

EMAF

"unique products to the needs of all"



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1. Our proposal

Our company caters to schools which want a healthy nutritious snack and for their students. Why should they choose our product? We offer a wide range of products free of chemical additives and economic too, services of information on the ingredients we use, certificates of hygiene and high quality, *unique products for the needs of all*.

Our service is aimed at:

- people looking for high quality products
- those who have various types of eating disorders, intolerances and celiac disease, providing information about the characteristics of the food product;
- serve those who, in the morning to logistical problems, in a hurry and needs a quality snack, healthy and nutritious.

How we come to interior of your school?

Using new technology! We offer high quality solutions and simple to use.

One way to order is the use of an official website. We bring our product inside the school with a representative authorized to deliveries and sales points outside of the classroom with maximum hygiene.

The best way to interact with customers is to explain to consumers that we are different, we can give reasons, have a value that cannot offer the competitors: uniqueness of the product and warranty in the purchase.

We focus our work on the needs and the requirement of our client, for example after a certain number (for example 10) of purchases in the store, will be provided free gifts or vouchers thanks to our loyalty card then followed by periodic offers and weekly flyers with different menus, healthy and wholesome.

In addition all our products will be packed separately following all the hygiene requirem bearing the product's ingredients.



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2. Market Analysis

The best way to interact with customers is to make them understand that we are different, offering a unique and guaranteed purchase.

We join in a world that now is not very developed, having analyzed the market. In fact, companies that offer a service equal to ours are hard to find and most do not have provided schools. For this we aim all about quality and precision so as to ensure that our client has always our 100 % service.

After a careful analysis of our potential customers (in particular students) we have found that there is a need and desire to want to eat no the usual snack full of fat and preservatives. In fact, as we all know we are harmful weapons for our body that increase obesity and the risk of being struck by very serious diseases.

For this we offer healthy food products generally and above all free from any kind of chemical additives, to promote sustainable food and that is good for our body.

3. Financial Analysis

The table below shows the data relating to different types of products we offer and its earnings studied based on the gain of the first, second and third year, the latter regarded the profit in full production and is expected to remain relatively constant or increase slightly.

The reported gain value is considered the gross. Our company will take 30-40 % from each product having a year income that will come around € 50,000 in the third year of operation.

This analysis is based on making comparisons and analysis with the sales prices of similar foods. For this is about the quantity and prices shown may be considered reliable.



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Products	Annual amount			Unit price	Annual turnover (in EUR)		
	1°es.	2°es.	3°es.		1°es.	2°es.	3°es.
White pizza	15000	20000	30000	0,60 €	11400	12000	18000
Pizza with potatoes	4000	5000	6000	0,90 €	3600	4500	5400
Pizza with olivas	5000	6000	7000	0,80 €	4000	4800	5600
Pizza with tomato	4400	5400	6400	0,80 €	3520	4320	5120
Pizza margherita	1000	1400	2400	1,00 €	1000	1400	2400
Pizza stuffed with ham	2000	3000	4000	1,50 €	3000	4500	6000
Pizza stuffed with mortadella	2000	3000	4000	1,50 €	3000	4500	6000
White pizza gluten free	1000	2000	3000	1,30 €	1300	2600	5200
Pizza with tomato gluten free	1000	2000	3000	1,50 €	1500	3000	4500
Tramezzino sandwich with ham and cheese	4000	5000	6000	1,50 €	6000	7500	9000
Tramezzino sandwich with tomato and tuna	500	1000	2000	1,50 €	750	1500	3000
Tramezzino sandwich with ham and cheese gluten free	400	400	1400	2,00 €	800	800	2800
Sandwich with ham	2400	3400	4400	1,60 €	4800	6800	8800
Sandwich with mortadella	2000	3000	4000	1,60 €	3200	4800	6400
Sandwich with porchetta (only Saturday)	2000	3000	4000	2,70 €	10800	13500	16200
Pizza with Nutella (only Monday)	4000	5000	6000	1,00 €	4000	5000	6000
Sandwich with mortadella gluten free	600	700	800	2,00 €	1200	1400	1600
Sandwich with ham gluten free	600	750	1000	2,00 €	1200	1500	2000
Sandwich with porchetta gluten free (only Saturday)	600	750	1000	3,00 €	1800	2250	3000
Totale	56100	70850	94000		66870€	86770€	117420€



This table describes the net gain of our society

Products	Annual amount			Unit price	Annual turnover (in EUR)		
	1°es.	2°es.	3°es.		1°es.	2°es.	3°es.
White pizza	15000	20000	30000	0.30 €	4500	6000	9000
Pizza with potatoes	4000	5000	6000	0.40 €	1600	2000	2400
Pizza with olivas	5000	6000	7000	0.30 €	1500	1800	2100
Pizza with tomato	4400	5400	6400	0.30 €	1320	1620	1920
Pizza margherita	1000	1400	2400	0.40 €	400	560	960
Pizza stuffed with ham	2000	3000	4000	0.55 €	1100	1650	2200
Pizza stuffed with mortadella	2000	3000	4000	0.60 €	1200	1800	2400
White pizza gluten free	1000	2000	3000	0.60 €	600	1200	1800
Pizza with tomato gluten free	1000	2000	3000	0.60 €	600	1200	1800
Tramezzino sandwich with ham and cheese	4000	5000	6000	0.60 €	2400	3000	3600
Tramezzino sandwich with tomato and tuna	500	1000	2000	0.80 €	400	800	1600
Tramezzino sandwich with ham and cheese gluten free	400	400	1400	0.80 €	320	320	1120
Sandwich with ham	2400	3400	4400	0.65 €	1560	2210	2860
Sandwich with mortadella	2000	3000	4000	0.65 €	1300	1950	2600
Sandwich with porchetta (only Saturday)	2000	3000	4000	1.10 €5	2200	3300	4400
Pizza with Nutella (only Monday)	4000	5000	6000	0.40 €2	3200	4000	4800
Sandwich with mortadella gluten free	600	700	800	0.80 €	480	560	640
Sandwich with ham gluten free	600	750	1000	0.80 €	480	560	640
Sandwich with porchetta gluten free (only Saturday)	600	750	1000	1.20 €	720	900	1200
Totale	56100	70850	94000		25880 €	35430€	48040€



Expense item	Estimated amount
Stamp	156€
Tax service	200€
honorary notary	900€
Chamber of Commerce	290€
Website Design	700€
total	2246€

Key Resources

<p><i>Physical:</i> systems, Internet site, employees, sales outlets on site</p> <p><i>Intellectuals:</i> advertising</p> <p><i>Strategic resources:</i> human quality, food features, cost-effective products</p> <p><i>Financial:</i> cash payments, delivery personnel and withdrawal of money.</p>

The school works with an external body who will, every morning, provide the products required by the users through a website.

Quantity	Role	Available within the company	Human resources external
1	Bakery	No	bakery employees
1	Website	No	Computer expert

Website

Our website will feature simple, intuitive interface. The customer can order from a list of products ranges and updated periodically. Also on the site there will be the ingredients present and the



various types of processing. All this to ensure that our customers are well informed and sure of what he will eat.

Fixed costs

items of expenditure for the creation of S.n.c.

Items of expenditure (fixed costs) needed for the maintenance of the society		
Overheads:	Description	Estimated amount
Business consultant	society	1500€/ 2000€
Tax chamber of commerce	Society	150€
IRAP taxes	Society	450€
Law Chambers	Society	250€
Irpef	per business partner	1/6 of the profit
INPS	per business partner	4000€



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