



# ACJ - Asociación Cuidando de la Juventud

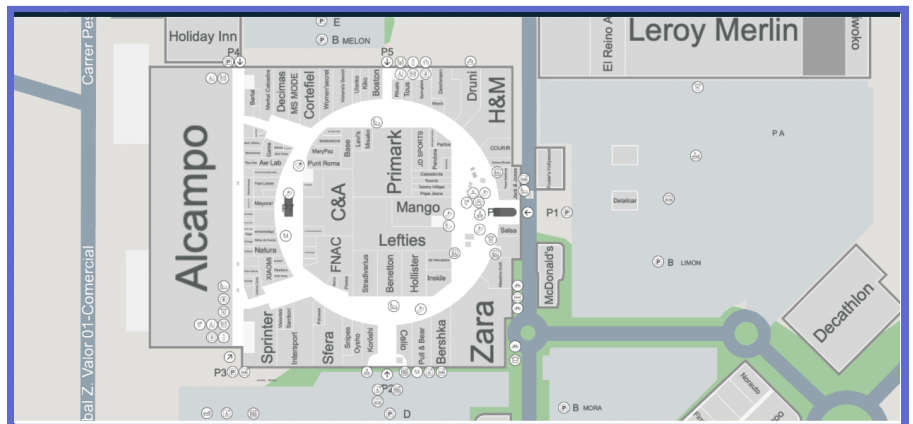
<p><b>Key Partners</b></p> <p>Hogar Sí will be the organization that we will donate 41% of our profits to. Centro Comercial Bonaire will host our food truck and we will sell our products in that location. GAUDIR will be our suppliers for all our raw materials. They are Spain based and specialize in cakes and pastries. Located just over an hour away from Valencia in Denia-Alicante.</p>	<p><b>Key Activities</b></p> <p>We will be selling our baked goods from a food truck that will be located in Centro Comercial Bonaire. We will get revenue from people buying our food. We will gradually cut costs from bulk buying to increase the profit margin.</p>	<p><b>Value Propositions</b></p> <p>The value we deliver to our customers is delicious baked goods (cookies, cupcakes, small cakes etc.) in different rich flavours such as: vanilla, chocolate, lemon, strawberry, coconut, banana, carrot, stracciatella, mint chocolate chip, nuts and many more. We offer vegan and gluten free options as well as keep in mind diabetic customers to not negatively affect any of our customers' health. All of our sweets are gluten-free. We will also sell coffee to accompany the baked goods. Not only do we provide quality goods, our selling point is that we also donate 41% of our sales revenue to Hogar Sí, a homeless aid organization in Spain. We are satisfying the needs of people who love sweets at an affordable price, as well as making them feel good for contributing to society and helping marginalized people.</p>	<p><b>Customer Relationship</b></p> <p>The quality of customer service is highly important to us. Our workers will be skilled and will maintain close ties with the customer. When buying our products the workers will be the customers that their money will go towards a good cause.</p>
	<p><b>Key Resources</b></p> <p>We mainly need human resources for the labour and dealing with the customers, as well as to make the goods. We need financial resources in order to keep our business afloat. We need a kitchen for production and storage. We need a social media manager to be able to keep up with the networking and social media aspect of our business venture.</p>		<p><b>Channels</b></p> <p>Our food truck will be strategically located in a crowded area, near shops and other facilities. The way we hope to catch the customer's attention. We also have a social media presence in which we can reach more people. As of currently, we have a twitter profile, but in the future we will also create an Instagram profile where we will post some of the donations we have made, that way the customer will have proof. If we get permission, we can also take photos with the people we helped with our donations and post pictures of happy customers at the truck and what we offer.</p>



			menu.
<p><b>Cost Structure</b> The most expensive aspects of our business are renting out the location of our food truck and buying the food truck. Also the costs of all of the raw materials we need to bake the sweets will be more expensive at first since we cannot buy in bulk when just starting out the business.</p>			<p><b>Revenue Streams</b></p> <p>We will have some “bulk” customers could be able to price than buying individual options.</p> <p>Regular prices:          €2.3/cookie          € 2/vegan- gluten free cookies          €2.3/cupcakes          €5/small cakes          €1.5/coffee</p> <p>“Bulk” prices:          €8.5/5 cookies, €16/10 cookies          €10/5 cupcakes, €23/10 cupcakes</p> <p>There is no bulk price offer for coffee</p> <p>Combo prices:          €4.5/2 cookies and 1 coffee          €3/1 cupcake and 1 coffee          €5.5/1 small cake and 1 coffee</p>

**Value proposition**

Workers in Bonaire will be able to buy the products from our food truck, just a few steps away from their working place. That way they would not have to go inside the packed mall to grab coffee. Other than coffee, we will also





have fresh baked sweets ready for them, with gluten-free and vegan options amongst others. They will also be aware that 41% of our profits will then be donated to 'Hogar Sí' an NGO that aids marginalized people.

### **Revenue streams**

We will have some "bulk" buying offers which means that customers could be able to buy several sweets for a lower price than buying individual sweets. We also have combo options.

Regular prices:

€2.3/cookie

€ 2/vegan- gluten free cookie

€2.3/cupcakes

€5/small cakes

€1.5/coffee

"Bulk" prices:

€8.5/5 cookies, €16/10 cookies

€10/5 cupcakes, €23/10 cupcakes

There is no bulk price offer for small cakes.

Combo prices:

€4.5/2 cookies and 1 coffee

€3/1 cupcake and 1 coffee

€5.5/1 small cake and 1 coffee

### **Segmentation**

Our target market will be mainly the workers of 'Centro Comercial Bonaire' as they will be working seven days per week from early morning to late hours at night. Furthermore, we will also provide our services to the people that shop in Bonaire. We are creating value for mass markets. Most people love sweets and most people



love helping others, this way we can appeal to the largest range of people, increasing our target market range is the most efficient way to getting the most amount of customers on a daily basis.

### **Channels of distribution**

Our food truck will be located in a strategic and crowded area, near shops and other facilities. That way we hope to catch the public's attention.

In our social media profile we will also show the donations we have made, that way the customer will have proof of the donations we have made, that way the customer will have proof. If we get permission, we can also take photos with the people we have helped with our donations. We will post pictures of happy customers, the truck and what we offer in our menu.

### **Customer relationships**

The quality of customer service is highly important to us. Our workers will be skilled and will maintain close ties with the customer. When buying our products the workers will ensure the customers that their money will go towards a good cause, therefore making the customers choose us instead of walking more and going to starbucks, where they will have higher prices and no other objectives.

### **Key partnerships**

Hogar Sí will be the organization that we will donate 41% of our profits to.

Centro Comercial Bonaire will host our food truck and we will sell our products in that location. GAUDIR will be our suppliers for all our raw materials. They are Spain based and specialize in cakes and pastries. Located just over an hour away from Valencia in Denia-Alicante.



## **Key resources**

Tangible resources: The food truck will be equipped with everything we need to prepare coffee and sweets.

Intangible resources: our workers will be skilled and always maintain a positive and friendly approach towards the customer. They will make sure that the clients know about the donations that are taking place.

## **Key activities**

We will have to rent the food truck in Centro Comercial Bonaire in order to start with our business. Contact with the NGO will be constant to be sure that the transactions are carried out smoothly. We will be selling our baked goods from a food truck that will be located in Centro Comercial Bonaire. We will get revenue from people buying our food. We will gradually cut costs from bulk buying to increase the profit margin.

## **GLOBAL ASSESSMENT**

We recognize that our idea will not provide high profit margins but it will be able to provide marginalized people with basic needs that any person must have in order to survive. It can also help those people with a chance to be able to start over again in life. Hogar Sí aids people with healthcare, a home, and setting people up with jobs. Overall, this is a long term investment, if more homeless people are provided with aid the economy will benefit. They will go back to having jobs and providing the government with labour that was disregarded due to them not being profitable in the short term.



# Income, Costs & Expenses

## INCOME:

### MENU:

- Item A - Nocilla Crepes
- Item B - Nocilla Crepes with Fruits (banana/strawberries)
- Item C - Nocilla Crepes with Fruits & Whipped Cream (banana/strawberries)
- Item D - Ham & Cheese Crepe
- Coffee

	Item A	Item B	Item C	Item D
Income / Crepe Prices	1.00€	2.00€ - both 1.50€ - strawberry 1.50€ - banana	2.50€ - both 2.00€ - strawberry 2.00€ - banana	1.50€
Cost of crepes	0.46€	0.71€ - both 0.63€ - strawberry 0.54€ - banana	1.17€ - both 1.09€ - strawberry 1.00€ - banana	0.90€

## Expenses

### Raw Ingredient Expenses:

#### ONE TIME PURCHASE ITEMS

- Crepe Maker from [amazon](#) - 37.15€ x 3
- American Drip Coffee Machine from [amazon](#) - 106.95€ x 3
- Total - 111.45€ + 320.85€ = 435.30€



Item A - nocilla Crepes - 10 crepes of 18 cm

- 2Eggs
- 45g Flour
- 20g White Sugar
- 90g Milk / 90g Milk
- 15g olive oil
- nocilla - 15g about

Item	Amount	Price per unit	Price per single	Total	Link
Eggs	24 units in 1 package	0.11€ per egg = 2.65 / 24	0.22€ per making → 2 eggs	2.65€	<a href="#">24 medium eggs - Mercadona</a>
Flour	5kg - 5000g	0.00225€ per 5g = 2.25 / 1000	0.02€ per making → 45g flour	2.25€	<a href="#">5kg flour - Mercadona</a>
White Sugar	2kg - 2000g	0.00144 € per 20g = 1.44 / 1000	0.00€ per making → 20g sugar	1.44€	<a href="#">2kg sugar - Mercadona</a>
Milk	6L - 6000mL	0.0198 € per 30mL = 3.96 / 200	0.06€ per making → 90mL milk	3.96€	<a href="#">6L of milk - Mercadona</a>
Olive Oil	3L - 3000mL	0.056€ per 15mL = 11.20 / 200	0.06€ per making → 15mL olive oil	11.20€	<a href="#">3L of olive oil - Mercadona</a>
nocilla	715g - 15g * 47.7	0.104612€ per 15g = 4.99 / 47.7	0.10€ per making → 15g	4.99€	<a href="#">715g of nocilla - Mercadona</a>



Item B - Nocilla Crepes with Fruits (banana/strawberries) - 10 crepes of 18 cm

- 2Eggs
- 45g Flour
- 20g White Sugar
- 90g Milk
- 15g olive oil
- nocilla
- Banana
- Strawberries

Item	Amount	Price per unit	Price per making	Total	Link
Eggs	24 eggs in 1 pack	0.11€ per egg = 2.65 / 24	0.22€ per making → 2 eggs	2.65€	<a href="#">24 medium eggs - Mercadona</a>
Flour	5kg - 5000g	0.00225€ per 5g = 2.25 / 1000	0.02€ per making → 45g flour	2.25€	<a href="#">5kg flour - Mercadona</a>
White Sugar	2kg - 2000g	0.00144 € per 20g = 1.44 / 1000	0.00€ per making → 20g sugar	1.44€	<a href="#">2kg sugar - Mercadona</a>
Milk	6L - 6000mL	0.0198 € per 30mL = 3.96 / 200	0.06€ per making → 90mL milk	3.96€	<a href="#">6L of milk - Mercadona</a>
Olive Oil	3L - 3000mL	0.056€ per 15mL = 11.20 / 200	0.06€ per making → 15mL olive oil	11.20€	<a href="#">3L of olive oil - Mercadona</a>
nocilla	715g - 15g * 47.7	0.104612€ per 15g = 4.99 / 47.7	0.10€ per making → 15g	4.99€	<a href="#">715g of nocilla - Mercadona</a>
Banana	160g - 25g * 6.4	0.075€ per 25g = 0.48 / 6.4	0.08€ per making → 25g	0.48€	<a href="#">160g of banana - Mercadona</a>
Strawberries	1000g - 34 g * 29.412	0.1696598€ per = 4.99 / 29.4118	0.17€ per making → 34g	4.99€	<a href="#">1kg of strawberries - Mercadona</a>





Item C - Nocilla Crepes with Fruits & Whipped Cream (banana/strawberries) - 10 crepes of 18 cm

- 2Eggs
- 45g White Flour
- 20g White Sugar
- 90g Milk
- 15g olive oil
- nocilla
- Whipped cream
- Banana
- Strawberries

Item	Amount	Price per unit	Price per making	Total	Link
Eggs	24 units in 1 package	0.11€ per egg = 2.65 / 24	0.22€ per making → 2 eggs	2.65€	<a href="#">24 medium eggs - Mercadona</a>
Flour	5kg - 5000g	0.00225€ per 5g = 2.25 / 1000	0.02€ per making → 45g flour	2.25€	<a href="#">5kg flour - Mercadona</a>
White Sugar	2kg - 2000g	0.00144 € per 20g = 1.44 / 1000	0.00€ per making → 20g sugar	1.44€	<a href="#">2kg sugar - Mercadona</a>
Milk	6L - 6000mL	0.0198 € per 30mL = 3.96 / 200	0.06€ per making → 90mL milk	3.96€	<a href="#">6L of milk - Mercadona</a>
Olive Oil	3L - 3000mL	0.056€ per 15mL = 11.20 / 200	0.06€ per making → 15mL olive oil	11.20€	<a href="#">3L of olive oil - Mercadona</a>
nocilla	715g - 15g * 47.7	0.104612€ per 15g = 4.99 / 47.7	0.10€ per making → 15g	4.99€	<a href="#">715g of nocilla - Mercadona</a>
Whip Cream	250g - 120g * 2.084	0.4559€ per 120g = 0.95 / 2.084	0.46€ per making → 120g	0.95€	<a href="#">whipped cream - consum</a>
Banana	160g - 25g * 6.4	0.075€ per 25g = 0.48 / 6.4	0.08€ per making → 25g	0.48€	<a href="#">160g of banana - Mercadona</a>
Strawberries	1000g - 34 g * 29.4118	0.1696598€ per = 4.99 / 29.4118	0.17€ per making → 34g	4.99€	<a href="#">1kg of strawberries - Mercadona</a>



Item D - Cheese and Ham Crepes - 10 crepes of 18 cm

- 2Eggs
- 45g White Flour
- 20g White Sugar
- 90g Milk
- 15g olive oil
- Ham
- Cheese

Item	Amount	Price per unit	Price per making	Total	Link
Eggs	24 units in 1 package	0.11€ per egg = 2.65 / 24	0.22€ per making → 2 eggs	2.65€	<a href="#">24 medium eggs - Mercadona</a>
Flour	5kg - 5000g	0.00225€ per 5g = 2.25 / 1000	0.02€ per making → 45g flour	2.25€	<a href="#">5kg flour - Mercadona</a>
White Sugar	2kg - 2000g	0.00144 € per 20g = 1.44 / 1000	0.00€ per making → 20g sugar	1.44€	<a href="#">2kg sugar - Mercadona</a>
Milk	6L - 6000mL	0.0198 € per 30mL = 3.96 / 200	0.06€ per making → 90mL milk	3.96€	<a href="#">6L of milk - Mercadona</a>
Olive Oil	3L - 3000mL	0.056€ per 15mL = 11.20 / 200	0.06€ per making → 15mL olive oil	11.20€	<a href="#">3L of olive oil - Mercadona</a>
Ham	450g = 60 * 7.5	0.3853€ per 60g = 2.89 / 7.5	0.39€ per making → 60g of ham	2.89€	<a href="#">450g of ham - Mercadona</a>
Cheese	200 = 10 * 20	0.0575€ per 10g = 1.15 / 20	0.06 € per making → 10g of ham	1.15€	<a href="#">200g of shredded cheese - Mercadona</a>



Coffee

> Wrg

Item	Amount	Price per unit	Price per making	Total	Link
		___ € per xxx =	___ € per making → x ___	___ €	

**Fixed Costs:**

- Food truck rental: a total of €600 per month. It will come pre-equipped with a small kitchen. The only material that must be purchased will be decoration and entrance sign that will not exceed €100.

(Food truck: 2m<sup>2</sup> width x 5m<sup>2</sup> length = 10m<sup>2</sup>  
Rent per square meter = 60€  
10x60=600€)

- Personnel expenses: salaries per month (€990/pax) + €300 Social Security  
(990x2= 1980  
300x2=600  
1980+600=2580€)
- Rental of the place in the shopping center: a total of €500 per month.