

Lyamupu's Pastry Kitchen Business Plan

Lyampu Mubiana



DESCRIBE YOUR BUSINESS:

Lyamupu's Pastry Kitchen provides fresh snacks for school-going children and working parents and serves 50 regular customers. Due to limited equipment, the business currently produces only one product and earns about \$8 per month. With a loan to purchase a gas stove, production will increase, time will be saved, and customers will be served more efficiently. The new equipment will also allow the introduction of additional oven-baked pastry products.

EXPLAIN THE PROBLEM.

In my community, there was no one providing the snack services I now offer. Because of this, school-going children had to walk long distances during break time to look for snacks, which sometimes caused them to miss lessons. I

EXPLAIN YOUR SOLUTION.

The business is strategically located between two government schools and along a busy road, ensuring high daily foot traffic. This location reduces travel time for customers and allows students to access snacks quickly during break time, supporting steady demand and consistent sales.

BUSINESS MISSION STATEMENT:

Lyamupu's Pastry Kitchen provides fresh, affordable snacks for school-going children and working parents. We focus on quality, cleanliness, and accessibility. Over the next two years, we plan to expand to more locations, introduce new products, and promote the business across multiple platforms.

HOW LONG HAVE YOU BEEN IN BUSINESS?

3 months

YOUR NET INCOME

My business revenue last month was \$218, and total expenses were \$122.

Income 218 - expenses 122 = **Net profit \$96.**

SERVICE OR PRODUCT DELIVERABLE:

Production begins at 5:00 a.m. with a thorough cleaning of all utensils and the work area to ensure hygiene. Dry ingredients are prepared, vegetables (carrots and green beans) are chopped, and water is added to form dough. The vegetables are lightly fried

and set aside as filling. The dough is portioned into 30 g pieces, rolled flat, filled, and folded into half-moon or samosa shapes. The pastries are then fried and served fresh to customers.



DESCRIBE YOUR BEST CUSTOMER:

School-going children are our strongest customer segment, driven by consistent daily demand for fresh snacks prepared in a clean and hygienic environment. They are highly sensitive to quality and presentation, which strengthens brand loyalty and encourages frequent peer referrals, creating steady repeat sales with minimal marketing cost.

WHY CUSTOMERS DO BUSINESS WITH YOU RATHER THAN WITH YOUR COMPETITORS:

Lyamupu's Pastry Kitchen offers consistently fresh, high-quality snacks at affordable prices, conveniently located near its target customers. This combination of freshness, value, and accessibility drives repeat purchases and customer loyalty.

WHAT IS THE MOST COMMON CAUSE FOR A BUSINESS LIKE THIS TO FAIL?

There are many reasons, but the main one is choosing a poor location that is not close to the target customers, which reduces sales and accessibility. In addition to a lack of

proper business records, financial discipline, and a customer-focused location, this business is likely to stagnate or fail.

HOW CAN YOU AVOID THIS PROBLEM?

I have learnt the importance of financial record keeping from the Entrapov business course, and this has become a priority in my business as it helps me to track my business activities. I have also created two distinct accounts for business money and personal money.

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

1. Ground beef samosa = \$0.13
2. Vegetable Samosa = \$0.08

HOW DO CUSTOMERS KNOW THAT YOU EXIST?:

Customers learn about my business mainly through word of mouth and referrals from regular customers, which has been very effective. I also use social media platforms such as WhatsApp to promote my products and receive strong customer engagement.

WHY DID YOU CHOOSE THIS BUSINESS?

I chose this business after seeing the difficulty parents face in finding convenient and affordable snacks for their school-going children. I also saw an opportunity to use my skills to provide high-quality snacks that are easily accessible to the community. It also has a low startup cost with a high turnover. I learned this from the lady I was working for doing the same business.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

My top ways to find new customers are:

1. Quality and affordability, my products speak for themselves.
2. I sell door-to-door when schools are closed, which allows me to interact directly with customers, receive feedback, and better understand their needs.
3. I also want to create a Facebook account because it has a big audience.

Insert pictures of your business activities here and give a brief explanation of each:

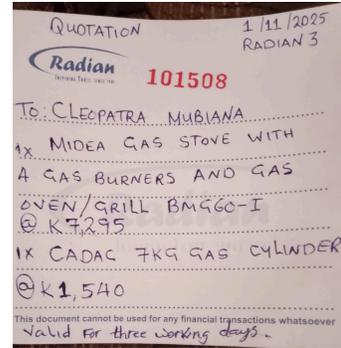


HOW WILL YOU USE THE MONEY? (Include pictures of the product/service (s))

Total Amount: \$450

If given a grant, I will buy a gas stove, a refill gas cylinder, and gas.

A gas stove with 4 gas burners and oven \$350, 7kg Gas Cylinder \$70, Gas \$30



Income Statement:

Income Statement							
Your name is:	Lyamupu Mubiana						
Business name:	Lyamupu Pastry Kitchen						
Current Date:	1/15/2026						
Month	3 Months Ago	2 Months Ago	Last Month	Month 1 Forecast	Month 2 Forecast	Month 3 Forecast	Total
Sales revenue	136	176	218	348	418	501	1,797
Total transactions or units sold	1490	1500	1560	1600	1650	1700	9,500
Revenue per transaction or unit	0	0	0	0	0	0	0
Expenses							
Self salary	55	55	55	55	55	55	330
Employee salaries	0	0	0	0	10	10	20
Raw Materials	65	55	57	60	65	71	373
Store Rent	5	5	5	5	5	5	30
Technology	0	0	0	5	5	5	15
Advertising	5	5	5	5	5	5	30
Transportation	0	0	0	5	5	5	15
Loan repayment	0	0	0	0	0	38	38
Taxes/Fees	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0
Total Expenses	130	120	122	135	150	194	851
Expense per transaction or	0	0	0	0	0	0	0
Net Income to reinvest	6	56	96	213	268	307	946
Net Profit Margin	4%	32%	44%	61%	64%	61%	

Cash Flow Statement:

Instructions: Change the numbers in the income statement below to match your business. Then save it and upload it with your homework at the

	2 months ago	last month	this month	month 1 foreca:	month 2 foreca:	month 3 foreca:	month 4 forecast
Income	176	218	290	348	418	501	601
- Fixed expenses	55	55	55	55	65	65	65
- Loan payment	0	0	0	0	0	38	38
- Variable expenses	75	67	92	80	85	91	95
= Profit (or loss)	46	96	188	242	314	358	462
Starting cash	48	94	190	378	620	934	1292
Available cash	94	190	378	620	934	1292	1,754

WHAT HAVE YOU DONE WITH THE PROFITS YOU MADE TWO MONTHS AGO AND LAST MONTH? BE VERY SPECIFIC ABOUT ITEMS PURCHASED AND THE AMOUNT SPENT.

Below are the things I was able to buy from last month's profit

1. Big pan =\$4.16
2. A rolling stick and a board = \$6.25
3. A big braizier = \$6.25 4. A fondant mat =\$8

What did you learn from the practice pitch you gave to your area supervisor's Rotary Club? What was the date of that practice pitch event?

They advised me to focus on clearly explaining the problem my business solves and why my solution is unique. They encouraged me to keep my personal money and business money separate and to pay myself a salary. I learnt how to be confident in business, especially when presenting to the customer, and how I can use different strategies to avoid leftovers by crediting the remaining products instead of eating them.

The practice pitch was on Friday, 23/01/2026.

Share about your family and picture here:



I am married to Darlington Chanda, and we have 3 beautiful children.

CONTACT DETAILS:

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