



Erasmus+

Developing young entrepreneurs by running a mini company on a European learning level



TEHNOLOGICAL HIGH-SCHOOL "DIMITRIE BOLINTINEANU"

CLASS XI-F



IN A SOUR WORLD, TASTE
IT AND YOU WILL LIKE IT!



SWEET GRUP S.R.L. MINI COMPANY

The Sweet Grup Mini-Company started its activity in 2014 with a share capital of 200 RON, after it was taken over by the students from XI-F.



ORGANIZATIONAL CHART



THE PURPOSE

The main activity is the making of food and pastry products for events.



OBJECTIVES

Our main objective is to market quality products that meet the expectations of our customers.

The promotion of our company was done through recommendations, so our customers trust our products;



THE PLAN OF PRODUCTION

The company prefers partnership with suppliers instead of supplying in hypermarkets, due to time savings.

Suppliers are recognized nationally.

The intent is to attract and above all to reassure middle class customers by offering quality products at an average price.



THE CUSTOMERS

Clients are residents of Bolintin Vale and the surrounding area, aged between 15 and 55. They are educated, like to spend with modern and quality products.

Most customers will come to us during holidays, because then we will have many promotional discounts.

The store will offer you a wide range of cakes so that it can satisfy the most demanding tastes.



SWOT ANALYSIS

Strong points

- Originality of products;
- Quality of products and services;
- Experience of the person responsible;
- Location

Opportunities

- Low number of profile stores;
- Greater opening of Romanian consumers for modern products;
- Consumer tastes have evolved, and they now appreciate a cake and quality service;
- Declining the cost of rent for commercial spaces.

Weaknesses

- Lack of employees' experience;
- Lack of a reputation on the Romanian market;
- Initial own funds
- Lack of shareholders' experience;

Threats

- A possible decrease in consumption as frequency and quantity;
- Stronger lending conditions;
- Rising cost of raw materials;
- Depreciation of the national currency.



MARKETING POLICY

- Our prices are at an average level. Thus, the prices range from 2.5-50 RON for a kilo of cookies to 35-45 RON for a kilo of cake. Drinks are priced starting at 2 RON.
- The mini-company is constantly promoted through leisure guides, both in hard-copies and on-line (E.g: Altfel Magazine, site, Facebook).



THE STAFF

- All staff are employed with work contracts.
- Remuneration is made through fixed salary and bonuses are granted at certain events.
- Our staff includes a pastry chefs, two assistants and two sales agents.



SALES ESTIMATES

- Customer flow: Each year, a monthly flow of 100 customers is estimated, with the business going up by 25% per year.
- Monthly Profit Monthly Expenses (€ 2.494 salaries + 600 apps + 160 promotion)
= 3.254 EUR
- Monthly Income = approx. 5.500 EUR
- Monthly profit: 2.246 EUR



WE INVITE YOU TO TASTE!

- Cakes from 35 lei / kg
- Homemade cakes from 25 lei / kg
- Filled Dumplings from 25 lei / kg
- Macarons from 2.5 lei / pcs
- Candy Bar
- Pastry from 25 lei / kg
- Drinks from 2 lei



CHRISTMAS OFFERS

- For cakes exceeding 10 kg, you get a 15% discount;
- At a big fresh purchased, you receive a small fresh on free of charge;
- When purchasing products worth at least 150 lei, the transport is free.



PRODUCTS FOR DIABETICS



“Cake with poppy cream:
cod 001



Heart tart:cod:002

Special occasion
products



Weeding cake “Traditional
costume cod:007



Cake “Butterflies
cascade” cod :008

SPECIALTIES



Cake "True Love"
Cod:016



Cake "Chocolate hearts"
Cod:013



Macarons "Lime"
Cod:028



Macarons "Christmas tree"
Cod:027

BAKERY PRODUCTS



Bagels Cod:035



Croissant Cod:033

CANDY BAR



Candy
bar 1-300
RON cod
048



Candy
bar 2-500
RON cod
049

DRINKS

Fizzy drinks
from 3 RON
Non-carbonated
drinks from 2.5
RON
Warm drinks
from 2 RON





F.E.SWEET GRUP.S.R.L.
F'E'SMEET CRUP'S'R.L.

In a sour world, taste it and you
will like it!

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