**FEASIBILITY REPORT ON A FAST FOOD RESTURANT**

**Business Description:**

To begin with the introduction of business, we would be availing the business opportunity of coming up in a market with a “FAST FOOD RESTURANT”. We would provide quality and hygenic FOOD to our customers to increase customer value so that all our customers may be satisfied.

**Location and Target Market:**

**Location:**

Our FAST FOOD RESTURANT is located at km 43, Agbo malu Badagry Expressway.

**Services:**

In our project, the business we are operating is a FAST FOOD RESTURANT. Our core priority is to deliver our customers with the best customer service as well as with good quality food.

**Target Market:**

During our service, the rate of our target categories are middle class, upper class, upper middle class, because these classes focuses on the hygenic factor which is our speciality.

**SWOT ANALYSIS**

**STRENGTH:**

1. Less competitors in that area.
2. No compromise in food quality.
3. Low cost of production.
4. Easily accessible business location.

**WEAKNESS:**

1. Existence of experiences competitors.
2. New entrance in the market.
3. Less awareness about market.
4. High capital investment

**OPPORTUNITIES:**

1. Wide range of target market.
2. To expand our business range.

**THREATS:**

1. Experience competitors
2. Established competitors
3. Economic stability

**7P’s**

1. **Project:**

To open a FAST FOOD RESTURANT.

1. **Purpose:**

To begin a business that is feasible.

1. **Product**
2. Sandwich
3. Burger
4. French Fries.
5. **Price:**

Capital = #200,000

1. **Place:**

Km 43, Agbo Malu Badagry Expressway.

1. **Professionalism:**

Everyone involved are highly skilled.

1. **Perfectness**

90% perfect.

**FINANCIAL DATA**

|  |  |  |
| --- | --- | --- |
| SANDWICH | 630 | 1000 |
| Burger | 290 | 500 |
| French Fries | 130 | 300 |
| Total Cost | 1050 |  |
| Total Earn |  | 1800 |

**FEASIBILITY REPORT**

**Executive Summery:**

We have prepared a feasibility report of a FAST FOOD RESTURANT on the basis of Badagry. We have mentioned the target market and some of the cost that we have to incur in operating this particular business. It’s a business of a FAST FOOD which is operated by 4 individuals who would be lending their skills and the bank will be Mr Solomon Olatunji. This report also helps us to analyze the external environment.

Your feedback in the end, either critical or substantial will be highly appreciated.

**CONCLUSION**

**The main conclusion of the project:**

1. This business will be a great progress and great success, because we provide hygenic food with best service in a pleasant environment.
2. Our cost is very less and profit will be very good after the deduction of expenses, as shown in the report.
3. In our area there is a less competitors, so we could make a good name of our business in the market by providing tasty and hygenic food with best services in a pleasant environment.