

**International Delights
Business Plan**

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Entrepreneurship

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Business Plan

Part I -- Executive Summary

Have you ever been planning a family night out? Don't you hate it when half the family wants to eat Indian food while the other half wants to eat Italian. Well, International Delights solves exactly that problem and more. International Delights plans to serve the most favored dishes from the most common types of cultural cuisine and provide an international dining experience. International Delights aims to have a concrete foundation of consumers locally and eventually expand nationally. Building a consistent and recurring consumer base will take time and innovation. As the business keeps expanding, we will move into e-commerce grocery items related to our meals and branded food items. The founder of International Delights understands the restaurant industry and is dedicated to making it succeed. The variety, convenience, and presentation of cuisine will separate International Delights from the competition. Furthermore, the unique dining experience, filled with excitement, and amazement, will give International Delights a competitive advantage which will propel it to success.

Part II-- Description of Proposed Business

International Delights is a casual restaurant that will serve many varieties of cuisines and provide a global experience. The restaurant will serve Indian, Italian, and Japanese delicacies and offer delivery options to attract a more extensive customer base. Catering will be done for birthdays, parties, or any other celebrations. The environment in the restaurant will be designed as a cultural getaway. It will include specific cultural practices, such as ceremonies or rituals, and have jaw-dropping illustrations to portray the culture.

Most other restaurants specialize in a specific type or kind of cuisine; missing out on the other cuisine opportunities. Also, other restaurants also don't seriously emphasize the cultural aspect of their restaurant enough, they just focus on the food. International delights will be the opposite of most other restaurants. We will provide a cultural experience coupled with authentic food that will feel noteworthy. Immigrants can come here to get a taste of home, and locals can come here for an immersive experience. The concept is simple, but the execution will make it succeed. No other food establishment provides an authentic dining environment that intertwines the customer with the culture of the cuisine. Pamphlets, distinct decor, and music will fully immerse the consumer into the cultural atmosphere. Furthermore, specific service practices and highly trained staff will contribute to the customer experience. Having a restaurant that serves multiple favorites of different cuisines while simultaneously engaging the customer will be destined to succeed.

Part III -- Objectives of the Business

The main goal of this business is to provide a one-of-a-kind experience to the customers through food, culture, and convenience. In our mission and vision statement, we have outlined

our objectives and future vision of International Delights. We vow to pivot our business to accomplish our mission and turn our vision into reality.

Mission Statement: International Delights aims to provide a delicious variety of food and culture so that a customer never leaves unsatisfied. We will utilize aged cooking methods to provide an unforgettable experience.

Vision Statement: International Delights plans to be the name brand of international meals. As our revenue increases, we will increase our options for dining and optimize our restaurant environment. We would transition into Mexican cuisine and Greek specialties to accelerate our growth. Coupled with this growth, we would like to offer an online grocery option so customers could dabble in cooking at home.

Part IV -- Proposed Business Strategies

The main reason someone would go to a restaurant is for the food. To figure out how good the food is, they will read reviews. For a new restaurant like us, it will be necessary to have good reviews. After five months from opening, we would like to have developed great Yelp and Google reviews. We will invite food critics and reviewers to reassure customers that coming to International Delights is worth it. In order to make the food excellent, we will hire chefs with experience and give them the time they need to perfect the food. To increase orders and keep revenue consistent during different hours, we will have a breakfast menu. We would also offer relevant menu items during certain times of the year. During the time of cultural celebrations such as Dashain and Hanami, we would modify our menu to attract new religious customers and boost our sales. Cultural holidays would be a great way to showcase our catering options and connect with the community.

Besides the food, the culture and environment of the restaurant has to be perfect. To get the international feel we would decorate the walls and tables with certain specifics of each culture and have unique pamphlets giving you the history of the food. With a good brand image, we would increase our marketing with social media and hire more employees. Delivery will be introduced with catering and in the short term, we would like to see 25% of our sales come from delivery. Thinking long term, we would implement an online grocery store, expand to more locations and increase our menu items. The online grocery store will serve as an extra revenue stream and a way for us to market our restaurant. Extra revenue from the online store and deliveries will also help fuel our growth. As demand increases over time, expanding to more locations and increasing our menu would be a clear opportunity. Expanding from Iowa City and Coralville we would move into Des Moines and Ames. Both Des Moines and Ames have a high population so there is a clear incentive to be there. Also, increasing our menu would be very beneficial. An increase in the number of meals will encourage old customers to come back and new ones to show up.

Part V -- Products and Services to be Provided

International Delights will offer different types of meals consisting of Indian, Italian, and Japanese food items. We will have an assortment of curries from India with sides of rice,

vegetables, and naan cooked in a clay oven. Cuisine from Italy will include varieties of pasta, pizzas, aged wine, and a plethora of appetizers. Foods from Japan will be variations of sushi, udon, and tonkatsu, all of which will keep their unique tastes. All of the food items listed will be on the menu on the next page. People love foreign food so when they see a restaurant that has three of their favorites, they will flock to it. Indian, Italian, and Japanese cuisine were chosen because they capture a wide audience of consumers. Indian cuisine appeals to a large collective of people and a more energetic array of individuals. Italian cuisine attracts more food enthusiasts and critics. Lastly, Japanese cuisine captivates individuals with copious amounts of wealth and stature. The three initial cuisine types will bring in a mix of individuals so we are able to penetrate the market easily.

The environment of the restaurant will appeal to customers. It will be an escape from the mundane every day and a social place for foreigners to experience home. International music coupled with a lively interior will make people come not just for the food. Competitors will lack variation in meal options and a unique dining experience. All menu items will be available to be ordered online and catering orders will be carried out when called. Supplying nonperishable ingredients, like spices, will be done through wholesalers and fresh produce will be supplied through local vendors. Certain examples of wholesalers are Raj Foods, World Fresh Market, and Sam's Club. Sourcing local farmers for products will be one of our suppliers of vegetables and perishable items. Local produce distribution companies, like Asian Foods, provide products to retailers so they would also be another great source.

International Delights

INDIAN ITALIAN JAPANESE

APPETIZERS

SAMOSAS - 4

TRIANGULAR PASTRIES, STUFFED WITH SPICED POTATOES, PEAS, AND FRESH CORIANDER

PAKORAS 6

YOUR CHOICE OF DEEP-FRIED CHICKEN, ONIONS, VEGETABLES, OR PANEER

KHAMAN DHOKLA - 5

SPONGY CAKE SQUARE MADE WITH CHICKPEA FLOUR, GARNISHED WITH CURRY LEAVES

ARANCINI -- 7

DEEP-FRIED FLUFFY RICE BALLS STUFFED WITH MOZZARELLA, PEAS, AND, BEEF, AND SERVED WITH YOUR CHOICE OF SAUCE

BRUSCHETTA -- 10

THICK SLICES OF GRILLED BREAD LATHERED WITH GARLIC, BASIL, OLIVE OIL, AND TOMATOES

FOCACCIA -- 7

OVEN-BAKED BREAD WITH GARLIC OIL, CRACKED PEPPER, PARMIGIANO, RED SAUCE

TSUKUNE -- 10

TENDER GROUND CHICKEN SKEWERS WITH BITS OF SHISO LEAVES AND SCALLIONS, DRIZZLED WITH SWEET SOY SAUCE.

GYOZA -- 8

JUICY, GOLDEN BROWN, CRISPY JAPANESE POTSTICKERS

TORI NO KARAAGE -- 9

SAKE MARINATED FRIED CHICKEN SERVED WITH YOUR CHOICE OF SAUCE



DRINKS

MANGO LASSI 4

CREAMY SHAKE WITH MANGO AND SPRINKLING OF CARDAMOM.

TAJ MAHL BEER 7

INDIAN STYLE BEER

MASALA CHAI 2

MILKY, SWEET, SPICED-FILLED BLACK TEA

APERITIVO 11

A FIZZY, TANGY ORANGE COCKTAIL

NEGRONI 13

GIN, VERMOUTH ROSSO, CAMPARI, AND GARNISHED WITH ORANGE PEEL.

LIMONCELLO 9

ITALIAN LEMON LIQUEUR MAINLY

NIHONSHU (SAKE) 10

REFRESHING AND SLIGHTLY SWEET

GREEN TEA 3

CAMELLIA SINENSIS LEAF TEA

RAMUNE 4

JAPANESE CARBONATED SOFT DRINKS. FLAVORS OF LEMON-LIME, BLUEBERRY, MELON, LYCHEE, ORANGE, AND PEACH

ENTREES

CHICKEN TIKKA MASALA 9

ROASTED MARINATED CHICKEN CHUNKS IN SPICED CURRY SAUCE, SERVED WITH YOUR CHOICE OF RICE OR NAAN

LAMB VINDALO 13

SAVORY TENDER BRAISED LAMB BITES IN VINDALOO CURRY SERVED WITH YOUR CHOICE OF RICE OR NAAN

PANEER MAKHANI 10

CREAMY BUTTERY COTTAGE CHEESE SERVED WITH YOUR CHOICE OF RICE OR NAAN

BIRYANI 15

A SPICED FLAVORFUL MIX OF RICE AND MEAT SERVED WITH A SIDE OF RAITA

CHOLE BHATURE 9

A COMBINATION OF FLAVORFUL SPICED CHICKPEAS AND INDIAN STYLE FRIED BREAD

TANDOORI CHICKEN 10

ROASTED MASALA MARINATED CHICKEN, COOKED IN A CLAY OVEN

GNOCCHI 10

HANDMADE WITH RICOTTA CHEESE, SAUTEED RAPINI, TOMATO, AND FENNEL CREAM SAUCE

CHICKEN ALFREDO 15

PARMESAN CREAM, MARINATED CHICKEN, HANDMADE FETTUCCINE

TORTELLINI 12

PASTA STUFFED WITH PARMIGIANO REGGIANO CHEESE, EGG, AND NUTMEG, SERVED IN CAPON BROTH.

MARGARITA 15

BUBBLY CRUST, CRUSHED SAN MARZANO TOMATO SAUCE, FRESH MOZZARELLA, AND BASIL

DIABOLO 17

PIZZA LAYERED WITH SPICED PEPPERONI AND YOUR CHOICE OF PICKLED JALAPENO

PROSCIUTTO E FUNGHI 18

TOPPED WITH TOMATO SAUCE, MOZZARELLA, SLICES OF PROSCIUTTO COTTO, AND MUSHROOMS

TONKATSU 15

CHICKEN OR PORK, SLICED, COATED WITH PANKO THEN DEEP-FRIED. SERVED WITH RICE AND SHREDDED CABBAGE

SASHIMI 28

RAW UNTOUCHED FLAVOR FULL FISH SERVED WITH A SIDE OF SOY SAUCE

SHABU-SHABU 25

THINLY SLICED MEAT COOKED BY YOU AND SERVED WITH VEGETABLES AND SAUCES

TEMPURA ROLLS 14

COOKED SUSHI RICE SPREAD, TOPPED WITH YOUR CHOICE OF TEMPURA COOKED FISH, MEAT, OR VEG

NIGIRI 24

A THIN SLICE OF RAW OR COOKED FISH IS LAYERED ATOP A MOUND OF VINEGARY RICE

URAMAKI 21

AVOCADO, CRAB, AND TANGY SAUCE WRAPPED IN SESAME SEED RICE

DESSERTS

MANGO ICE CREAM 3

A REFRESHING DELICIOUS CLASSIC INDIAN ICE CREAM

GUALB JAMUN 5

SWEET SQUISHY DOUBT SOAKED IN SYRUP AND TOPPED WITH GREEN CARDAMOM

RASMALI 6

SOFT PANEER BALLS IMMERSERD IN CHILLED CREAMY MILK AND TOPPED WITH PISTACHIOS

TIRAMISU 5

A LAYERED CAKE WITH DELICATE LADYFINGER COOKIES, ESPRESSO, MASCARPONE CHEESE, AND COCOA POWDER

GELATO 3

YOUR CHOICE OF DARK CHOCOLATE, PISTACHIO, OR RASPBERRY FLAVORED GELATO

CASTELLA 4

A SPONGY SWEETENED CAKE WITH THE FLAVOR OF HONEY

WAGASHI 4

SWEET AND FLAVORFUL WITH A CHEWY TEXTURE. SERVED WITH YOUR CHOICE OF TEA

KOHI ZERI 5

JAPANESE STYLE COFFEE JELLY

CANNOLI

DEEP-FRIED TUBE FILLED WITH SWEETENED RICOTTA CHEESE AND TOPPED WITH CHOCOLATE CHIPS

Part VI -- Management and Ownership of the Business

Name	Title	Responsibilities	Qualifications
Biswash Bhattarai	Owner/Manager	The owner and manager will make significant executive decisions for the company. Examples of some executive decisions are choosing a marketing funnel, outsourcing legal tasks, and hiring future employees. Furthermore, they will oversee and approve all operations by and within the company.	Biswash is the founder and an innovator. He has the determination to make the business succeed and displays qualities of leadership. He has years of experience in the restaurant industry and knows how it's expected to operate.
TBD	Co-Manager	The Co-Manager will assist the manager and make things more efficient. They will be responsible for making beneficial business decisions and confirming that the tiny details are perfect. Sometimes this role might involve clocking in on a day when we're understaffed or leading a staff team on the desired track.	This person needs to be able to multitask and be a leader. We would like a person who has the experience and proved their loyalty to the company.
Shayam Basnet	Executive Chef	Shayam will be in charge of the food that comes out of the kitchen. This entails confirming that plating is up to par and that the specifics are all in order. He will also manage the inventory and help the co-manager order restock.	Shyam has years of experience cooking in a restaurant kitchen. Also, he has knowledge of many different types of cuisines, which will be beneficial for the restaurant. His specialties are in Indian cuisine but his years of experience qualify him as an executive chef of all departments.

Part VII -- Marketing Analysis

International Delights's target markets are travel enthusiasts, immigrants, and food fanatics. We would also market to the millennials and the younger generation because they are more likely to eat out. Travel enthusiasts show an interest in foreign cultures so an international dining experience will appeal to them. Travel enthusiasts could be characterized by their tendency to want to experience new things so a unique restaurant providing that is perfect. Immigrants are a target market due to the fact that they could get a feeling of nostalgia from our cuisine. The meals could remind them of home and just the food could give an indescribable experience. We would describe them as individuals who have moved to and resided in the U.S for more than four years. The children of immigrants would also be a good target market because they would be millennials and still have the knowledge of the foreign culture. Food fanatics love food so they will instinctively go to a new restaurant to try the food. They will leave reviews of their experience which will be very useful for our marketing. Additionally, food fanatics have a reputation or a following on social media so marketing to them would have a compounding effect. Food fanatics could be described as the average joe who revolves his life around food. They will be looking for new foods and might even be amateur cooks at home.

International Delights will attract these customers through its variety of food and dining experience. Competitors won't be able to recreate the wide selection of cuisine. Other restaurants specialize in one single type of cuisine so they miss the opportunity of all the hundreds of cuisines out there. Competitors also don't emphasize the other half of eating at a restaurant, the experience. The environment of the restaurant will be specific sections of a specific cuisine. Each section will represent the type of culture the food was curated in and the amazing history behind it. The experience will be out of this world. We will be selling directly to consumers so our sales force will be our marketing team and our in-house staff. Marketing will initially be done through flyers, TV ads, and local restaurant services. The business will be developing its core customer base locally so when we expand, our customers will be there to support us. In-house staff will also help with marketing through their excellent customer service and their word-of-mouth marketing. As we expand more advertising will be done through social media. Facebook ads, Google ads, and Youtube ads will be used. All three of these ad services, when used right, are excellent at identifying and converting a sale. We will serve our food through brick and mortar establishments and also provide delivery. Delivery will be available through our website, our app, third-party apps, and by calling in. The pricing policy used will be penetration pricing. Initially, we want people to come and try the food, then when they know it is delicious we will incrementally increase the price to pay for expansion and a quality increase.

Part VIII -- Financial Analysis

As a founder, I will be contributing \$50,000 in cash as a starting investment. An estimate of the loan amount needed is \$149,875.70. This includes the first three months of expenses and the initial furniture/supply costs. The majority of the investment will go to building improvements and kitchen equipment. Recurring costs like foods and beverages will also take a sizable

proportion of the funds. When serving customers, we aim to make an 8-15 percent profit margin from each person or group of people. We will aim for this margin by first calculating the cost of each meal produced and base the final price on that. Marking up the price will be according to the cost of each meal and the surrounding competitor's prices. Certain high ticket items that take a lot of labor will be marked up higher, and delivery options will always be more expensive than in-store options.

International Delights
Projected Income Statement
One Month

Revenue:		
Sales	\$36,000.00	
Total Revenue		\$36,000.00
Expenses		
Start Up Loan	\$831.90	
Credit Card for Long Term Asset Purchases	\$1,000.00	
Insurance	\$200.00	
Purchase of Product	\$8,000.00	
Payroll	\$10,000.00	
Payroll Tax	\$2,000.00	
Sales Tax	\$2,160.00	
Rent/Lease	\$8,000.00	
Utilities	\$2,000.00	
Advertising including Website	\$500.00	
Accounting/Legal Fees	\$500.00	
Miscellaneous	\$500.00	
Total Expenses		\$35,691.90
Net Income		\$308.10

International Delights
Balance Sheet
One Month

Assets	
Cash or Cash Equivalents	\$1,000.00
Inventory	\$42,800.00
Prepaid Insurance	\$200.00
Prepaid Rent	\$8,000.00
Prepaid Website Domain	\$18.99
Total Assets	\$52,018.99
Liabilities	
Accts. Pay -- Payroll	\$10,000.00
Accts. Pay -- Payroll Tax	\$2,000.00
Accts. Pay -- Sales Tax	\$2,160.00
Accts. Pay -- Utilities	\$2,000.00
Total Liabilities	\$16,160.00
Owner's Equity	
<i>Biswash's Bhattarai, Capital</i>	\$35,858.99
Total Liabilities and Owner's Equity	\$52,018.99

International Delights
Statement of Cash Flows
One Month

Cash flows from operating activities			
Cash receipts from:			
Sales	\$36,000.00		
Total cash receipts		\$36,000.00	
Cash payments for:			
Advertising	\$481.01		
Inventory purchases	\$8,000.00		
Insurance	\$200.00		
Payroll	\$8,000.00		
Payroll Tax	\$2,000.00		
Rent	\$8,000.00		
Sales Tax	\$2,160.00		
Utilities	\$2,000.00		
Website Domain	\$18.99		
Total cash payments		\$30,860.00	
Net cash provided by operating activities			\$5,140.00
Cash Flows from investing activities:			
Purchase of equipment		\$17,400.00	
Purchase of furnishings		\$17,400.00	
Net cash used by investing activities			\$34,800.00
Cash balance, end of first month			-\$29,660.00

Part IX -- Supporting Documentation

Flyer for Marketing-



Businesses Cards-



"How much does it cost to open a restaurant ?" Sage,

[www.sage.com/en-us/accounting-software/startup-costs/restaurant/ #:~:text=The%20average%20 restaurant%20startup%20 cost,make%20your%20 dream%20a%0eality](http://www.sage.com/en-us/accounting-software/startup-costs/restaurant/#:~:text=The%20average%20restaurant%20startup%20cost,make%20your%20dream%20a%0eality).

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