

Part I

Business Summary

1 Background Information

Barcelona has a population of 1,615,448 in urban area in 2011, with 90,543 foreigners. Among all the 61,720 Asian immigrants, Chinese make up for 26%. The annual income for people in the urban area is 12,031 per person. [1] Last year, 7,571,766 tourists have visited Barcelona. There are more than 5,800 registered restaurants in Barcelona, 80 of which serve Chinese food. Only one sells hotpot. [2]



Figure 1: Barcelona

Thus, HH Hotpot has distinctive advantages and strong competitiveness.

2 Business Ownership

HH Hotpot has is a restaurant managed by two partners. One manages the business inside the restaurant, while the other expands its business outside. HH Hotpot is funded by these two partners with their own savings and a 3-year loan from Bank of La Caixa.

3 Start-up Summary

HH Hotpot aims to position itself as a foreign restaurant for locals and a home-made one for Chinese customers. Serving Sichuan hotpot and famous Chinese desserts like Chinese pizza, spring rolls, dumplings, etc. HH intends to set its food price relatively higher to guarantee the food quality and profits for roughly 25 per person.[3] HH posits itself as a unique, impressing, high standard restaurant. HH has already reached an agreement with Sunrise Travel

Agency, Rainbow Travel Agency and Eastern Travel Agency from China to provide food for their tourists. HH plans to publish advertisement on city maps, distribute brochures to hotels and register on several important websites. Its financial requirements are as follow.

Table 1: Start-up Requirements

Start-up Expense	Start-up Assets
Legal registration 2,000	Cash 100,000
Restaurant decoration 3,000	Long-term assets 100,000
Facilities 9,000	-
Promotion 1,000	-
Total expense 15,000	Total assets 200,000

References

- [1] Albert Einstein. Zur Elektrodynamik bewegter Körper. (German) [On the electrodynamics of moving bodies]. *Annalen der Physik*, Vol. 322, No. 10, pp. 891–921, 1905.
- [2] Michel Goossens, Frank Mittelbach, and Alexander Samarin. *The L^AT_EX Companion*. Addison-Wesley, Reading, Massachusetts, 1993.
- [3] Donald Knuth. Knuth: Computers and typesetting.