Group Members

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KEY POINTS OF PRESENTATION

- > Selection of Business
- Demand for the Business
- Size of Business Unit
- **Location**
- ► Physical Facilities
- > Selection of staff
- ➤ Office Equipment
- **≥** Conclusion

SELECTION OF BUSINESS

- Zaiqa Restaurant and Fast Food
- Traditional restaurant
- High Profit
- Low requirements
- Low Operating Cost
- Low Risk involvement

VISION

- If the business is meeting its projections in one year than, we will start next unit.
- 3 restaurant in different parts of country like karachi, islamabad and Rawalpindi.

MISSION

- Great tasting food, but have efficient and friendly service
- Choice for all families and singles, young, old , male or female
- Employee welfare

KEY TO SUCCESS

- Selection the right location and layout
- Hiring well experienced staff
- Quality and Hygiene
- Creating the right menu
- Menu pricing
- Knowing the competition

DEMAND FOR THE PRODUCT

- Increase in population of Lahore
- Demand of restaurant increases

MENU

Chicken karahi	550 kg
Chicken qorma	550 kg
Chicken chargha	500 kg
• Mutton karahi	1100 kg
• Beef karahi	600 kg
• Sindhi biryani	700 kg
• Plain chawal	200 full plate
Anda chana	300 full plate
Dall mash	300 full plate
PDall chana	300 full plate

• Aloo qeema	450 full plate
Palak paneer	350 full plate
Kari pacora	230 full plate
Beef kebab	450 kg
• Chicken kebab	500 kg
• Chicken Tikka	150 Rs
• Raho fish	660 kg
• Fried fish fillet	.400kg
Chicken corn soup	480 family pack
Hot and sour soup	480 family pack

SIZE OF BUSINESS UNIT

We have selected a partnership business with 9.9 Million capital in hand.

We have choose medium size business of Food Restaurant. The Restaurant covers the big area including free parking on the main road of Khayaban e Firdousi.

It furnished well and up to the mark according to the demand of customers in market.

LOCATION

- Our business location in Khayaban -e-firdousi near shoaukat khanum hospital lahore.
- The Location we select depends upon on the following Points:
- Community size: Minimum 8 lac people in 5 Km.
- Residence of different societies like Wapda town, Valencia, Punjab, PIA etc.
- Tourist destination
- Easy access to any one.
- Large number of teenagers in the community.

- Foot traffic: In restaurant business pedestrian and food loving people are very important because they raise revenue and profit.
- Proper parking: We have free parking for customers where they park their vehicles and easy access to restaurant.
- Well furnished: Our restaurant is attractive look and eye catching site .Feedback from the people very positive.

OPERATION CRITERIA

- ☐Breakfast -8:00 am to 12:00 noon.
- □Lunch 12:00 to 4:0x0 pm
- □ Dinner 6:00 pm to 11:00 pm
- Home delivery is available on the order of more than Rs.300.

RESTAURANT STAFF

- Manager
- Accountant
- ☐ Cashier
- ☐Legal adviser
- ☐ Chef
- **□**Cook
- **□**Waiter
- ☐Security guards

PHYSICAL FACILITIES

There are a number of facilities in our restaurant such as;



Reception



The kitchen



Buffet



Lounge



Private dining



Toilets

RESTAURANT EQUIPMENT



Machines



Coffee Machine



Dishwasher



Oven



Point of Sale System



Credit Card Machine



www.hospitalitynu.blogspot.com

Microwave Oven

Wooden



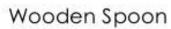
Tables and Chairs



High Chair



Pepper Grinder







Sound and Lights Systems





Speakers



Stereo



Ipod



Lights



Candles



www.hospitaElectric Candles

Linen



Table Cloth



Chair Cover



Table Runner



Napkin

Table Skirting

Glassware



High Ball



Wine



Rocks or Whiskey



Champagne Flute



Martini





Main Fork and Knife

Entrée Fork and Knife

Soup Spoon

Spoon

Spoon Knife

Porcelain/ Chinaware



Metal



Sink



Trolley



Tray



Shelves



Ice Bucket

SAFETY EQUIPMENT



Security Guards



Fire extinguisher



Cut resistance gloves



Kitchen apron



Non slip shoes

ADVERTISEMENT PROGRAM

- ✓ Billboard Advertisement.
- ✓ Distribution of pamphlets.
- ✓ Advertisement on cable channel.
- ✓ Banners and small posters in the sector.

PROJECT COST

Total capital	9.9M
Machinery and equipment	2.75M
Furniture and fixtures	1.925M
Kitchen expenses	2.5M
Staff salary	.25M
Monthly expenses of utilizes	0.063M
Rent	0.15M
Reserve capital	2.262M

Start business	7.638M
Revenue generation in month	2.25M
Costumers per day	Approx 250
Expenses	0.463M
Expected profit 1 month	1.787M
Expected profit in one year	21.444M
Raw material cost	12% increasing

CONCLUSION

- To conclude our presentation, it is stated that this business open on Medium scale and it can give us high profit due to following reasons
- Proper location
- Pedestrian approach
- Traditional restaurant
- Demand of food
- Highly loving people of food in Lahore

Thank you