



**BUSINESS FIRM CONFECTIONERY
COMPANY "KORZHIK**

Finished: Tohtiev Rassul

Aliev Khabib

Groups 1e-5

Short description Creation of a company for the production of cakes and pastries for people who need dietary nutrition.

• ACQUISITION OF EQUIPMENT AND PREMISES IN THE OWNERSHIP.

START-UP INVESTMENTS 4,25 MILLION TENGE

EXPENSES PER YEAR 3,48 TENGE

REVENUES PER YEAR 5,4 MILLION TENGE

ANNUAL PROFIT 1,92 MILLION TENGE



PRODUCTS CONFECTIONERY LINE FOR DIABETICS AND DIATHEZERS (CAKES AND PASTRIES ACCORDING TO A UNIQUE RECIPE)



COMPETITION

- Competitors are Esteve, Napoleon, Sinnabon, Chocolandia.

- Unlike competitors, my products are created for a special group of the population, which will ensure competitive advantages. Thanks to the exclusive recipe, the taste will appeal to adults and children alike.



TECHNOLOGY

- Use in the production of fructose, xylitol, sorbitol (and not sugar).



ROOM AND EQUIPMENT

- The room has a total area of 150 sq.m. (Shop, finished goods warehouse, raw materials warehouse, shower, wardrobe, cabinet) is planned to buy Equipment (refrigerators, stoves, tables, chairs, shelves) is purchased. Purchase from suppliers from Italy



STAFF

- Director
- Accountant
- Driver
- Confectioners 6-8 people (2 shifts for 3-4 people)



STARTING INVESTMENTS

- Acquisition of premises - 3 million tenge (150 sq. M. At the price of 20 thousand rubles per sq. M.) Purchase of furniture and equipment 800tys Advertising campaign 150tys Money supply 300 thousand Total initial investments: 4.25 million - financed by investor



CURRENT EXPENSES

- ▣ Raw materials 100tys, utilities 10tys, transportation costs 15tys., Staff payment 165tys. Total: 290 thousand people. Per month 3 480tys. in year.



INCOME

- Income 300 tenge / cake 1000 pcs / month total: 300tys
50 tenge / cake 3000 pcs / month total: 150tys
per year 5 400tys
Profit per month 160tys
Profit per year 1 920tys



MARKETING

- Advertising in print publications
Promo actions for example: when buying two cakes a cake as a gift
Advertising on the Internet and social networks
Outdoor advertising (Flyers, posters, flyers).



WHO WILL GIVE
MONEY-WELL DONE!

Thank you for attention.

