

TABLE OF TABLES

Table 2.1.1.1 Swinter's Value Proposition.....	6
Table 2.1.1.2 Swinter's Business Model Canvas.....	6
Table 2.2.1.1 Gooey Dark Chocolate.....	7
Table 2.2.1.2 Lucious Sour Berries.....	7
Table 2.2.1.3 Exotic Mango Pineapple.....	8
Table 2.2.1.4 Guava Star Fruit Ice Cream.....	8
Table 2.2.1.5 Fierce Kiwi Dragonfruit.....	9
Table 2.2.1.6 Sophisticated Earl Gray.....	9
Table 2.2.1.7 Sweet Classic Klepon.....	10
Table 2.2.2.1 Cone Gooey Dark Chocolate.....	10
Table 2.2.1.2 Cone Lucious Sour Berries.....	11
Table 2.2.1.3 Cone Exotic Mango Pineapple.....	11
Table 2.2.1.4 Cone Guava Star Fruit Ice Cream.....	11
Table 2.2.1.5 Cone Fierce Kiwi Dragonfruit.....	12
Table 2.2.1.6 Cone Sophisticated Earl Gray.....	12
Table 2.2.1.7 Cone Sweet Classic Klepon.....	12
Table 2.2.3 Pint Size Margin.....	13
Table 2.2.4 Cone Size Margin.....	13
Table 2.4.1.1 The Owner.....	15
Table 2.4.1.2 The staff/manager.....	16
Table 2.4.1.3 The customer.....	16

Table 2.4.1.4 The supplier.....	16
Table 2.4.1.5 The creditors.....	17
Table 2.4.1.6 Local government/Nutritionist.....	17
Table 2.4.2.1 Competitor.....	17
Table 2.4.2.2 Media.....	18
Table 2.6 Corporate Identity.....	19
Table 3.2 Target Market.....	25
Table 3.6 Benchmarking.....	27
Table 4.1.2 Human Resource List.....	29
Table 4.2 Marketing Plan.....	34
Table 4.5.1 Swinter's Product Master.....	37
Table 4.5.2.1 Online Market Income Projection.....	38
Table 4.5.2.2 Supermarket Income Projection.....	43
Table 4.5.2.3.1 Bazaar Income Projection (PINT).....	48
Table 4.5.2.3.2 Bazaar Income Projection (Scoop).....	51
Table 4.5.2.3.3 Income Projection Conclusion.....	56
Table 4.5.3 OPEX.....	57
Table 4.5.4 Employee Salaries.....	63
Table 4.5.5 Gas and Electricity list.....	66
Table 4.5.6 CAPEX.....	67
Table 4.5.7 Cooking Tools List.....	70
Table 4.5.8 Swinter's Income Statement.....	71

Table 4.5.9 Swinter's Cash Flow.....73

Table 4.16 ROI.....74

