









APB Reloaded was established in September 2017 and is a Private Limited Company. As part of our Applied Business A2 course, we had to plan, organise and set up a business, selling a product or service of our own choice - "Enterprise in practice".

APD Reloaded consists of 9 members who collaborated together to create and run the business. Having discussed a range of business enterprise ideas the team decided to plan and develop a Halloween sweet shop. Our business like other successful businesses had aims and objectives, to make a profit and donate to charity, which helped guide us when developing plans so that our business enterprise would be a success. We established that there were 4 main aims that needed to be achieved in order for the business to succeed.

- Break-even to cover costs
- Profit Maximisation
- Delivering good quality products
- Create and maintain a positive corporate image

In APB Reloaded each member had a distinct role based on his or her skillset and experience. This ensured that our business used each team member's abilities and talents to the full, including their organizational, marketing, sales, finance and communication and Technology skills so that APD Reloaded would maximise sales and have increased profits as a result.

APB Reloaded is made up 9 key Directors:

 <b>Managing Director</b>	-	<b>Ruth</b>
 <b>Marketing Director</b>	-	<b>Maia</b>
 <b>Assistant Marketing Director</b>	-	<b>Amy</b>
 <b>Sales Director</b>	-	<b>Conor Mc</b>
 <b>Finance and Purchasing Director</b>	-	<b>Tom</b>
 <b>Assistant Finance and Purchasing Director</b>	-	<b>Lucy</b>
 <b>Technology and Communication Director</b>	-	<b>Jordan</b>
 <b>Customer Services Director</b>	-	<b>Conor</b>



**WELCOME** to our first

**Halloween Themed Sweet shop event!**

“It’s all in the mix”

Venue: *OLSPCK – H.E Corridor*

Sales: *Monday 23<sup>rd</sup> October,  
Tuesday 24<sup>th</sup> October  
Wednesday 25<sup>th</sup> October  
Thursday 26<sup>th</sup> October*



*Break Time: 11.05 – 11.20*



**will be of a very high quality  
ll be packaged neatly and well protected  
faction and a smiley face upon opening our  
time !**