

Business plan- meeiilk shake

Business



It is a great source of vitamins and nutrients, and it has several health benefits, such as: Glowing Skin, Healthy Bones and Teeth, Muscles, Weight Loss, Less Stress and Healthy Body. Milk has properties that lower high blood pressure and risk of strokes. It reduces the liver's production of cholesterol, and it can act as an antacid. Vitamins A and B in milk can help build good eyesight. Milk has also been shown to help lower risk of certain cancers. Milk has been used for human consumption for thousands of years. Around the world, people drink the milk of any other animals including camels, goats, llamas, reindeer, sheep and water buffalo.

Milk is available in many varieties. Raw milk has not been pastured, and is usually available in natural food stores. Our product is a kind of beverage which is non-alcoholic. We named Melville Shake after the noise and milk of a goat which is "meme" and "ilk". A Melville Shake is a sweet, cold beverage which is usually made from goat milk. Goat milk is as close to a perfect food as possible in nature. Its chemical structure is amazingly similar to mother's milk. It is a complete protein containing all the essential amino acids without the heavy fat content and catarrh-producing materials of cow's milk.

The highest sources of broaching sodium is found in goat milk and sweet goat whey. One common denominator that Dr. Jensen discovered in his 70-year study of people over the age of 100, in visiting 90 countries, was goat milk. Margaret Patton of London died at 137 years old. Jonathan Hardtop walks 9 miles a day at the age of 136 and lived to be 138. Thomas Parr lived 152 years and Peter Czarina from toys that the only milk referred to in the Bible, as food, is goat milk (Proverbs 27: 27). And thou shall have goat's milk enough for thy food, for the food of thy household, and for the maintenance

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for thy maidens. We come up on this business plan for the reason that we are been inspired of Met. Carmela who produces one of the best and good quality of fresh goat milk in Kinshasa Bandsman, Dave del Sure. By this, we are confident to present our product to be launch this coming September 2013 at Philippine Women's College of Dave . We do not have competitors yet here in Dave City. It's a new product that for sure Database's would like it.

1. 0 Forms of Business: Melville Shake Company is a partnership form of business which is headed by Aria Ellen S. Canyon, Kenneth Kim Q. CERN, Karen Marie G. Guy, Jejunely Kate Muar, Charlene Ann R.

Pence, Angelic G. Tao-on and Leading S. Ramose. They are the student of Philippine Women's College of Dave (PWS) taking up Bachelor of Science Hotel and Restaurant Management (BSRAM).

II. Executive Summary Melville Shake Company is a newly product that provide good quality of beverage that gives nutritious and healthy effect towards customers. Also, Melville Shake Company provide different kinds of flavors such as; strawberry, mango, chocolate, cookies & cream, etc. Melville Shake production system strive to attain service excellence in addition to manufacturing safe, quality products.

We come up to this business plan not just only gaining profit, but also applying our skills based on our courses. Moreover, to give a good service to our beloved customer. This Melville shake product will make the people feel refresh. Melville Shake Company will be launch 1 month from now. It will be located at Philippine Women's College of Dave (PWS) school canteen. This business plan is a form of partnership organized by Aria Muar, Charlene Ann R. Pence, Angelic G. Tao-on and Leading S. Ramose.

2. 0 Objectives

1. To give the customer a nutritious ; healthy product.

2.

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To exceed customer satisfaction. 3. To retain investment tallest 100% in Just a year. 4. To achieve name recognition in the local community. 5. To achieve a net profit of 30, 000 by year two and 50, 000 by year three. 6. To have our very own connecting stalls not only in Dave City considering all the place in the Philippines. 2. 1 Slogan/Motto: Taste, how much we care 2. 2 Boston Is to give our customer a good quality service and a product that will give them a there: mirror first choice for dinning" 2. 3 Mission To ensure that each guest receives prompt, professional, friendly and courteous service.

Also to assure that every guest who choose our product Melville Shake lives healthier and happy lifestyle. 2. 4 Key to Success 1. Maintaining good relationship between the company to consumer. 2. Increase number of customer tallest 20 person a day. 3. Provide customer good quality of service and product in an ambiance of hospitality. 4. Advertise and promote our product in areas that our target customer base will learn about Melville Shake. 2. Company Summary Melville Shake Company is organized as a partnership between seven person, named- Aria Ellen S.

Canyon, Kenneth Kim Q. CERN, Karen Marie G. Guy, Jejunely Kate Muar, Charlene Ann R. Pence, Angelic G. Tao-on and Leading S. Ramose. The Melville Shake Company will be located at the Philippine Women's College of Dave school canteen on September 2013. The hours operation will be 8: AM - 2: pm. III. Production Plan Melville Shake production system strive to attain service excellence in addition to manufacturing safe, quality products. This will be undertaken through the engagement of modern production techniques using up-to-date assembly technology.

We also intend to ensure that the suppliers we engage are committed and reliable so as not to let down our final consumer in terms of the quality of the product and time of delivery. Moreover, Melville Shake production system intent of the Act to encourage the sanitary production of good quality milk, to promote the sanitary processing of milk for manufacturing purposes, and to assure wholesome, stable, and high-quality dairy products. 3. 0 Goat Milk Production A non-governmental organization based in Kinshasa, a barraging of the municipality of Bandsman, UMBER has been raising and selling goats since the sass.

Anglo Nubian, French Alpine, Seamen, and Toughening. Among these breeds, only Anglo Nubian comes from a tropical climate (particularly Nubian, Africa). Both Seamen and Toughening are natives of Swiss Alps while French Alpine has France as its place of origin. Anglo Nubian is the breed produces less milk than other dairy breeds. The Anglo Nubian goats it produces an average of two liters of milk a day. Also Anglo Nubian goat is the best goat produces a dairy milk product. As we visit the Met. Carmela in Kinshasa, Bandsman, Dave del Sure Apt.

Dalton told us that a goat milk must be done in tube pastries (the main important system in the dairy) to reduced dramatically number of micro organism (pathogens) by the heat treatment. -Get the milk from the goat. Milk Bastardization Once you've obtained the goat milk, it's time to strain it, and optionally, Pasteur it. Straining the milk removes dust particles and other foreign objects that might affect the taste or texture of the milk. If you only rarely need to strain milk, coffee filters will work. Place a basket-type

paper filter in a permanent mesh coffee filter basket and pour the milk through it.

This can take a while, as you have to wait for the milk to drain through before adding more. If you don't have a permanent filter basket, you can secure the filter to the bottom of a canning funnel with a large rubber band. More efficient, though more costly, is to purchase a milk strainer specifically made for filtering milk. These are large, funnel-shaped aluminum or stainless steel items that have a disposable filter secured to the bottom with a clamp. The large size allows you to pour a greater quantity of milk at a time, and the filter allows a much quicker rate of flow than coffee filters.