

To: Mr Elkon From: Karan Varma
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Sole Trader Report

1.1 In this report you will read about a sole trader (Sunrise Bakery), I will talk about their aims and objectives, location, business ownership and finally their business activities,

Sunrise bakery three aims are

- To still be in business after 1 year of opening their shop
- To maintain sales at competitive rates with rivals
- To provide services to the people of Southall

Sunrise bakery three objectives are

- To have the same income and profit value from Monday-Thursday and to have at least 25-50% more sales on Friday-Sunday
- To attract more customers
- To have a variety of food that appeals to the general public.

Western Chicken is located on Western Road opposite Featherstone High School. The main reason they are located on Western Road is because a school is opposite their shop so this will allow students to come to their shop during lunch time and after school when most people are likely to come and eat at their shop. Another reason they are located on Western Road is because Southall has many people living in the area so a lot of people will come to their shop for that reason as you can see from the map in the appendices that there are a lot of roads near Western Road so this proves that a lot of people are going to come to their shop.

3.2 I think that they are located in that area because a lot of customers can be found in the area, this will lead them to having a good income and profit value. As you can see on the map there are a lot of roads where people live so Western Chicken will be a popular place to eat. However their main customers come from the school nearest Featherstone High School because the students want takeaways instead of the food at home so they will come to their shop because they like takeaways more. Also because some of the students live far away and this means that they might get hungry so they would want to eat at the shop. This is also good because a bus stop is right in front of the shop so this means that a lot of people can come to their shop to eat and still get on the bus.

4.1 As you know Western Chicken's business ownership is a Sole trader. The good thing about them being a sole trader is that it is easy for them to set up their business and give personal service to their shop, the owner can make their own independent decisions, which means that they can do what they want, not much paperwork, and because they will know their customers this will help avoid debt.

4.2 The bad thing about being in the sole trader ownership is that you have unlimited liability, so this means that if your business goes bankrupt you will to, also you will have to put in long hours, on holidays/ sickness, so you wont get the rest that you want, as a sole trader you might have to put in your own savings into your business, you will need business skills, so you might have to go to university or collage to get the degree, the final bad thing is that if you die you can't give you business to a family member of a friend because your business stops when you die.

Conclusion

5.1 Western Chicken's business activities consist of them buying goods from the secondary sector then selling t on as there own product, so this means that they are providing a survives to the people of S outhall by selling goods to the people who live there. This also means that they are in the tertiary sector of business witch consist of restaurants, witch they are and among other things.

| Aims and Objective | Activities | Location | Ownership |
|----------------------------|--|---|--|
| Survival | The owner has to survive though out at least one year. Activities would help this because he can advertise through media and do different promotions. Which would help his business sales. | The owner would have to display posters near by the store. Also locate the stores, which have high consumer traffic. | Is a sole trader and should take care of all sales as they could fall into debt and business can go down. |
| Making a profit | To make a profit the owner would have to do special offers to attract the customers attention | To locate the store near by other big superstore so at least someone might go by it and come inside. Example near school so students could buy food from them after school and at lunch | |
| To attract more customers. | To attract more customers the owner will have to advertise more and introduce more different varieties | To advertise on bill boards from a radius of 2 mile from the shop, or on they local newspaper | The owner will have to take a big risk to spend a lot of money, but if it works well, it could attract more customers. |