



Billberry™

Indian Sweet Shop

BUSINESS PLAN

www.billberrypos.com

Executive Summary



- **Business Name:** (Your Sweet Shop Name – e.g., Royal Sweets & Desserts)
- **Business Location:** (City, Area – High-footfall commercial or residential area)
- **Business Type:** Retail & Online Sweet Shop
- **Business Model:** B2C (Business-to-Consumer) & B2B (Bulk Orders for Events & Businesses)

Mission & Vision



Mission Statement

To deliver premium-quality sweets that blend tradition with innovation, ensuring fresh, hygienic, and delicious products for every occasion.

Vision Statement

To become a recognized brand in the sweet industry, known for high-quality products, excellent customer service, and nationwide expansion.

Business Goals & Objectives

Short-Term Goals:

- Set up a fully operational sweet shop with a strong local presence.
- Build brand recognition and customer loyalty.
- Establish tie-ups with food delivery platforms (Swiggy, Zomato, etc.).

Long-Term Goals:

- Expand to multiple outlets.
- Offer franchise opportunities.
- Develop an online store for pan-India delivery.

Industry Overview

The Indian sweets and confectionery market is valued at over ₹50,000 crores and is growing rapidly due to:

- Rising disposable income leading to increased sweet consumption.
- Festivals, weddings, and celebrations being incomplete without sweets.
- The growing popularity of modern fusion sweets and sugar-free options.



Market Trends & Opportunities



- **Health-Conscious Sweets:** Demand for sugar-free and organic sweets is increasing.
- **Fusion Desserts:** A blend of traditional sweets with modern flavors (e.g., Chocolate Barfi).
- **Online Ordering & Delivery:** Customers prefer doorstep delivery, making digital presence essential.

Target Audience



- **Daily Walk-In Customers:** Individuals buying sweets for personal consumption.
- **Event & Bulk Orders:** Weddings, festivals, corporate gifting.
- **Tourists:** If located in a tourist-heavy area, premium packaging options can attract travelers.
- **Online Customers:** Those preferring home delivery via Swiggy, Zomato, or own website.

Competitor Analysis

Direct Competitors:

- Local sweet shops & large chains (Haldiram's, Bikanervala, etc.).
- Home-based sweet businesses operating online.

How to Stand Out:

- Quality & Hygiene: Focus on fresh, high-quality ingredients.
- Packaging & Presentation: Attractive, eco-friendly, and premium packaging.
- Customer Engagement: Social media marketing and loyalty programs.

Business Model & Offerings

1. Traditional Sweets:

Gulab Jamun, Rasgulla, Jalebi, Barfi, Laddu, Kaju Katli, etc.

2. Modern & Fusion Sweets:

Chocolate Barfi, Red Velvet Laddu, Motichoor Cheesecake, etc.

3. Sugar-Free & Healthy Sweets:

Jaggery-based sweets, Millet Laddus, Date-based sweets.

4. Regional & Seasonal Specialties:

Bengali Rasgulla, Mysore Pak, Ghewar, Malpua, etc.

5. Customized & Bulk Orders:

Wedding & Festival Gift Hampers.

Corporate gifting solutions.

Revenue Streams

- Retail Sales (In-store purchases).
- Online Sales (Through website, WhatsApp, Swiggy, Zomato).
- Bulk & Corporate Orders (For events and businesses).
- Franchise Model & Expansion Plans (Long-term growth).

Operational Plan

Shop Location & Setup

- Choose a high-footfall area (markets, malls, residential hubs).
- The interior should be well-lit, attractive, and hygienic.
- Display counters should have temperature control for freshness.

Equipment	Estimated Cost (₹)
Large Cooking Vessels	50,000 – 1,00,000
Freezers & Refrigerators	1,00,000 – 2,00,000
POS Billing Software	10,000 – 50,000
Display Cases & Counters	75,000 – 1,50,000
Packaging & Branding Material	50,000 – 1,00,000

Supplier & Raw Material Sourcing

- Dairy Products: Milk, Ghee, Khoya from trusted dairy farms.
- Dry Fruits & Sugar: Sourced from wholesale markets.
- Spices & Flavoring: Cardamom, Saffron, Rose Water, etc.

Staffing Requirements

- Head Chef (Halwai)
- Kitchen Assistants
- Sales Staff
- Delivery Personnel

Marketing & Sales Strategy

Branding & Positioning

- Develop an appealing brand logo, packaging, and store ambiance.
- Highlight hygiene, premium ingredients, and uniqueness in products.

Online Presence & Delivery Strategy

- Register on Swiggy, Zomato, and Dunzo.
- Develop a **website for direct orders** and corporate inquiries.

Strategic Partnerships

- Tie-up with **event planners, wedding caterers, and hotels**.
- Collaborate with **corporates for gifting solutions**

Promotion Strategies

- **Social Media Marketing**

Instagram, Facebook, and WhatsApp Business updates.

Influencer collaborations and reels featuring the making process.

- **Seasonal Discounts & Offers**

Festive offers (Diwali, Raksha Bandhan, Eid, Christmas).

- **Referral & Loyalty Programs**

Discounts for repeat customers and bulk orders.

Financial Plan

Estimated Startup Costs

Expense	Cost Estimate (₹)
Shop Rent (6 months)	3,00,000 – 6,00,000
Equipment & Setup	3,00,000 – 5,00,000
Raw Material (First Stock)	1,00,000 – 2,00,000
Staff Salaries (3 months)	2,00,000 – 4,00,000
Marketing & Branding	1,00,000 – 2,00,000
Licenses & Permits	50,000 – 1,00,000
Total Estimated Cost	₹10,50,000 – ₹20,00,000

Projected Revenue & Profit Margins

- **Daily Sales Target:** ₹15,000 – ₹50,000.
- **Profit Margin:** 25-40% (varies by product).

Funding Options

Self-Financing / Family & Friends

MSME Loan / Bank Business Loan

Government Schemes for Small Businesses

Legal & Licensing Requirements

FSSAI License (Food Safety)

GST Registration (Tax Compliance)

Shop Establishment License (Municipal Permission)

Fire & Health Safety Certificates

Growth & Expansion Plan

- **Phase 1:** Local store with strong branding & customer loyalty.
- **Phase 2:** Online orders & home delivery expansion.
- **Phase 3:** Multiple outlets in high-demand areas.
- **Phase 4:** Franchise Model & Nationwide Delivery.

Conclusion

Starting a sweet shop requires a well-planned strategy, from product selection to branding, marketing, and operational management. With high-quality sweets, great customer service, and a strong online presence, your business can become a household name!



Book Free POS Demo!



ADDRESS

Office 1, IT tower 1, Infocity, Gandhinagar,
Gujarat

EMAIL/PHONE

sales@accreteinfo.com
+91 9512214441 (press 1)
www.accreteinfo.com