



**SMALL BUSINESS PLAN**

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## **Executive summary**

A small business plan is made by making effective business strategy, where market strategy, strategic analysis as well as marketing plan are involved. According to the given case study, Tasmania Gourmet food and beverage organisation's business plan are analysed by the application of the pricing model, where the promotional plan are also provided. The competitors of their market are high so they want to improve their product quality with a reasonable price range. Critical success factors are also analysed, where the current management team has the responsibility to hire new employees in order to improve their overall business condition.



## Introduction

A business plan is considered mainly as a description about the future of any organisation. In order to make success this planning, the analysis of the marketplace is important. In case of the Tasmanian Gourmet Venison Pty Ltd. in Australia, the effective business plan helps them to grow their business so that they can deliver the best quality of products to their customers like sauces, jams, relishes as well as mustards. The problem statement of this report is to analyse their business strategy, marketing plan as well as operational plan, where the competitors are present in their marketplace in Australia.

## Business overview

Tasmanian Gourmet is a company of food and beverages and it is ideally positioned for the supply out-of-season for fresh food to northern hemisphere. In case of their products, no chemical are used so that it can be healthier as well as natural. This company delivers their customers a high quality of products along with presenting the impressive gift boxes as well as hampers for any type of occasions (gourmetsauce.com.au, 2018). The key personnel of their business involves the **reform and industry policy, infrastructure policy, planning policy and the resources policy.**

The beverage companies use **agile business model** and this kind of business model is developed for food and the beverage industries along with having visibilities into the library operations. This model involves four different processes like

- Integration
- Innovation
- Automation
- Business intelligence

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In order to develop their business in future, they arrange training session for their employees for supporting their workforce so that they can improve their responsibilities in their business.

### **Ownership – Shareholding**

According to Australian Protection act for trade mark protection, it can be said that it helps to protect the intellectual property of the factors in business. A trade mark is registered in a business that is considered as the marketing tool. The ownership of Davey, Macquarie has the responsibility in streets in order to put in place improvements for the traffic flows as well as bus lanes according to the priority. The ownership also belongs for sales, goods as well as services along with all operations of this company.

### **Business Strategy**

#### **Industry Analysis**

Food and beverages are grown in Tasmania and it is GM-free. The total State has mainly a moratorium on the use of specific gene technology in commercial production that is related to food (Andel *et al.* 2018). This strategy includes some features like

- Hormonal growth promotions as well as antibiotics that are banned in cattle's.
- Tasmania is totally free from major of the important pests as well as diseases like mad cow disease, rabies and the rinderpest, foot and the mouth disease.
- Tasmania is considered as the only State in Australia and it is free from the potato nematode cyst and tobacco mould blue (Shi *et al.* 2017).
- Chemical usage is found as low due to absence of all major pests as well as diseases.
- Tasmania has the some of world's most quarantine stringent policies. It can be said that its biosecurity has been described as the 'unique' policy.

In case of their products such as wine, beverages, whisky are get ratings due to the good quality of their products.

### **Strategy of market entry**

In order to entry in the international business market of any organisation, several strategies are used such as direct exporting, licensing, franchising, partnering, joint ventures, piggybacking, company buying, greenfield investment and many more (Perrin, 2017).

#### **Direct exporting**

Direct exporting is considered as the process of selling that has the effect directly into the market. It has chosen based on the selling strategy using in the first instance according to the resources. In case of this company in Australia, once they have established a program of sales that turns to all agents as well as distributors in order to represent them further in their overall business market.

#### **Piggybacking**

Piggybacking is considered as a particularly unique way that is used to enter their organisation in the international arena. A particularly interesting as well as unique product or service and it is used to sell from large domestic firms. It is currently involved in the foreign markets (Rushton *et al.* 2018).

#### **Strategic analysis**

According to the annual report of this company, it can be said that the **reform and industry division** has the support in the department of the State growth along with the major reforms. According to the **infrastructure policy**, it can be said that this policy includes the overall infrastructure of any organisation of food and beverages (Hajilo *et al.* 2017). This unit has the responsibility of the development of the Tasmania Amendment Bill of 2018. In case of **planning policy**, the division performs an important role in order to represent an agency during the process of the ongoing platform.

#### **Exit or Acquisition**

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State Growth has mainly delivered a number of commercially as well as diverse complex packages of assistance. It is related to Tasmanian businesses across the all sectors of Tasmanian economy, which includes the support for development and expansion of agribusiness, advanced manufacturing and tourism.

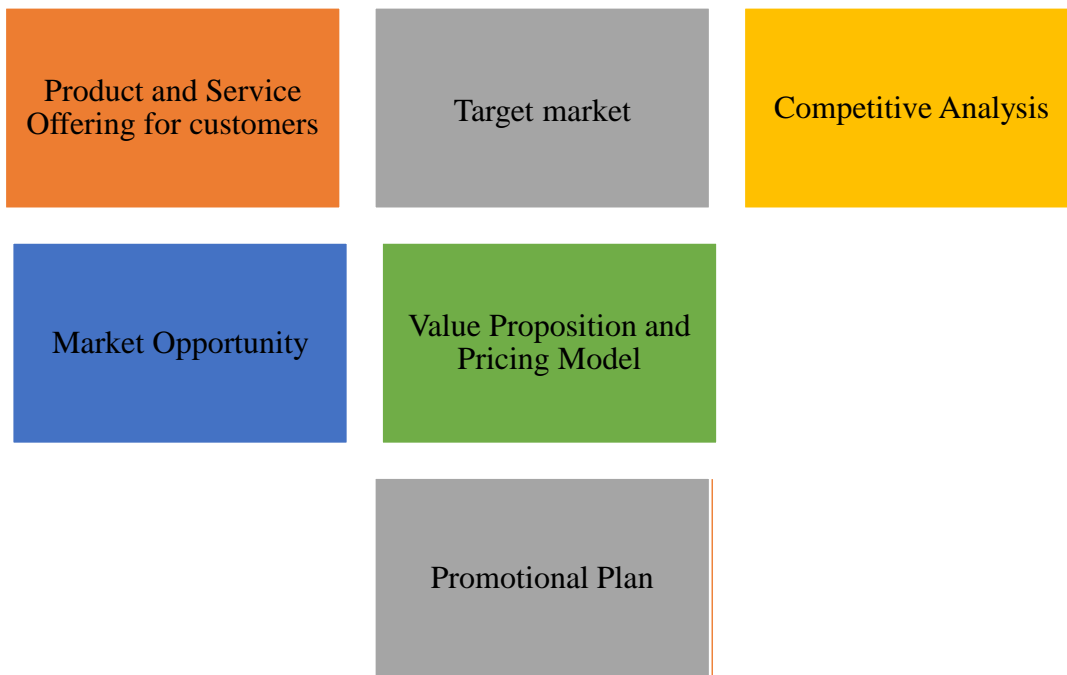
### **Marketing plan**

#### **Product and Service Offering for customers**

Tasmanian Gourmet is considered as an online platform for showcasing the finest production for Tasmanian people. They represent beyond fifty Tasmanian producers along with they deliver a different Taste of Tasmania to the homes across all over Australia. As influenced by Piercy & Morgan (2016), this online business will be considered as a one-step platform of online system for Tasmanian food as well as wine.

#### **Target market**

The target market will be analysed for their products of foods and beverages for mostly the young generation people, who will have demand for foods So the target customers are belongs to the group of young people and all other senior people.



**Figure 2: Marketing plan of Tasmania Gourmet**

(Source: Influenced by Piercy & Morgan, 2016)

### Competitive Analysis

According to the analysis of the competitive market, it can be found that the Nestle, Coca-Cola, JBS have also manufacture food products. In Nestle, the total sale of products are found as 101,351.1 million, whereas in Coca-Cola it is found that 1.9 billion drinks are sold in every day. According to this case study, in case of Tasmania Gourmet, in 2018, the total number of sales are \$4255000. According to the annual report of Tasmania gourmet, it can be said that the total income of goods and services along with the revenue are calculated as \$628948000, which will be improved by providing **training sessions** for employees (southerntasmania.com.au, 2018).

### Market Opportunity

According to the market analysis, it can be said that the market opportunity is higher as the total number of young people are 2988390 between 15-24 age group and the unemployment

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rate in 2018 is 5.29% that can be decreased by launching more shops in this country so that the employment rate can be increased.

### **Value Proposition and Pricing Model**

In case of this model, Cost based pricing model is considered as the method, where a fixed sum as well as percentage of total cost is added as the income or the profit along with the cost of products for arriving at the selling price of that item. This model helps to make a successful costing plan for this company.

### **Promotional Plan**

According to this case study, in case of this company, the promotional plan is used for optimizing the overall utilization of all the marketing tools, where resources are used for promoting their products as well as services for impressing customers.

### **Operational plan and People**

In order to make an operational plan successfully, the total number of employees can be increased along with hiring managers for the betterment of the overall position of this company. The coordination between the members of the current management team will be developed by organising meeting sessions for them so that they can share their opinions about their work.

### **Financials**

According to the annual report of this company, it can be said that the revenue from all these tenements in the session of 2016–17 year was \$39.4 million in case of royalties. It can be said that it is increased by \$1.8 million in fees as well as rentals. This mainly represents an important increase of the \$24.4 million on the previous financial years



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(stategrowth.tas.gov.au, 2018). According to the revenue model, it can be said that the current profitability as well as liquidity ratio are found as 127.6 million and 0.62.

**Note 2: Operating Profit**

	2018 \$	2017 \$
<b>Revenue</b>		
Tasmanian Government Grant	340,200	335,000
Other Government Grants	1,025	30,000
DST Membership & Partnership Fees	186,986	158,704
Marketing	142,560	248,463
Corporate Partnerships	97,801	96,862
Business Events	33,802	33,837
Interest	11,516	6,409
Other	33,179	886
<b>Total Revenue</b>	<b>847,067</b>	<b>910,160</b>
<b>Expenditure</b>		
<b>Operating activities</b>		
General & Administrative Expenses	142,102	171,660
LTA Expenses	0	2,873
Marketing Expenses	275,526	334,268
Employment Expenses	333,694	372,165
Occupancy Expenses	20,198	16,437
Prior Year Items	30,000	(2,105)
<b>Total Expenditure</b>	<b>801,520</b>	<b>895,298</b>

**Figure 1: Business of Tasmania**

(Source: southerntasmania.com.au, 2018)

## Conclusion

It can be concluded that the business plan involves the operational and the marketing plan, where the business strategy is also developed successfully so that the business of Tasmania Gourmet Beverage Company grows their business. The agile business model is applied for their business, where it can be said that the developmental training programs are organised

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for the overall development of their business. The overall business strategy involves the strategy of the market entry of this company. The market analysis involves the product, service offerings, target market that involves niche, potential customers and size, competitive analysis, market opportunity, value proposition, pricing model, promotional plan are involved. Mitigation strategies are involved in the operational plan of this company. People are also involved in order to develop their business plan so that they can improve their position in the international business market.



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