

## 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
• Dall 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 .

- **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 4:00 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

Machine



Wooden



Sound & Lights



Linen



Glassware



Cutlery



Porcelain



Metal



[www.vasitallu.blogspot.com](http://www.vasitallu.blogspot.com)



# Equipment

## Machines



Coffee Machine



Dishwasher



Oven



Point of Sale System



Credit Card Machine



Microwave Oven

[www.hospitalitynu.blogspot.com](http://www.hospitalitynu.blogspot.com)

# Equipment

## Wooden



Tables and Chairs



High Chair



Pepper Grinder



Wooden Spoon



Chopping Board



Rolling Pin

[www.hospitalitynu.blogspot.com](http://www.hospitalitynu.blogspot.com)

# Equipment

## Sound and Lights Systems



Speakers



Stereo



Ipod



Lights



Candles



Electric Candles

[www.hospitalitybusiness.com](http://www.hospitalitybusiness.com)

# Equipment

## Linen



Table Cloth



Chair Cover



Table Runner



Table Skirting



Napkin

[www.hospitalitynu.blogspot.com](http://www.hospitalitynu.blogspot.com)

# Equipment

## Glassware



High Ball



Rocks or Whiskey



Martini



Wine



Champagne Flute



Brandy or Snifter

[www.hospitalitynu.blogspot.com](http://www.hospitalitynu.blogspot.com)



# Equipment

## Cutlery



Main Fork  
and Knife



Entrée Fork  
and Knife



Soup  
Spoon



Dessert  
Spoon



Tea  
Spoon



Steak  
Knife

# Equipment

## Porcelain/ Chinaware



Cup & Saucer



Plates



Bowls



Jug



Tea Pot



Salt & Pepper  
Shaker

[www.hospitalitychallenges.com](http://www.hospitalitychallenges.com)

# Equipment

## Metal



Sink



Shelves



Tray



Trolley



[www.hospitalityno.blogspot.com](http://www.hospitalityno.blogspot.com)

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

The background is a blue gradient. In the corners, there are white line art designs resembling circuit boards or neural networks, with lines and small circles connecting them.

*Thank you*