

Company Name	Luscious Curd Co
Product	Jars of lemon curd
Business plan contents	Executive summary, mission and objectives, marketing, people, finance, operations
Consultation	Tiana's grandmother, Mrs EE, experienced curd maker who advised on recipe and production method

Space does not permit Business Plan extracts beyond the standard's focus areas of innovation and sustainability to be shown in this Exemplar.

BUSINESS PLAN EXTRACTS

Company innovation

Our business is innovative as we are not just selling jars of lemon curd, we are also providing our customers with an information sheet on the uses of lemon curd and its ingredients. Our competitors do not provide this extra service. The fact sheet is something we know will be a successful concept after carrying out some market research. We found that people were interested in the product but did not understand exactly what to use lemon curd for. The information sheet will be separate from the product and packaging and available to any customers wishing to have it.

Sustainability

• Economic

It is our intention to break even and to repay the capital each director invested as well as making a profit.

• Environmental

Our business will be sustainable environmentally as the lemons we are using are second grade Meyer lemons from Zeafruit. If we did not use the lemons there would be a high chance they would be wasted as they are not up to a standard to be sold commercially as first grade. To produce lemon curd we don't need a high quality lemon as we only require the juice and the rind. The small minor cosmetic markings that are present on this second grade fruit will have no impact on the outcome of this product and is why they are the perfect sustainable product to us. We are sustainable as we are able to use a product that would otherwise be wasted.

• Social

We will donate five jars of lemon curd to Mrs EE's rest home.

• Cultural and ethical

We will take care to treat each other with respect and to respect all customers regardless of their cultures.

We will follow our business's code of conduct.

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EXTRACTS FROM STUDENT 5's REVIEW

Innovation

We saw many other examples of jars of lemon curd on supermarket shelves and at fairs and markets. The characteristic that made our Luscious Curd stand out was the information sheet telling customers of the many uses for the curd. The list of ingredients on the sheet set us apart from other home-produced curds, but not from supermarket curd products.

Sustainability

• Economic

From an economic perspective our business has gone well as by the end of the period we sold via our school website, at school, at the GJ retirement village and at five markets to meet our breakeven point and made a total profit of \$351.55, just over 25% more than projected. Our lemon curd had a 194% mark-up as we received the lemons for free. We reached breakeven point after our second market. The total profit we achieved met the “reasonable” target we set ourselves on the pessimistic/reasonable/ optimistic spectrum.

We were fortunate to be able to promote Luscious Curd fairly extensively but by incurring under \$5 in paper, sheets of labels and photocopying costs. One of our directors, Saul is a talented artist and he created effective imagery for our labels and posters. We also gained free publicity on the school website and in the newsletter, and used Twitter and Facebook to raise awareness of our product free of charge. Conducting taste tests in the school staff room and at the GJ retirement home exposed our curd to supportive adults, many of whom bought jars.

- Environmental

We used second grade lemons which means that we reduced waste by using a product which otherwise would have been thrown away. We explained this when selling our lemon curd as it made our product more appealing.

When we were doing our taste test in the staff room at interval, a teacher pointed out that wooden spoons would be more eco-friendly than plastic ones as wood takes between three to five months to decompose whereas plastic never breaks down. We took this advice on board and when we conducted the second taste test and sold at school, at market days and night markets, we used wooden ice-cream sticks for tasting.

We missed a good opportunity to really make a difference to reducing waste. We should have tried to source used jars for some if not all of our units but some of the directors felt it was important that all of the jars looked the same. Although a variety of jars would have meant we had irregular weights of curd, I felt we could get around this by grouping jars into large and small and having two weight measures. I still feel that customers might have taken our commitment to environmental sustainability more seriously if we'd reused jars.

- Social

From a social perspective our directors made an effort to go out into the public to sell to strangers at markets. Our first exposure to potential customers was in the staff room during interval. This gave us an insight into the types of questions customers might ask and gave us a chance to practise our selling pitch to supportive customers. During the selling period we all improved our social skills, in particular our communication, teamwork and initiative skills. At the start the intention was that everyone would take turns selling but it became clear that one director was extremely uncomfortable (and therefore not good at) selling, so we accepted this.

- Cultural and ethical

From a cultural perspective our business has been successful in both our product and business practices. We were able to be culturally accepting to different cultures present at the markets and our product appealed to all cultures. Our product did not specifically target certain cultures anyway. The Maori concept of manaakitanga, which is hospitality, generosity, care and giving, is a concept we were able to incorporate into our business as we were able to sell our product to the community and provide for people appropriately. We also gave back to our customers by providing them with a free recipe card and engaging with them when selling our product. Our business practices were ethical as we treated everyone fairly within our business and those we communicated with and needed products from, such as our suppliers. We developed our curd making skills one Sunday at my home, but took care that all curd that was going to be sold was produced under strictly hygienic conditions in the school hospitality room. We observed very high standards of cleanliness and wore gloves and hairnets, therefore remaining ethical by meeting health and safety requirements.