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# Business Plan Sanitarium

 Conducted by Orange



# CONTENTS

Objectives

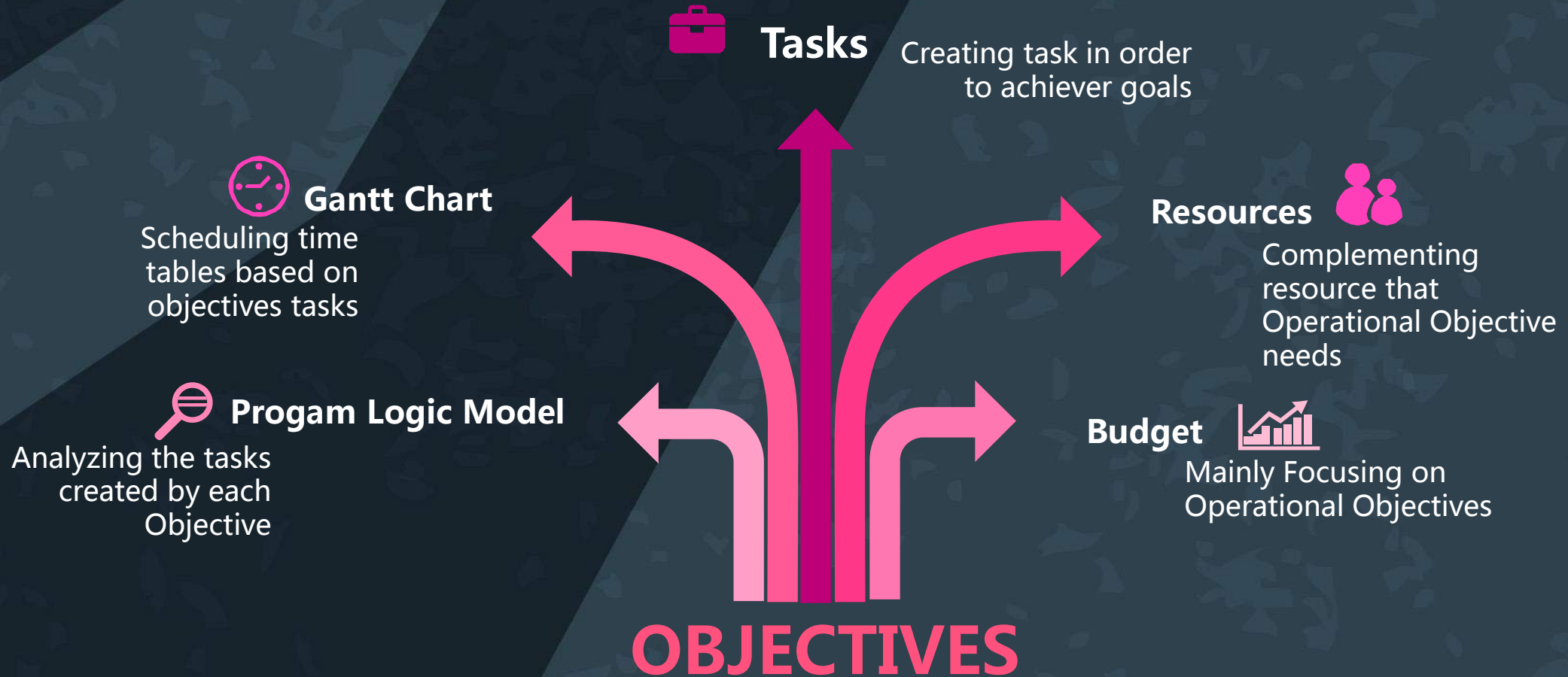
Program Logic Model

Resources

Gantt Chart

Budget

# THE ROOT — OBJECTIVES



# Objectives

— Indu & Puspa

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The Central To Our Business

PART ONE

# Objectives

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## CSR Objectives :

- To develop awareness of healthy living by eating organic vegetables to young children and their parents

## Marketing Objectives :

- Ensure 500 people attend the store at launching day
- Using flyers as a form of advertising to create brand awareness

## Operational Objectives :

- Provides employment and training to 10 members of Youth Leadership Community

## Financial Objectives :

- Successfully conduct the entire project within \$800,000 budget
- To reach target sales of 150 products sold on launching day

# Program Logic Model

— Linardo

# PART TWO

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Tasks Analysis For the Objectives

# CSR

## CSR Objectives :

- To develop awareness of healthy living by eating organic vegetables to young children and their parents by doing seminars in 2 primary schools

## Activities / Tasks :

- Recruiting staff needed to organize and conduct the seminar
- Conduct meeting with the school principals and parents association
- Plan schedule for seminars and activities within
- Plan materials to be delivered during seminars including information regarding organic food
- Organize venue and materials needed for seminar
- Deliver materials during the seminar
- Providing parents session to talk about healthy lifestyle

## Outputs :

- 2 primary schools visited
- Seminars successfully done in each schools
- Materials delivered during the seminars
- Q&A session with parents post seminar

## Outcomes :

- Both children and parents are more aware of healthy lifestyle and eating organic foods
- Creates a good brand image



# Marketing

## Marketing Objectives :

- Ensure 500 people attend the store at launching day
- Using flyers as a form of advertising to create brand awareness

## Activities / Tasks :

- Providing a sample of design for flyers
- Conduct meeting with printing company to an agreement of printing 1200 flyers
- Arrange marketing team to send out flyers over 1 week span
- Providing a 30% discount during the store launching day to as a 'call-to-action'

## Outputs :

- 1200 flyers successfully distributed
- Over 600 people attend the store at launching day

## Outcomes :

- People are aware of the brand new store opening
- People are more interested to try and creates chances for them to learn about organic food





# Operational

## Operational Objectives :

- Provides employment and training to 10 members of Youth Leadership Community

## Activities / Tasks :

- Conduct meeting with Youth Leadership Community' s leader to discuss the employment and training program
- Conduct selection of 10 members and allocating divisions
- Preparing staffs and equipment needed for staff training
- Providing materials to be delivered
- Conduct a brief seminar about the employment
- Form a contract of employment
- Conduct trainings

## Outputs :

- 10 staffs acquired from the seminar
- Materials delivered to the new 10 staffs

## Outcomes :

- Youth Leadership Community are aware of organic vegetables' benefit
- Healthier Youth Community



# Financial

## Financial Objectives :

- Successfully conduct the entire project within \$800,000 budget
- To reach target sales of 150 products sold on launching day

## Activities / Tasks :

- Active monitoring expenditures against budget targets on weekly basis
- Financial report conducted on weekly basis
- Improvement on problems and solving it
- Providing a 30% discount during the store launching day to as a 'call-to-action' (Related to Marketing objectives)

## Outputs :

- Financial reports are analyzed weekly and monthly
- Improvements are made on previous weaknesses
- Sales reached 200 on launching day

## Outcomes :

- Project completed under the budget limit
- Exceed target sales during launching day



# Resources

— Sonam & Puja

# PART THREE

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Identifying Needs of Human & Physical Resources

# Titles

**Physical  
Resource**



Operating  
Planting,  
Transporting

Financial  
Sales,  
Marketing

Others  
CSR

# Physical Resources

Physical Resources	How many/How long	Price	Total Price	Image	References
Buildings (For Rent)	1year	\$1600 (monthly)	\$19200 (yearly)		(Commercial guru, 2016)
Computers	10	\$849 (each)	\$8490		(Pricepanda, 2016)
Computer Table	10	\$265(each)	\$2650		(Ikea, 2016)
Chairs	10	\$59(each)	\$590		(Ikea, 2016)
Telephone	10	\$89(each)	\$890		(Pricepanda, 2016)

# Physical Resources

Physical Resources	How many/ How long	Price	Total Price	Image	References
Vehicles	5	\$11800 (each)	\$59000		(Oneshift, 2016)
Internet Service	1year	\$79.90 (monthly)	\$958.8		(Anon, 2016)
Printer	10	\$179(each)	1790		(Anon, 2016)
Stationery Item	1year	\$300(yearly)	\$300 (Estimate)		(Anon, 2016)
Software	1year	\$299(yearly)	\$299		(Anon, 2016)
License	1year	\$130(yearly)	\$130		(Anon, 2016)

# Summary of Physical Resources

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# Human Resource

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- Human resources management focus people issues in, and refer to all of the activities an organization implements and uses to affect the behavior of employees.
- Human resources include recruitment selection, training and development, employee relations, health and safety and strategic human resources planning so we will manage it in our business plan.
- We will hire professional employee so it makes it possible to attract, motivate and retain a qualified and effective work force.
- Providing training facilities to the employees.



# Human Resource

	Detail		Salary Aud/each Month	Job specification
Experienced Farmer	We need 3 of experienced people who have been farming in the last 3 years	Full Time	3108.6	Leading and appointing the apprentice to farm
Farming	9 apprentice will be hired to assist the experienced farmers	Full Time	2260.8	Daily operating activities in farming
Driver	One Driver who has truck driving license and experience will be hire as full time	Part Time (3days a week)	1315.5	Delivering vegetables
Operating Manager	Puja	Full Time	3000+(Annual bonus)	Supervising the farming process
MarketingManager	Linardo	Full time	3000+(Annual bonus)	Supervising market department and leading Researchist to do marketing activities

# Human resource

Marketing	A person who has a qualified skill and Marketing research or experience	Part time (average 2days a week)	1315	o assist manager to conduct marketing activities
Marketing Causal worker	A person who have worked in Marketing department	Causal	80/day	To assist manager to conduct marketing activities
Researchist	Puspa	Full Time	3000+ (Annual bonus	Monitoring CSR Goals
CSR Researchist	A person who worked in	Part Time	2980	Assisting to Monitoring CSR Goals
Finaiclal manager	Nripesh	Full Time	3000+ (Annual bonus	Recording Daily financial activities
	g for the last few years with bachelor degree	Full Time	3780	
Accountants	a person who has accounting working experience	Casual Depending on requirement	100/ day	Assisting Financial manager

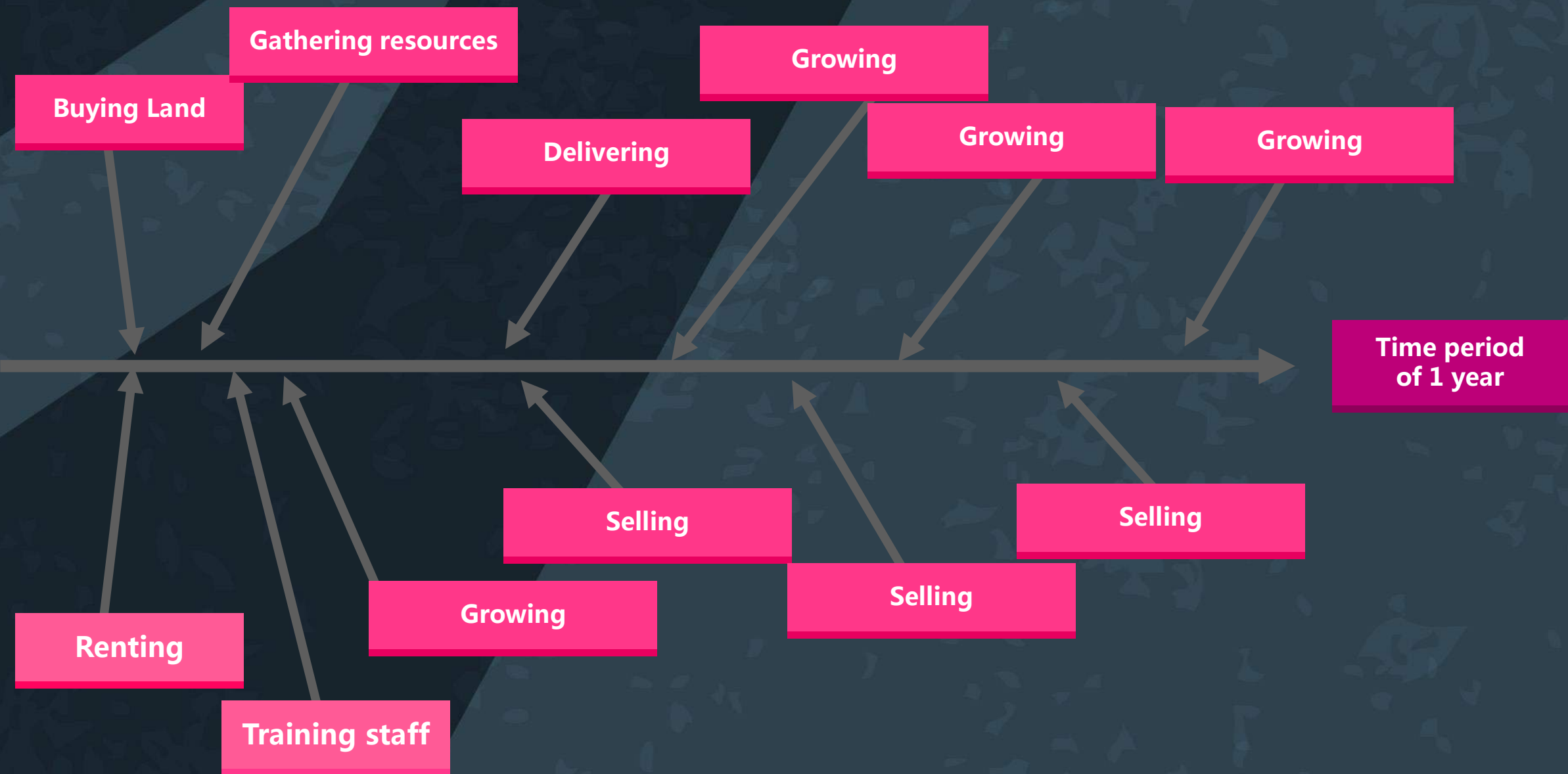
# Gantt Chart

—  $q_i$

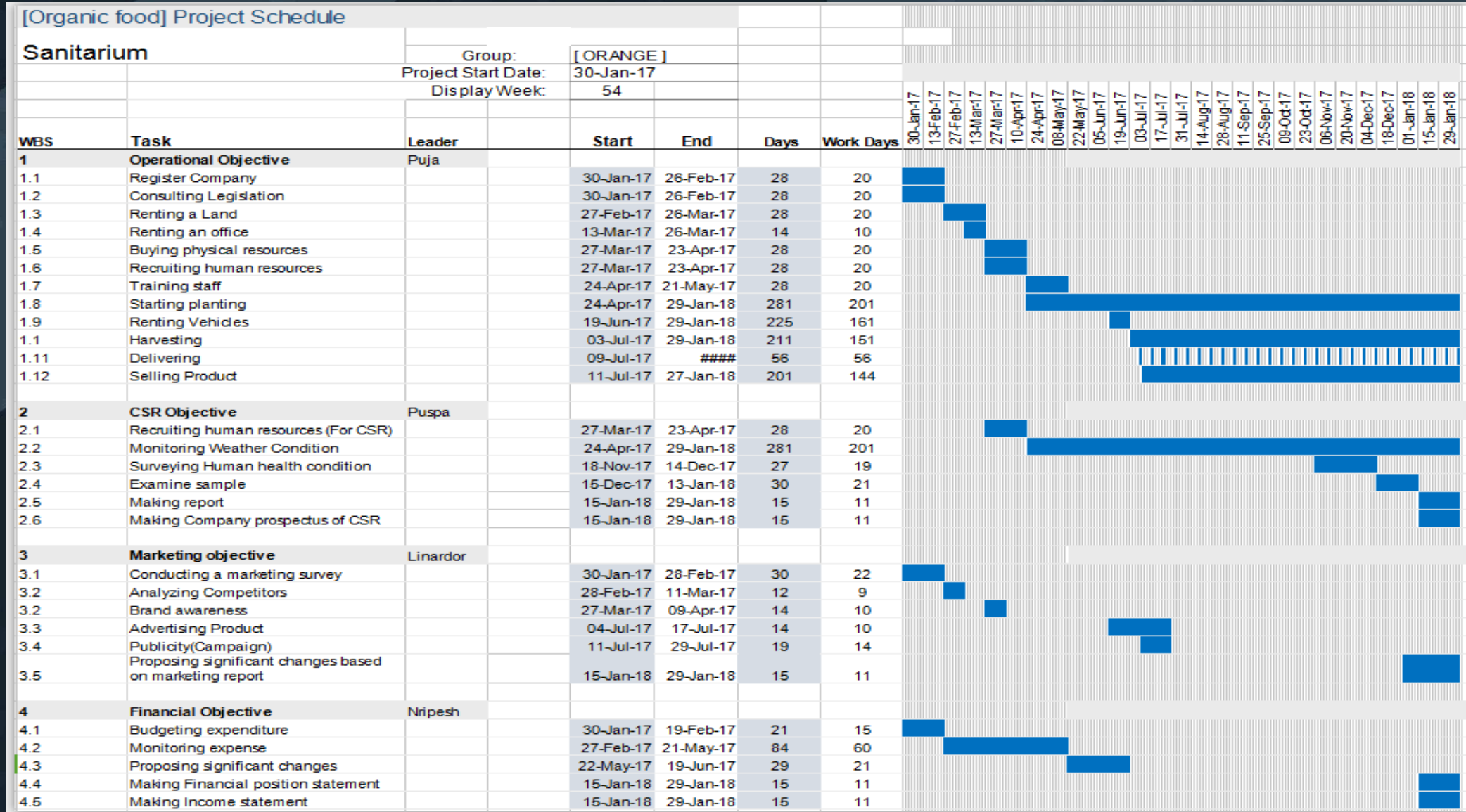
Scheduling Tasks

# PART FOUR

# Linear Diagram For Operation Objectives



# Gantt Chart



# Budgeting

— Nripesh

# PART FIVE

Estimating On Financial

# Budget

CATEGORY/BUDGET ITEM	Description	DURATION NEEDED	TOTAL amt.\$	in	REFERENCES/job specification
<u>PHYSICAL RESOURCES:</u>	\$16000/month	1year	192000		<i>(Commercial guru, 2016)</i>
Rent for building hire	10 desktops \$849 each	Entire project	8490		<i>(Pricepanda, 2016)</i>
Computers	10 tables\$ 265 each	Entire project	2650		<i>(Pricepanda, 2016)</i>
Tables	10 chairs \$59 each	Entire project	590		<i>(IKEA,2016)</i>
Chairs	10 phone devices	Entire project	890		<i>(IKEA,2016)</i>
Telephone	10 phone devices \$89 each	Entire project	59000		<i>(price panda,2016)</i>
Vehicles	5 pickup vans	1 year	300		<i>(Oneshift, 2016)</i>
Stationary items	\$11800 each	Entire project	895		<i>(ANON,2016)</i>
Printer	Estimated number	1 year	958.8		<i>(ANON,2016)</i>
Internet service	5 Printers \$179 each	1 year	299		<i>(ANON,2016)</i>
Software for computer(MS OFFICE)	79.90 per month \$299 yearly	1 year	130		<i>(ANON,2016)</i>
License renewal	\$130 yearly				

# Budget

<b>HUMAN RESOURCES:</b> experienced organic farmer Farming apprentice Delivery Drivers Operating manager Marketing manager Market researchers Marketing casual workers Finance manager CSR officer Helper for CSR OFFICER Accounting head Accountants	3 farmers \$3108 each 9 people with \$2260.8 Part time driver 3 days a week Puja linardo Part time workers average 2 days week Depending upon the need Nripesh pushpa Depending upon requirement 1 Depending upon requirement	Monthly contract Monthly contract Monthly contract Full time Full time Contract basis Contract basis Full time Full time Contract basis full time Contract basis	9325.8 20347.2 1315.5 35000 35000 1315 35000 35000 2980 3780	all the salaries are allocated by following the minimum wage rule of Singapore ((Salary explorer, 2016)
<b>Total startup costs</b>			445265.8	
<b>Expenses for CSR OBJECTIVES</b>	\$100,000 YEARLY AMOUNT		100000	
<b>Total budget expenditure for starting year</b>			<b>\$545265.8</b>	



# ONE GOAL

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Marketing

Operational

Financial

CSR

Linardor

PuJa

Nripesh

Puspa

## Objectives

The essential to our business

Each of the four objectives has its own area tasks to implement. However, they are together leading to the purpose of our business.

The background features a dark blue, textured area on the right side, transitioning into a solid dark blue area on the left. A prominent, thick, bright pink diagonal line runs from the top-left towards the bottom-right. A thinner, white diagonal line is positioned above the pink line, also running from the top-left towards the bottom-right.

**THANK  
YOU**

# Reference

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# Human Resource

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