**Annexure I: Business Proposal Template**

1. Proposed name of the business

SFC, Thimphu

1. Business ownership and location
   1. Individual Ownership
   2. SFC, swimming pool Roundabout, above Hongkong mkt. Thimphu
2. Business Description (What is your final product/service?)

QSR, with dine –in, takeaway, and delivery selling Fried & Grilled Chicken.

1. Potential Benefits of the business.
   1. Usage of local chicken, local herbs & spices thus minimizing import
   2. Support to local produce and supplier.
   3. Creating the employment opportunists to Bhutanese
   4. Potential to go organic and to go international by creating brands.
   5. Minimizing both imports wastage by sustaining the business.
2. Market interest (market opportunities, target and strategy)

**Opportunities**

* 1. Since Bhutan is globally recognize as carbon negative country thus it’s easier for us to make organic brand and take globally.
  2. Demand for local produce like, poultry, packages, herbs, spices, floor and other raw material will increase their supporting our economy for self-reliance.
  3. Instead of bring the international brands and MNCs we have our own brands with local taste.
  4. Scope for expansion and scale up to other dzongkhag.
  5. Creation of employment opportunists.
  6. Supply of raw material is very consistent as it is locally available.
  7. Our recipe and process are always kept secret, as we have separate store and kitchen.

**Target & Strategies:**

SFC, will be no.1 QSR restaurant in country by next 3 yrs. scaling up the business, opening new outlets in key business areas and Dzongkhag. SFC always has been maintaining the consistency and trade secret though out the period since its inception. Presently we source our raw materials from the competitive suppliers and hence able to market our products at a competitive.

***OUR USP*……SATISFYING YOUR TASTE BUD HUNGER AT YOUR DOOR STEP SAVING YOUR TIME AND MONEY.**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Key Partners**   * Dr. Wang(advisor) * DHI(Mentorship) * Some of the best Restaurant, Fast Food and Coffee Owners * Life line technology for IT * Key Businessman * Publishing Groups * Family & Friends | **Key Activities**   * Marketing * Highlight the quality that are important to customers(images, music, smells, surfaces, chicken & coffee) are based on **WoW**ing the customers * Manage to create sense of brand loyalty * SFC is interested in everything about the customer so we keep following activities: * Chicken * Seasonal products * Complementary products * Extras | **Value Proposition**   * **Value proposition to business:** Any customer segments can satisfy their hunger of their taste buds at their door step saving their time and money. * **Value Proposition to Employees**: SFC hires people with a sense of commitment to the company and skills to perform their work efficiently. What this company is transferring knowledge and passion of employees and partners to every customers in order to improve satisfaction.  |  |  | | --- | --- | |  |  | | | **Customer Relationships**   * SFC Cards * Personal Attention * Fast Service * Kindness * Remembering N Greeting in their anniversary * Customer care website * SMS * Feedback forms * Social media | **Customer Segments**   * Teenagers * School goers * Young Urban Adults * Middle aged to Senior citizens * Tourists * We focus more on young educated high income groups |
| **Key Resources**  Financing, Human Resources, Facilities, Equipment, Accessories & Suppliers | **Channels**  Direct selling, takeaway Home Delivery, Social Media, Journals & Online Ordering and Franchising(future Proposal) |
| **Cost Structure**   * Assets, Raw Materials * buying of lots of packages, Printing and levels * Human Resource, Marketing& Advertisement, * Administration expenses, Selling and distribution expenses | | | **Revenue Structure**   * Product and service Sales * Up sale like, sweets, Indian snacks etc * Sale of Unique value proposition to customer * Sales of waste, kids lounge and conference hall(future proposal) * Sale of franchise(future proposal) | | |

**BUSINESS CANVAS MODEL OF SHYAM’S FRIED CHICKEN**

1. ***Market competition***

Currently Quick Service Restaurant (QSR) in Bhutan is increasing annually. Therteby increasing the market size too. QSR is changing the way customer taste and preprefence and time conscious. With many QSR business sprouting in Bhutan today, competition will become more complex than ever before. We are anticipating that many such business will come up in future.

However there is no organized and systematic QSR like Mac. Donald, KFC, and Domino’s Pizza etc. in Bhutan on operation currently, but we will be facing competition on each category separately. In different vertical we have to compete with different QSR business which are in operation already. We believe that the key to any such competition is to focus on competing in the areas that matter most to our customers and this doesn’t always mean price. Maybe our ideal customer does not value price. But perhaps they would prefer faster delivery and quick service or maybe customer service and Good Taste is the most important part of the QSR experience influencing their taste and buying decision.

Today QSR business in Bhutan being at the very initial stages, everyone is trying and experimenting the best fit model in their own vertical. Similarly our take on market competition will be firstly to have a better understanding of our customer’s needs , so that we can start to compete in the areas they value, and focus to deliver more value by quality product and fast delivery service.  
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1. ***Risks, barriers and mitigation plan***

In any business there has been a risk factors. Hygiene and competition have a major factors. The most common types of Risk for QSR is that it’s a restaurant business and barrier to entry is quite easy and unavaility of Poultry during meat ban Months.

In order to mitigate those risks, SFC, has enough stocks to the entire months and has own secret recipe, separate store and kitchen from common general kitchen. Only owner and his dedicated family member is allowed to excess the recipes by signing the ***NON Disclosure Agreement.*** Neither other staffs are allowed enter the SFC kitchen. Nor they are allowed to excess the recipe or prepare chicken.

1. Best packaging and Branding.
2. ***OUR USP*……SATISFYING YOUR TASTE BUD HUNGER AT YOUR DOOR STEP SAVING YOUR TIME AND MONE**.s the main issue with my product currently and to solve it I am using silver back pouches to block sun rays to increase the shelf life of the product.
3. Technology
4. Trade secret
5. Almost a Decade of operation in market and first mover advantage.
6. ***Number of employees and their role***

|  |  |  |  |
| --- | --- | --- | --- |
|  | Employee | Job description | Numbers |
| 1 | Fryer | Process and Fry | 2 |
| 2 | Indain Cook | Indain sweets and snacks | 1 |
| 3 | Kitchen helper | Asssitng cook and dish wash | 1 |

|  |  |  |
| --- | --- | --- |
| Delivery Boy | Food deliver | 3 |
| counter | Cash, making bevarages, attend gust | 2 |

1. ***Technology used in the business***

eZee Optimus restaurant POS .

Location Tracker for delivery boy

Kitchen Display System for Kitchen KOT

Well brand CCTV System and server

1. ***Financial analysis to include:***
   1. ***Total investment cost (breakdown of how the investment will be utilized also to be shown)***We have invested Nu.1, 500, 000.00 of our own money. With this cost we have revamped our QSR to fit our new business model. We have purchased kitchen equipment, furniture fittings and best ambience and office equipment. Any funding that we may receive will cover for procurement of machinery and equipment to enhance the demand and scale up business.

|  |  |
| --- | --- |
| **Particulars** | **Particulars** |
| Fixed asset | 1,200,000 |
| Working Capital | 300,000 |
| **Total Project Cost** | **1,500,000** |
| less: Equity (Working capital) | 865,000 |
| **Loan Amount** | 635,000 |
|  |  |
| **Working Capital(WC)** | |
| **Particulars** | **Half yearly** |
| Raw material costing | 1,200,000 |
| Human Resource Costing | 250,000 |
| Administration Costing | 180,000 |
| **TOTAL** | **1,630,000** |

* 1. ***The following is a breakdown of how the funds will be used***

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Assets** | |  | | |  | | |  |  |  |
| sl. No | | Assets | | rate | nos of unit | | total |
| 1 | | chiller | | 120,000 | 2 | | 240,000 |
| 2 | | dehydrator | | 245,000 | 1 | | 245,000 |
| 4 | | fryer | | 95,000 | 1 | | 95,000 |
| 5 | | Deep Fridge | | 38,000 | 3 | | 114,000 |
|  | | **total Investment** | |  |  | | **694,000** |

***C .Profit and loss statement for 5 yrs.***

1. Past 2 yrs. Financial Performance.
2. Projections for next 3 years.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **profit and loss account** |  |  |  |  |  |  |
| **Particulars** | **1st year** | **2nd year`** | **3th year(projection)** | **4th year(projection)** | **5th year(projection)** |  |
| **Sales /Revenue(A)** | **3,368,467** | **3,586,074** | **4,915,269** | **5,252,575** | **5,713,543** |  |
| **Minus-Cost** |  |  |  |  |  |  |
| Raw Materials | 1,290,488 | 1,328,586 | 1,867,367 | 1,906,477 | 2,000,758 |  |
| Human resource costing | 646,478 | 661,974 | 720,639 | 785,245. | 810,974 |  |
| Marketing cost | 120,087 | 140,864 | 164,754 | 174,467 | 180,479 |  |
| Depreciation | 85,000 | 85,000 | 85,000 | 85,000 | 85,000 |  |
| Interest On loan | 76,200 | 76,200 | 76,200 | 76,200 | - |  |
| Administration Expenses | 380,000 | 420,870 | 471,786 | 493,479 | 520,468 |  |
| **Total Expenses (B)** | **2,136,166** | **2,713,494** | **3,220,992** | **3,444,386** | **3,876,790** |  |
| **Gross profit (C=A-B)** | **1,232,301** | **872,580** | **1,694,277** | **1,806,189** | **1,836,753** |  |
| less:30% BIT | 369,690.3 | 261,774 | 508,283.1 | 541,856.7 | 551,025.9 |  |
| **Net Profit per Year** | **862,610.7** | **610,806** | **1,185,993.9** | **1,264,332.3** | **1,285,727.1** |  |

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* 1. ***Sales pipeline (this indicates future sale prospects)***

1. Soon new outlet in commercially viable areas of Thimphu and other Dzongkhag
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