

# Business Plan

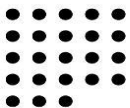
**“Mohinga”**

Asian Food Shop  
in Stadtgarten  
Christmas  
Market, Cologne



Module: 1040 - Management

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# Introduction

When we visited the very popular Christmas market at Stadtgarten Cologne, which attracts more visitors each year and is situated close to the Belgisches Viertel and oldest park of Cologne, we thought it has a very romantic scenery and nice cultural atmosphere. But something was missing there. There was no Asian food shop.

Therefore we decided to open an Asian food shop selling very attractive and delicious **Mohinga** from Myanmar and some Chinese gems, high quality green tea and Asia Glühwein.





# Our idea: An Asian food shop

- ❖ **Mohinga** is a very delicious meal from Myanmar.
- ❖ It can be served with high quality tea from Asia.
- ❖ We sell homemade Asian Glühwein ( Hot wine) as well.



homemade Asian Glühwein



Pu Erh Tee Schwarzer Tee

# Market Analysis

- We observe ten other food shops in Christmas market in Stadtgarten
- Our main competitors are: Wafer, Raclette cheese, Pan cakes and Flammkuchen, Gulasch, Currywurst , Pommes and many more
- The prices of each meal range from 5 € to 10 € depending on main ingredients and complexity of production

# Shared capital

- Our total investment is  $5990 \text{ €} + 570 \text{ €} = 6560 \text{ €}$
- We share the capital equally: each one is spending  $2186.66 \text{ €}$  on his own investment
- Type of company: Unternehmersgesellschaft (haftungsbeschränkt) in Germany
- Everyone is liable only on shared capital not on private

# Investment calculations

## Investment in Equipment

### Accessories

Item Description	Qty	Unit cost( €)	Unit weight (g)	Shipping costs (€)	Total costs (€)
<b>Edelsteine Rohsteine (gems)</b>					
Grüne Jade Serpentin (gems)	10	2.9	100	-	29
Harmonie und Einklang (gems)	5	5.95	300	-	29.75
Long Gui Tea pot	1	129	-	-	129
Wandtattoo asiatische Zeichen (Wall decoration paintings)	1	29	-	-	29
Bambus Türdesign (Bamboo door decoration)	1	93.9	-	-	93.9
Tischdecke Batik (Table clothes)	2	38	110cm x 170cm	-	76
Wandbehang (Wall hanging textile)	6	14.4	90cm x 93cm	-	86.4
Chinese lamps	2	46	-	5	97
<b>Total</b>					<b>570.05</b>



Grüne Jade Serpentin



Harmonie und einklang

# Investment calculations p.2

Item Description	Quantity	Item Cost (€)	Unit Cost (€)	Total Cost (€)	Depreciation Time (Years)	Cost of Depreciation (€)
<b>Technical Equipment</b>						
Heater	2		37,00	74,00	5	14,8
Warming Container	1		129,00	129,00	5	25,8
Gas Cooker	2		516,00	1032,00	5	206,4
Cooker for Hot Wine / Tea	2		113,00	226,00	5	45,2
Cooking Pots	2		129,00	258,00	5	51,6
Chopping Board	2		29,00	58,00	5	11,6
Knives	1	Set	159,00	159,00	5	31,8
Ladle	3		18,00	54,00	5	10,8
<b>Other Costs</b>						
Rental of the Hut	4		1000 Euros / Week	4000 Euros		
Heater	2		37,00	74,00	5	14,8
<b>Total cost investment technical Equipment</b>				<b>5990 Euros</b>		<b>412.8</b>



# Variable cost calculations (Mohinga)

## Cost calculation of 250 bowls of Mohinga (for a day)

Item Description	Qty.	Item Unit (per day)	Unit Cost (€)	Total Cost (€)
Rice noodles	25	Kg	4.500	112.5
Cat fish	8	Kg	37.000	296
Onion	10	Kg	10.000	100
Garlic	2	Kg	6.400	12.8
Ginger	0.5	Kg	3.000	1.5
Peanut oil	2	Liter	2.000	4
Eggs	150	eggs	0.120	18
Paprika raw powder	1	Kg	3.000	3
Chickpea split seeds	5	Kg	2.800	14
Chickpea roasted powder	1	Kg	5.000	5
Rice powder	1	Kg	2.630	2.63
Roaster rice powder	2	Kg	2.650	5.3
Turmeric powder	0.5	Kg	2.990	1.495
Fish sauce	0.5	Liter	1.390	0.695
Fine salt	200	Gram	0.001	0.2
Seasoning powder	100	Gram	0.007	0.7
Coriander leaves	1	Kg	23.000	23
Lemon grass	100	Gram	0.013	1.3
Chili roasted powder	500	Gram	0.008	4
Lime fruit	30	No.	0.390	11.7
<b>Total cost</b>				<b>617.82</b>
<b>Production cost per bowl</b>				<b>2.47128</b>



# Variable cost calculations p-2

Start up inventory				
Item Description	Qty.	Unit cost (€)	Unit weight (g)	shipping costs (€)
pawn crackers		1.39	60	
weisse Pfingstrose tee		3.7	100	4.8
Pu Eht tee (schwarz)		1.8	100	2.5
Drachenbrunnen grüner Tee		33	1000	3.95
Stcker chin. Zeichen		3	8 Stück	1
Chilia Teefilter		5.44	80 Stück	
Asian hot wine		5.5	800 ml	
<i>Material for Serving the Food</i>				
Soup Bowls		55	1000 Stück	
Spoons		15	1000 Stück	
Cups		73	1000 Stück	
Napkins		25	5000 Stück	

Item Description	Qty.	Unit costs (€)	Unit weight (g)
Drachenbrunnen grüner Tee		0.066	2
Becher	1	0.073	
Sticker China	1	0.375	
Total cost (weiß. Rose)	1	0.522	
Total cost (Pu Ehr schwarz)	1	0.484	
Total cost (Drachenbrunnen)	1	0.514	
Asian Hot wine	1	1.37	200ml


# Profit calculation

Item Description	Qty.	Investment (€)		Selling price (€)	Profit (€)	
weiß. Rose	1	0.522		1.2	0.67	
Pu Ehr schwarz Tee	1	0.484		1.2	0.71	
Drachenbrunnen	1	0.514		1.2	0.68	
Asian Hot wine	1	1.37	200ml	3	1.63	
Mohinga	1	2.47		7	4.53	

## Sale forecast: 1 day

Item Description	Qty. (during the weekday)		Profit (€)		Qty. (Weekend)	Profit(€)
Mohinga	250		1132.5		500	2265
wine	250		407.05		500	814.10
tea	250		172(71+34+67)		500	344
<b>Total</b>		<b>During the week</b>	<b>1711,55</b>		<b>Weekend</b>	<b>3423.10</b>

# What each of us earns with the Christmas market shop ???

- 20 weekdays  $\times$  (1711.55€) + 8 weekend days  $\times$  (3423.10 €) – total investment cost – depreciation cost = profit
- $20 \times (1711.55 \text{ €}) + 8 \times (3423.1 \text{ €}) - (5990 \text{ €} + 570.05 \text{ €} + 412.8 \text{ €}) = 52843.25 \text{ €}$
- Tax is 50 % : 26421.62 €
- Final Profit:  $52843.25 \text{ €} - 26421.62 \text{ €} = 26421.62 \text{ €}$
-  each of us will get  $26421.62 \text{ €} \div 3 = 8807.20 \text{ €}$

Come to our shop and have a delicious  
**Mohinga** with us !!

