

BUSINESS PLAN



DONE BY: SEILBEKOVA A

KUMISBEKOVA G

KAIRGAZINA Z

CHECKED BY :

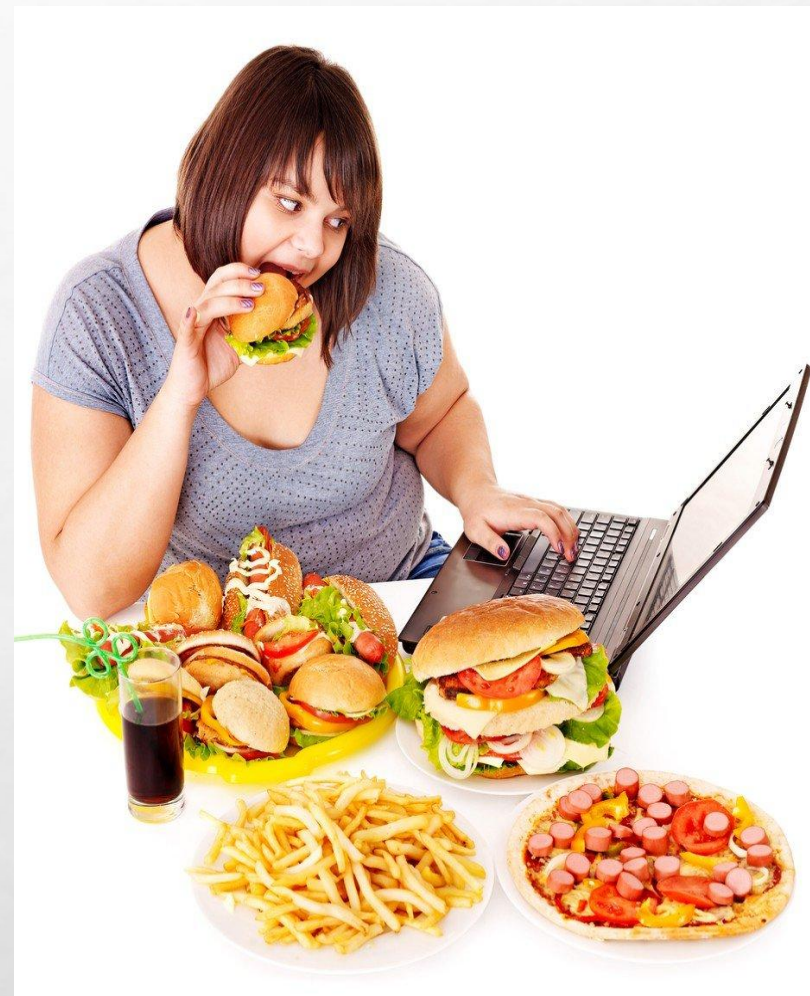
MAIN PROBLEM

21,5%

children

30,6 % men & 36,
8 % women

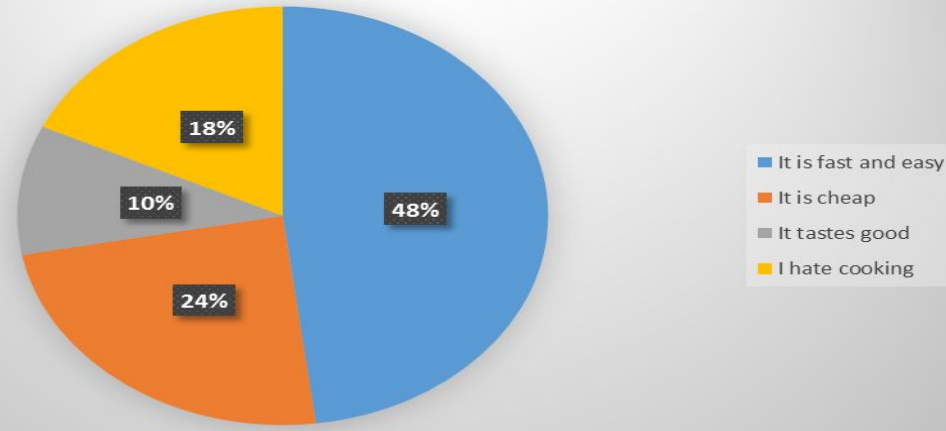
4 million people have
obesity in Kazakhstan



CAUSE



Why do college students choose fast food?



« HEALTHY VENDING MACHINE »



BENEFITS OF HEALTHY VENDING MACHINES

FOR CUSTOMERS :

- 1.FAST AND EASY**
- 2.USEFUL AND HEALTHY**
- 3.COMFORTABLE FOR USING**



FOR OWNERS :

- 1. MODERN BUSINESS**
- 2. HAVE A LOT OF CUSTOMERS**
- 3. HIGH PROFIT**

DISADVANTAGES

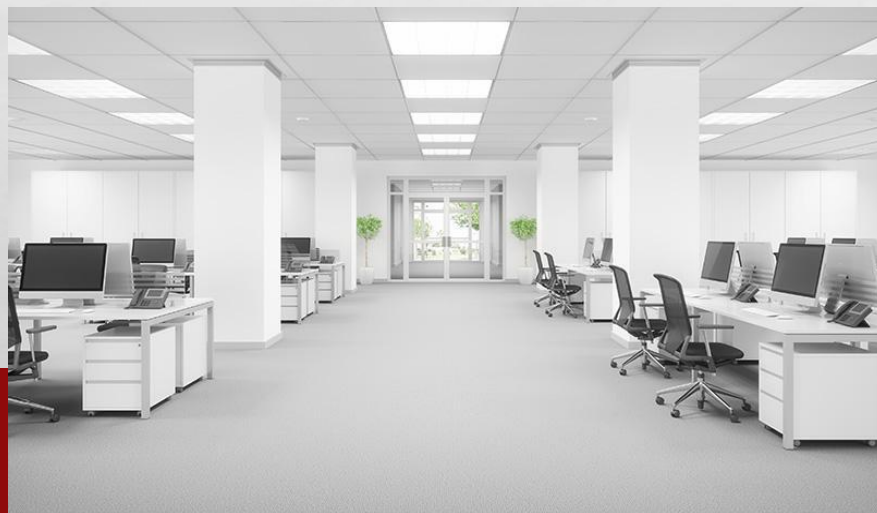
- **CUSTOMERS MAY NOT BUY SOME PRODUCTS.**
- **HIGH PRICE OF RENT**
- **SAVING SOME PRODUCTS**

PROFIT

- **1.LOCATION ARE FAR MORE IMPORTANT THAN MACHINES**
- **2.BEAUTIFUL EYE CATCHING GRAPHICS**
- **3. YOUR DRINK SALES COULD INCREASE 2 TO 3X**
- **4. MACHINES CAN ADVERTISING DOMESTIC PRODUCTS**
- **5.NAYAX ATTENDING TO THE UNATTENDED**
- **6.PLACE SAVING**
- **7. FAST ,EASY, COMFORTABLE**
- **8. DOES NOT NEED SELLER**

- **THE AMOUNT OF THE INITIAL INVESTMENT IS 30 MILLION TENGE**
- **BREAK-EVEN POINT IS REACHED IN THE THIRD MONTHS OF OPERATION**
- **PAYBACK PERIOD 15 MONTHS**
- **NET PROFIT**

RENT OF PLACE



OUR PRODUCTS



24.01.2018-30.01.2018

PRICE OF GOODS

- **FRUCTS 50 TENGE FOR 1**
- **WATER 90 TENGE**
- **YOGURT 80TENGE**
- **JUICE 150 TENGE**
- **MUESLI BAR 100 TENGE**
- **SALAD 200 TG FOR 100 GR**
- **BREAKFAST CEREALS 200 TG**
- **PORRIDGE 300 TG**
- **USEFUL EVENING WITH EGGS 500 TG**
- **USEFUK SNACKS 200 TG**