

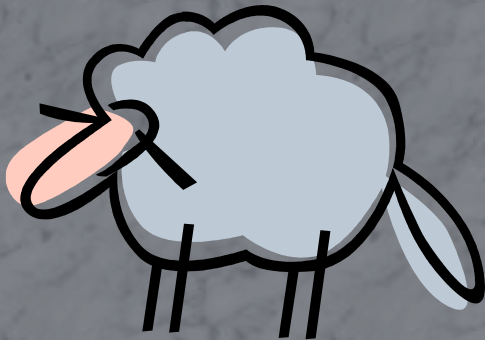
Comenius project „Today's child, tomorrow's entrepreneur“

Business plan

„Business as a return to the  
tradition of the region“.

ZŠ s MŠ, Valaská Belá 242

SLOVAKIA



# Name of the club

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## „Hut **quatrefoil**“

- Head of company: Jakub Januška
- Staff:
  - Jana Grambličková,
  - Miriam Mihálová,
  - Denisa Plekancová



# Three basic questions business plan

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- **„Where are we?“** Slovakia, Trenčín Region, Valaská Belá.  
We are located in the beautiful mountain area, in Strážovské hills with excellent conditions for alpine dairy..
- **„Where are we going?“** We want to continue to maintain and develop the traditions of our community and also produce traditional organic products.
- **„How do we get there?“** Processing of sheep's milk we process in a rented chalet. According to the employability of citizens who are skilled and responsible management of animals and the management company.

## Business as a return to the tradition of the region.

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- Business objective of the project is to focus on addressing livestock, milk processing and production of domestic cheeses in response to increased demand for traditional Slovak products in the context of preserving traditions of their region. It also helps solve a business plan to maintain family traditions, values and the possibility of creating new jobs.

# The content structure of a business plan

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## Summary

- 1 Description of business
- 2 Management
  - 1.2 Presentation of key personalities
  - 2.2 Organizational Structure
- 3 Product or Service
- 4 Marketing
  - 4.1 Description of the overall market and the definition of the target market
  - 4.2 Analysis of competitors, customers and suppliers
  - 4.3 Marketing objectives and marketing strategy
  - 4.4 sales plan
- 5 Production
- 6 Impact on the Environment
- 7 Risks
- 8 Financial Projections
  - 8.1 Profit and loss account

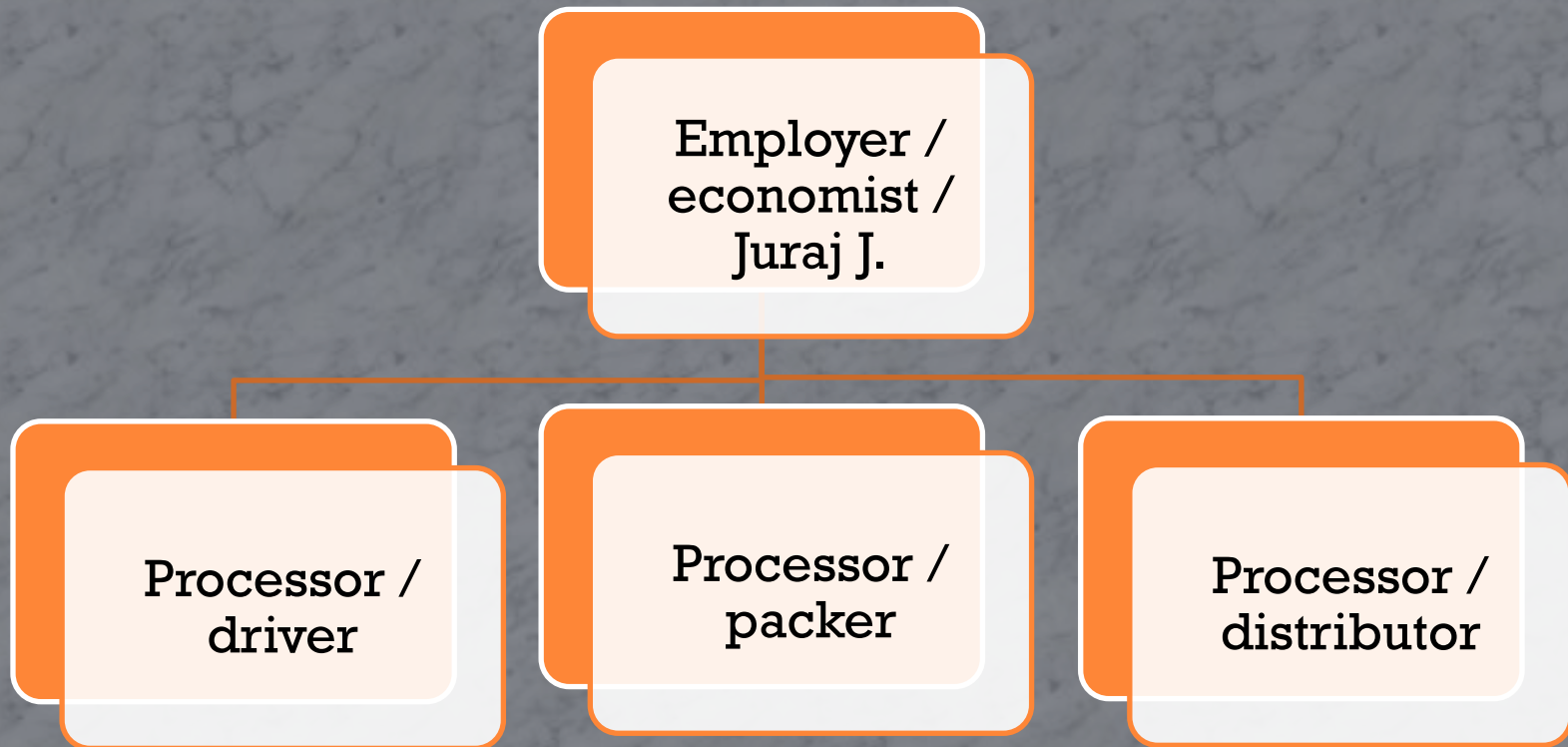
# Description of business

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- The company is based on the processing of sheep milk with BIO-brand products.
- Buy sheep milk processed 4 employees in rented Koliba/ shepherd's hut /.
- The number of employees is currently 4  
Produce - we treat sheep's milk from our meadows in the village, the traditional organic food as sheep cheese, sheep cheese, Žinčica/ boiled sheep's whey /, milk ...

# Management

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# Product - good

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- The products we manufacture are beneficial to our health. They contain protein and many vitamins. Their enjoyment prevents various diseases. Since, domestic processing and taste very appealing to the buyer.





# Marketing

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- Production and delivery of our products to business networks and providing opportunities for individuals to purchase goods
- Subscribers - Tourists, domestic purchasers
- Suppliers – Čierna hora –sheep farming
- Competition - Business Network
- Our objective is to succeed in our region
- Sales plan - goat cheese, žinčica, salty cheese, sheep cheese, sheep products

# Production

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- The manufacture of products it is necessary to ensure:
- Sheep's milk / Čierna hora/
- Chalet-room for milk processing
- Room with WC on the processing and sale of milk

# Environment

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- Benefits - unnecessary grazing grass, soil fertilization sheep
- Cons - crowded market of domestic products in the district
- Tourist area suitable for cottage owners of major local interest in domestic products

# Risks

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- **S** = Strengths = understand the economy, household products
- **W** = Weaknesses = weak acceleration of finance
- **O** = Opportunities = suitable natural conditions
- **T** = Threats = forest animals

# Financial projections

Title	Price	
Milk	1 liter/ 1 €/	1 000 l/1 000 €
Transport	1 km/ 0,30€/	200 km/60 €
Electricity	1 mesiac/	60 €
Water	1 mesiac/	20 €
Rent room	1 mesiac/	150 €
Packaging, processing	1 mesiac/	150 €
Payments	4 x 300 €/	1 200 €
<b>TOTAL</b>	<b>2 620 €</b>	

# Price list and estimated sales

Title	Price	Premise sale/ 1 month
<b>Bryndza</b>	8 €/ 1 kg	100 kg
<b>Sheep's cheese</b>	7 €/ 1 kg	20 kg
<b>Smoked sheep's cheese</b>	10 €/ 1 kg	15 kg
<b>Fresh whip</b>	12 €/ 1 kg	12 kg
<b>Nite fresh</b>	10 €/1 kg	12 kg
<b>Parenička fresh</b>	9,50€/ 1 kg	16 kg
<b>Parenička smoked</b>	10,30 €/ 1 kg	16 kg
	<b>TOTAL</b>	<b>1 670,8 €</b>
	<b>PROFIT</b>	<b>949,2 €</b>

# Advertisement

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◉ Web site:

[www.hutquatrefoil.sk](http://www.hutquatrefoil.sk)

◉ Email:

sheepcheese@hutquatrefoil.sk