

“Business Plan for the Expansion of Mama Mia Coffee and Hot Chocolate”



BY:

Hammad Amjad *01-221142-050*

Jahanzaib *01-221142-052*

Syed Sikandar Ali *01-221142-029*

SUPERVISOR:

Ajab Khan Barki

**A Business Plan submitted in partial fulfillment of the requirement for the Degree of
MBA**

**Department of Management Sciences (GS)
Bahria Institute of Management and Computer Sciences**

**Bahria University Islamabad
22nd December, 2015**

PREFACE

As a part of the MBA Curriculum and in order to gain practical knowledge in the field of management and finance, we are required to make a business plan on “Expansion of Mama Mia in the Capital city Islamabad”. The basic objective behind doing this project report is to get knowledge tools of different tools of marketing and finance.

In this project report we have included various concepts effects and implications regarding the different steps taking in food industry. Doing this Project Report helped us to enhance our knowledge regarding the work in to the food industry.

This report attempts to bring under one cover the entire hard work and dedication put by us in the completion of the project work on Expansion of Mama Mia in Centaurus. We have expressed our experiences in a simple way. We hope who goes through it will find it interesting and worth reading. All constructive feedback is cordially invited.

Acknowledgement

It was indeed an opportunity for us to visit “Mama Mia Hot chocolate and coffee , Rawalpindi” and prepare a Project report on its expansion during the coursework of MBA Finance Degree. During our visit to the café for preparing this project report we learnt many interesting things about the cafe, along with the aspects of food industry as a whole.

Preparation of such kind of report, which is based on a lot of information regarding food business and requires data gathering from many sources like company profile, websites , other websites , café reports and other literature.

We are thankful to Prof. Ajab Khan Barki who permitted us to visit the café Mama Mia and allowed us to prepare an expansion report. We are also thankful to the Partners of the café who provided us the required information. Moreover we thank all those who supported us directly or indirectly in preparing this report, without whose assistance, preparing this report might have been much difficult for us.

We would like to express our gratitude to Prof. Ajab Khan Barki and Head of Department and the other faculty members of the University for their Valuable Guidance and help in the preparation of this report. At we are thankful to all our friends and other people who helped us in preparation of this Project Report.

Group Members:

Hammad Amjad

Jahanzaib

Syed Sikandar Ali

Contents

1. EXECUTIVE SUMMARY:	7
2. DESIGN OF THE STUDY:.....	9
2.1. Introduction:.....	9
2.2. Research Objectives:.....	10
2.3. Scope of Study:	10
2.4. Research Methodology:	11
2.5. Nature of data:.....	12
3. LITERATURE REVIEW:	13
3.1. Introduction:.....	13
3.2. History:	14
3.3. Café industry worldwide:.....	14
3.4. Café industry in Pakistan:	16
3.5. Local and international players:.....	18
3.6. Future of café industry:.....	20
4. COMPANY SUMMARY:.....	22
4.1. Company Introduction:	22
4.2. Vision Statement:.....	23
4.3. Mission Statement:.....	23
4.4. Company Hierarchy:.....	23
5. PRODUCTS:.....	25
5.1. Product Descriptions:.....	25
5.2. Products Mama Mia Offering:	26
6. MARKET ANALYSIS SUMMARY:	38
6.1. Market Segmentation:	38
6.1.1. Market needs:	38
6.1.2 Target Market:	38
6.1.3. Students:	38
6.1.4. Families:	39
6.1.5. Working Class:.....	39
6.1.6. Market Description:	39
6.2. Competition:	40

6.3. Competitive Analysis:.....	42
6.3.1. <i>Second Cup Coffee</i> :.....	42
6.3.2. <i>Dunkin Donuts</i> :.....	42
6.3.3. <i>Pizza Hut</i> :	43
6.3.4. <i>Pizza Cone</i> :	44
6.3.5. <i>Differentiation from Competitors</i> :	44
6.3.6. <i>Indirect Competitors</i> :	45
6.4. Business Model:.....	46
6.4.1. <i>Core Strategy</i> :.....	46
6.4.2. <i>Strategic Resources</i> :	47
6.4.5. <i>Partnership Network</i> :.....	47
6.4.6. <i>Customer Interface</i> :.....	47
7. STRATEGY AND IMPLEMENTATION SUMMARY:.....	49
7.1. SWOT Analysis:	49
7.1.1. <i>Strengths</i> :.....	49
7.1.2. <i>Weaknesses</i> :.....	50
7.1.3. <i>Opportunity</i> :.....	51
7.1.4. <i>Threats</i> :	51
7.2. Competitive Edge:	52
7.2.1. <i>All variety under one Umbrella</i>	52
7.2.2. <i>E ordering</i> :.....	52
7.2.3. <i>Menu (calzone pizza, fish pizza, ice cream flavors, crepes)</i> :	53
7.2.4. <i>Customer interaction during serving time</i> :	53
7.2.5. <i>Live streaming of making of order</i> :	54
7.2.6. <i>Membership cards, on exceeding the point's special discounts</i> :	54
7.3. Marketing Strategy:	54
8. FINANCIALS & INTERPRETATION:.....	57
8.1. Key Assumptions:.....	57
8.2. Startup Financing	58
8.3. Rent.....	58
8.4. Salaries.....	58
8.5. Sales Schedule	58

8.6. Income Statement.....	58
8.7. NPV and Payback Period.....	59
8.8. Cash flows.....	59
8.9. Balance Sheet:.....	59
9. BIBLIOGRAPHY:.....	60