



EVS' EATERY

BUSINESS PROPOSAL (NON-CONFIDENTIAL)

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UNIVERSITY OF SALFORD BUSINESS MANAGEMENT ASSIGNMENT 2

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Executive summary

This proposal is a written declaration of intent to start a new business. This written document allows me to express my thoughts on the projects I've undertaken. Any type of planning, in any area of life, assists in critically evaluating the goal to determine if it is attainable. It assists me in making decisions and allows me to create a timetable by predicting when and how I will achieve my goal. The sections that follow provide an overview of the new business endeavour known as EV's Eatery, which is a fast-food restaurant located in the centre of Manchester.

Business Overview

Ev's Eatery is located in the heart of Manchester on Oxford Road. It is an upcoming 'Joint' where individuals, couples, friends, and families can come and enjoy the fast-food that is on offer. The main audience which this aims to target is the younger generation (ages 10-30) or more commonly known as the millennials but is not limited to them.

Products served

EV's eatery will dedicate its ability to create a menu full of burgers, rice boxes, sandwiches, hot and cold drinks and much more.

Customer Focus

EV's eatery hopes to serve the whole Manchester population as well as adjacent towns, although residents will be the primary customers. We used an 8-mile radius that contained three universities, 12 high schools, six colleges, housing estates, city apartments, and a big number of enterprises in the region where employees commute.

Customer findings:

- University of Manchester 40,250
- Salford University 21,200
- Manchester metropolitan 32,000
- Employees of local businesses (which travel from out of Manchester) 221,000
- Local inhabitants 350,000

This totals an approximate value of 660,000 individuals who the business can attract during its opening hours of 10am-10pm.

Further findings include:

- Average salary £38.1k (including commuters)
- Average age 36.5 years
- Employed = 72.7% of population
- Self-employed 164,000

Management team

EV's eatery will be ran by Mr Aslam Patel who is also the owner of the business. As the business starts Mr Aslam Patel will remain the manager however once a running operation is set up, Mr Aslam aims to pass on management duties to another individual. Aslam has worked in a two restaurant which served similar foods. He has also had training on usage of all restaurant appliances including an industrial grill followed by completed course in health and safety. As he is a 'foodie' he has tried and tested a lot of cuisines and aims to combine the best of all of them in his venture. He has also managed a competitive gaming server in which he organises and analyses members gameplays and provides feedback and elects certain candidates to compete in live events.

Success Factors

There is already a wealth of fast-food chains around Manchester including the location of where we are setting up, however a lot of them do not cater for all requirements that individuals have, for example, being halal. Another requirement many people now have is vegan options. We aim to cater for as many as we can whilst staying in budget.

The place we have chosen can be regarded as one of the busiest pedestrian points in Manchester with a wealth of bus routes, taxi stops and free short time parking.

The staff that have been employed are hardworking and eager to make a difference.

The operations are coordinated and fine-tuned to provide higher value to customers, with complete worker input, they are documented, measured, and managed. They are also described so that individuals are aware of their roles in producing value which includes encouragement to create creativity within the business.

Financial Highlights

We require a loan of £266,000. The initial investment for this business will be £416,000 with the utilisation of the owners' personal funds of £150,000. The ground floor and basement of the property will be the only thing that is owned by the business with the cost of £156,000 , along with access to the back street area which the bins/rubbish will reside.

The interior is up to standard with health and safety therefore only design and aesthetics needs to be worked on costing around £5000 which will take 60 days to complete to final design. This will be outsourced to a designing company who will take all of the £17,000 but will provide all lighting, tiles, flooring, paint etc.

The remaining £23,000 will be utilised on all kitchen appliances with the bulk of it going into investing into a second-hand industrial grill costing £9000 which will be used for all meat-based meals. The kitchen will also have a small section for all plant-based/vegan meals.

The remaining £14,000 will be spent on initial bulk stock of items e.g., condiments, takeout boxes, plastic cutlery, breads, meats etc.

1.0 Business details

This part aims to outline specifically what the business will do and how it will offer value to its stakeholders.

Name:	EV's eatery
Type of Business:	Fast Food Restaurant/café
Registered Address:	*Number* Oxford Rd Manchester Greater Manchester United Kingdom
Owner:	Mr Aslam Patel
Description:	This is a concept for a fast-casual restaurant that will open on Manchester's Oxford Road. Anyone seeking for a fast bite at a lower cost than a sit-down meal. The organisation will offer a wide range of services to a multicultural target market. It will have tables and services for both families and individuals. Burgers, appetisers, and wraps will be among the menu's most popular items. The design of the restaurant will emphasise a friendly atmosphere.
Mission statement:	"In a home-like setting, we produce and serve high-quality, uncomplicated meals at a fantastic value."
Aims:	To establish a regular and loyal client base, as well as to guarantee that consumers are satisfied with the amount paid.
Objectives:	Manage client relations well to provide a great customer experience and, eventually, to develop the firm into a franchise.
Legal form :	A solo trader will be the owner of the company. All company decisions and control will be in the hands of the owners alone (for now). According to government regulations, the proprietor will be considered self-employed. As a result, all profits and spending must be tracked and reported to HMRC. The self-assessment must be performed honestly, taking into account all relevant criteria, and submitted to HMRC for evaluation, including the yearly assessment.
Accountants:	John doe 1 John Street, Manchester, United Kingdom

2.0 Industry and Market analysis

2.1 Global Industry

The global food industry has changed and developed through the years to match customer demands and consumer behaviour. As a result, fast food has grown in popularity in both developed and developing countries, where it is mostly recognised for its convenience and flavour. Furthermore, global suppliers have efficiently reached out to new customers through product innovations, quick global development, and refinements to the dining experience. By 2027, the global fast-food market is anticipated to be worth \$ 884.56 billion.

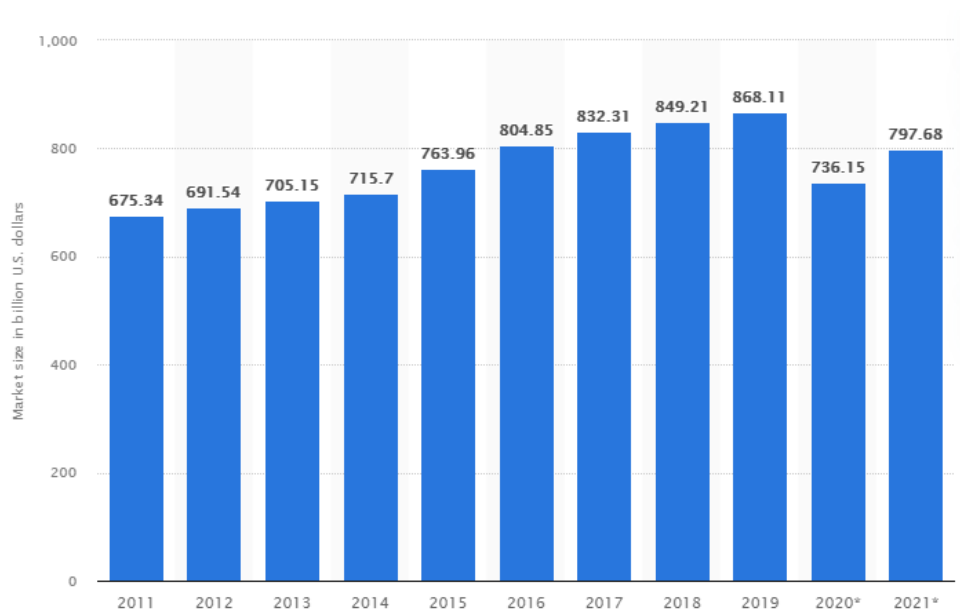


Figure 1 Global market Size from 2011-2021

The market has been steadily increasing from 2011 through 2021, with a tiny dip beginning in 2020. Figure 1 suggests that covid had an influence on the market size of fast-food outlets because 2020 is considered the covid year. With the market size growing, the growth from 2020 to 2021 indicates that it is beginning to make a comeback.

2.2 UK industry

Fast-food consumption in the United Kingdom is the highest in the world. The country is known for its different cultural tastes, which have a big impact on the fast-food industry's global success.

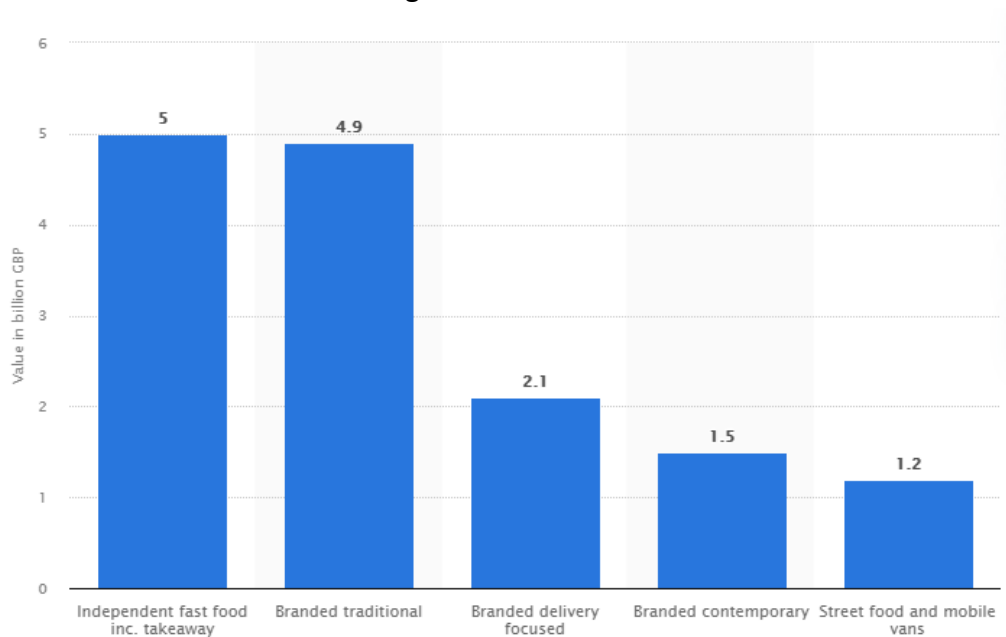


Figure 2 UK Fast Food Industry Value for 2019

Figure 2 illustrates that individually operated fast-food takeaways have a larger value than combined branded national takeaways like McDonalds, KFC, and others. Despite the fact that these huge franchises are many, this shows that there is plenty of potential for a new firm to fill a vacuum in the market.

With an average annual spending of £69.5 billion in the fast-food sector, the UK is forecasting a revenue for all fast-food businesses of more than £30 billion in 2022, the highest it has ever been since records began.

2.3 Manchester Industry

Barclays released a new study in October 2019 that detailed client spending throughout the country. Between July 2016 and June 2019, Barclays looked at the eating habits and spending habits of over 8 million clients. According to the data, sales growth in restaurants and takeaways in the north exceeded growth in the south by a wide margin. On closer inspection, inhabitants of Manchester spend significantly more money on fast food than residents of London (28 per cent of total spend versus 16 per cent)

The increasing influx of capital into this sector, particularly in Manchester, is appropriate for a company of this calibre to establish itself here. It would not only help to meet the increased demand for fast food, but it will also make the competition less fierce.

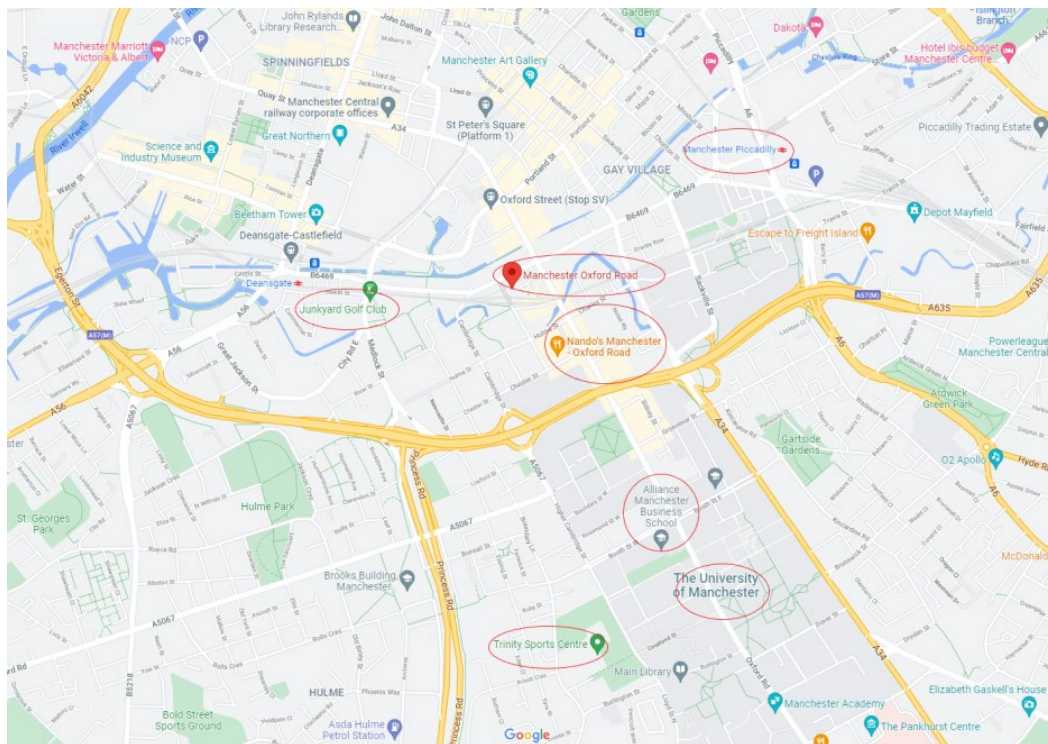


Figure 3 Map of Local Institutes

Looking at the map, the following large organizations/institutions are just within a 3-mile radius:

- Manchester University's Business School
- Manchester Metropolitan University
- Junkyard Golf Club
- Trinity Sports Centre
- Three railroad stops
- Several parks
- 3 libraries
- Over 100 businesses

Our goal is to target all of the above-mentioned people, but it is not restricted to that.

2.4 Demographic Overview

The restaurant industry remains competitive due to its close proximity to one another. Furthermore, depending on the level of services and amenities given, their fees range from cheap to high. As a result, choosing which restaurant to attend presents major challenges to customers.

There is a lot of competition in the area where our takeaway restaurant is located. When we decided on this, we realised that a little healthy rivalry may help us grow, stay on top of industry trends, and extend our company. However, operating a restaurant in a neighbourhood where there are already a number of similar eateries might be difficult. As a result, we felt it was critical to undertake some research to see where a market gap for our type of food or service exists. We discovered that our restaurant's USP was bringing food from all over the world under one roof, which could be devoured by practically everyone.

Because our restaurant caters mostly to the younger age, this location should be very profitable, as there are several youth hotspots nearby, such as universities, sports clubs, and colleges, as indicated in the previous sections.

Having a parking lot adjacent to our restaurant will help us to attract out-of-town visitors. This functionality will be particularly useful for businesses that cater to older, higher-income households. The following are the features of our 2-hour short-stay parking lot.

- Employee parking spots
- If there are adequate places, vans and trucks will be able to transport merchandise.
- A place where delivery can be received.
- There are at least two bicycle parking spots available.

2.5 Community Competition

With huge franchises like McDonalds, KFC, and Subway, as well as a number of individually managed businesses like archies, Popolinos, and others, EV's cafe will have a lot of competition. However, because each of them specialises in a certain cuisine, such as KFC's friend chicken, there is a demand for a company that can provide all of this under one roof using organic products.

With more and more public commercials promoting the consumption of healthy and organic goods, now is the ideal time to enter the market. Too much sugar consumption, according to an annual survey, is a primary cause of tooth damage and obesity. While sugar intake is still high, it has been slowly falling in both children and adults since 2008. (2021).

While it's unclear to say why this is happening, we do know that low-carb diets have been increasingly popular in recent years, with many of them pushing the consumption of higher-fat meals over ones heavy in wholegrain, starchy carbohydrate.

There are several prominent fast-food establishments within a 3-mile radius that do not match our standards which are listed below.

- McDonald's | Vegan alternatives are limited, the food is unhealthy, the prices are moderate, and the food is not halal or kosher.
- KFC | No vegan alternatives, only fried chicken, unhealthy, cheap, halal, but not kosher

- Subway | A variety of nutritious and unhealthy selections, none of which are halal or kosher, are fairly priced.
- Nando's | Halal and non-halal alternatives, no kosher, expensive, non-organic
- Archies | No healthy options, halal, no kosher, slightly high in price., non-organic

Above mentioned are only a few of many fast-food restaurants which are based in the local area from us. After analysis of the 5 busiest we can determine that there is need for a healthy, organic, diverse, halal and kosher fast-food restaurant in this area.

2.6 Our customers

Our main goal is to open a fast-paced fast-food restaurant that will provide cuisines from all over the world, including those found in the big chains. Not only will we develop healthier and less healthy alternatives, but we will also include organic and local products on our menus.

We will aim to compete with the 5 major chains in terms of EV's being, Halal, organic, reasonable pricing, healthy options. This ultimately is a coexistence of all requirements from the 5 major chains under one roof. We will not pursue kosher certification because the demand for kosher food is not large in this region; nonetheless, Halal food will be the primary goal.

We are certain that we will be able to bring together this variety under one roof for all of our consumers due to the large number of commuters for work and education.

For customers who are/like:

- Young
- Individuals who are on the move
- Organic food
- Variation of cuisines
- Families
- Students
- Employees

3.0 Customer and value proposition

3.1 Customer Segmentation

Customer	Benefits	Value proposition	Critical success Factors
Employees of local area	<ul style="list-style-type: none"> - Affordable - High quality - Healthy - Delivery options - Halal 	<ul style="list-style-type: none"> - Variation of foods - Employees are able to dine-in and discuss work relations 	<ul style="list-style-type: none"> - Allows customers to choose any type of food they are wanting on that certain day - build a customer base by close relations - provide loyalty cards - employee discounts with certain businesses
Residents of local area	<ul style="list-style-type: none"> - Affordable - High quality - Healthy - Delivery options - Halal 	<ul style="list-style-type: none"> - Variation of foods - Families can get together - Large seating for dine-in 	<ul style="list-style-type: none"> - Allows customers to choose any type of food they are wanting on that certain day - build a customer base by close relations - provide loyalty cards - large accessible seating options
Students of local area	<ul style="list-style-type: none"> - Affordable - High quality - Healthy - Delivery options - Halal 	<ul style="list-style-type: none"> - Students have workspace - More streams to socialise - Friendly environment 	<ul style="list-style-type: none"> - Allows customers to choose any type of food they are wanting on that certain day - build a customer base by close relations - provide loyalty cards - low/discounted delivery fees - student discount
Commuters	<ul style="list-style-type: none"> - Accessible public transport - Quick - Dine-in - Halal 	<ul style="list-style-type: none"> - Variation of foods - Onsite parking 	<ul style="list-style-type: none"> - Allows customers to choose any type of food they are wanting on that certain day - build a customer base by close relations - discounted prices for large orders - large accessible seating options
Delivery service customers	<ul style="list-style-type: none"> - Pay online - No human contact - Halal 	<ul style="list-style-type: none"> - Customer will not have to commute 	<ul style="list-style-type: none"> - Allows customers to choose any type of food they are wanting on that certain day - discounted prices for large orders - speed of delivery

3.2 Competition in Local Market

The restaurant industry remains competitive due to its close proximity to one another. Furthermore, depending on the level of services and amenities given, their fees range from cheap to high. As a result, choosing which restaurant to attend presents major challenges to customers.

Convenience stores, grocery stores, delis, clubs, and other meal-serving facilities all compete aggressively with the company. On the other hand, home cooking continues to represent a serious challenge to the industry.

3.3 Barriers to entry

The most important barrier to entry in the restaurant industry is the initial investment expenditure. Restaurants require cutting-edge technology, creative services, and aggressive marketing. However, some marketing approaches, such as utilising the social media platforms at our disposal, may help to reduce early costs.

3.4 New Entrants threats

Modernisation and new methods of doing things are offered by new entrants in the restaurant industry, placing pressure on young firms like ours. They do this to lower prices, eliminate costs, and provide clients with fresh value propositions in order to keep its competitive advantage.

To be competitive in this industry, we must continue to innovate. With all of the important success criteria in place, we can create a brand that is aware of all clients wants as well as what other restaurants are doing to address similar difficulties.

3.5 Bargaining power of suppliers

Almost all companies/businesses in our industry acquire all of their materials/ingredients in bulk from wholesale vendors.

As a result, all businesses may try to keep their expenses as low as possible. Increased supplier bargaining power has a negative impact on restaurant success in general. To address this, we will:

- establish a cost-effective supply chain with many providers.
- Generating devoted suppliers who rely on the company for their business.
- experimenting with product that uses a variety of resources.
- transitioning to a new material if prices rise.

3.6 Threats of substitute products

When a new product or service meets similar customer needs in different ways, industry profitability suffers. To address this, we will:

- make switching less expensive for customers.
- focusing on the customer's basic need rather than the goods being purchased.
- focusing on service rather than merely providing meals

3.7 Unique selling points

This might be any aspect that encourages buyers to buy. This is critical because without a USP, a company will not stand out among its competition.

To tackle this, we will:

- free appetizer on orders above £25.00
- loyalty bonuses
- student discounts of 10%
- Halal quality foods

4.0 Marketing Strategy

We will require an efficient marketing plan in order to sell our products/services. The major goal is to have as many marketing channels as possible to promote our company to as many people as feasible.

4.1 Price Strategy

The key pricing approach adopted is to ultimately compete with the rivals we have identified, so all of our competitors' consumer bases will not be concerned about price while visiting EV's eatery. This is the case at the beginning of the venture however this can easily be amended to be balanced in accordance with sales costs and other factors.

4.2 Sales Strategy

Ev's eatery will combine multiple distributions of sales to maximise consumers. The main technique will simply be for the consumer to enter the café and opt to eat in or take their food out with them. This will allow for customers to visit the premises and take a look at the open kitchen, meet other customers, and socialise even when waiting for their food.

Multiple avenues of advertisements can also be given to the customers or even noncustomers who are walking by the café.

Delivery of foods will also play a key role in increasing sales. Homeowners, university students or renters can use the external delivery streams such as UberEATS to order from the comfort of their home with minimal effort. It is vital that we should set this up prior to the grand opening to allow for a variety of consumers to be a part of this immediately.

It is anticipated that the sales will be high during the opening period of our café, this is backed by the wealth of people wanting to try new foods in Manchester from the market research. However, as the bulk of capital utilised for the start-up, little or no profit will be gained as we intend to start paying of loans etc.

When consumers hear their friends and family members raving about our restaurant, it has a greater impact than any advertisement. Each of our clients will receive a referral business card that they may pass on to others who might be interested in tasting our restaurant.

We'll have our consumer sign the card so that he can receive credit for the recommendation. Finally, we will provide the new customer with a 10% to 20% discount on her first meal at our establishment.

4.3 Transaction Process

When it comes to receiving payment, we aim to allow a variety of methods of payments from our customers. From a recent study when over 10,000 people were asked how much cash they were holding on normal weekday the average American carries only \$46.29 in cash in their pocket – if they carry any cash at all. Only 16 percent of those polled said they "always" carried cash.

Alongside cash payments we aim to utilise debit and credit cards for customer ease. We have chosen to use an external service for this. Payment terminals, the hardware that allows us to take credit/debit cards and digital payments, are provided by these firms to merchants like us. They act as a go-between for us, the restaurant, the credit card network

(such as Visa or MasterCard), and the issuing bank. The payment processor's service includes clearing and routing the transaction before depositing funds into your account. This way the customers will know that the payment they are making is secure and risk free.

We will set up pre-ordering system on our website in which the full menu will be available to be viewed online and a timeframe can be given to the customer for preparation time.

Payments will also be taken across all external delivery services such as UberEATS.

4.4 Competitive reaction

The first step in researching our company's competitors is to identify who they are. Begin by establishing a list of eateries in our immediate vicinity. We also looked for eateries that compete in the same locations as us on the internet.

We utilised the Internet to begin our investigation and scout out the competition after we have our list. Because social media may be a wealth of information, this will be the emphasis. We looked at how they promoted themselves on each of their social media sites.

We also looked at their social media profiles to see how many likes, followers, and interactions they had. This is an additional technique to rate our competitors and determine which are the best to mimic, especially if the Business listing sites does not supply much information. This round of the process gave us a lot of ideas on how to advertise our own company which will be discussed in the advertisement subsection later.

4.5 Launch strategy

Restaurants are experimenting with everything from self-service kiosks to ordering from the table using a mobile device as customers seek more personalisation and flexibility in their ordering.

Restaurants are forming ties with delivery firms to maximise income, which is the most significant shift in ordering. Customers who order online are more likely to visit a restaurant than those who do not, and establishments benefit from the increased visibility of being included on delivery apps and websites. We will implement this from launch to not miss out on any benefits our competitors have gained from.

The menu will be simply launched across all streams because our menu is one of the most visible aspects of restaurant marketing, keeping it updated and profitable is vital for our business. Menu development demands a careful balance of profitability and popularity, which is made easier with real-time, precise data. By incorporating our menu engineering data into our marketing efforts, we can ensure that we are making food cost decisions that contribute to our customers' positive dining experiences and our restaurant's revenue — for example, ensuring that our promotional offer includes a high-margin, high-popularity item.

4.6 Brand Development

Branding is a key long-term investment for organisations of all kinds, including small enterprises. Branding may give our local marketing efforts a competitive edge. In addition to improving the value of our company, our brand identity is what helps us stand out from the crowd. We aim to continuously adapt our foods to meet demands and match new business

foods. For example, if a new smash burger craze is arising in Manchester, we will immediately make amends to match with other businesses near us. Also, we will continue to gain ideas from restaurants out of town and implement them to the Manchester community. This will be done by monitoring local and nationwide businesses and the food market trends.

Our restaurant will have a unique classy look, which will provide the consumers with a sense of coexistence between fine dining and takeaway foods with reasonable prices. Along with this the marketing and promotion aspects will assist in this.

4.7 Growth potential

Growing EV's Eatery is possible. By running a profitable business, the growth of our own can be carried out in terms of increasing seating capacity, opening a further franchise opening popup stores around the nation.

In order for theses to occur growth of profit is vital hence we will implement as many promotion streams as possible within our business listed below.

4.8 Advertisement and Promotion

4.8.1 Loyalty Programmes

Work with net food applications like UberEATS will be considered as part of our restaurant advertising strategy. Associating with web apps encourages people to frequent our diner through gamification and consumer loyalty programmes, which provide customers a free item or a discount for visiting a certain number of times.

Those who choose to dine in or order takeaway will receive loyalty cards in addition to using the app. This guarantees that no consumer is disadvantaged when it comes to obtaining loyalty benefits.

4.8.2 Geo-Targeted Ads

At most eateries, eating local is the name of the game. The majority of consumers are looking for good cuisine close to home, and we know that focusing our online advertising efforts on geo-targeted ads will yield the best results. Geo-targeting ads will help us save money by guaranteeing that your ads are only viewed by individuals who live in specific cities or within a certain radius.

4.8.3 User Generated content

We want to make competitions out of user-generated material. For example, we may encourage our visitors to share their finest images of their meal in exchange for a prize, such as a free meal or a discount.

Another benefit of this is that we will not need to shoot as many images since our clients will do so for us. We may share this with all of our followers with a simple repost or retweet, which will improve our exposure.

4.8.4 Website/reservation tool

According to a 2020 TripAdvisor study, 80% of UK respondents make meal reservations online. This may be included into the design of our website, which contains all of the information about our restaurant.

Website main contents.

- menu
- hours of operation
- allergy information
- map of location
- review page
- contact form

Customers, peers, and suppliers will be able to access all of the necessary information when attempting to deal with our company.

4.8.5 Social media presence

We'll create a Facebook company page and a Twitter account to post special discounts, exclusive coupons, and photographs of our newest serving dishes. However, setting up our accounts is only half of the task; we'll also monitor activity on our social media sites.

We are hoping to use a free management solution, such as Hootsuite, rather than employing a human to perform this duty of monitoring activities. This will allow us to schedule posts that we have planned in order to save time and money.

4.8.6 Food blogger outreach

We'll be bringing a slew of food bloggers to our restaurant in the hopes of getting honest feedback. This will not only give expert feedback to the company, but it will also improve the number of advertisement streams.

Many food bloggers have a large following of individuals who share our interest in trying new cuisines, and it may only take one excellent review to get us started on our trip.

5.0 Operations plan

This section describes how our company will operate and how our service will be delivered.

5.1 Introductory Menu

Add meat to any option for only £2.00

EV'S EATERY

Remove meat to any option for FREE

MENU

QUICK BITES

Classic Burger

EV's best classic beef burger

£3.99

Portuguese Wings

5 x Spicy port wings

£3.99

Butter Chicken

A taste of india!

£6.99

English breakfast

A proper take on a english breakfast

£6.99

Chinese Noodles

Chicken noodles mixed with fresh veggies

£6.99

AROUND THE WORLD

American Hotdog

EV's best classic hotdog

£3.99

Mixed Sushi

A selection of mixed fish sushi

£6.99

Singapore Rice

Rice infused with asian spices

£5.99

italian creamy pasta

Authentic creamy white sauce pasta

£5.99

DRINKS

Cola

£0.99

Iced Tea

£1.50

Fresh Juice of the day

£1.50

EXTRAS

Fries

£1.99

Halloumi Fries

£2.99

Seasoned grilled veg

£1.99

WWW.EVEATERY.COM

Figure 4 Sample Menu

5.2 Opening Hours

The opening hours shown above are not final. They are a calculated prediction on what times will be the busiest for people to visit based on research of other takeout restaurants near our location

Monday	10:00 – 22:00
Tuesday	10:00 – 22:00
Wednesday	10:00 – 22:00
Thursday	10:00 – 22:00
Friday	10:00 – 00:00
Saturday	12:00 – 00:00
Sunday	12:00 – 22:00

5.3 Flow chart of restaurant system

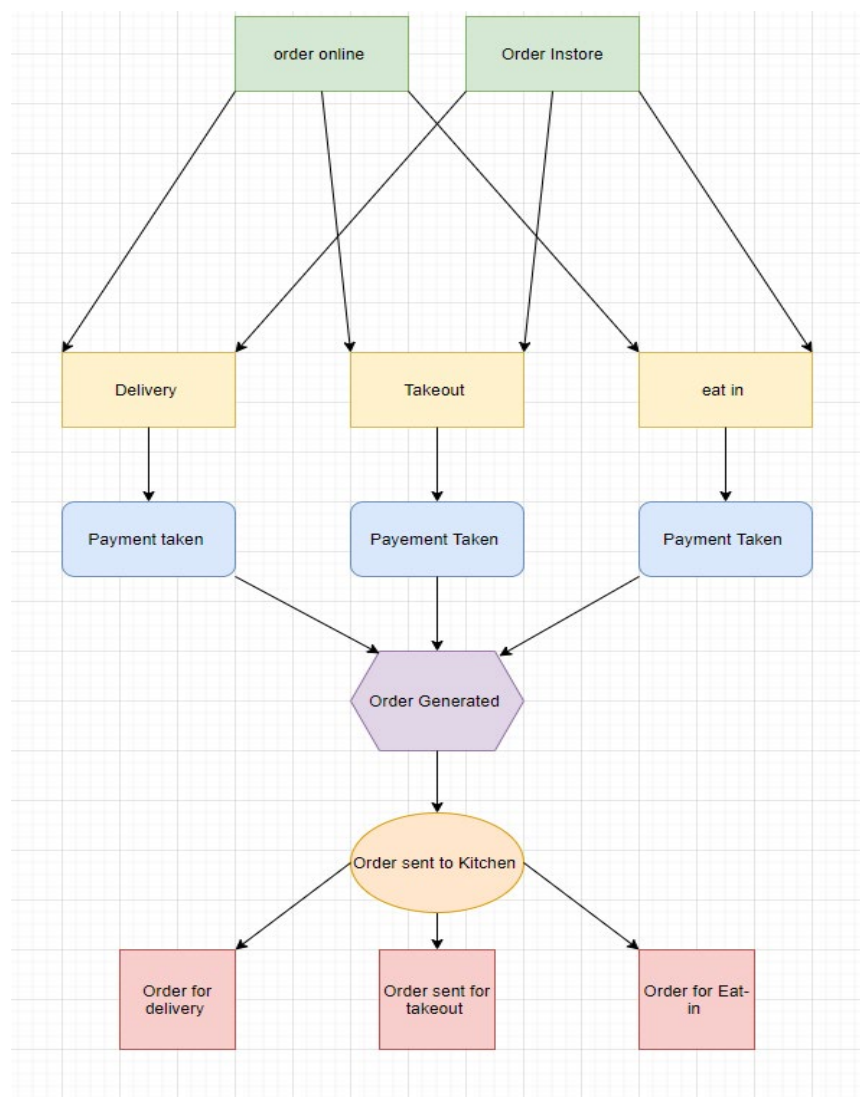


Figure 5 Flow chart of operation

5.3.1 Pre-Opening Gannt chart

Task	Sep-22	Oct-22	Nov-22	Dec-22	Jan-22	Feb-22	Mar-22	Apr-22
purchase property								
Vaccancies								
Buy insurance								
Buy tools								
start marketing								
interior design								
kitchen design								
exterior design								
finalise menu								
finalise prices								
hire staff								
Hygiene checks								
staff training								
implement security								
Implement POS								
safety reviews								
Tester day								
open tester week								
opening of resteraunt								

Figure 6 Gannt 1

5.4 Intellectual Property

The company will be registered under the domain name www.Evseatery.com, which will be trademarked so that no one else may use it in connection with the goods and services we provide. This includes the food served by the company, where all dish names and descriptions will be considered trademarked once the whole official menu is printed and distributed to clients.

5.5 POS (Point of Sale) system

The POS hardware and hospitality point of sale software that controls a sales transaction, including credit card processing, receipt printing, and more, are included in a restaurant point of sale system. This will be utilised to ensure all orders are recorded and stored in the database for future reference for audit purposes.

5.6 Cash Audits

The audits of the capital will be audited by the management on a quarterly basis. This will ensure that employees are working to max potential.

5.7 Operations checklists

Restaurant Front of House Cleaning Checklist

Daily

- Wipe down walls
- Clean and sanitize counters
- Clean and sanitize tables
- Clean and sanitize all menus (a moot point if using a [QR code menu](#))
- Inspect, wipe down, and sanitize condiments, salt, and pepper on tables
- Clean and sanitize seats, booths, and benches
- Launder all napkins, tablecloths, and aprons
- Take out trash and recycling
- Wipe down and sanitize down recycling bins
- Sweep and mop floors
- Vacuum carpets
- Clean and sanitize bathrooms
- Clean and sanitize door handles

Weekly

- Wipe down and dust light fixtures
- Wipe down and sanitize doors
- Wipe down windows

Monthly

- Dust decorations, painting, and artwork
- Knock cobwebs off ceiling
- Clean and sanitize walls

Figure 7 Operation checklist

5.8 Safety Reviews

A comprehensive risk assessment will be carried out in accordance with HSE government regulations. This will be done in order to limit the possibility of any workplace injuries. Staff will also be instructed on how to deal with violence if they come into touch with consumers.

5.9 Hygiene checks

The eatery will be inspected by food.gov and will be given a rating out of 5 for hygiene. This will be shown at the shop front for customers to view as they enter.

5.10 Insurance

The business insurance will include any damages from public and private. Employees compensation policy will be added to the insurance.

5.11 Liabilities

Regular analysis will be carried out to establish the restaurant's liability risks and errors. Safety awareness, worker interactions, and guest care will all be scrutinised from time to time.

5.12 Security

Employee theft, armed robbery, and criminal activity on and around the premises are among the most serious security concerns for our restaurant. To minimise these cameras

will be installed to monitor the activity within and outside the premises. No money will remain within the restaurant outside closing hours.

Damage to the structure is also a concern. To avoid any glass breakage, the restaurant's windows will be covered with metal shutters. To combat this, a security alarm will be installed in all of the restaurant's rooms, which will sound an alert if there is any activity within the premises after business hours.

5.13 Litigation

There are no litigation pending or anticipated against the company or its management.

5.14 Post Opening Gantt Chart

Task	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22
invite influencer								
invite chefs								
invite local businesses								
invite local customers								
student month								
constructive feedback								
customer feedback								
menu alterations								
ingredients alterations								

Figure 8 Gantt 2

6.0 Management team and company structure

6.1 Company structure

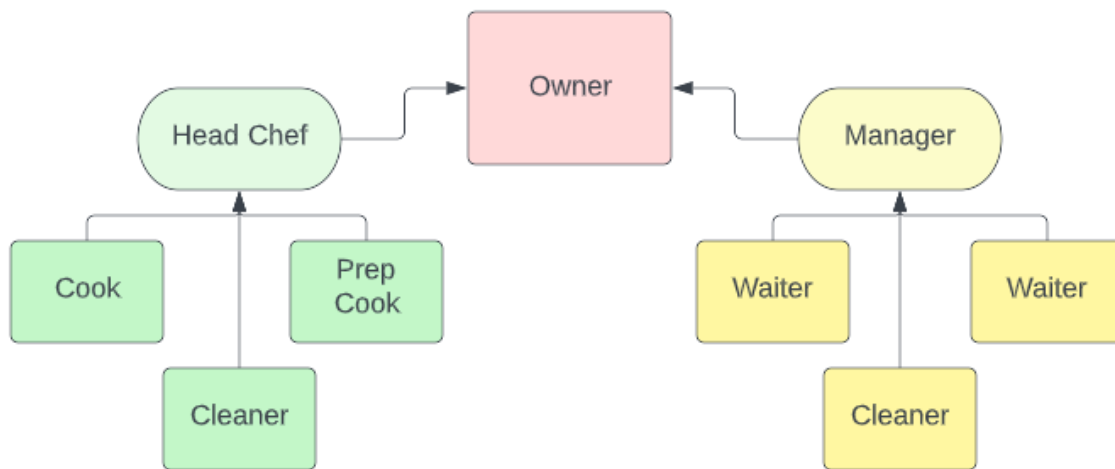


Figure 9 Company structure

Having too many employees is a liability due to the size of the company. The owner who brings a wealth of experience from previous roles performs the duties of a manager which the help of another assistant manager, including employee supervision, training, hiring, and other conventional managing tasks.

This is to ensure that all tasks when the organisation opens is according to the needs of the owner. Once the business increases in size duties may be taken up by the assistant manager or another manager will be hired.

6.2 Bookkeeping

The bookkeeping for the restaurant will be completed by the owner where 4 main things will be carried out to ensure effective handling.

- Record sales
- Arrange accounts payable
- Reconciliation of accounts
- Analyse financial reports

6.3 Management

The main management of the business will be carried out by Mr. Aslam. Along with the assistance of the assistant manager who will aid mainly the front of the house of the restaurant but will also act has an aid to the owner.

6.4 Waiters

The waiters, on the other hand, are responsible for carrying the dishes to the table as well as arranging and cleaning them once the visitors have departed. They maintain the front of the eatery in their spare time.

6.5 Chefs

The head chef has the chefs and kitchen cleaner under his supervision. He as an executive chef is in charge of producing new meals, inventorying the kitchen, and overseeing the staff at this restaurant with the cooks handling the majority of the restaurant's easy and fairly complex preparations.

6.7 Cleaners

Aside from washing silverware and dishes, the cleaner cleans the kitchen and equipment at the end of every day with the recommendations from the head chef.

7.0 Resources

7.1 Premises

The chosen location of our business is to be at the heart of Manchester on Oxford Road. Although there is a wealth of restaurants in this locality there is not a diverse restaurant which serves food which we will serve. This location will attract a lot of students as it is in walking distance to 3 universities, over 100 businesses, 5 colleges, residential apartments, oxford road train station and much more

Because most students will not be studying during the summer, it is projected that there would be a seasonal gap in sales from university students, however this will only be 23% of our target market as employees and residents will not be included in this projection. We aim to use this time to provide holidays for our employees to ensure and enhance employee welfare.

A potential building to purchase is shown in figure where to buy the business Chimaek it costs £299,950 but just for the building it is £249,950.

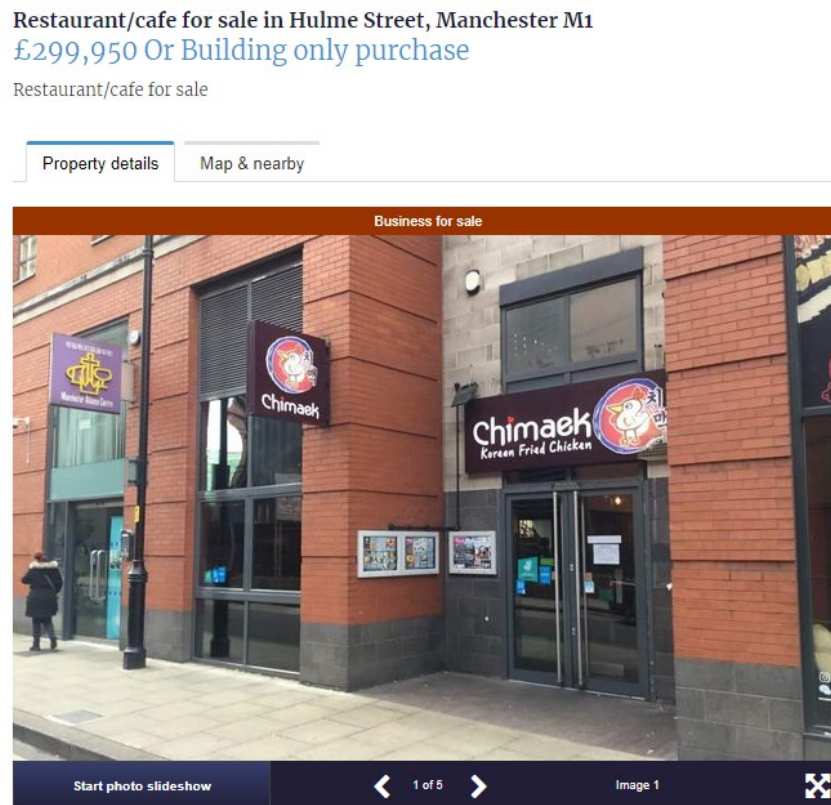


Figure 10 Building to purchase

Chimaek opened a restaurant in this vibrant and popular district of Manchester in 2017, making it the first of its sort in the region. The restaurant has established a solid base of regular customers in this region, as well as benefiting from a large quantity of passing commerce as a result of its city centre location. The location of this premises has with it outstanding evaluations on Google, Facebook, and Trip Advisor.

Since its inception, Chimaek Restaurant has done well, and our client has built a strong recurring customer base. Annual turnover of £697,027 and gross profit of £503,393 are shown in the accounts for the year ending 30th June 2021, which the owner indicated on the listing was mostly attributable to the location. The listing mentions “Commercially, the region is heavily inhabited, with nearby enterprises including local merchants and huge chain hotels like Holiday Inn and Premier Inn. The Palace Theatre, Junkyard Golf, and The Bridgewater Hall are just a few of the neighbouring attractions. The A57(M) provides excellent public transportation connections, and enough parking is accessible in the surrounding region.”

The capacity of this premises is 35 people with waiting areas for take-out and delivery for 12 people, allowing for a maximum capacity of 47-50 people. There are multiple paid parking areas with 2 free short stay parking areas for customers only alongside connecting with road with main bus routes and cycle lanes.

7.2 Machinery

The listing along with details of the premises has information about the equipment, which is included in the price of the business, where the kitchen will be left as it is shown in figure.



Figure 11 Kitchen of premises

What is included in purchase.

- Industrial Grill
- 3 fryers
- 2 Burger grills
- Refrigerators
- Freezers
- Storage bins
- Microwave

There are expected to be 2 main purchases which we will need to make. One is a stove to cook a range of our dishes and the other is large food blender which will be used to make bulk sauces at the beginning of each working day.

7.3 Equipment and renovation

Again, majority of the equipment which is needed by our business is included by the restaurant. This includes, cutlery, serving plates, sinks, tap, mops, tables, chairs, and the other most common equipment needed in a restaurant.

The need for cleaning equipment such as vacuums will need to be bought. The estimated costs for the equipment are approximately £10,000 which includes renovation costs.

As the sign and all internal designs will need to be changed to display our brand it will increase the costs to £10,000.

7.4 Staff

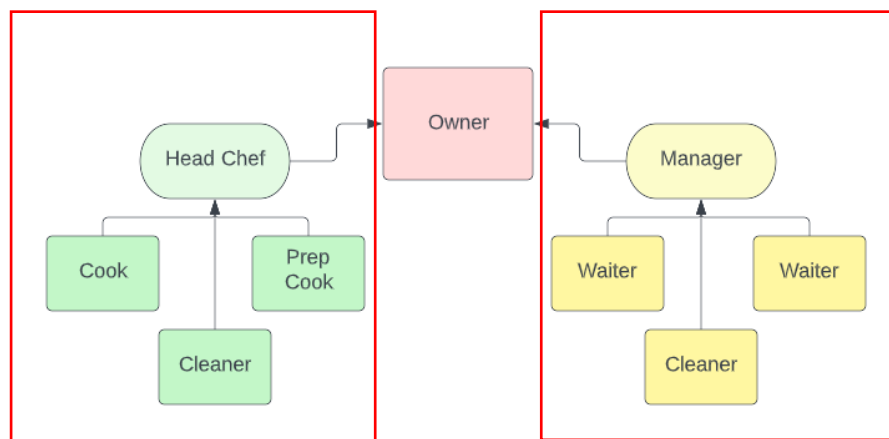


Figure 12 Staff structure

At the beginning of opening, we will only be hiring the following 8 staff. The head chef has a wealth of experience working in a buffet where he was the head chef there for 13 years. The head chef will be the powerhouse of the kitchen ensuring a swift flow of the kitchen processes.

He will have the authority over arrangements for the 2 cooks and cleaner with the owner. The two cooks will both be working 72 hours a week between them throughout the week. Enhanced hours will be provided in the case of extreme business demand, which is likely to be on Friday and Saturday evenings from the market research.

The cleaners will be expected to work a minimum of 40 hours a week each. They will not be expected to attend at the opening hours as there will be no work due at this time rather at the end of each working day where they will be working under the supervision of their respective colleagues.

The manager will be present full time for majority of the week with the owner overseeing the whole restaurant. This will be to ensure the manager has sufficient time to recover and rest.

The waiters will likely to be young adults, to provide opportunities for the local community and the students of the neighbouring areas. We have spotted a demand from students who wish to work part time hours to assist in their personal income. We will only start with 2 however we are likely to increase vacancies as time advances.

We offered the following wages to our employees.

Manager = **£25,000**

Head chef = **£25,000**

Waiters **£9.80 Per hour**

Cooks = **£11.80 Per hour**

Cleaners = **£8.80 Per hour**

8.0 Financing

The total expected costs for the first year of establishment will be approximately £370,000 which is detailed in table.

Disbursement (Year 1 Start-up)	Total
Property Purchase	£249,950
Equipment	£10,000
Salaries	£145,000
Legal fees	£600
Stock	£36,000
Insurance	£2200
Staff uniforms	£200
Advertisements	£2500
3 rd party delivery fees	£630
Contingencies	£5000
Total cost	£416,000

8.1 Owner contribution

The owner Mr. Aslam will invest total of **£150,000** of saved capital into the business.

8.2 Loans & timescale of repayment

A loan of **£266,000** will be taken out. This will be a business loan which will have a fixed interest rate of **6.2%** and repaid on a monthly basis across a period of **120 months**.

Repayment Break down	Amount
Monthly repayment	£2500.29
Yearly repayment	£30,003.539
Total Repayment	£300,035.39

8.3 Assets

However, we have estimated that the premises that is being purchased has multiple assets that we will acquire on purchase. The estimated assets of preinstalled equipment/machinery are **£29,950**.

Assets	Value
Industrial Grill	£13,500 with the price increasing each year.
Seating & Tables	£4200
Freezer	£1200
Refrigerator	£1800
Fryers	£1650
Burger Grills	£3600
Total	£29,950

8.4 Gearing

Gearing is a measure of how much of a company's activities are supported by debt as opposed to stock from shareholders. The gearing has been measured using the following formula, **Fixed return / sources of finance x 100.**

$$266,000 \div 416,000 \times 100 = 63.9\%$$

The gearing ratio **63.9%** is classified as a medium/high. We aim to reduce the gearing ratio by repaying a higher amount of the required repayment loan.

8.5 Time scales

For a total of **10 Years £30,000** will repaid back to the bank on a yearly basis. We expect this to amount decrease as we are anticipated to lower the gearing ratio by increasing monthly repayments.

9.0 Financial Projections

9.1 Income projections

The expected revenue is listed in table. This is based on the expected customers per day, with the expected amount of money each customer is going to pay in relation to the market research where **Revenue – Cost = Profit**

	Year 1	Year 2	Year 3
Revenue	248,505	268,478	276,458
Cost	£196,500	£197,000	£201,400
Profit	£52,005	£71,748	£75,058

9.2 Cash flow projections

	Year 1	Year 2	Year 3
Net Income	£52,005	£71,748	£75,058
Net income outflow	22,250	22,250	22,250
Increase in income flow	29,755	49,498	52,808
Beginning balance	0	29,755	79,253
Ending balance	29,755	79,253	132,061

9.3 Balance sheet projections

	Year 1
Total Assets	279,900
Non-current Obligations	226,000
Net Assets	53,900
Balance to start	430,000
Profit	52,005
Closing equity	53,000

9.4 Key ratios

Profit ratio

Cost – revenue

Gearing Ratio:

Fixed return finances / all sources of finance x100

Current Asset Ratio:

Current asset – current liabilities

Operating Profit Ratio:

Revenue – expenditure

9.5 Assumptions

- 62% inflation
- Following year 1 the performance will increase each year
- 8 employees
- Average money spent per customer £9.60
- Prices can vary from month to month especially in academic holidays

10.0 Risks and strategic options

10.1 Identified risks

Covid-19 as occurred in 2021 saw the temporary closure of thousands of restaurants across the country. As this is something that can not be controlled by us we would have to resort to delivery and take out service only.

Indirect rivals are more difficult to detect. They might sell a variety of cuisines or follow a distinct service strategy. However, because they serve the same target market, these firms are competitors. While indirect competitors may not provide the same meals, they compete for the same hungry customers. Again, these same competitors could use menu items we have listed and create their own take on this by utilizing cheaper ingredients or higher quality ingredients.

To minimise this, we will utilise our SWOT analysis model to overcome as many issues as we can.

10.2 Mitigation and Risk Monitoring

Fire Hazards

The following procedures can assist restaurant operators in reducing the danger of a fire caused by heating elements:

- On arrival, turn on the hoods and cooking areas to eliminate exhaust fumes and replace them with make-up air.
- Clean grease from hoods on a regular basis and get them properly serviced according to manufacturer's instructions.
- Regularly inspect and test fire extinguishers to ensure they are completely charged.
- Fryers should be cleaned on a daily basis.
- Ensure that all kitchen rags are stored in a fire-

Food Safety

The actions below will assist in reducing the hazards connected with food safety:

- Refrigeration must be operating correctly if food is to be kept at or below 41 degrees Fahrenheit.
- In walk-in refrigerators, there should be at least two hanging thermometers, and all food should be placed at least 6 inches from the floor.
- All food in coolers should be labelled, dated, and rotated.
- Ascertain that all food has reached the right temperature.
- Where appropriate, include food safety warnings on menus, such as wording for fish, seafood, and allergies.

Slip and Falls

Following actions will be assist in avoiding injuries:

- degrease kitchen floors as needed to prevent grease from tracking into the restaurant via workers shoes.
- Remove any blockages, mop up spills
- All staff should be required to wear closed-toe, non-slip shoes.

10.3 Critical success factors

- **Marketing with a specific audience in mind.** We will make certain that our marketing focuses on our industry, client demographics, and purchasing habits. We will determine how to evaluate the performance of each marketing campaign.
- **Excellent service.** We are only as excellent as our most recent client encounter. We will talk about the service with feedback from our customers.
- **Customer information.** We will make certain that we are familiar with our consumers' demographics, demands, and preferences.
- **Staff who are empowered.** to guarantee that our employees understand how to manage the client experience and intervene when it falls short of the customer's expectations
- **Management that involves everyone.** We can't manage a restaurant from our office or another company's desk. The owner must be there, involved, and in charge of the situation.

10.5 Strategic options

- Students' discounts across full calendar year.
- Feedback for each and every order accepted with feedback form or google reviews
- Reservation for all types of orders either in person, online or over the telephone
- Minimise delivery costs for customers

11.0 Key Milestones

Milestone	Time Period	Budget	Details
Viable business model	continuous	-	Continue to look at our target audience and the problems they are facing and ask ourselves if we are fulfilling demands.
Positive Market response	continuous	-	To assess the flow of traffic and audience interest, create a paid search campaign that includes an excellent landing page.
Achieving positive cash flow	continuous	-	Altering price either higher or lower with the reduction of costs to ensure we can generate enough sales to at least break even.
Implementing a scalable marketing strategy	01/12/2022 & continuous following this date	£2500	Multiple strategies to advertise your business to those who don't know who we are is to execute a sponsored marketing campaign.
Sustaining business growth	continuous	-	Even when returns are high and sufficient no complacency will be considered. Main aim will be to pay off the outstanding loan.
Building purchase	01/09/2022	£249,950	Full ownership of premises
Interior décor	01/10/2022	£4500	Suitable interior décor to attract a varied customer base on opening.
Staff vacancies	01/09/2022	-	Hire loyal, hardworking members of the team
Staff training	07/01/2023	£600	Ensure safe learning for restaurant policies and procedures
Transaction methods	01/11/2022	Cost price of ePOS, UberEATS and delivery drivers.	Implement multiple streams of payment options
Quality foods	Continuous yearly	£36,000	Cost of material used for the creation of meals for the first year.
Flawless customer service	continuous	-	Continuous training and feedback for all staff on a weekly basis where revenue will be shown to each member.

Appendices

Premises

Further details of premises from sales website <https://uk.businessesforsale.com/uk/korean-restaurant-manchester-city-centre-for-sale.aspx>

Korean Restaurant - Manchester City Centre For Sale

Manchester, Greater Manchester, UK

Asking Price: **Private** Furniture / Fixtures included

Turnover: **£697,027**

Net Profit: **Available on request**



Prominent City Centre Location

Accounts Available Year End 30th June 2021

Annual Turnover £697,027

Gross Profit £503,393

Accounts Available After Viewing

Established 2017

Seating For 50

Professional Kitchen

Superb Online Reviews

Five Star Food Hygiene Rating

Deliveroo, UberEats & Hungry Panda Accounts Established

Scope For Marketing Drive

Potential To Expand Menu

EPC - TBC

REF 7857 – Leasehold Korean Restaurant

Blacks Brokers are pleased to bring to the market this leasehold Korean restaurant located in Manchester City Centre.

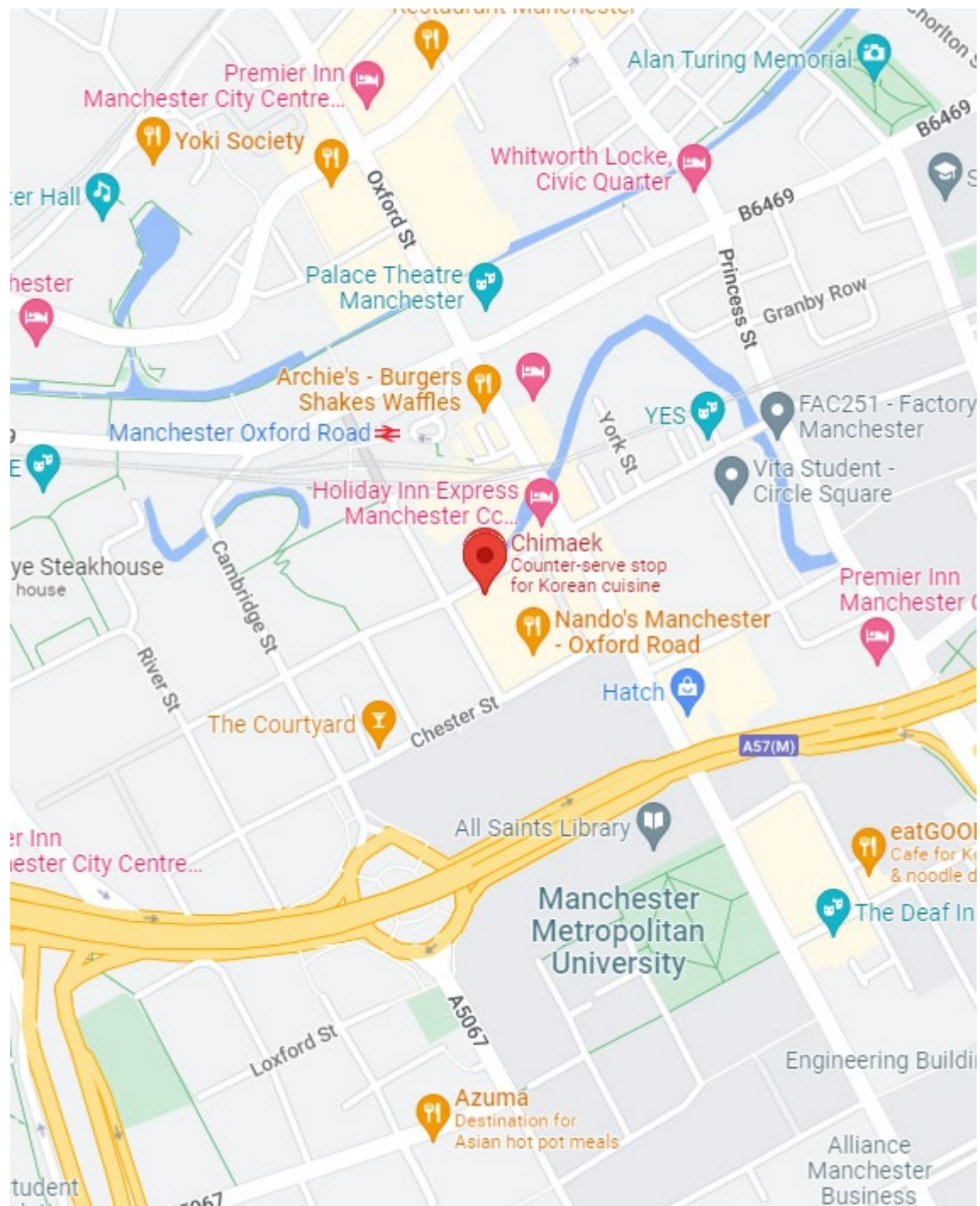
Introduction

Chimaek Restaurant was established by our client in this bustling and popular area of Manchester in 2017 and is the first of its kind in this area. The restaurant has become very well known in this area and has a strong base of regular customers in place as well as benefitting from a huge amount of passing trade due to this city centre trading position. Our client has ensured the business has an excellent reputation and superb reviews are noted on Google, Facebook and Trip Advisor. Chimaek Restaurant has a comprehensive website in place.

Map of premises and other locations

Location taken from google maps

<https://www.google.com/maps/place/Chimaek/@53.4728684,-2.245373,16z/data=!3m1!5s0x487bb1ee7fae8ff3:0x14547172cde39c0a!4m5!3m4!1s0x487b1eb786ba9c9:0x3576ff3e075bde3!8m2!3d53.4728684!4d-2.2409903>



Daily/weekly/monthly sales

	Year 1	Year 2	Year 3
Weekday	660	678	702
Weekend	933	1096	1120
Weekly	5,166	5,583	5,750
Monthly	20,666	22,333	23,000

Income projections

	Year 1	Year 2	Year 3
Revenue	248,505	268,478	276,458
Sales			
Equipment	£10,000	£1000	£1000
Salaries	£145,000	£150,000	£150,000
Legal fees	£600	£600	£600
Stock	£36,000	£42,000	£46,000
Insurance	£2200	£2200	£2200
Staff uniforms	£200	£100	£100
Advertisements	£2500	£2000	£1500
TOTAL COST	£196,500	£197,000	£201,400
PROFIT	£52,005	£71,748	£75,058

Balance sheet

	Year 1
Non-current assets	301,005
Current assets	
Bank	0
Inventory	36,000
Current liabilities	
Payables	0
Total assets	279,000
Noncurrent liabilities	226,000
Net assets	53,300
Profit	52,005
Closing equity	53,000

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QSR magazine. 2022. *Effective Risk Mitigation Strategies for Restaurants* | QSR magazine. [online] Available at: <<https://www.qsrmagazine.com/outside-insights/effective-risk-mitigation-strategies-restaurants>> [Accessed 11 April 2022].

NOTE: Previous work done by Aslam Patel has been used in this Assignment from Assignment 1.