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**Business Plan**

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### Business Plan



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### Abstract

**Purpose:** The purpose of this study is to present a complete business plan for the launch of "Saman Al Dar," a special product leveled at offering customers an authentic taste of Emirati cuisine. The plan encompasses numerous aspects, involving team structure, legit compliance, marketing strategies, fiscal protrusions, and ethical considerations.

**Methodology:** The methodology involved in casting this business plan comprehended thorough request exploration to understand consumer preferences and request trends in the UAE food assiduity. The plan also incorporates rudiments of request blend proposition, Porter's competitive strategies, and SWOT analysis to develop a robust program for success. Also, a detailed analysis of cost, profit aqueducts, and return generation was conducted to insure fiscal viability.

**Findings:** The finding of this study disclose a clear roadmap for founding Saman Al Dar successfully. Fiscal protrusions indicate encouraging profit generation implicit, especially with operative marketing and division strategies in position. Key findings carry the identification of target customer seeking authentic Emirati flavors, the significance of strategic marketing across different channels involving social media, and the significance of legit compliance and ethical practices in the food assiduity.

**Unique Contribution to Theory, Practice and Policy:** This business plan contributes to proposition, practice, and procedure in several ways. The operation of request blend proposition, Porter's competitive strategies, and SWOT Analysis demonstrates their applicability and connection in the environment of entrepreneurial gambles in the food assiduity. Scholars of entrepreneurship can work these rulings to enrich their understanding of business planning and program perpetration. Likewise, policymakers can exercise the rulings to inform the evolution of a legit environment that fosters entrepreneurship, especially in the hospitality region, by ensuring regulatory frameworks that support invention and compliance while securing consumer interests. Also, entrepreneurs can profit from the perceptivity provided in this study, as the ideas and strategies offered are directly workable to their own business trials. In conclusion, this business plan for Saman Al Dar represents a holistic path to founding a special product in the UAE food request. By incorporating rigid exploration, strategic planning, and ethical considerations, it lays the foundation for a prosperous entrepreneurial adventure that not only delivers value to customers but also contributes to the wider academic and policy discourse surrounding entrepreneurship in the hospitality region.

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## **INTRODUCTION**

### **The Idea of the Project**

The Emirati cuisine is enriched with flavours and tastes that combines the regions past experiences with other food cultures. Almost every Emirati kitchen uses our own recipe of butter infused with certain spices and used as an additive to our local dishes. Also known as SAMAN AL DAR. These buttery and highly soft addition are made by local mothers in suburban regions in local farms. The idea is to bring this dishary to consumption with innovative and simple concept in sachet type packaging with our local brand and labeling, which has the potential to expand to local and global markets. These small packages of SAMAN will have the authentic taste of our local cuisine and simple drop on food it will transform customers experience with the food they are having. Easy to carry and ship. The product will target both domestic and commercial use.

## **FEASIBILITY STUDY**

### **Buying Intention Survey**

There was an initial survey conducted with 27 participants. The survey included females of different nationalities and shop owners selling home products. There was a total of 20 females who participated in the survey and 7 shop owners. The females who participated in the survey were all married and included working women as well as housewives. The survey for the females intended to get their input about the different ingredients they mostly use in cooking and how it affects them. They were given brief information about the product “Saman Al Dar” as pure ghee and the ways in which it can be used in different food items to enrich the taste of the local dishes. The main points in the survey for the females focused on: how much pure ghee they use in their day-to-day cooking, whether it is an important ingredient for their Emirati cuisines, do they think it is better to get fresh ghee from the farms instead of the ones from the factory and how do they feel about having small packets of this pure ghee that they can carry with themselves anywhere.

Out of the total of 20 Emirati females, 18 of them liked the idea of having complete authentic ghee from the farms that they can use in their day-to-day cooking. They said that they use ghee on a daily basis in their cooking while preparing Emirati dishes. Two of the females mentioned that they do not use pure ghee in their cooking due to health issues and prefer having meals without ghee or any other oily product. A total of 17 women felt that it would be good for them to carry the ghee if it is available in small sachets whenever they travel and use it as an ingredient in their cooking, they can use it to gift other people from different cultures and nationalities.

The survey also included 7 shop owners from different parts of the Emirates. These shop owners regularly sell different authentic Emirati dishes as well as the ingredients used to make these dishes. The mains points that were included in their survey were: do people frequently buy authentic Emirati ingredients to make dishes at home, do they link with different farmers to get supplies of pure ingredients, how often do people purchase pure ghee from their shops and how much of pure ghee is used in making the Emirati dishes and selling it. Out of the 7 shop owners, 5 of them said that their consumers are mostly Emirati people who buy different ingredients for day-to-day cooking. The other two shop owners have consumers from different nationalities and they also sell different products. There were 5 shop owners who mentioned that pure ghee is regularly purchased by consumers and used as an ingredient on a daily basis.

A total of 4 shop owners link with different farmers who provide fresh products from the farm for sale including ghee. There were 6 shop owners who mentioned that they do use pure ghee even in making Emirati dishes and selling them.

The survey helped in providing an insight into what people think about the product and how easy would to get it in the market. The benefit of our product is that it enriches the Emirati culture of cooking and has a strong impact on the daily dishes that are cooked. It can also be easily transported to different vendors for sale (**See Appendix A**)

### **Expert Interview**

To get more information about the food industry and how to launch a product, I interviewed an Emirati entrepreneur, Nazek Al Sabbagh. She is a former civil engineer who started her own business of selling Malleh, an Emirati salted fish dish made according to the traditional Emirati culture. During the interview, she was very excited about Saman Al Dar and its importance in Emirati cuisine. Through her experience in the food industry, she mentioned that the unique part of the product would be the purity and freshness that it has since it will be transported right from the farms. It will not have any industrial manufacturing. There are so many branded ghee's available in the market but it does not bring the traditional flavour to Emirati cuisine. Samaan Al Dar will ensure that it adds a traditional taste to Emirati food made at home.

Nazek Al Sabbagh gave different ideas and opinions that will help in promoting Saman Al Dar and reaching consumers. The marketing of the product should completely be based on its natural ingredients and that it is packed and delivered fresh from the farms. This will help in attracting more consumers. She also mentioned that the packaging of the product should be of high quality and suggested that it would be good to add details about the farm where the ghee was extracted from along with any important ingredients on the packaging. It is very important to maintain cleanliness in hygiene while making any food product and this should be kept in mind for the Saman Al Dar as well. Nazek mentioned that to make the product successful in the market, it is very important the taste, ingredients and sustainability remain the same even after 10 years. This will make it unique. It will also be important to look into what kind of ingredients can be added to the ghee to make it unique and have an authentic taste. The taste should like to the transition and culture of UAE and remind people about the kind of food their ancestors would make (**see Appendix**).

## **MARKETING STUDY**

### **The Value Proposition**

The main value we aim to create through Saman Al Dar is the unique taste and flavour it provides to the general cuisine of the United Arab Emirates. It provides the customers with a taste of traditional spices that are used to add flavour to any cuisine. The targeted customers will be able to enjoy the taste of authentic Emirati flavour in their day-to-day food consumption. It is very important to understand the targeted customers and the value that will be created through our product for them. The value proposition will help in assessing the target customer's needs by identifying and prioritising what they really want which will provide focus on the important aspects of product development, marketing and branding of our product. We will use the Value Proposition map and the customer profile map to visualise the features and benefits of our product and how it relates to the customer's needs and concerns. It is very important to have a clear, well-defined and unique value proposition for the product to make it stand out in the competitive food market that is already dominated by so many different types of flavours and cuisines that are consumed by customers with different needs.



## **Description of the Service or Product**

Saman Al Dar is a food product aimed at customers who are interested in the authentic and traditional taste of Emirati food. It can easily be added to any food and give it the traditional Emirati flavour. It is made with fresh ingredients from the farms without any added mixture to provide an authentic taste. It is made in different packaging that gives customers the convenience to take or carry it anywhere easily. It will also help women who cook at home to add traditional flavour to their daily food. It can also be easily carried while travelling. Saman Al Dar is a type of ghee that is added to the food to bring the original flavour without any added preservatives.

## **How Do You Create Value for Your Customer?**

A value map is a tool used by businesses to analyse and understand the components of a product and the value it creates for the customers. It helps companies to identify and prioritise the key benefits that they offer to their customers (Payne et al, 2017). A value proposition map mainly includes three elements: gain creator, solutions and pain relievers. Each of these elements will be discussed in relation to our product Saman Al Dar.

Gain creator helps in describing how the customer will experience the product on an emotional level. Saman Al Dar plays a very important role in connecting its customers emotionally to the product. It will do this by adding flavours to food that will remind the customers of the food that was cooked by their ancestors. This will keep the customers emotionally connected with the product. Saman Al Dar is prepared with unique ingredients from the farms that include flavours used in the olden days. It will be very unique as compared to other kinds of products offered in the market.

The solution aspect of the value proposition map helps in understanding ways the product will offer unique solutions to the customer's problems. Saman Al Dar will make it easy for its target customers to enjoy traditional flavours easily at home or in different locations, it is sealed and packed and can be easily used for travel as well. Saman Al Dar can be easily added to different food items to bring an Emirati cuisine flavour to the food. It will also be available in small sachets that be used while travelling.

Pain relievers describe ways in which the product alleviates the fears and pain points of a customer through its uniqueness. In the case of Saman Al Dar, it offers a unique flavour to its target customers who look for authentic food and cuisine. It provides them with a specialised kind of flavour that connects them with Emirati culture and tradition. This differentiates our product from the other flavours of food products offered in the market.

The value map will help in connecting and communicating with customers which will help in aligning sales and marketing efforts around the key values related to our product. It will also help in understanding the customers and developing the product to compete with other familiar products in the market.

## **Market Analysis**

### **Describe Your Customer Segment**

A customer profile provides a description of the typical customers or target audience for a certain product or business. It provides information about the customer's demographic such as age, gender, location, educational level, and income as well as psychographic traits that includes attitude, behaviour, interest and values (Payne et al, 2017). Quite often, customer profiles also include information about a customer's buying habits, such as their preferred

channels for purchasing products and decision-making process. A customer profile includes three core components: gain, customer jobs and pain. This will be discussed in the case of the product Saman Al Dar.

Gains in a customer profile specifically look into the desires and aspirations that customers have for a product or service. It is mostly driven by personal preference, lifestyle or culture. Saman Al Dar is specifically designed for customers who have a preference for authentic taste and cuisines. It provides customers with a unique flavour that connects them to their culture and roots. It will take into account the preferred flavour and tastes of these customers while developing the product as well as planning the marketing strategy.

Customer jobs are the tasks the customers are trying to perform, the problems they solve and the needs and wants they wish for. Saman Al Dar can be used in the day-to-day cooking of food at home. It can easily be added to the food that is cooked at home and serves the need of providing Emirati cultured food. It is also most beneficial in households where there are older people who prefer having food that tastes and connect with their culture.

Pain points refer to the frustration or challenge a customer faces while using a certain product or service. Saman Al Dar will serve customers with a unique flavour that links to their culture. This is not quite easily available in other food products and often creates frustration when a customer is not able to get the flavour of the food that they need. The survey and tasters provided to target customers will help in understanding preferred flavours that will help in developing the marketing strategy and ensuring that customers are provided with the kind of flavour they need.

### **The Fit**

The fit between the value proposition map and the customer profile can easily be created for Saman Al Dar. The unique flavour that will be offered by Saman Al Dar will help in creating an emotional connection with the product. It will reconnect customers with their ancestors through the authentic taste that is offered. It can also be easily used in different foods to add flavour to them. It is a sealed pack in different packages and can be easily used by customers wherever they are and reduce the anxiety that is often created while having food in different parts of the world. It also includes fresh ingredients from the farm that makes it more authentic in its flavour.

### **How Do You Charm Your Customer?**

The targeted audiences for our product are customers who are interested in having authentic Emirati taste in their food consumption. Saman Al Dar is also targeted at women who are either married or single and do the day-to-day cooking in the house. It helps the targeted customers connect with their culture and taste and reminds them of their ancestors. Since our product is only targeted at a specific group of customers, the hyper-target advertising strategy will be used by advertising on different social media platforms that are less expensive and can easily reach the targeted customers rather than mass advertising. The most common social media platforms used in UAE are Facebook, YouTube, Instagram, Snapchat, TikTok, What's app and Twitter.

The platforms are the easiest to reach customers. It is easy and cheap to create an account and share details about the product for advertisements. For Saman Al Dar, we will create an Instagram, Facebook and YouTube page. These platforms will be used to share details about the product, the ingredients and the price. There will also be WhatsApp business accounts created to share details and broadcast messages to different targeted customers about the product. This will help in creating more awareness about Saman AL Dar. Along with this, free

tasters will also be available in Union Coop grocery stores located in different locations in UAE. These grocery stores are used mainly by Emirati consumers to buy their daily groceries and would be the best location to share tasters and details about Saman Al Dar.

### **Pricing**

The pricing of the product will be based on the packaging and size of what the consumer takes. Saman Al Dar will be available in small sachets, packed single cubes, bottles and boxes with many cubes. The price of each will differ and customers can buy it accordingly to their needs. Small Sachets will be priced at Dhs. 1.50 each and cubes will be priced at Dhs. 2.00 each. The price of the bottle will differ according to the size between the price range of Dhs. 10.00 to Dhs 30.00 and the box of cubes will be priced at Dhs. 50.00. The different varieties will make it easier for customers to choose from according to their requirements.

### **Marketing Budget**

Marketing of Saman Al Dar is the most important part of the business plan. To design a detailed brand for the product a cost of approximately Dhs. 580 will be used in designing the logo, banners and other designs that will represent Saman Al Dar. Along with this, a freelancer will be hired to regularly market the product on Instagram, and Facebook, preparing a video to regularly market the product on YouTube. A monthly cost of Dhs. 1500 will be paid to the freelancer for the marketing of the product. Along with this a Dhs. 22.00 will be paid monthly for the Instagram platform to show paid ads to users. There will also be volunteers hired to provide tasters at the Union Coop stores to market the product and a monthly cost of about Dhs. 2000 will be paid for that along with the additional cost of Dhs. 500 to the volunteer per month.

### **Distribution Channels**

Both physical and digital channels will be used to distribute the product to the customers. Saman Al Dar will be available for sale in small local shops in different parts of the Emirates. These will mostly be shops that sell different Emirati food items and ingredients. The product will be directly transported to these shops from the farms after they are packed and sealed properly. Along with this, the digital platform will also be used to pass on more information about the product. The digital platform such as Facebook, Instagram, and TikTok will be used to market the product and provide details about it. It will also mention locations where the product is available. Along with these, tasters will be available in a few Union Coop stores for people to try the flavour of Saman Al Dar. A few products will be stored there as well for distribution in case customers would like to buy them. This will also be used as an effective marketing strategy for the product.

## **HUMAN CAPITAL**

### **Entrepreneurial Team: Required Skills and Competencies**

For our business project, it is very important that the owner and workers have in-depth knowledge about the food industry and the kind of flavours that are available in the market. It is also important to know the Emirati local market of food. It is also important for the owner to have strong links with the local farms in UAE that will help in preparing the ingredients required for Saman Al Dar. The person should also have good communication skills to develop business relations with local food stores that will help in selling the product to potential customers.

The entrepreneurial team will consist of people working for:

- **Finance**

This person will be responsible for setting up the budget that will be required to do marketing, setting up social media platforms, packaging the product, setting up space in local stores to sell the product and other revenue and profit-associated decisions. This person should have a good knowledge of the food industry in UAE.

- **Marketing**

This person will be responsible for marketing the product on different social media platforms as well as in local stores. This person should be knowledgeable about setting up business accounts in Instagram, Facebook as well as preparing videos to market the product on YouTube. The person should be highly creative in coming up with innovative ideas to market Saman Al Dar and keep customers informed about the benefits of the product.

- **Public Relation**

The person responsible for public relations should have good contacts with potential customers in the local market. This will help in selling the product. The person should also have contacts with local stores that will allow selling Saman Al Dar. The person should have knowledge about the kind of flavours that are preferred in the local market. Along with this, the person should have contacts or links with local farms that will help in preparing natural and authentic ingredients for our product.

- **Packaging and selling**

This person is responsible for overseeing the proper packaging of Saman Al Dar. The person should have knowledge about the different types of packaging that can be used along with good quality material used. This person will also be responsible for ensuring the selling of the Saman Al Dar product in different stores. The person will make sure that there is enough product available in stores so that they can be sold to potential customers.

- **Food Safety and Hygiene**

This is very important in the food industry. Since our product will include Saman, it is very important to maintain the hygiene and quality of the product. This person is responsible for overseeing the kind of ingredients used in preparing the product as well as the cleanliness and hygiene conditions in which the product is prepared. Regular checks have to be maintained to ensure that the food is prepared with good and fresh quality ingredients as well as in clean and hygienic conditions.

## **FINANCIAL STUDY**

### **Costs**

#### **Initial Cost**

The most important initial cost of our product is setting up the different flavours required to make the Saman Al Dar. This will include collecting fresh ingredients from the farm and collaborating together to make Saman Al Dar. This will come to approximately 30000 AED. Along with this, there is also an initial cost of packaging the product. This will include the different types of packaging that will be used for Saman Al Dar. To ensure that there is



professional packaging of the product, we will have to link with different manufacturers that will offer a good price. This will come up to approximately 50000 AED for the packaging of the initial set of products. The design and logo of the product and package will also be included in the initial cost. This will be approximately 5000 AED and will be done by a professional skilled in designing logos. Along with this, 15000 AED will be kept separate for any other additional cost that is required. It is expected that the initial cost of setting up the product will be approximately 100000 AED.

### **Costs structure**

In addition to the initial cost, there is also the operational cost involved. This includes getting a UAE-based trading license. The company has to be registered with the municipality and an online application for food product registration has to be completed. It is important to keep aside approximately 6000 AED for the registration of the license. In addition to this, there is also a huge marketing cost involved that includes promoting the product on social media platforms such as YouTube and Facebook. The marketing budget will also include the cost of tasters set up in stores such as Union Coop for customers to try out. This will come up to be approximately 5000 AED. Along with this, there is also a cost that will be paid monthly to different local stores for selling Saman Al Dar. This will be approximately 6000 AED. The total operational cost will come to approximately 17000 AED per month (see **Appendix C**).

### **Revenues**

#### **Revenue Streams**

Saman Al Dar's main revenue stream will be earned through the sale of the packages. This will depend a lot on the marketing of the product as much as possible. There should be awareness and information about the product shared to reach most of the customers. This will increase the sale and revenue of the products. The social media platforms will be used to share information about the sale of Saman Al Dar and the places where they are available. It is expected to have a sale of at least 100000 AED in the first year and at least 200000 AED in the subsequent years. The total revenue expected in the first year of the business will be approximately 100000 AED (see **Appendix C**).

#### **Profit Generation**

It is important to understand the total cost to calculate the net profit. The total cost for the first year including the initial cost comes up to 117000 AED. From the second year, the value of the total cost will reduce to 17000 AED approximately. Along with this, the value of the loan instalment will be added which will be 33333.33 AED for each year until the third year. The net profit will be calculated through the difference between revenue and cost. The net profit value will be 50333.33 AED in the first year and will be 149,666.67 AED in the second year and so on in the following years. The increase in net profit for subsequent will increase due to an increase in the income, which will vary from 20% in the second year to 10% in the fourth year and the cost will remain the same. As the loan will be paid off by the third year, the profit is expected to increase further in the 4th year of the business (see [Appendix C](#)).

### **Fund Raising**

#### **Potential Sources of Funding and Ownership Analysis**

Funding to start the business will be provided by the partners. There will be a total of 3 partners running the business. Each partner is expected to contribute 20000 AED towards the set-up of the business. We will also raise some funding from local business entrepreneurs who are

willing to support the local food industry. Along with this, we also plan to contact Dubai SME to support us with Seed loan service that allows entrepreneurs to start their businesses with interest-free loans as long as the company is able to pay back within 5 years. We aim to take loan of up to 100,000 AED and we will aim to pay it back within 3 years. Share of profit will also be divided equally among each partner (for more details on ownership please see Appendix C).

## **BUSINESS MODEL ILLUSTRATION**

The business model canvas will be used to explain the Saman Al Dar business model:

### ▪ **Customer Profile**

The target audience for Saman Al Dar is customers who want authentic Emirati flavour in their regular food. Saman Al Dar offers customers traditional flavours that add value and taste to Emirati food. It also connects customers to their own traditional tastes and flavour. These buttery and highly soft additions are made by local mothers in suburban regions on local farms. These small packages of SAMAN will have the authentic taste of our local cuisine and a simple drop in food it will transform customers' experience with the food they are having.

### ▪ **Value Proposition Map**

The value map will help in connecting and communicating with customers which will help in aligning sales and marketing efforts around the key values related to our product. It will also help in understanding the customers and developing the product to compete with other familiar products in the market. Saman Al Dar plays a very important role in connecting its customers emotionally to the product. It will do this by adding flavours to food that will remind the customers of the food that was cooked by their ancestors. Saman Al Dar can be easily added to different food items to bring an Emirati cuisine flavour to the food. It will also be available in small sachets that be used while travelling.

### ▪ **Communication Channels**

For Saman Al Dar, we will create an Instagram, Facebook and YouTube page. These platforms will be used to share details about the product, the ingredients and the price. There will also be WhatsApp business accounts created to share details and broadcast messages to different targeted customers about the product. This will help in creating more awareness about Saman AL Dar. Along with this, free tasters will also be available in Union Coop grocery stores located in different locations in UAE. These grocery stores are used mainly by Emirati consumers to buy their daily groceries and would be the best location to share tasters and details about Saman Al Dar.

### ▪ **Distribution Channels**

Salman Al Dar will be available for sale in small local shops in different parts of the Emirates. These will mostly be shops that sell different Emirati food items and ingredients. The product will be directly transported to these shops from the farms after they are packed and sealed properly. Along with this, the digital platform will also be used to pass on more information about the product The digital platform such as Facebook, Instagram, and Tiktok will be used to market the product and provide details about it. It will also mention locations where the product is available. Along with these, tasters will be available in a few Union Coop stores for people to try the flavour of Saman Al Dar.

### ▪ **Key Activities**

The Key activity carried out by Saman Al Dar is to provide authentic taste and flavour of Emirati cuisine. The unique flavour that will be offered by Saman Al Dar will help in creating an emotional connection with the product. It will reconnect customers with their ancestors through the authentic taste that is offered. It can also be easily used in different foods to add flavour to them. It is a sealed pack in different packages and can be easily used by customers wherever they are and reduce the anxiety that is often created while having food in different parts of the world. It also includes fresh ingredients from the farm that makes it more authentic in its flavour.

#### ▪ **Key Resources**

The key resources for Saman Al Dar are the farms that will provide the authentic taste and flavour required to take the product. This is very important in ensuring that the right taste and flavour are used in preparing Saman Al Dar. Along with this, another key resource is the use of social media platforms on a regular basis to share information about Saman Al Dar to potential consumers. This will help in providing regular updates about the product and places where it is available. The local stores where Saman Al Dar will be sold are also a very important resource. Finally, the loan provided by Dubai SME is also an important financial resource in setting up the business.

#### ▪ **Key Partners**

There will be three Key partners in running the business Saman Al Dar. I will be responsible for setting up the budget that will be required to do marketing, setting up social media platforms, packaging the product, setting up space in local stores to sell the product and other revenue and profit-associated decisions. I will also look into getting the loan required for setting up the business from Dubai SME. The second partner will be responsible for marketing the product on different social media platforms as well as in local stores. This person should be knowledgeable about setting up business accounts on Instagram, and Facebook as well as preparing videos to market the product on YouTube. The person should be highly creative in coming up with innovative ideas to market Saman Al Dar and keep customers informed about the benefits of the product. The third partner will be responsible for developing good contacts with potential customers in the local market. This will help in selling the product. The person should also have contacts with local stores that will allow selling Saman Al Dar. The person should have knowledge about the kind of flavours that are preferred in the local market. Along with this, the person should have contacts or links with local farms that will help in preparing natural and authentic ingredients for our product. The third partner is responsible for overseeing the proper packaging of Saman Al Dar as well as the food hygiene and quality. The person should have knowledge about the different types of packaging that can be used along with good quality material used. This person will also be responsible for ensuring the selling of the Saman Al Dar product in different stores.

#### ▪ **Cost Structure**

Marketing of Saman Al Dar is the most important part of the business plan. To design a detailed brand for the product a cost of approximately Dhs. 580 will be used. Along with this, a freelancer will be hired to regularly market the product on Instagram, and Facebook, preparing a video to regularly market the product on Youtube. A monthly cost of Dhs. 1500 will be paid to the freelancer for the marketing of the product. Along with this a Dhs. 22.00 will be paid monthly for the Instagram platform to show paid ads to users. There will also be volunteers hired to provide tasters at the Union Coop stores to market the product and a monthly cost of about Dhs. 2000 will be paid for that along with the additional cost of Dhs. 500 to the volunteer

per month. The total initial cost will come up to approximately 100000 AED. This will include collecting fresh ingredients from the farm and collaborating together to make Saman Al Dar. Along with this, there is also an initial cost of packaging the product. This will include the different types of packaging that will be used for Saman Al Dar. The design and logo of the product and package will also be included in the initial cost. Along with this, 15000 AED will be kept separate for any other additional cost that is required. In addition to the initial cost, there is also the operational cost involved which will come to approximately 17000 AED per month. This includes getting a UAE-based trading license. In addition to this, there is also a huge marketing cost involved that includes promoting the product on social media platforms such as YouTube and Facebook. The marketing budget will also include the cost of tasters set up in stores such as Union Coop for customers to try out.

#### ▪ **Revenue Streams**

Saman Al Dar's main revenue stream will be earned through the sale of the packages. This will depend a lot on the marketing of the product as much as possible. There should be awareness and information about the product shared to reach most of the customers. This will increase the sale and revenue of the products. The social media platforms will be used to share information about the sale of Saman Al Dar and the places where they are available. It is expected to have a sale of at least 3000 AED in the first six months and at least 6000 AED in the next six months. The total revenue expected in the first year of the business will be approximately 54000 AED.

#### **The Entrepreneur's Self-Reflection**

Being an Emirati myself, I was very interested in bringing a product that will give people a unique taste of the Emirati culture and cuisine. There are people who often miss having the traditional taste in their food that was provided by their ancestors. Saman Al Dar will provide a specific kind of taste and flavour that will connect people to their traditions and remind them of their unique taste. I also want to make sure that the product is created with fresh ingredients from the farm that does not include any added preservatives. This makes the product with good quality packaging.

#### **Legal & Ethical Issues and Implications**

It is important to make sure that all laws regarding food products are well reviewed before and followed. It is the duty of the partners to make sure that all legal documents required to start the business are well sorted and approved by the government authorities. It is also important to look into the other aspect of legal issues that include environmental factors. Saman Al Dar is made up of fresh ingredients that do not include the use of preservatives. This will make sure that there is no exploitation of the environment in terms of the laws and regulations of the UAE.

In addition to this, there are ethical issues as well that need to be considered. It is important to maintain the confidentiality of customers. Saman Al Dar aims to develop a good bond with customers so that they can trust the product. We will make sure that there is confidentiality maintained while conducting surveys from customers and we will provide full transparency about the Saman Al Dar and how it's made so that customers feel safe and assured while using our product.

#### **Conclusion**

In conclusion, Saman Al Dar is a very special product that is created to provide consumers with a special taste and flavour that can be added to their day-to-day food items. There will be regular marketing and advertising of the product to create awareness about the product. This



will help in increasing the sales of the product and using different innovative strategies to develop the product. It will take time to bring up sales of the product over the years. It is also important to make sure that all legal requirements to set up the product are well covered. Since the product that we will sell is a food item, it is important to make sure that there are proper approvals taken from the ministry along with regular food quality and hygiene checks.

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