

Paper: Buisness plan

Style: Harvard

Pages: 8

Word count: 1973

Level: Graduate

Restaurant Business Plan

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Executive Summary

At present around higher than fad healthy eating has become much significant because of largely to the appearance of numerous diseases relevant to poor eating habits of the modern community. The Healthy food does not appears to be fad. As this is from of foods that production system aims to prevent the life of planet and other hand seek to avoid the onset of diseases such as Cancer, Diabetes and other applicable eating habits. In this process of Nutrition fruits, vegetables and legumes are grown-up regardless of the pesticides and irrigated with unprocessed water with fertilizers and chemicals, hence are pleasant to the environment. At present we have experience the growth of Fast food developments and have found that Business such as ours might simply enter this industry and it will be much Innovative and profitable. This paper is based on Business Plan of a Restaurant. The Business Plan will discusses the Vision Statement, main Business ideas, Industry Specifics, Analysis of the Market, Cash Flow Forecasts, Promotion strategy and the expected changes.

Ben's Business Plan

The initial Ben's outlet commence trading as Italian food shop near Covent Garden in year 1991, in site adjacent to Neal Street restaurant lead by Antonio Carluccio. In summer 1999, seeds equity were issued from the group of investors in order to fund the early 3 sites which will join the Food shops and cafe. In year 2005, Ben became listed in AIM Stock Exchange. The brand developed its starting franchise store in country of Dubai in year 2009. Unlike few of the industry competitors, Ben offers diners over full day service. This ability to Trade each day has been a vital factor in achievement of Resturant up to date.

When restaurant developed the inital Ben caffe, its goal was to provide high quality, genuine Italian food at sensible prices. The Ben is also needed to allow informal but outstanding service to customers. The objectives yet remains same as at present. The Ben does best to expand a incredible experience in Happy busy environment and it welcome any feedback, Comments or complaint which the customers might have.

Vision Statement:

Mission: The mission is to be the restaurants specializing in Healthy & Organic food, offering a comprehensive and distinct concept of dietetic Beverages & foods items that achieves expectations of the customers and that will build up a culture of Healthy foods.

Vision: The vision is to be famous in the nations as Best healthy and organic fast food restaurant for Healthy and Delicious Dishes, Beverages, Excellent service and high quality standards which permit us to raise customers and maintain their devotion.

The main objectives of the organization are to provide customers with higher Products Quality, applying every laws and rules relating to Food Handling and promoting Healthy eating customers, creating Hhe enhanced eating habits of consumers, creating value chains with suppliers and developing Balanced menu as per kinds of their customers Some of the economic objectives are to offer products at fair amd competitive price, cvreate Quality jobs, create return of 30 percent higher over the iniitla investment from duration process of 3 months and produce generate profits & Taxdx which might apply (Peter, 1996).

Key Business Concepts:

Currently, the maximum part of pyramid is engaged in Restaurant market through far the fastest food industry, this market section is focusing on the maximum prices of consumption, high sales and improved growth. This can be evidence from the creating of modern stores by Big chains, that arises from the new franchises, and best of every one is that there is extent for appearance of new Business and formats.

Fast food is all that we can be ready and serve in lowest possible time period. In this arrangement this can comprise of Pasta, Pizza, Mexican, Burgers, Oriental and Chicken for example. Mainly due to urban development of cities, where people are demanded to take complete benefit of their time and lower their expense. The Healthy fast food arrives much simply in this industry as they are simple and realistic measures with fresh inputs maintain their nutrients and do not demand a higher amount of Transformation. At present there are high chances of development and proof of this are shifts of Great players such as McDonald's which progress the strategy that has developed 7 new points so far in this year, while the Return of Burger King in the country with 4 points in the year, and 20 that views inaugurated within 4 years, are major measure (Roy, 2007).

Specifics of the Industry

This type of Business requires high level of customers. Its location is important in order to maintain the likely results. The Shopping malls and office buildings are the sites most suitable for the development of Restaurants. Usually it is a self servicing Business, but because of limited products consisting of Drinks, Soups and Desserts. These restaurants requires a much higher Investment instead of those mentioned above, as its surroundings and decoration so demands. The customers of these businesses are people with high stratum with much higher purchasing power, that makes them keen to pay premium prices for good services (Roy, 2007).

The Foods & Beverages should be most cautiously, along with forms of Customers needs. Those restaurants that are specialize in Past foods of country or region in this condition becomes more vital than ambience, music and decor motif typical of similar country or region, with its iconic dishes and drinks along with the Wines.

Market Analysis

With the present Economic situation, mainly due to world wide economic crisis and its impact on the country the sector boosts the items offered and lowered the impact on consumer in light of price. Being one of cheapest method is to assume a price reduction strategy without impacting the Quality or supply of products. At present, the major networks have responded ingeniously segment through offering low Value combos, modern flavors, promotions to generate the customer level loyalty and strengthen brand (Linda, 2008). In UK, around 58 of Fast food consumers acquire among 10 and 14 times a month being lunchtime while most normally with 68%.

Consumption of Fast food:

Hot Dog 37 percent

Pizza 45 percent

Salads 28 percent

Sandwich 29 percent

Quick Sea food 18 percent

Mexican 14 percent

UK Typical fast food 27 percent

Currently, the Restaurant is at opening stage and this reflects few ambiguity as we are a modern idea in fast food market. In this period of life cycle of the Business reflected sales growth slowly as product is recently launched and disclosed in market and hence does not have resources due to poor skills of restaurant (Linda, 2008). This phase reflects the maximum risk and where it have to devote focus and money for the purpose of gaining approval from future consumers.

The targeted customers will also consist from those people that through disease cannot eat at any public or Restaurant that loves to eat well for their health (Diabetic, hypertensive, overweight, Athletes and people that demands to restrict the onset of these diseases). After evaluating the Market research it can be recommended that price of £ 8.5 enters room created by the people and the customers have high bargaining power as they have substitute to choose from diversity of dishes provided.

Promotions

The Promotional strategies objects to express the reflection that must project the Healthy fast food restaurant so that Target customers values the competitive distinction and assess the products and services compared to our competitors.

For the purpose of promoting ourselves in the market, we are required to advertise in familiar Media and other Advertising modes that permits our customers to obtain the information possible of the Benefits and features provided by our service which are amongst others such as Healthy and Balanced in Quiet and cozy (Michael, 2011).

Our business will make specific process and formalities to complete each requirements that must be required under applicable law in city of Bogota, access all the permits and maintaining clearness in the processes for correct operations. In city of London, we consider that as our direct opposition restaurants that considering the profitability of our business plan to enter the market for Healthy Fast Food restaurants with straight home or service (Sharon, 2005).

Amongst direct replacements of products are the Pizza, fast food and Chicken Broiler, Vegetarian Food stores that will beat our competitors and normal Restaurants providing all variety of food and food high in calories and fat that are the mainly crowded (Carol, 2011).

Considering into account the evaluation of Porter's forces might close that the functioning of Healthy fast food restaurant has large possibility of being profitable in this Market segments are unhappy and not much developed and there is the likelihood of Recovering the Investment at shorter period of time.

SWOT Analysis

Strengths	Weaknesses
Market leader in definite items and synthetic sweeteners, natural sweeteners, Development & Research ability	High Geographic Concentration
Opportunities	Threats
Restructuring of Business functions Rising Demand for Starch products of UK Planned agreements	High level of Competition Rising Popularity

Operational Details

The Resturant has undertaken various number of initiatives in order to lower its cost structure. The resturant exits the European, Canadian and Mexican wheat and Sugar Markets. In addition, the resturant implemented a simplified organizational structure consisting of four distinct business divisions for the effective management of its operations. These reformation initiatives must enhance the Resturant's operational competence and result in improved profitability growth.

Management skills

The Restaurant Management is developed into 3 main groups that are Technology, Product Development, and Customer Solutions. The Group also sustains research Partnerships with exterior Rresearch societies. The resturant's powerful Management skills allows it to create inventive results in order to achieve the customers' product needs.

Cash Flow Projections

The Following are the Expected Cash Flows for the next 5 year

Cash Flows	Year-1 (£'000)	Year-2 (£'000)	Year-3 (£'000)	Year-4 (£'000)	Year-5 (£'000)
<u>Cash Inflows</u>					
Turnover	1500	1700	1750	1800	1900
<u>Cash Outflows</u>					
Kitchen Helper	95	105	108	115	120
Chef's Salary	200	220	230	250	270
Manager's Salary	160	165	168	170	175
Waiter's Salary	50	55	58	60	65
Cashier's Salary	75	80	90	95	100
Production Cost	450	475	490	525	550

Total Outflows	1030	1100	1144	1215	1280
Net Cash Flows	470	600	606	585	620

Financial Controls

In order to recognize the strength and weaknesses of Resturant Ratio analysis plays its much vital role. Apart from significance of this technique there are certain restrictions in Ratio analysis. Initially, the Ratio Analysis is executed on basis of Past Financial information offered in the latest financial statements of resturant and hence, the strategic decisions are to be undertaken with higher consideration caution. The second restriction of Ratio analysis is that it is much harder task to evaluate the Financial information of Resturant in industry as there might be the distinction in principles, conventions and methods of Accounting like distinction in Depreciation and Inventory valuation method. Hence, the true and clear cut image of resturant might not be depicted. At last, there are specific Non Financial information of Resturant or Industry that is not taken into consideration while carrying ratio analysis and these non financial information has higher effect on financial performance along with the financial position of Resturant and also impacts on the achievement or failure of Business.

Action Plan

Task	Action	Who is Responsible	When	Anticipated Result
Identify the area				

Discuss and contract on leases				
Completion of Branding and product varieties				
Renegotiate with the Suppliers				
Marketing and PR Staff enrolment Soft launch Launch				

Anticipating Changes

We have carried out a Market segmentation structure or strategic segmentation to assess or identify the Market in that we contend at will call market. This evaluation permits us to define

the applicable Market from the view point of customer considering into account the 3

Dimensions mentioned below:

- Customers Group concerned in the Product
- What product meets our requirements?
- Use of Technology.

Customer group who are to be met?

- Women and Men with age of 6 and higher.
- Economically Active population belonging to strata 3 and higher.
- The individual whose lifestyle or through any limits might not eat at any Restaurant as they are not provided a Healthy menu which meets the dietary needs they require.
- The People which cares regarding their Health through Eating Healthily.
- The People that requires to eat healthy each day.
- The People that wants to lose their weight
- College Students and Athletes

What functions meet needs?

- Caring for our daily health.
- Provide a nutritious and healthy meal in adequate manner.
- Provide suitable prices with product or service offered.

Technology used

- Diversity on menu varied and functioning of Healthy diets, convenience and comfort to develop loyalty among the customers.

- The Quality of Raw material having new produce to develop various meats and dishes.
- Environment friendly and Processes Inputs.

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