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1. Executive Summary

Flower Restaurant is an interesting and new type of restaurant cooking food with flowers as ingredients. The restaurant is also going to provide a brilliant and relaxing atmosphere for people,

The start-up management team will combine expertise manager and the chefs. They need to have at least several years' experience in a restaurant. With the development of the restaurant, we will keep inviting more expert managers.

a. Added Value

- Providing unique food, excellent services and an elegant environment.
- Enhance health, prolong life, cure illnesses and improve physiological functions.
- Making people to learn more about the flora catering which can lead the booming of this industry.
- Promoting local economy and traditional Indian culture based on some beneficial policies from the government.
- Reducing local employment pressure.

b. Keys to Success

- Keep developing new customers.
- Using Customer-Relationship Management to keep customers.
- Through making advertisements to make the marketing of the products and brand.
- Build a first-class marketing channel.
- Employ and Train workers to first-class.
- Establish a first-class learning organization and business culture.
- Establish long-term partnership with suppliers.
- At the mature stage, using expansion strategy and building branch restaurants nationally.

c. Objectives

- 2023: Open the first flora house in Delhi
- 2024: Go on promotion.
- 2025: Keep improving the original restaurant, increasing the sales and net margin.
- 2026-2029: Concrete current scale, start franchising.
- 2026: Become a well-known brand, reaching the target of net margin.
- 2026: Expand the restaurant to other regions.
- 2026: Cooperate with the flower breeding base to invest developing holiday. The resort contains flora catering, flower health care and flower growing.

2. Company Summary

The restaurant is going to develop into a name-brand restaurant with unique food characteristics and establish a leisure resort leading with the flower health care. The restaurant will offer customers with honest care and comfortable enjoyment to make customers enjoy first-class food, service and environment. Flora catering contains various nutrients and trace elements, it has some medicinal and health care functions, it can also enhance the people's physique and prolong people's life. The restaurant will lead the catering trend of the 21st century, bringing the idea of flora health, culture and leisure to the customers.

a. Start-up Summary

The start-up expenses contain rent, facilities, expenses on marketing, sales and promotion, building website, license and so on. The start-up assets include tables, chairs, kitchen facilities, various utensils and computers

Start-up	
Requirements	Unit: INR
Start-up Expenses	
Legal	10,000
Rent	8,000
Facilities	50,000
Marketing, sales and promotion	10,000
License	3,000
Other	50,000
Total Start-up Expenses	131,000
Start-up Assets	
Cash required	
Start-up Inventory	60,000
Other Current Assets	50,000
Long-term Assets	10,000
Total Assets	120,000
Total Requirements	251,000

Start-up Funding	Unit: INR
Start-up Expenses to Fund	131,000
Start-up Assets to Fund	120,000
Total Funding Required	251,000
Assets	
Non-cash Assets from Start-up	0
Cash Requirements from Start-up	120,000
Additional Cash Raised	0
Cash Balance on Starting Date	120,000
Total Assets	120,000
Liabilities and Capital	
Liabilities	
Current Borrowing	0
Long-term Liabilities	50,000
Accounts Payable (Outstanding Bills)	0
Other Current Liabilities (interest-free)	0
Total Liabilities	0
Capital	
Planned Investment	
Parents	100,000
Other	0
Additional Investment Requirement	0
Total Planned Investment	100,000
Start-up Expenses	131, 000
Total Capital	31,000
Total Capital and Liabilities	120,000
Total Funding	251,000

b. Locations

The location of the restaurant will be near to the international exhibition centre in Delhi. The size of the restaurant will be about 150 square meters (Estimation). It has a good environment which is very quiet. It also has a beautiful view of Nani lake. It has a convenient traffic system and it is only ten minutes from the downtown area. Besides, it is next to the wealthiest area and there are many famous entertainment places around there.

c. The form and financing

The restaurant will be limited liability. When it is developed into a certain large scale, it will be switched to share company which can help the restaurant to develop Financing

1. Main source: The owner's money, relatives and friends. The individual person will be regarded as the investor, they may not directly take part in the operation and management of the company, but they will enjoy the stock dividends.
2. Apply patent of the product and develop technology: The restaurant will take

Institute of Food Science and Technology of Delhi University of science and technology as the technical background asking them to help develop products and technologies, then it could apply for loans from the bank.

3. Keeping good reputation, caring about the preferential policies released by the government: good credit and social reputation are valuable for a business. With a good reputation, the restaurant could attract many social investors.

d. Management

Archive

This is the most basic thing. It contains personal profile, quitting time, the reason for leaving, where did they go and what they are doing now. It is very important to record their contact methods and let the managers communicate with them periodically so that they could be used in the future when the restaurant is developing. This can help to decrease HR cost and they could be taken as the HR reserve.

Performance

For the employees who are in charge of ordering food. The restaurant will reward them based on their sales performance and they can get commission on different dishes they sell.

Management Software

At the mature stage, the restaurant will develop a software which is used to manage employees.

Kitchen Cost control

Kitchen is the core of the business and it will decide if the restaurant will succeed or not. It is very important to establish the business stage and create a name-brand business, it needs long term investment, therefore, it needs detailed management regulations and a management team. It has to realize a unified standard, size, and process so that the business can increase efficiency, decrease cost to guarantee the food standard, quality and service speed.

e. Layout

The restaurant will employ the best professional designer. The philosophy of the restaurant is trying to fully use each space and make everywhere exquisite° The temporary plan is:

- A. Kitchen and Pastry (Open up), tea show area, normal areas, VIP rooms. The plan is supposed to be reasonable to guarantee customers 'privacy will not be interrupted.
- B. The main colour will be decided later and by the designers.

f. Internal and external relationship

- Establish long term and stable partnership with the flower growing bases in Delhi. Choose a suitable one to develop as the flora health resort.
- Searching for other restaurants that have similar services and cooperating with them and studying skills from them, if it is possible, we can also purchase local flora products.
- Keep good partnership with the investors.
- Keep expanding social reputation, get the help and support from media, community and public.

g. Risk analysis

Market Development Risk

Currently, people may not know what flora products are and they might not try them, this is a big risk. We have to use marketing, public relations and advertisements to lead consumption ideas.

Competitors Risk

In the process, there will be many competitors or imitators because this is a new industry with brilliant perspectives. Therefore, it is very important to hold on to the core competence, keep making innovations, keeping old customers, building high reputation and influential brands, and increasing the image of the business.

Operation Risk

During the operation, there could be many risks such as supply problems, public activities fail to attain expected effect, lack of capital and so on. Therefore, in order to avoid these risks, we need to make adequate preparations: training employees, establishing learning organizations, and guaranteeing financing. Besides, it is very important to communicate with the customers and partners, strengthen HR management and the business culture building to make the employees have a sense of pride, belonging and independence. We could reduce risks through these ways.

Financing Risk

At the very beginning of running the business, as the money is limited, it is very important to build credit and reputation to try to get capital from different sources.

Skill Risk

During running the business, some core skills could be revealed caused by the employees' outflow. To solve this problem, we will buy related patented skill and assign with employees with confidential clause to reduce the risks of quit of the employees°

3. Product and Service

a. Product

- Flora food: The restaurant will use flowers as ingredients to make various dishes.
- Snack: Snack is a unique characteristic of the restaurant, before or after the meal or when people are discussing issues, we will offer flora deserts to let them feel this characteristic.
- Flora soup: In India, soup is a tradition, Indian people always drink Soup before a meal, therefore, we will push out tasty soup as another characteristic.
- Flora drinks: When we are running the restaurant, except the normal drinks such as beer, beverage, we will also provide new kinds of drinks using flowers such as flower tea, flower alcohol.
- Various sets of Flora food: The restaurant will offer different sets of flora food to our customers, such as a rose set which means all of the dishes, drinks, snacks, and soup are made of rose which is another unique characteristic.

b. Gift box

The colourful effect

The colour effect on the customers cannot be described with figures and words, but we could see the effect in practice.

Fragrance

The fragrance spread out from the flowers can bring some pleased feelings to the customers, therefore, it is helpful in illness recovery and preventing some other illness.

“Happy Family” gift box

On Diwali, we will develop a gift box called “Happy Family” which uses lilies as the ingredients to make snacks and make them into flower shape which means the whole family will get pleasure and happiness. The gift box will also include the blessing note from the restaurant:” Hope your family could be happy on this special occasion.”

DIY (Do it yourself) note will also be included in the gift box on how to make a special fragrant tea (the whole process). The DIY also contains the arrangement and the schedule of the tea ceremony of the restaurant.

“Rose date” gift box

Using rose to make the heart shape snacks and cakes and rose tea. It will also include the blessed note with “Wish all the lovers will be sweet forever”.

“Elixir of love” gift box

Using the chrysanthemum to make the round snacks, the chrysanthemum tea with the blessing note “Hope you could be happy and family could be always together”. It will also include DIY notes with the making process of the chrysanthemum tea.

” Happy everyday” gift box

Everyone likes enjoyment and what they care about the most is that they can relax after busy work. In this case, we will offer them well-made snacks made by chrysanthemum and Ba Bao tea. There also will be some blessings from the restaurant “Please do not forget to take a rest when you work too hard”.

The DIY note will include the whole process of Ba Bao Tea making and the most appropriate time for friends’ enjoyment, we will come up with the main dish” Happy to the most on holidays”.

c. Service

- Flower Resort

After making a certain profit, our restaurant will develop new service: Flora Health Care Resort

- Flower visiting and enjoyment resort

We are going to develop a new agricultural industry which combines plant growing and flower visiting resorts. We will establish a large base, breeding different types of flowers for visiting. This can provide consumers with a funny place to enjoy themselves. At the same time, tourists can enjoy our flora food here and cook the food themselves under instruction. At the same time, this base can also provide raw materials ourselves.

- Enjoyment and Business Conference

Garden area

There will be a place surrounded by flowers which can relax customers' lives. They can also drink tea, coffee and some other flora drinks.

Conference and Restaurant

It will also provide a large and comfortable conference room for business meetings. We will also provide restaurant service.

Flora Spring Bath

The spring flora bath could provide many minerals and elements that can give our skin the best care. Therefore, we could enjoy ourselves in the Spring bath. We will give people specialist instruction.

4. SWOT Analysis



a. Strength

Special flavour

Some flowers have good aroma and tasty when they are used to make dishes.

Health Care

Flowers can be utilised for body care, aesthetic care, reducing internal heat, improving eyesight, regulating nerves and bodily function, according to a famous Indian old medical book. Each flower has a nourishing purpose, and we will introduce unique functions for each dish on the menu; nevertheless, consumers, particularly those with good economic conditions and a high level of knowledge, are beginning to care about food safety and health. Our products might satisfy them.

Cultural Atmosphere

Flora catering has a rich and deep culture and history in India; it adopts a royal and literate culture that represents a high-class level culture.

Furthermore, it is a new unique caterer with special qualities, and the restaurant is headquartered in the deep cultural backdrop city of Delhi, so it is appropriate.

Advantage of Location

We are going to choose a spot in the downtown district of Delhi for the restaurant. The downtown region has many favourable characteristics such as entertainment, culture, leisure, sports, business, finance, and information that come together to build a business cultural circle with an outstanding environment, which might lead to us having a large number of target clients.

Management Advantage

We shall be armed with the most cutting-edge and scientific management concepts. We have a long-term strategic goal. We are going to fine-tune all of the details and promote the Flora catering culture; we are going to create a tremendous splash. We also have our own company culture and management theory, and we intend to form a learning organisation that will evolve with new ideas and continue to create. We will use customer-oriented marketing management and human-cantered HR management.

b. Weakness

- Flora catering services are not yet mature in Delhi; there are no specific consumer groups. These must be carried out. Some people are unaware of its flavour, health care function, and safety. It will take some time for customers to accept it.
- Inadequate capital and scale effect. There is no financial advantage. In recent years, the catering business has grown rapidly. Numerous well-known firms are likewise expanding and ramping up their marketing efforts. It will have a detrimental impact on our restaurant.

c. Opportunity

With the continuous development of India's catering industry, restaurant turnover and employment are increasing. As a result, India's restaurants begin to place greater emphasis on brand melding, focusing on the expansion of business scale through business chain and franchise. Fast food is predominantly Western-style food in India's catering business, while dinner is predominantly Indian food. Western food is steadily expanding, but on a small scale. As income levels rise, customers place greater emphasis not only on taste but also on food diversification, balanced nutrition, health, leisure, dining atmosphere, and cultural connotations. In today's catering sector in India, several companies have begun to focus on product development, moving to the food culture.

d. Threat

Food taste and outstanding service are the foundations of the catering industry, which requires excellent administrative staff, chefs, and waiters. Because Delhi has so many different types of restaurants, they are all competing for talented employees and consumers.

Currently, there aren't as many top-tier chefs and managers in the catering industry, which has resulted in the phenomena of talent snatching.

We are starting from scratch, and our capital is insufficient, therefore it is difficult to gain the advantage of acquiring abilities, which constitute a significant threat to the operation of our firm.

5. Product Position

a. Quality Position

The quality position includes 3 key points: Refined and tasty flora food, elegant and refresh atmosphere, friendly service. There should be three flavours:

1.Flavor made by the chefs

2.Constant innovative flavour which is suitable for all customers.

3.Flavor which is keeping up the fast-changing market, changing according to the business development requirement. It should always keep learning from other businesses and making new dishes.

Based on the new things we learn; we will develop our own characteristics. We will also give our waitress professional training on service to assure the service quality.

Health function: Health, Culture, Enjoyment and Comfortable as at home. It is important not only to focus on the flavour but also care about the health of the customers. Making customers excellent dishes, providing them with beautiful appearance, and healthy food. For the atmosphere, it has to set up traditional and refresh culture, merging the customers into the old fashion and plain. For the service, it should let the customers to feel that they get respect, care and love, and being at home, besides, it should let them to feel that they are satisfied with what they pay for.

b. Price Position

Premium

To provide superior products and services to customers.

Psychological Pricing

is the practice of establishing price-based targeting on various consumers in order to suit their various wants.

Price Based on Reputation

Every buyer considers pursuing the reputation of something. Based on this method, a company could set prices that are greater than similar function products. It will remove psychological obstacles for customers and make them feel trusting and protected; clients will also be satisfied.

6. Marketing Strategy

a. Brand Marketing

When creating diverse brands, it will evoke various emotions in customers.

Managing a firm using modern theories, meeting the needs of customers, and developing a strong reputation through exceptional services (Specialist Catering, 2008).

b. Focusing on the atmosphere

It should concentrate on the restaurant's badge design, theme, decorative style, furnishings, layout, and colourful lighting. The decoration should concentrate on creating ambiance, attempting to generate a unique, appealing, elegant, silent, comfortable, and romantic classic type of atmosphere. Many clients are quickly influenced by the perceptual ambience; they focus not on the flavour but on the atmosphere that makes them feel at ease.

c. Individual, Unique, and Visualized services

With the evolution of people's everyday lives, consumption demand intended to be individual, causing businesses to emphasise people's needs by offering consumers with individual services based on consumption place, time, target, and image of the business. It should aim to construct a restaurant with functions of business, romance, leisure, and enjoyment based on our business position and management direction. Many clients are concerned not only with consuming things, but also with consuming the reputation of the products and reflecting their image as a result of enjoying services (Specialist Catering, 2008).

d. View people's needs such as emotional life and social activities

One of the restaurant's distinguishing features is its concern for people's emotional lives and the establishment of consumption levels for various types of emotional lives. One of the most important things is that the company should do all possible to meet the needs of its clients, such as business conferences, emotional communication, and parties. Consumers want a better atmosphere, fantastic services, good settings, and a variety of culinary options.

e. View customers' needs on knowledge and information

People are getting more concerned with information as society becomes more information-based. Knowledge is becoming increasingly vital for anyone who want to run a successful business. The restaurant could present unique information in order to attract more customers and enhance marketing (Alina Maria Andrei, 2009).

7. Advisement Promotion

a. Advertisement

The characteristics are fast spreading and cover a large scale. Making social non-profit and enterprise cultural advertisements. For the products advertisement, the strategy is to ask famous food specialists to introduce on the TV show, especially on aroma, colour, flavour, and taste.

b. Newspaper and magazine

On the newspapers and famous magazines which people read regularly to advertise the restaurant, publicizing the image of the company, marketing idea and enterprise culture.

c. Publicizing internally

Publicizing at the restaurant to the customers through different types of menus, such as menu special for today, for children, for lovers, for weekend and so on. It is important to make a beautiful and attractive menu to impress them.

d. Mail Advertisement

It will make some publicize brochure, business correspondence, post cards and so on to deliver the customers. It suitable for some special occasion such as developing new products, activities on festivals to attract customers.

e. Activity promotion

1. VIP card

For Chinese people, they value their social identity very much. The VIP card will make them feel that they are so important.

2. Gift

Give the old customers some samples or souvenirs when they have consumed to a certain amount.

3. Display

The restaurant will not only make the customers to enjoy food but also the services, especially to get to know more about the flora health care. We could give them a test and conduct them flora health care based on their different situation; they could make the flora care themselves at home.

4. Discount

Get to know the customers' birthdays, on the festivals and customers' birthdays to give them a large discount.

8. Market Segmentation

Currently, in Delhi, there is a population of Eighteen million people, therefore, there is a large potential market. Flora House has five target groups:

1. **Businessman.** For businessman, this group of people cares about the class-level of the restaurant, when they want to discuss business, they need a quiet place. Flora House could provide them flora food with unique taste, our excellent service and unique environment with special ethnic characteristics is also main factors to attract them.

2. **White collars.** Currently, people are suffering too much stress from various aspects, they need a place to enjoy themselves with their families and friends. Flora House can provide them with a relaxing place to have some fun.

3. **Tourists.** Delhi is a tour city and it is called “Year-Round Spring”, there are thousands of foreign and domestic tourists each year, Flora House presents them with the local food culture to attract them.

College Students. Currently, In Delhi, there is about one hundred thousand university students, for this group people they chase new and interesting things, they always gather together for fun; Flora House could provide them with an interesting feeling.

9. Strategy and Implementation Summary

a. Sales Strategy

Single-target-market Strategy

At the beginning stage, we didn't run the business before and we lack experience, therefore, we will have a low market share. The restaurant will adopt single-target-market strategies, targeting high income customers, pay close attention to the market demand of the leisure catering and business conference, and provide unique products and services.

The strategy at different product lifecycle

Introductory phase: Flora catering market is a totally new market in the food industry, so far, there are no competitors offering this type of service in Delhi, therefore, it will be totally new products and services. There will be low profits and relatively high promotion cost. There could be some potential rivals imitating our products and services, but it will only take up for a short period, in this case, the restaurant will use market-skimming pricing strategy: high price and low promotion cost. There might be few customers, but we will make them better to know our new products and services; through "Word of mouth marketing", establish a firm foundation for the future competitive market.

Increasing phase

During this period, the sales and profits are increasing rapidly. There will be more rivals. We are going to use the following strategies:

Reduce cost

Since we have the advantages of the technical support from the college and cooperate with the flower planting base around Delhi, we could reduce the cost of the raw materials.

Increasing quality of products and services

Gradually increasing products and services, perfecting all the regulations and rules, establishing unique and first-class business culture.

Develop new market

Keep learning experiences and develop target customer groups.

New distribution channel

Franchise to open new branches. Besides, it is important to attract new investments, make effective control, enhance reputation, and learn experiences during operation.

Reduce price

Reducing price to attract those price-sensitive customers. This is very important to take the market share. Develop new products based on the original product range to move towards Penetration Strategy low price and low promotion to attract more customers and loyalty.

Advertisement focus

Contact with social media, develop public relationship propaganda, make promotions and set up the business stage.

Mature Phase

At this stage, sales speed increase will drop in Delhi, supply will surpass demand. If the restaurant is running well, we could become the leader of the market. We are going to use the strategies as below:

Market adjust strategy

- Franchise to expand markets in different regions and establish an excellent logistics system to reduce cost and make a solid foundation for the later phase.
- Compete for competitors' customers, increase new target market, try to switch the potential market into the real customers.

- Encourage customers to frequently use our services and products.
- Invent various new utilities and provide value-added services.

Product adjust strategy

- Recreate our products and services, get rid of the old image and appear with a totally new image. Focus on brand advertisement, join social public activities, winning for the acknowledge and favour.
- Keep running current business and franchise, keep developing the resort area and make some publicity to attract the investors and partners to reach “All Win”. At the same time, gradually opening all the resort areas and parts of the leisure areas to make the whole services merge into all aspects of people’s life.

Decrease phase

- Keep maintaining the brand image, reduce some services and gradually quit from the market. Reduce cost and expenditures while the sales keep dropping.
- Change the operation model and direction. Switching the main business to flower health care and some new services to reduce the negative effect to the minimum.

b. Competitive Strategy

In India, it has fierce competition in the catering industry. Flower houses will use differentiated marketing strategies to make a distinction from other restaurants, building their own unique characteristics to take up more market share without reducing the prices. There are two main aspects:

Target market and differentiated consumption group

There is no such kind of restaurant in Delhi, therefore, it has a large potential market. At the same time, we will make an effort on high income consumers to excavate their demands.

Unique Products and Services

The philosophy is “Details make perfect”. We will keep on finding out the disadvantages of our products and services to make further improvement and develop more products demanded by the market. For our services, with the business culture as the direction, we will refine all the details and consolidate relationship marketing to increase customer loyalty.

c. Integration Strategy

Franchising is an effective way to realize forward integration. The restaurant could franchise the brand, logo, technique and management to other businesses with paying a certain amount of money. They have to face consequences and risks together, and share profits.

Establish and keep unique brand

Franchising is an effective, low-cost brand expansion which is developing very fast. Unique brand is an important intellectual property and invisible estate. It can produce “Brand Effect” to add value to the products. Therefore, we will focus on its design which reflects philosophy, spirit, culture and managing strategy of the business.

Develop the supply chain

It is very important to develop the supply chain, especially on the foundation of the information network.

We will gradually establish and develop our supply chain system. At the very beginning, the raw materials supplying of franchising restaurants will transform from headquarter supplying to the specialist suppliers. Information networks can help the franchising restaurant to introduce customers to each other, they can book materials for each other and share information and promote together. The restaurant will establish its website and make it known to the news media and Internet, delivering the dynamic information of products and services to each other.

The supply chain strategy is to assure the acquisition and transportation of the raw materials, supply of the products and services, and the ways and characteristics of the product delivery and the after sales service. From the perspective of the value chain, it explains what is supposed to do on management, delivery and services.

In order to realize the strategy matching, the restaurant considered the function strategy of every part in the Value Chain and to make sure that these strategies could coordinate with each other well supporting the company's competitive objectives. Besides, the secondary strategies such as purchasing and stock strategy should follow closely to the reaction of the supply chain.

d. Franchise

Control Franchise

The restaurant will control the franchise strictly. Exam and choose the candidates carefully. The franchise must fit our brand position, market target, location requirements and so on. It is impossible for everyone to franchise for the "Scale Effect". The philosophy is to establish a solid foundation. It is also important to enquire about the characteristics of the market and industry, to attain the position that all the new franchises succeed to increase the market share and win the customers. **Spreading Culture**

As the culture is the soul of a business, franchises should also focus on the culture spread. There are three main aspects to spread the culture: Firstly, the comprehension and action of the employees. Secondly, the customer accredited, acceptance, love and spread of the customers. Last but not least, the social attention. The restaurant will use marketing, HR management, public relationship and other methods to spread.

Contract Bind and Inspection

The restaurant will contract with those who would like to franchise according to the law clauses which refers to the franchise right and fee, the product and service control, instruction and training, confidential items and so on. Besides, it is also important to set up inspection regulations which include regular monthly inspection, head office inspection and the annual inspection.

e. Relationship Marketing

Awards and Customer Loyalty

The restaurant will draw up awards rules and establish the customer loyalty archives to the company. It will make rules such as sending out the "Flora House" VIP card, establishing the customer dossiers, offering special service options to make them enjoy extra and noble service and award them. Choose some of the regular customers to make up an opinion consultant team or invite them to act as the spokesman to attract other customers.

Customers' financial benefits

For those loyal customers, we could provide better services with the same price. The restaurant will give concessional benefits to those regular customers.

Customers' social benefits

The restaurant will offer unique and individualized products through inquiring the demands of the customers to establish good relationships with the customers. We will allocate a dedicated staff to contact with the current and potential customers and record their demands and requirement., familiar with the customers' names and hobbies to provide individual services and so on.

Customers Contact

The restaurant will be armed with communication equipment and facilities to strengthen the contact with the customers.

f. Strategic Alliance

Longitudinal alliance

Keep good relationships with the upwards and downwards of the supply chain to maintain long term cooperation. Cooperate with the flower planting base to develop the holiday resort.

Crosswise Alliance

As the entrance conditions are too low in the catering industry, therefore, it is impossible to avoid competence with the development of the flora catering industry, in this case, the restaurant will allow franchisees to expand their business. And if it is necessary, at a certain period, the restaurant can cooperate with its rivals to some extent.

MANAGEMENT SUMMARY

A restaurant manager and a chief chef will make up the management team at first. The manager must have at least five years of experience in restaurant management and is in charge of overall management as well as a few other services, including purchasing, marketing, legal services, and so forth. The management of the kitchen, including the preparation of food, buying of raw materials, etc., will fall under the purview of the chief chef. In addition to them, we will hire three other servants, two additional chefs, and a chef assistant.

With the development of the restaurant, we are going to expand our management team such as employ specialist financial clerk and so on.

10. Personnel Plan

All employees will be under the control of Flower Restaurant. To better serve customers, the restaurant will train exceptional employees, develop their skills, unleash their potential, and strengthen their cohesion.

We'll adopt the principle of employee-cantered management, assigning each person the best task for their skill, knowledge, and interests. In order to fully mobilise employees and increase their zeal, we will take into account the traits and values of each employee. We will do this by using scientific training and motivational management techniques.

The following is the forecast personnel expenditures for the first three years

Personnel Plan			
Unit: RMB	Year 1	Year 2	Year 3
Manager	60,000	60,000	84,000
Chief Chef	48,000	48,000	60,000
Chef 1	42,000	42,000	48,000
Chef 2	42,000	42,000	48,000
Chef helper	24,000	24,000	36,000
Servant 1	36,000	36,000	42,000
Servant 2	36,000	36,000	42,000
Servant 3	36,000	36,000	42,000

11. Basic Management Principle

HR is a kind of strategic resource. The development of human resources is where a company's profits come from. It takes a diverse set of skills to make a career in business stand out from the competition. To better serve the business, the restaurant will train its staff to be excellent, improve their capacities, inspire their potential, and strengthen their coherence.

The restaurant will prioritise its staff. According to their skills, passions, and areas of expertise, it will arrange their suitable position. It is intended to train them using scientific techniques and motivated management techniques while taking into account the traits and values of the employees. Employees can work more productively, creatively, and energetically to improve work efficiency and performance and significantly contribute to the business goal by fully utilising human resources and establishing a business culture.

a. Emotional Management

To understand the true demands and thoughts of its employees on life and other aspects, it must care for them and place emphasis on emotional communication with them. This is primarily used in the beginning stages, when the company is just getting to know its employees, and it will help to strengthen the bond between managers and staff members and lay the groundwork for their participation in the business culture.

b. Employee Participation

Once an employee has been employed by a restaurant for a while, the focus of communication is no longer solely on the emotional side. Instead, the work plan and target are also discussed, and reasonable suggestions are taken into consideration.

c. Talents Developed

In order to strengthen the coherence of the company, develop a learning organisation, and improve the workers' capacity for work. The restaurant will also implement some employee training programmes, including those that focus on professional development and communication skills.

d. Employee Self-management

We will use self-management for those skilled and knowledgeable employees with increased employee participation in management. The restaurant will only give them company and departmental goals to work towards, then let them develop their own plans to get there.

e. Cultural Management

Once the restaurant has been operating for a while, it will develop its own working habits and mannerisms, which can be referred to as the business culture.

12.Mechanism of employee training

We will offer flora products and services to our clients while also giving our staff the best working conditions and environment possible. We will also give our staff members the chance to learn and grow so they can advance their management and professional credentials and realise their full potential.

a. Independent Learning

The purpose of independent learning is to give employees the opportunity to complete challenging tasks and, when they encounter complex issues, to help them resolve them on their own in accordance with the culture-oriented philosophy. This is beneficial for fostering in them the capacity for independent thought and creation. This is also much more impressive.

b. Accompany Learning

This is to set up workers to work under their employers' guidance. To learn how to work, they must be both observed and instructed by the masters. The masters must also be able to respond to their inquiries, allowing them to continuously benefit from one another's knowledge.

c. Open Learning

This is a type of method that can give the workers enough freedom; they can freely select the time, topics, teaching techniques, and other factors.

d. Learning in Activity

The restaurant could occasionally host events to give staff members more opportunities to learn. This is a method that allows people to communicate while unburdened by work. The staff members could really understand our culture.

e. Alternate Learning

Set up employees to take on the roles of customers or leaders, and then ask them to come up with some demands based on their own initial demands. They could gain a better understanding of the corporate culture from this.

f. Mutual Learning

Invite some customers to act with us to get more information from them and make improvement on certain aspects.

13. Mechanism of Allocating Employee

There must be an imbalance between the demand and supply of the company's human resources due to the company's development, the necessity of the changing industry environment, the employee turnover, and various other factors. Therefore, having a reliable employee allocation system is crucial.

a. The method on HR shortage

External Employment: -

When a strategic arrangement requires a large number of employees and internal arrangements are insufficient, external employment must be used. The approach: campus, job market, TV, newspaper, internet, and so forth. It depends on the requirements for the particular position title.

Internal Employment: -

The restaurant will use open competence to provide opportunity to all of the staff members working there for the high position. When a high-level position becomes available, internal hiring is the first option; however, if no one is qualified, external hiring must be used.

Internal promotion: -

When there is vacancy, its best and capable employee will take the place.

Succession: -

When the employee's contract expired, if his performance is good during his work, we could ask him to stay working.

Skill Training: -

Give training on some internal employees to make them to be capable for the vacancy positions in the company.

b. The method on HR redundant

Reduce Placement: -

When employees retire or leave their jobs, leave those positions vacant.

Increase holiday without salary: -

Employees should be given holidays without pay when there is a redundant condition.

Sack: -

When the business is struggling and there is no other option, the restaurant will fire any employees who want to leave and then cut off any low-performing employees.

14. Motivation Mechanism

The goal of a motivation mechanism is to energise employees, inspire their potential, and ensure that the entire system is running smoothly. The Maslow's hierarchy of needs theory states that different people and industries have different effects on motivation. If there is no motivation, a company will not become more competent but will lose many excellent talents. The restaurant will base its employee motivation on the needs theory and take into account each individual's traits.

a. Basic Motivation

A good set of the salary system of a business will increase employees' satisfaction to the salary without increasing business cost.

1. Salary: -

The restaurant will use a timing salary system, with different salary levels determined by technical expertise, professional experience, physical prowess, intelligence, and other factors. The work will be divided into various types, including administrative, technical, business work, and so forth. Different levels will be assigned to each type of work, and the high-level employees will receive higher pay. Employees are paid in accordance with the amount of time they put in at work. In addition, as the business of the company grows and standardised training is implemented, all employees have the potential to earn more money as their specialised skills advance.

2. Pension: -

There are various types of pensions, including those for overtime work, night shifts, business travel, and more. There will be some food pensions that must be chosen based on the actual situation as product prices rise.

3. Bonus: -

The restaurant will also establish a few different types, including Model Employee, Polite Bonus, Most Popular, Work Performance, Attendance, Motivation, Annual, and a few other types.

4. Welfare: -

This includes things like health checks, work meals, uniforms, work injury insurance, work injury benefits, and work injury endowment insurance. Technical workers, management experts, and others who contribute in a special way will receive additional benefits.

5. non-economic salary: -

Holidays.

b. Emotional Motivation

Everyone experiences emotion and wants to be respected, trusted, and understood by others. The restaurant will advise the administrative staff to get to know the staff members, try to understand each employee, and look for everyone's strengths and praise them. Meetings should be held frequently, and staff members should communicate with one another. The administrative team must help employees deal with their emotions, find solutions to their problems, and provide them with wise advice and behaviour.

- Self-value motivation: -

Make employees participate in management tasks, assign them some challenging but important tasks that they must complete on their own or with assistance, and allow them to feel the satisfaction of success and their personal value to the business.

- Expectation motivation: -

Every employee has different goals. The positivism of those who put in a lot of effort and perform well but fall short of their expectations will be abruptly snuffed out. A good way to motivate employees is through personnel changes. For those who perform well, the restaurant will move them to a different position and encourage their enthusiasm.

15. Performance appraisal

This approach will be used in conjunction with incentives to offer fair salary arrangements and position changes. Additionally, it's crucial to let the staff members comprehend their evaluations so they can identify any gaps and improve their positivity and productivity at work.

Appraisal aim is as below.

- Increase employee performance to meet management goals and boost future success and job satisfaction.
- The outcome of the appraisal is to provide feedback, manage rewards, assign positions, and improve work.

16. Appraisal Principle

- Consistency:** The standards and contents of the appraisal should not significantly change over time; at the very least, they should remain constant for a year.
- Objectivity:** To prevent biases and the halo effect, it's critical to reflect the actual situation.
- Equitable:** All employees holding the same positions will be subject to the same unified standards.
- Openness:** The result is supposed to open to the public.

17. Appraisal Content

- Important task:** - The important tasks that complete seasonally, the focus will no more than three and the task allocator will do it.
- Position task:** - Work contents that have been described as in the work position.
- Job attitude:** - This refers to association spirit, positive attitude and so on.

18. Marketing Analysis

a. Industry analysis

Flowers have long been used as food in India. Flora food has become a new trend in recent years, with flowers being used as ingredients to make a variety of foods. In addition, some other countries use flowers as a form of health care. Natural flowers and plants have exploded in popularity in the beverage market in recent years, owing to their high nutritional value, lack of pollution, and widespread consumer acceptance.

As a result, flora food and drinks will have a large potential market; currently, there is no exclusive restaurant serving flora food in India, so it has a large market perspective. Furthermore, there aren't many high-end restaurants with traditional cultural characteristics, so there's a chance be a large potential.

b. PEST analysis



Political

With increased enrolment in recent years, graduates have faced significant pressure to find work; the Indian government encourages self-employment. In recent years, the Indian government has begun to focus on the development of national traditions, and they have made significant efforts to spread and sustain traditional culture. However, flower catering has been a continuous traditional culture since antiquity. Modi's government is now planning policies to double retail sales in order to support and develop the local economy.

Economic

India's economy has grown rapidly and globally in the last two decades. More and more people are becoming wealthy as the market economy and new techniques expand. They have new ideas, a deep knowledge base, new consumption ideas, they are very diligent, they have very strong mental deterioration, they are and have the potential to become the mainstream of international society, and they will be the most important target customers for any business. They value high-quality consumption and are rapidly becoming a driving force in the Indian economy and consumption. However, they are still in the early stages, and consumer awareness must be conducted.

Social

The social cultural environment includes the demographic environment as well as the cultural background. When India's reform and open policy was implemented, Delhi, a city with a rich cultural heritage and year-round spring weather, has drawn a large number of exceptional people with high quality and high income. There would be a potential for floral catering in Delhi, which will be a new type of characteristic in Indian

traditional culture. Modi's culture is multi-cultural, it is quite comprehensive, and people want to eat food with many flavours because of the effect of history and contemporary economic development.

Technological

In addition, flower catering has a long history in India, but it is not yet common. Nonetheless, there are several records and studies on the subject. As a background, they have very good traditional talents. Furthermore, with the development of the economy, there has been a long development on the flower market in recent years, with the development of flora catering techniques, flower oil extraction skills, traffic and storage skills, all of which make flora catering possible and give it a large space to develop.

Financial Plan

19.Funding Requirement and Uses:

The first-round funding will be used to rent the place of the restaurant purchasing, decoration and all kinds of start-up expenses. The start-up funding 500,000 is from family

a. Important Assumptions

Chart: Sales Assumption

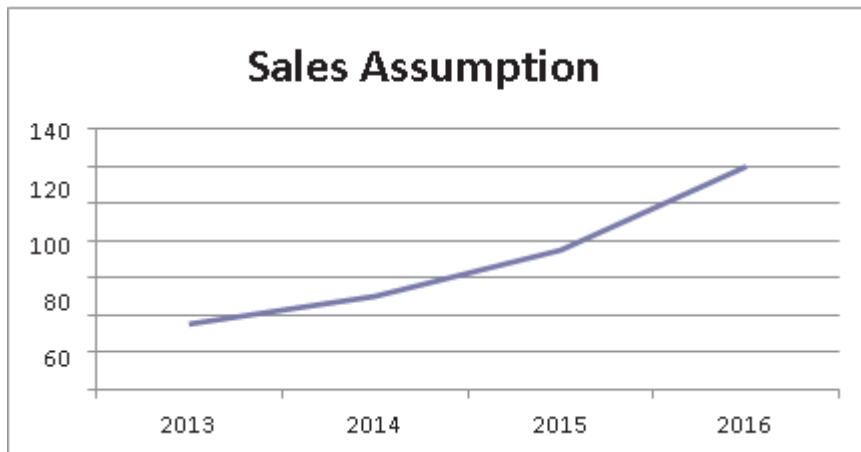
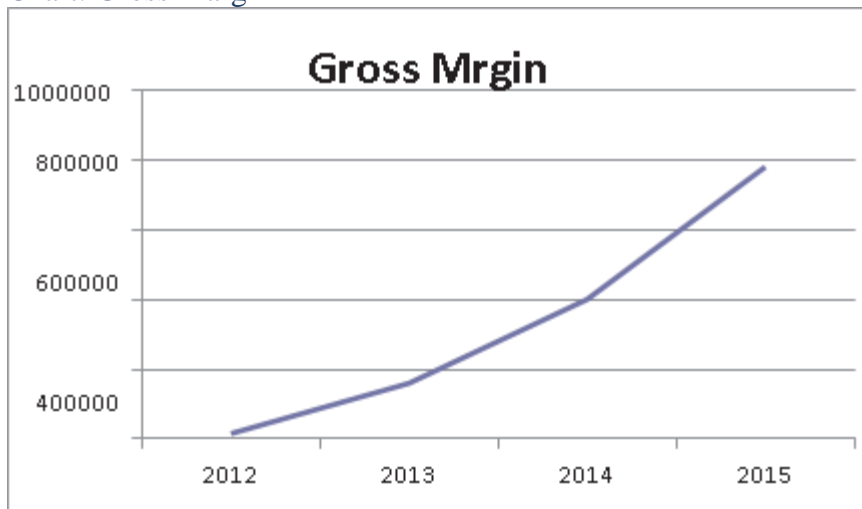
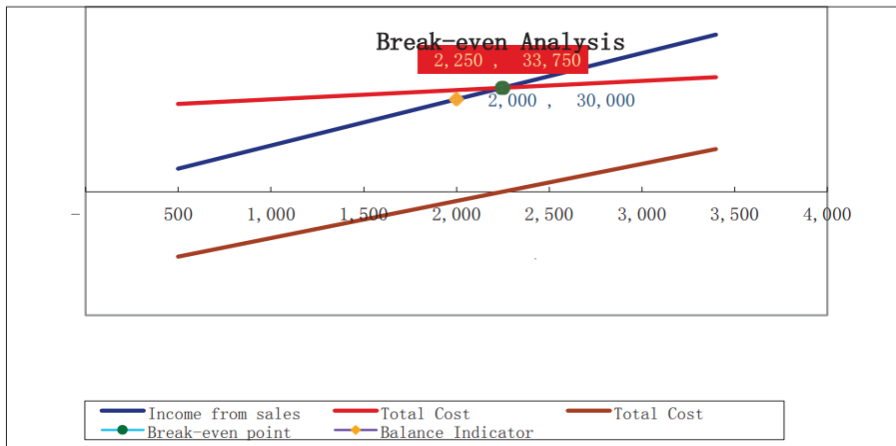


Chart: Gross Margin



b. Break-even Analysis



c. Projected Profit and Loss

	Year 1	Year 2	Year 3
Cash Received			
Cash From Operations	350,817.00	501,769.00	752,418.00
Cash From Sales			
Cash from Receivables			
Subtotal Cash from Operations	350,817.00	501,769.00	752,418.00
Additional Cash Received	102,000.00	250,000.00	400,000.00
Sales Tax received			
New Current Borrowing			
New Other Liabilities			
New Long-term Liabilities			
Sales of Other Current Assets			
Sales of Long-term Assets			
New Investment Received			
Subtotal Cash Received	350,817.00	501,769.00	752,418.00
Expenditures	Year 1	Year 2	Year 3
Expenditures from Operations	271,397.74	390,389.03	500,556.24
Cash Spending			
Bill Payments			
Subtotal Spent on Operations	288,810.33	405,547.37	517,042.58
Additional Cash Spent	58,162.29	237,762.44	384,332.92
Sales Tax	17,412.59	15,158.34	16,486.34
Other Liabilities Principal Repayment			
Purchase other Current Assets			
Purchase Long-term Assets			
Dividends			
Subtotal Cash Spent	43,837.71	12,237.56	384,332.92
Cash Balance	120,168.96	333,984.07	619,708.34

d. Projected Cash

	Year 1	Year 2	Year 3
Sales	350817	501769	754218
Direct Costs			
Other Costs			
Total cost	58873.24	125442.25	225725.40
Gross Margin	274693.42	361225.75	510392.55
Expenses			
Payroll	60,000	60,000	60,000
Sales, Marketing and Others	10,000	10,000	10,000
Deprecation	60,000	60,000	60,000
Rent	8,000	8,000	8,000
Utilities	50,000	50,000	50,000
Office Supplies	30,000	30,000	40,000
Insurance	460,363.13	46,744.78	114,230.74
Payroll Taxes	17250.34	15101.00	16300.05
Total Expenses	259613.47	309845.78	398530.79
Profit Before Interest and Taxes	15110.36	51432.31	111941.70
Interest Expense	0	0	0
Net Profit/Sales	11332.77	38574.23	83956.27

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