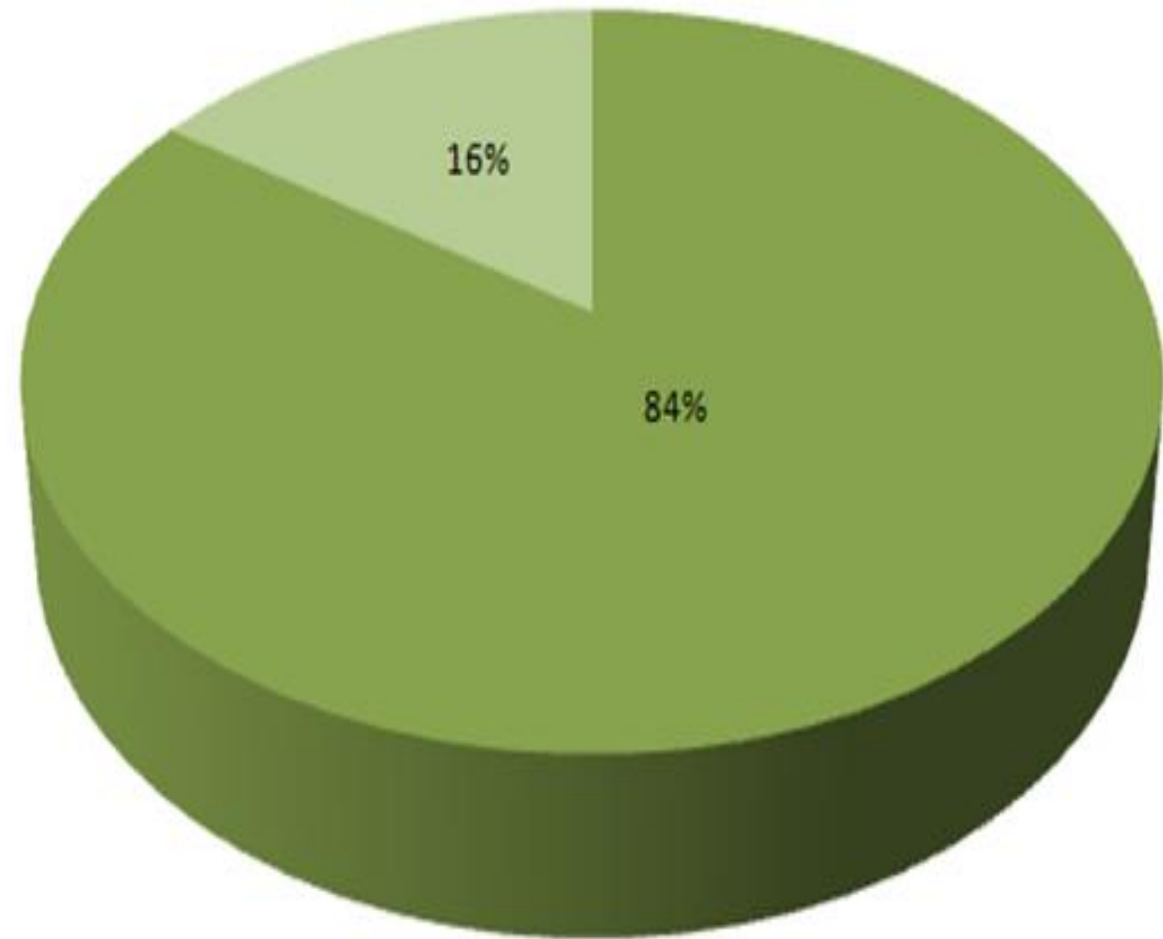
5. Do you like combination of yogurt and chestnut puree with the addition of cinnamon?

■ YES ■ NO



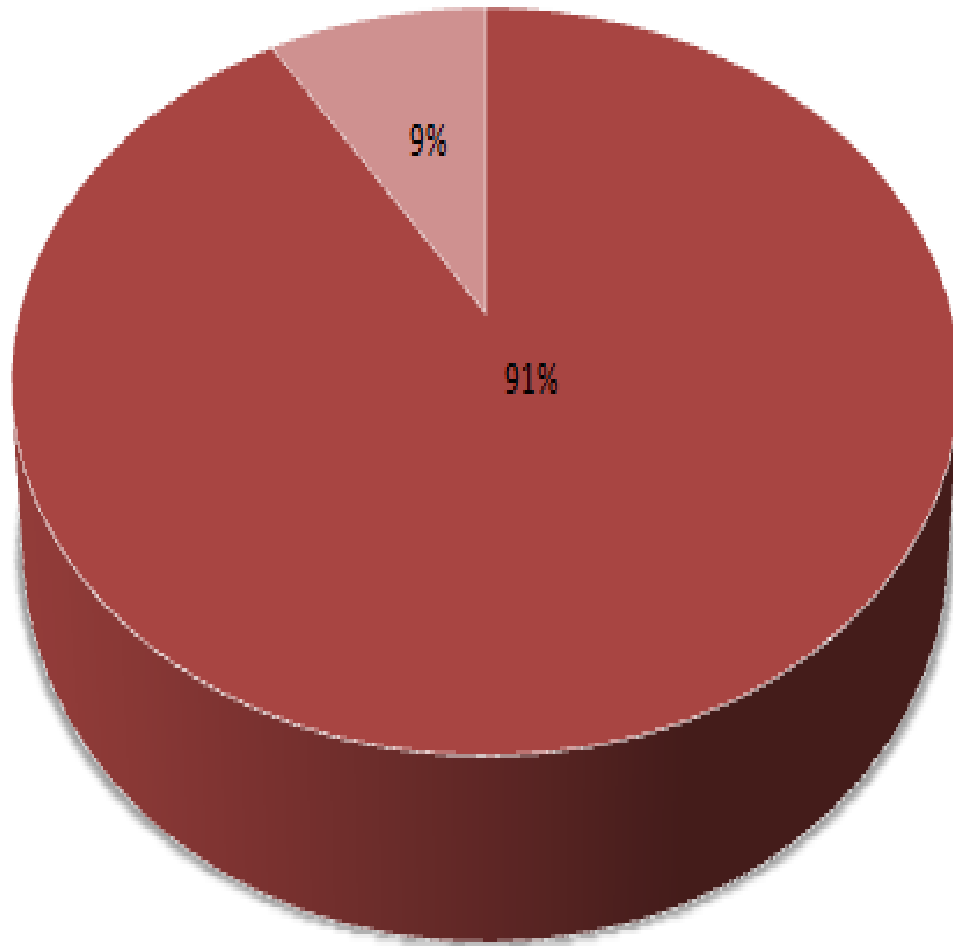
6. Would you try this yogurt?

■ YES ■ NO



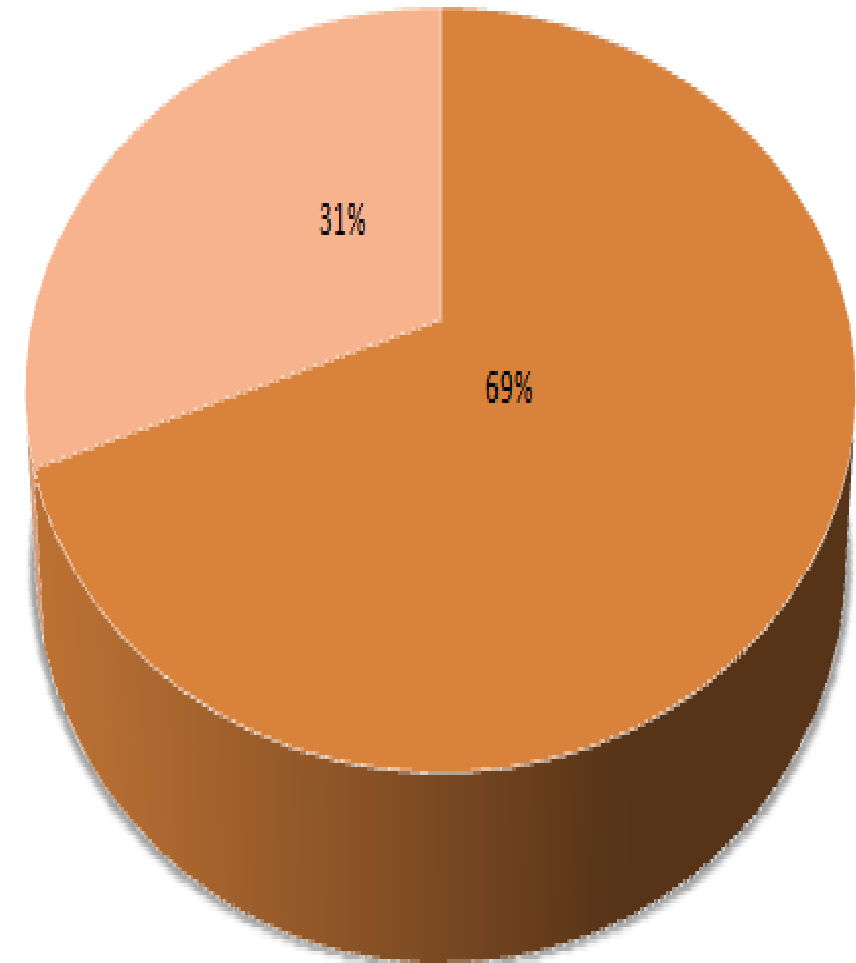
7.Do you like the product name „YOGOCHEST"?

■ YES ■ NO



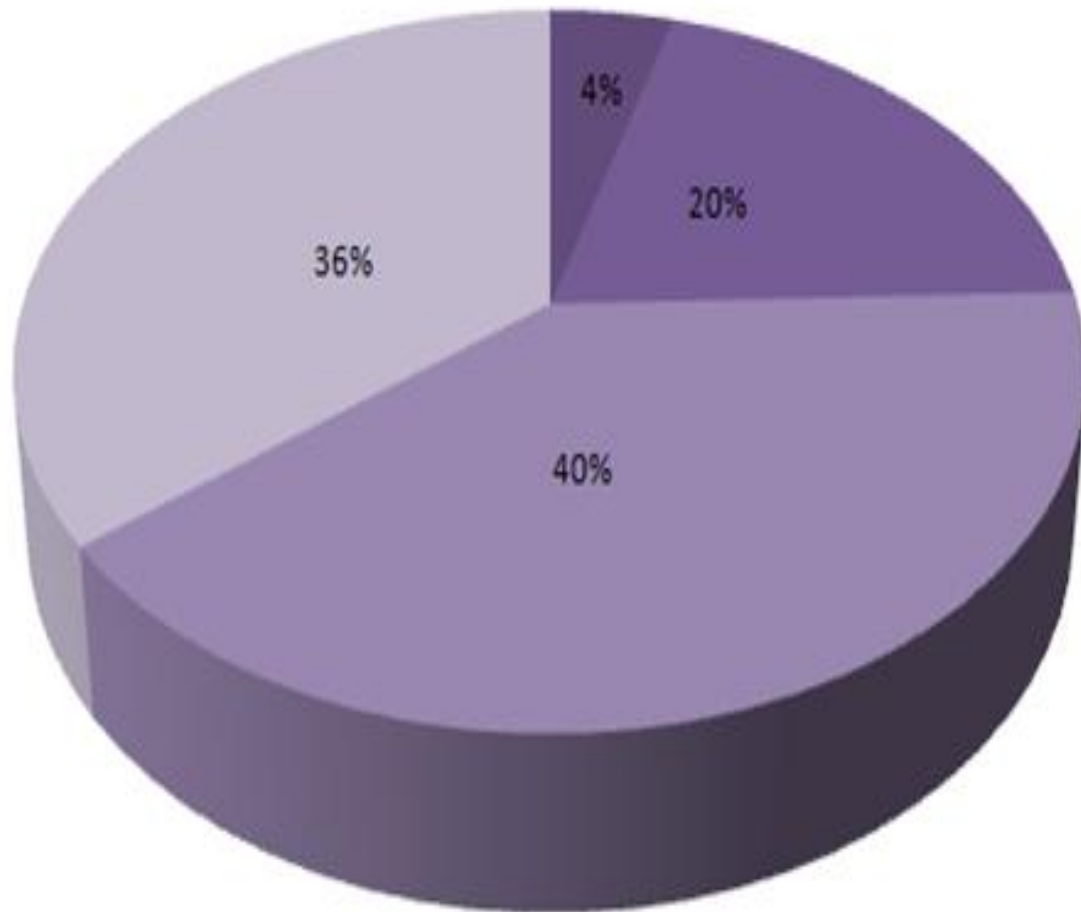
8.Do you think that such a product would be successful?

■ YES ■ NO



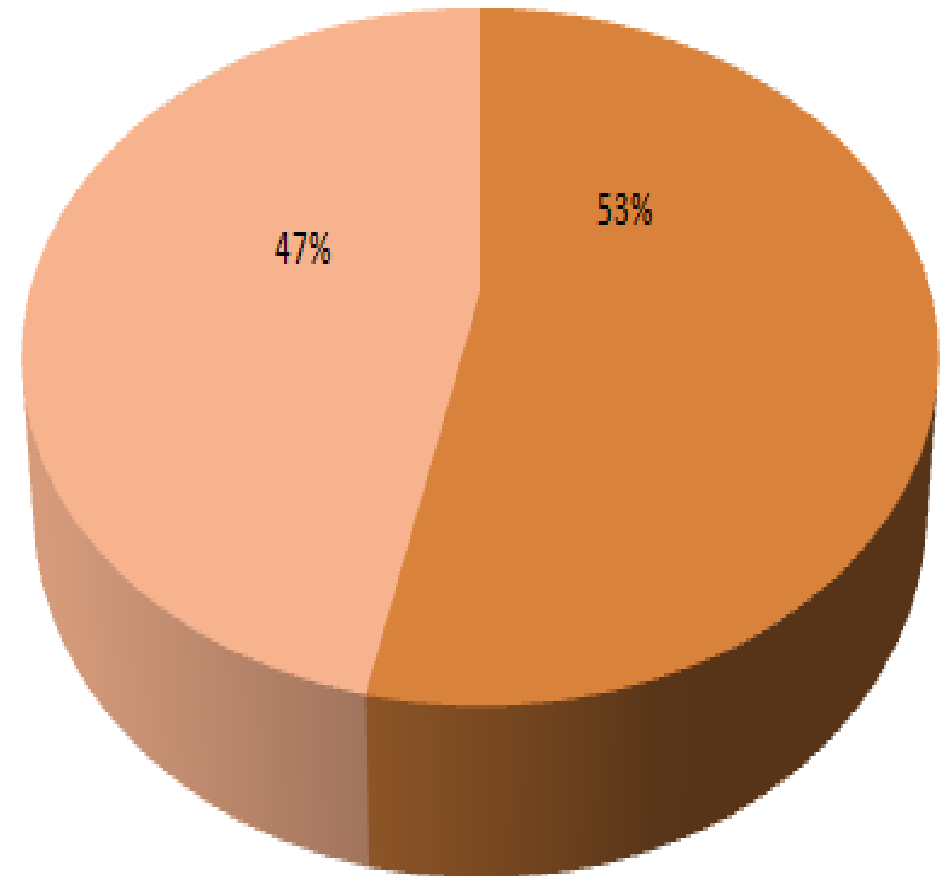
9.How often would you buy this yogurt?

■ EVERY DAY ■ ONCE A WEEK ■ ONCE A MONTH ■ RARELY



10.Do you consider that such a product would have a high level of competition?

■ YES ■ NO



SWOT ANALYSIS

STRENGTHS

- S1 - high nutritional composition
- S2 - product quality
- S3 – originality

WEAKNESSES

- W1 - weak financial situation
- W2 -short shelf life

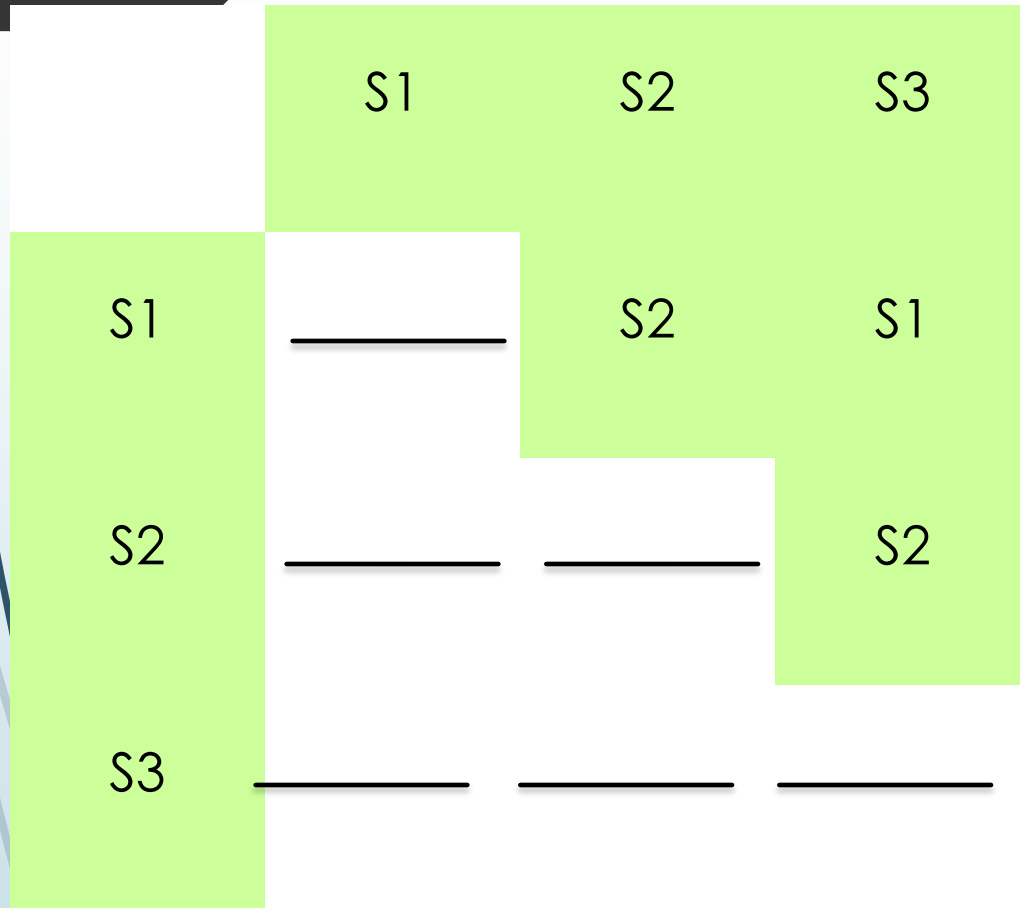
OPPORTUNITIES

- O 1 - increase in demand for the product
- O 2 - new ways of packaging
- O 3 - favorable market trends

THREATS

- T 1 - unfavorable economic situation
- T 2 - the appearance of competition

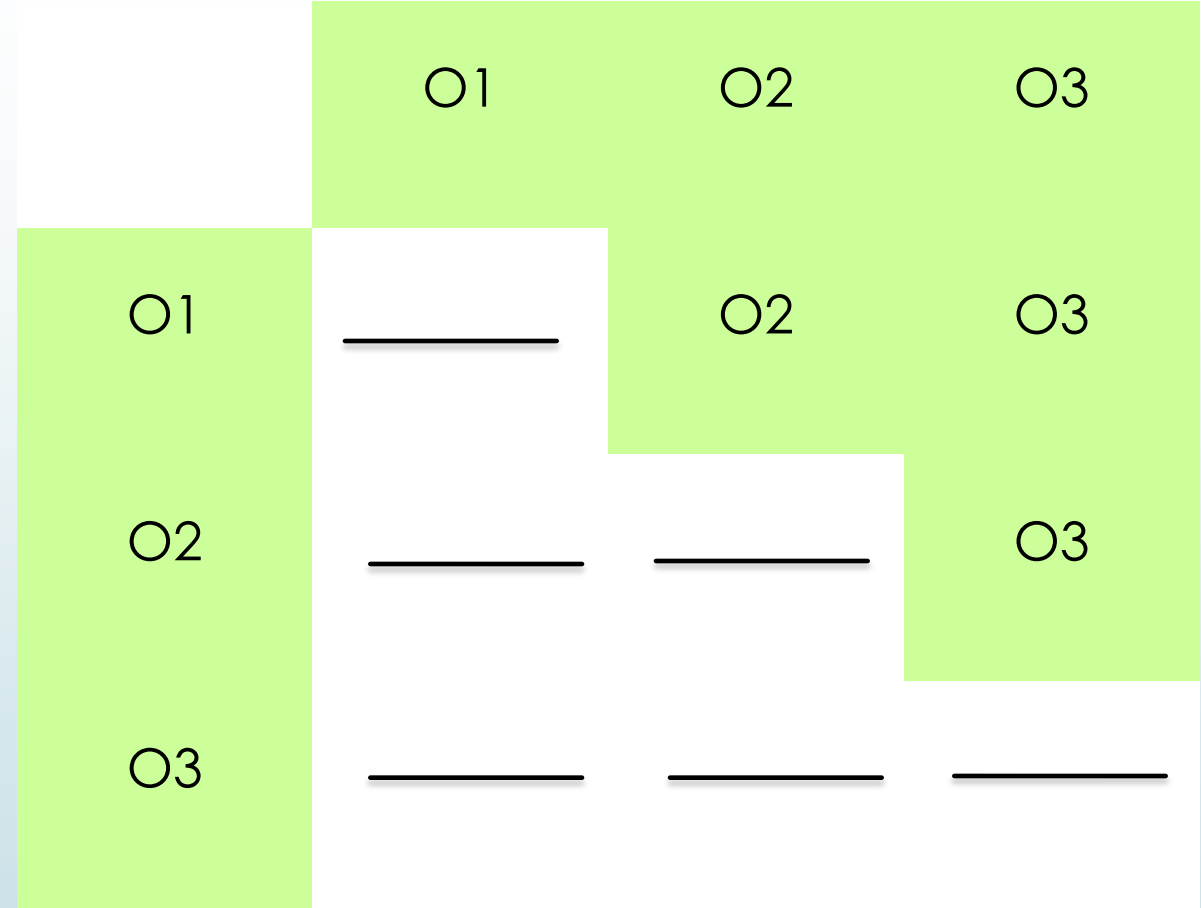
STRENGTHS



2X (S2)

1X(S1)

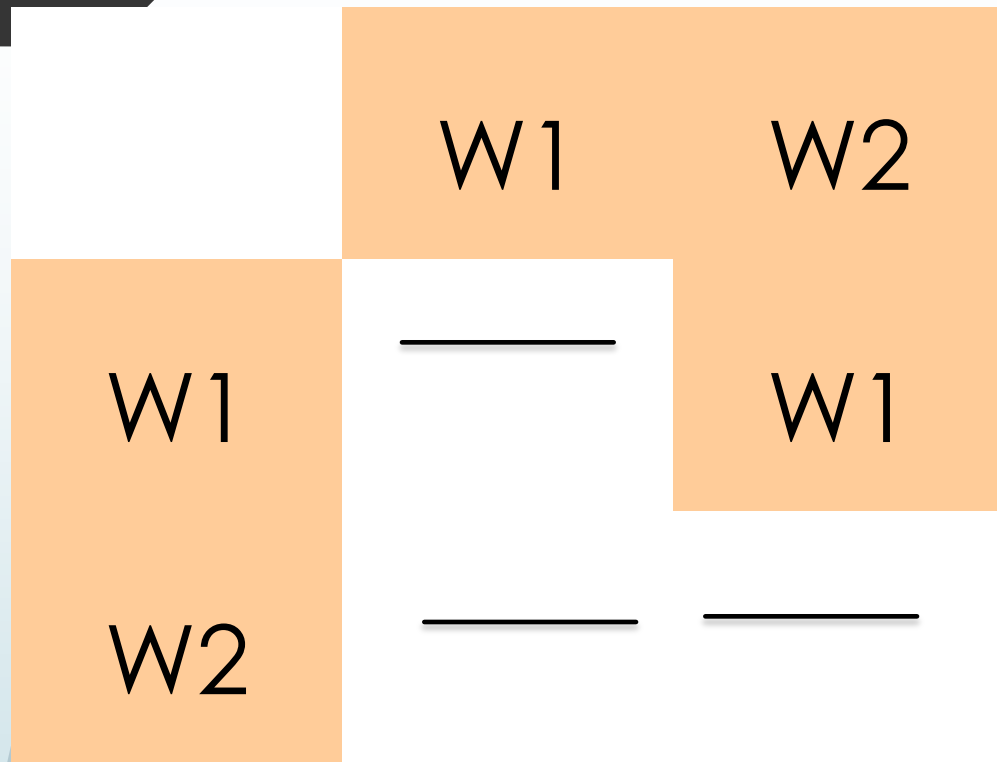
OPPORTUNITIES



2X (O3)

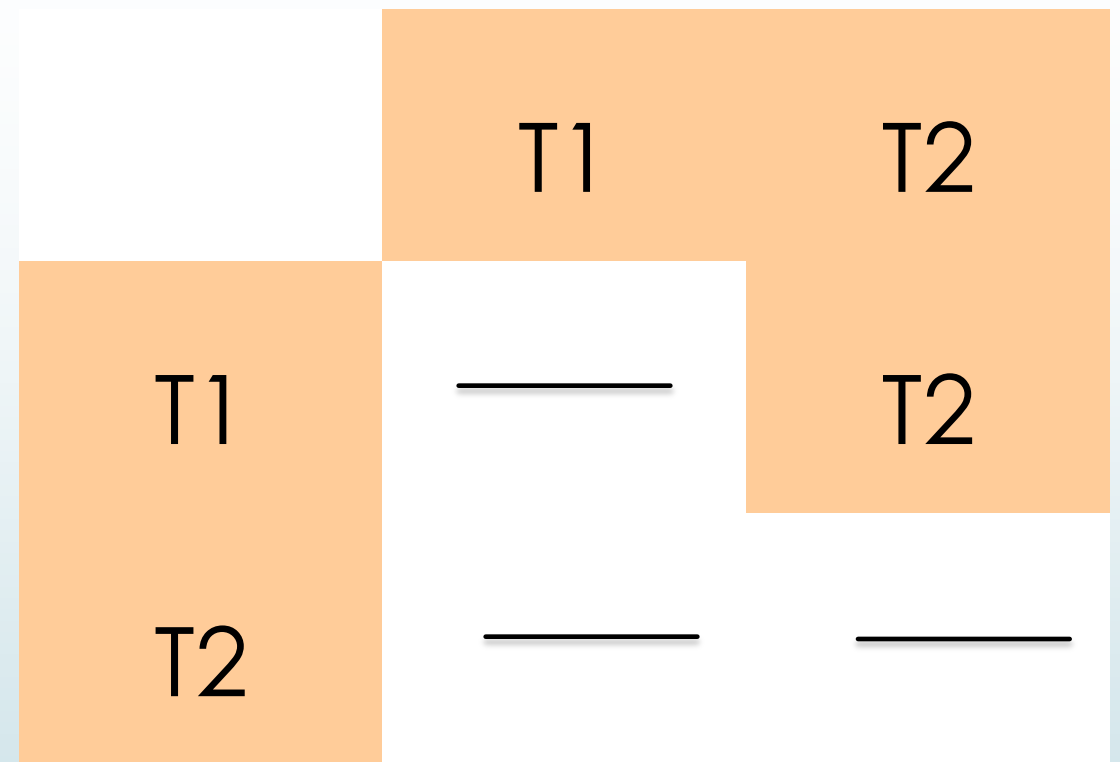
1X(O2)

WEAKNESS



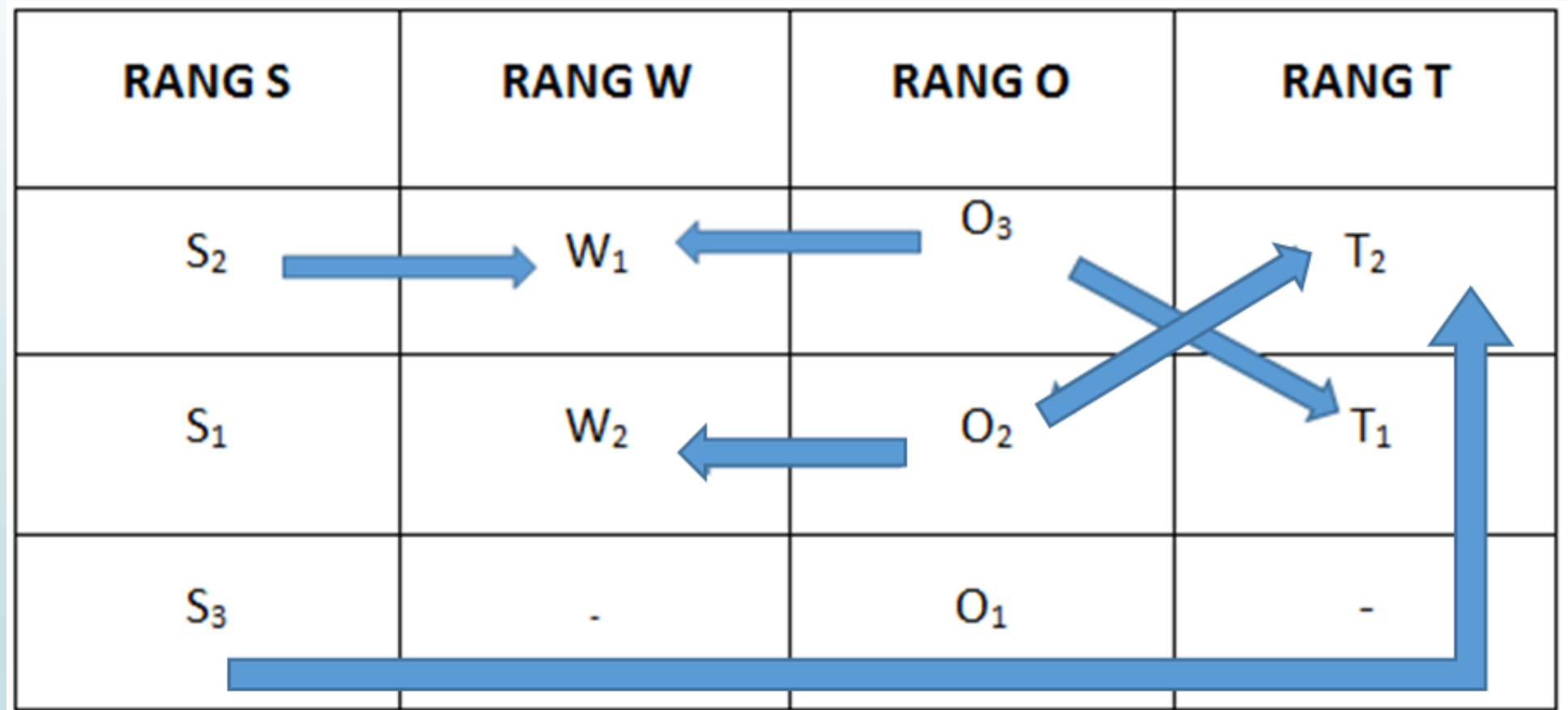
1X (W1)

THREATS



1X (T2)

ANALYSIS OF THE RELATIONSHIP BETWEEN THE OPPORTUNITY WITH STRENGTHS AND WEAKNESSES, AND THREATS WITH STRENGTHS AND WEAKNESSES



Marketing



- Goal
- Mission ~one yogurt a day keeps doctor away~
- Vision ~one Yogochest a day equals better day~



Marketing mix (4P)

- Product
- Price
- Promotion
- Place (distribution)



Product



Declaration

INGREDIENTS 100g	m (g)	kcal
Yogurt	79,56	175,62
Fats	3,4	30,6
Sugar (honey)	4,48	17,9
Cinnamon	0,12	0,31
Chestnut puree	12,44	26,5
TOTAL	100	250,62
COUNTRY OF ORIGIN: Croatia		
NAME OF MANUFACTURER: "MILCO" d.o.o., Varaždin		
CONDITIONS OF WARRANTY: keep in dry and cold place		

Price

- The promotive price of our product is 9HRK (1,21€)



Promotion

- Free degustation on stands in shops





Milco



Your nature in a bottle

Distribution

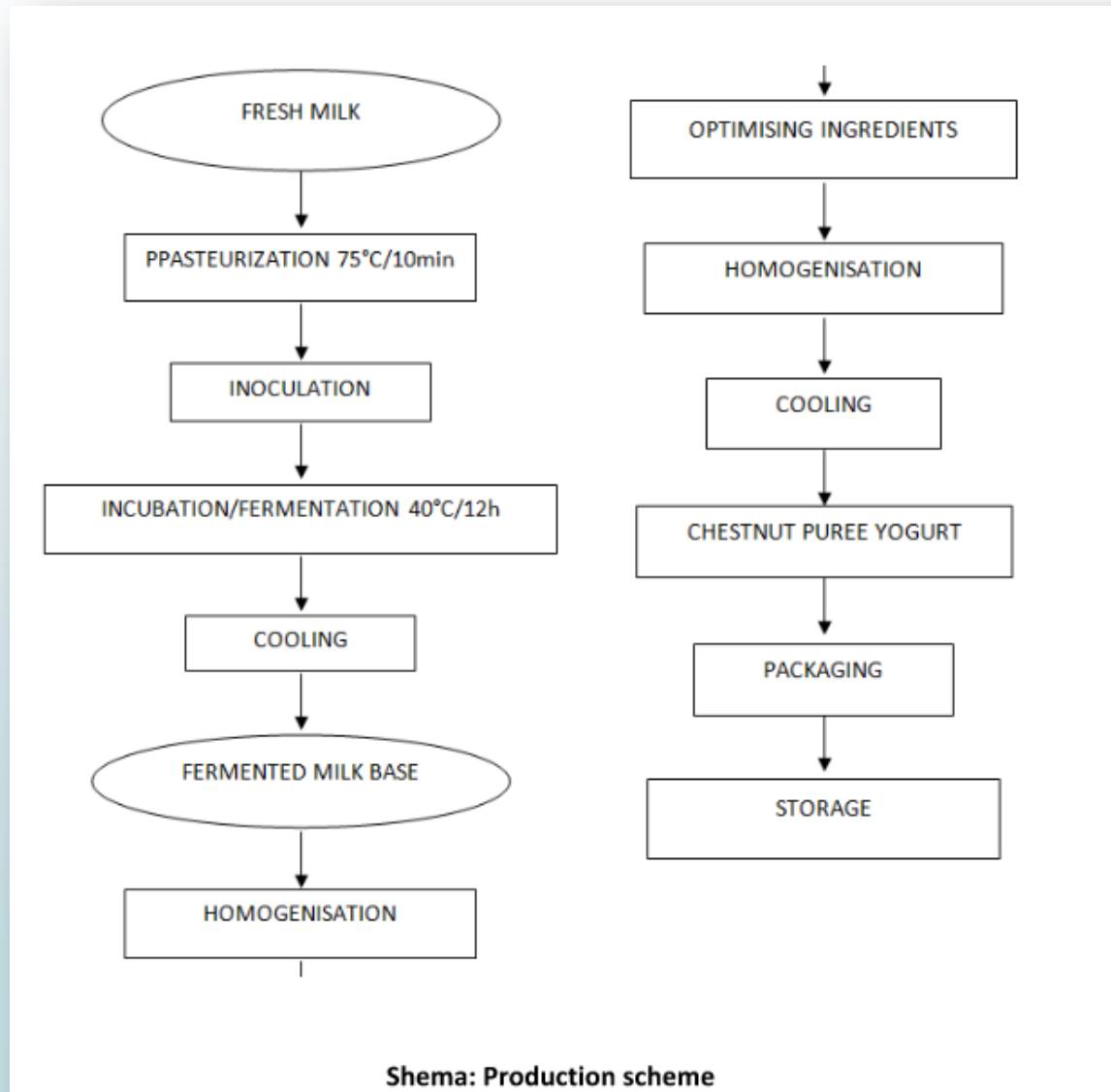
- Distribution places: bakerys, shops, and some smaller shops
- Special devices used in transport



Recipe

RECIPE	MASS (g)	MASS FRACTION (%)
Milk	500	82.96
Chesnut puree	75	12.44
Chesnut honey	23	3.82
Milled cinnamon	0.75	0.12
Rum sugar	4	0.66
IN TOTAL	602.75	100

Production scheme



Financial analysis:

- The price of the product is 10, 56 kn or 1, 41€

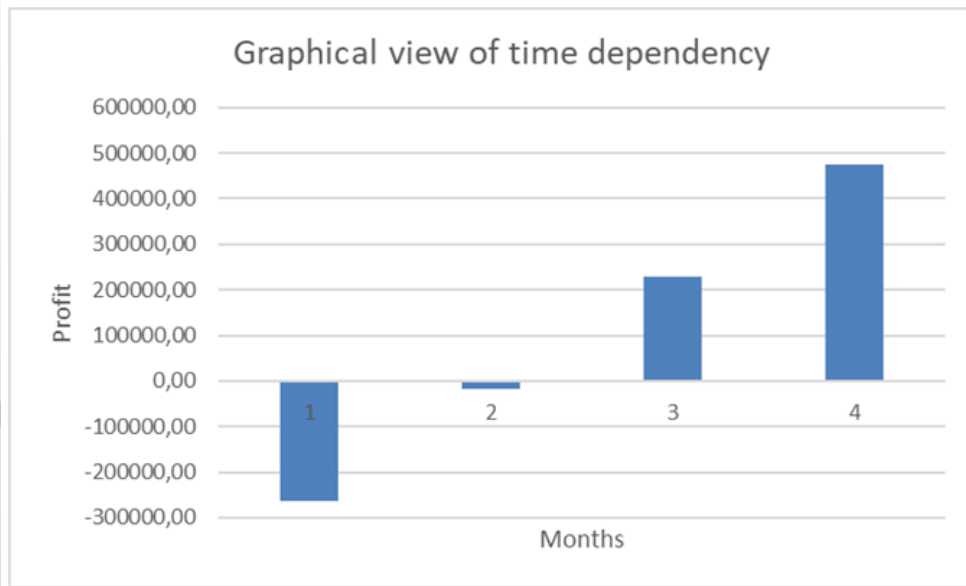


Calculation of production costs

Costs	Price	Quantity	Amount	
Raw materials	kn / kg	kg	kn	€
milk	2,2	500	1100	
chestnut puree	35	75	2625	
chestnut honey	25	23	575	
milled cinnamon	110	0,75	82,5	
rum sugar	140	4	560	
in total		602,75	4942,5	659
loss (5%)		30,1375		
IN TOTAL		572,6125		
net mass (kg / pack)		0,2		
amount of products (pack)		2863,0625		
amount of products (pack)		2863		
Energy	kn / h	h	kn	€
water	0,45	8	3,6	0,48
electricity	1,62	8	12,96	1,728
Work force	kn / h* worker	worker	kn	€
worker	25	5	1000	133,3333
technologist	40	1	320	42,66667
Packaging	kn / pack	pack	kn	€
foil	0,15	2863	429,45	57,26
plastic	0,45	2863	1288,35	171,78
IN TOTAL		2863	7996,86	1066,248
	kn / pack	increase	kn / pack	€ / pack
PRODUCER PRICE	2,793174991	1,4	3,910444988	0,521393
WHOLESALE PRICE		1,8	7,038800978	0,938507
RETAIL PRICE		1,5	10,55820147	1,40776

Month analysis:

Monthly profit display:

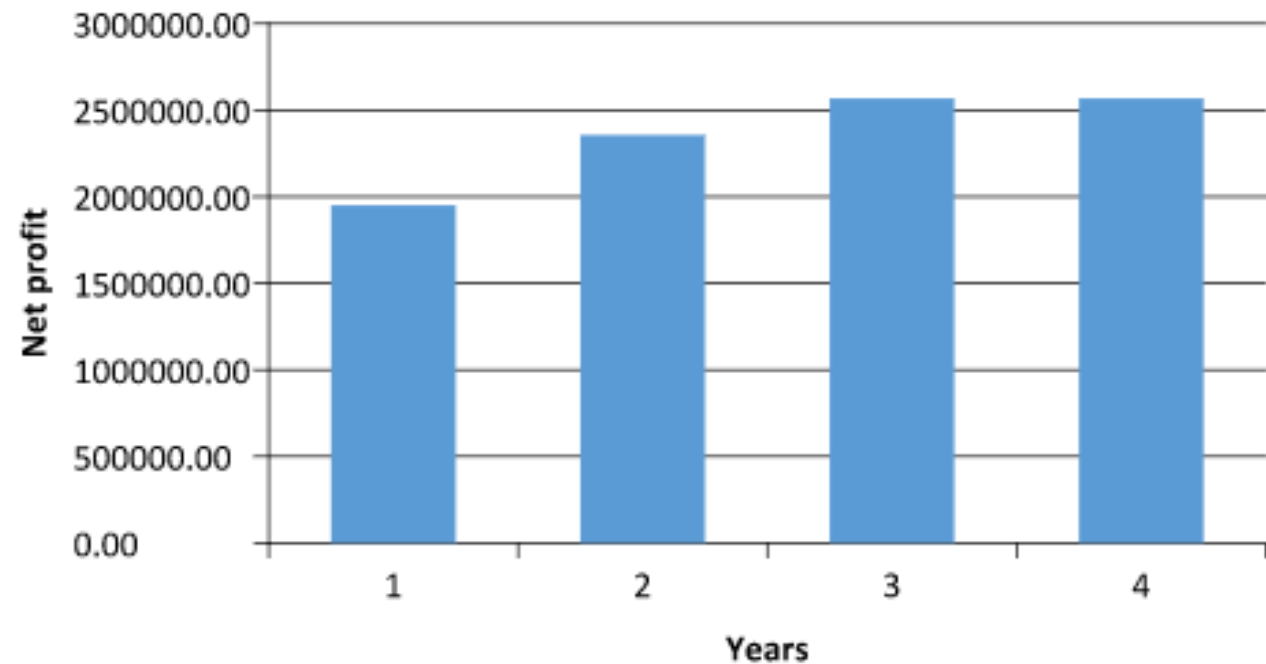


	1.	2.	3.	4.
INITIAL INVESTMENT (credit)	250000,00			
REVENUES	185856,00	443421,44	443421,44	443421,44
EXPENSES	175930,92	175930,92	175930,92	175930,92
CREDIT RATES	22000,00	22000	22000	22000
PROFIT (kn)	-262074,92	-16584,40	228906,12	474396,64
EURO(€)	- 34943,3226 7	- 2211,25333 3	30520,8 16	63252,885 33

	1.	2.	3.	4.
INITIAL INVESTMENT (kn)	250000,00			
REVENUES (kn)	5063491,84	5321057,28	5321057,28	5321057,28
EXPENSES (kn)	2111171,04	2111171,04	2111171,04	2111171,04
CREDIT RATES	264000	264000		
PROFIT	2438320,80	2945886,24	3209886,24	3209886,24
PROFIT TAX (20 %)	487664,16	589177,248	641977,248	641977,248
NET PROFIT (kn)	1950656,64	2356708,99	2567908,99	2567908,99
EURO(€)	260087,552	314227,865 6	342387,865 6	342387,865 6

Annual profit display:

Graph of Net profit





CONCLUSION

- The product did not exist on the market
 - Conducting business plan
 - Analysing the market by questionnaire
 - SWOT analysis
 - Calculation of the cost
 - Marketing tactics
 - Detailed financial analysis
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