**Executive summary**

**Owners Credentials:** Partnership

**Product or services:** Hookah, Coffee, fast-food, snacks and beverages

**Market and competition: Consumer Market, with Multi-diverse cuisines in a Metropolicity with a population of approximately 14million people.**

**Amount of money needed: 20,000$**

**Loan type: Family investment (Angel Investor)**

**How loan will be repaid: Earnings from the business**

**How long the loan will last: Four years**

**Business Description**

Café Bistro

Partners - Shabbir Attarwala, Huzaifa, Gabaji, Hasnain and Mohan

**Shabbir** **Attarwala** – Will be an angel investor, but will act as a sleeping partner and an advisor

**Huzaifa** – Will carry day to day financial aspects of the business like accounting, bookkeeping, cost analysis, investment in products etc. MBA from Kellogg’s university Chicago

**Gabaji** – Will act as a purchaser, and deal with state and country rules, taxes, deadlines, licensing etc. AAS degree in law from Mumbai university

**Hasnain** – Will deal with and train staff and will act as a senior manager. Anticipated graduation from Baltimore University in Business administration

**Mohan** – Will deal with and train and hire cooks. Semi-retired senior cook of famous Indian hotels such as Taj, Leela, J.W Mariott etc. Tremendous experience in the field of cooking and head chef

**Legal description: Café Bistro – Restaurant and smoking place.**

**Purpose:** To cater to the increasing demand for a hangout place for adolescents and affordable and environmental healthy place for Small business holders and traders to conduct meetings and hold discussions over a cup of tea, the social norm of India.

**Type:** Hooka, Coffee, and food.

**Industry:** Food and Beverages

**Status:** New

**Future Goals: -** To be the number one Hookah pub in the city

* To create unbeatable hygienic standards in its class
* Cater to a variety of cuisines from around the country
* Gather Chef’s from around the country to get as authentic as possible

**Timings and hours:**  Will run from 11am till 11pm. As Most of the Business meetings are commenced at this time in the financial capital of the country and it matches also with the college timings and the times youth and teens usually have the curfew. Might run later at night on special occasions and public holidays.

**Marketing plan**

**Geographic:** Open to approximately 14 million people

**Size:** To focus on age groups between 18-25 and traders from all ages and backgrounds. Income level to concentrate on middle class to upper middle class

**Profile:** Concentrate on students and youth for Hookah, coffee and cuisines around the country. And concentrate on traders on tea, coffee and basic or staple food

**Price:** 10$-15$ on Hookah as per flavor, 15$-40$ on food as per dishes and up to 2$ for tea and coffee

**Pricing criteria:** Per product

**Competitive:** The pricing is very competitive, they are 5-10% higher than the competitors, but the other competitors do not offer other products and maintain standard in one roof.

**Cheaper products:** Yes, definitely. Mumbai is one the biggest cities in the world sof approximately 14 million people, so there is a lot of diversity, but no other place offers such products and maintains the standard all in one place.

Will accept Cash and credit cards only. No credit

**Profit Margin:** The prices of food and labor in India are very cheap as compared to the world. As calculated, one hookah will give a 300% profit approximately, up to 150% food products, and will try to maintain a 20% profit margin on beverages.

**Promotion:**

* Distribute fliers across town.
* Give initial discounts on college id cards to promote the flow of students.
* Have newspaper clippings.
* Stick fliers outside major trading markets giving them directions and a brief menu listing the price also.

**Distribution**

* Rent a commercial place for the restaurant
* Hire waiters to serve dishes
* Train and Hire staff to setup the hookah

**Competition**

Service differentiation -

* Hookahs to have artifacts about the Molasses used
* To have multi-cuisine Indian food
* Treat customers with royalty, like welcoming the Indian and serving the traditional Indian way, have the place setup having a Persian-Mughal ambience
* Give them fingerbowls and towels to wipe wash and wipe their hands to make them feel treated well
* Have two sections, one with dim lights and loud Hindi music specially meant for college students, and other section with bright lights and soft music specially meant for Businessmen or the people who want to have a conversation.

**Business Location**

To Set-up first Restaurant in the heart of the city ‘Bandra’, where a majority of Colleges are situated and nearby to the Docks, where thousands of dealers need a place to communicate and have short meetings.

**Financials**

(Attached)