

BEG FOR MORE IZAKAYA
RESTAURANT

Business Plan



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Disclaimer Statement

The market analysis and financial projections presented herein represent the Beg for More Izakaya Restaurant’s best judgment and reasonable assumptions of future events and circumstances; all other information contained herein has been obtained from sources deemed reliable. However, no warranty or representation, expressed or implied, is made as to the accuracy or completeness of any information contained herein, and same is submitted subject to errors and omissions, and no representations or warranties of future Beg for More Izakaya Restaurant performance or market trends are intended and such are expressly disclaimed.

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Executive Summary

Executive Summary

Beg for More Izakaya restaurant is Japanese style restaurant with high-quality food. This restaurant established in May 2017. Beg for More Izakaya restaurant will be representing authenticity of Asian food Restaurant.

Beg for More Izakaya restaurant is a business that has been conceived with a purpose to promote Japanese food by connecting them with potential consumers in Delray, Florida. During the marketing process, Beg for More Izakaya Restaurant will use all the possible approaches to market its products especially meetings with customers.

Location: 19 Southeast, 5th Avenue, Delray Beach, Florida 33483

Ownership

This establishment will be owned by Ms. Monket Assawabundit and Ms. Surissada Sothiwanwongse had rich experience in the restaurant industry.

Industry Overview

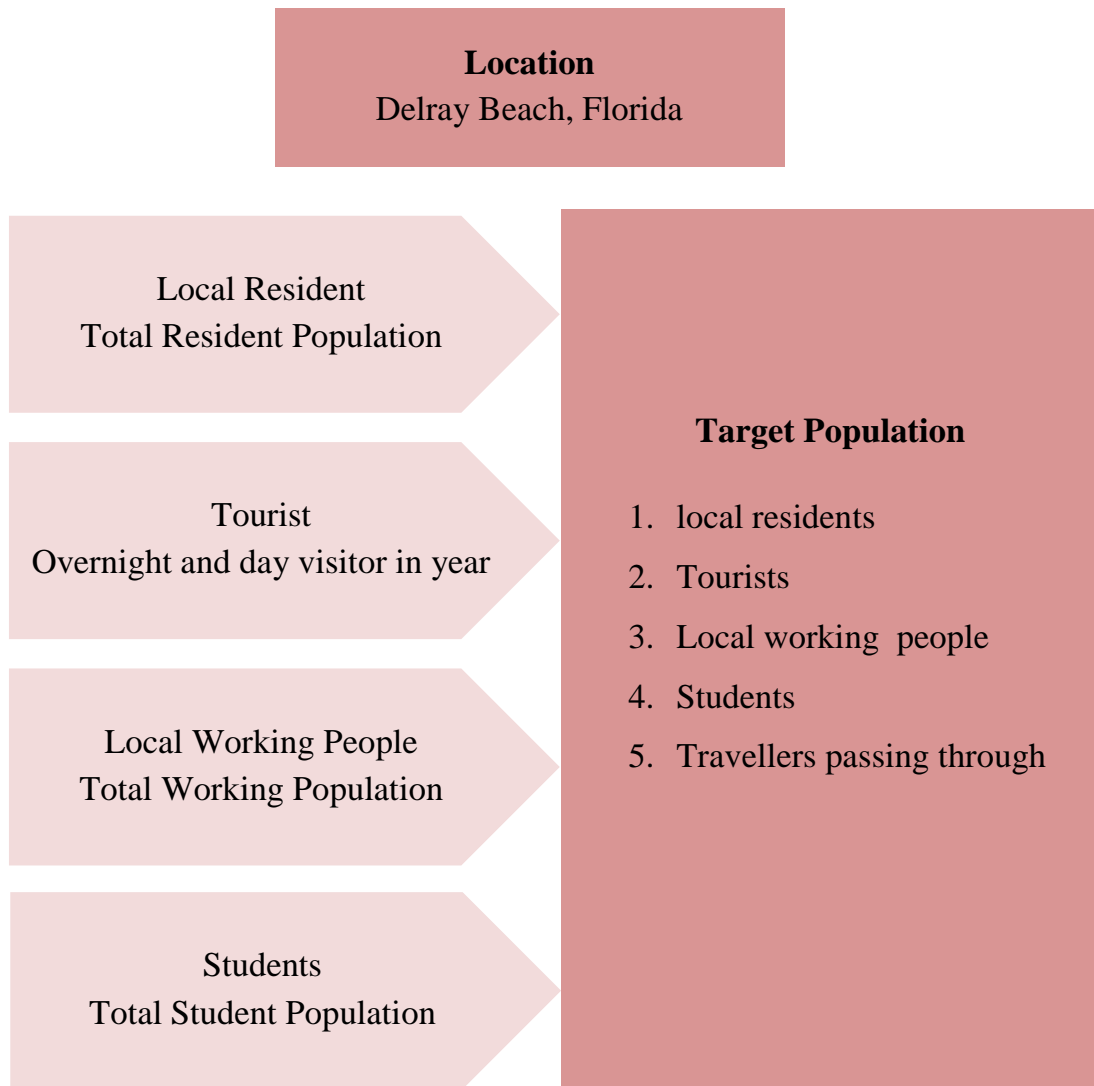
Currently, Restaurant industry in the USA is growing fast with economy. Past data on Sales Growth in the USA, Employment Generation in the USA, and New Restaurants Establishment in USA show tremendous growth of restaurants industry and potential to continue this growth in future.

Consumer Behavior

The consumers in the USA are spending \$30 on a frequent basis on full services restaurant in a single visit. Using this trend in consumer behavior we are pricing our product in between \$1.99 to \$ 15.99.

Market Overview

Darley Beach, Florida is one of most popular cities in the USA. About 65,044 Citizen are residing in Darley Beach, Florida. Our restaurants targeting local resident, Tourist and business professionals segment of market. These segments of market contain about 52% of the whole local population. In addition uncounted tourist population.



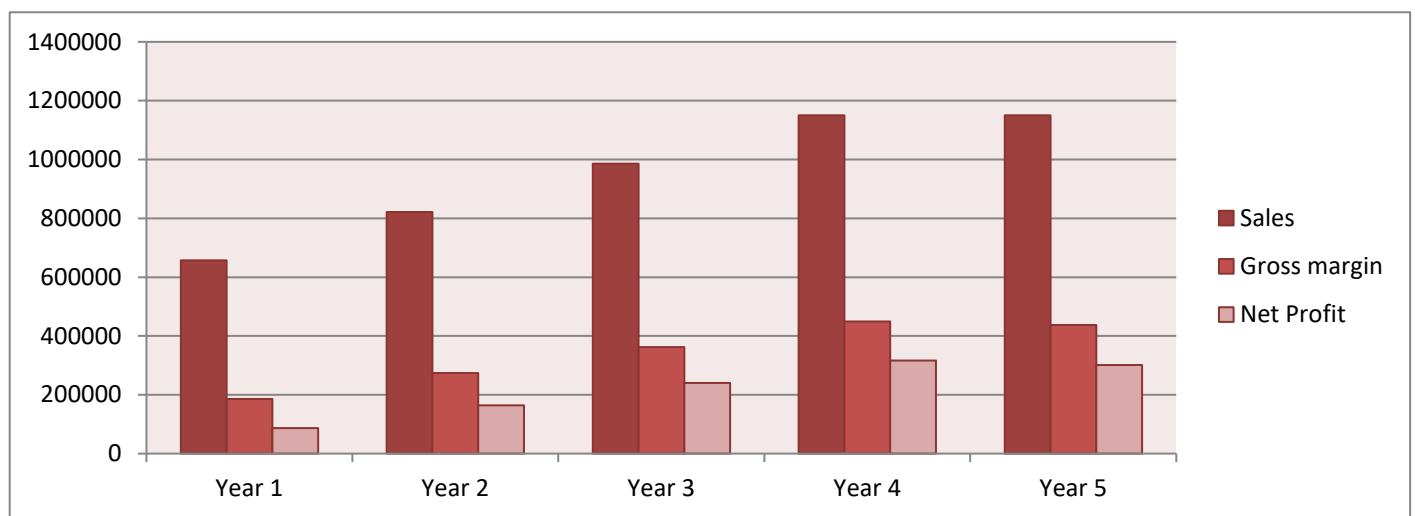
Financial Summary

Beg for More Izakaya Restaurant require funding of \$ 160,000. Partners of business can raise those funds using direct investment into business. The company currently has no debt.

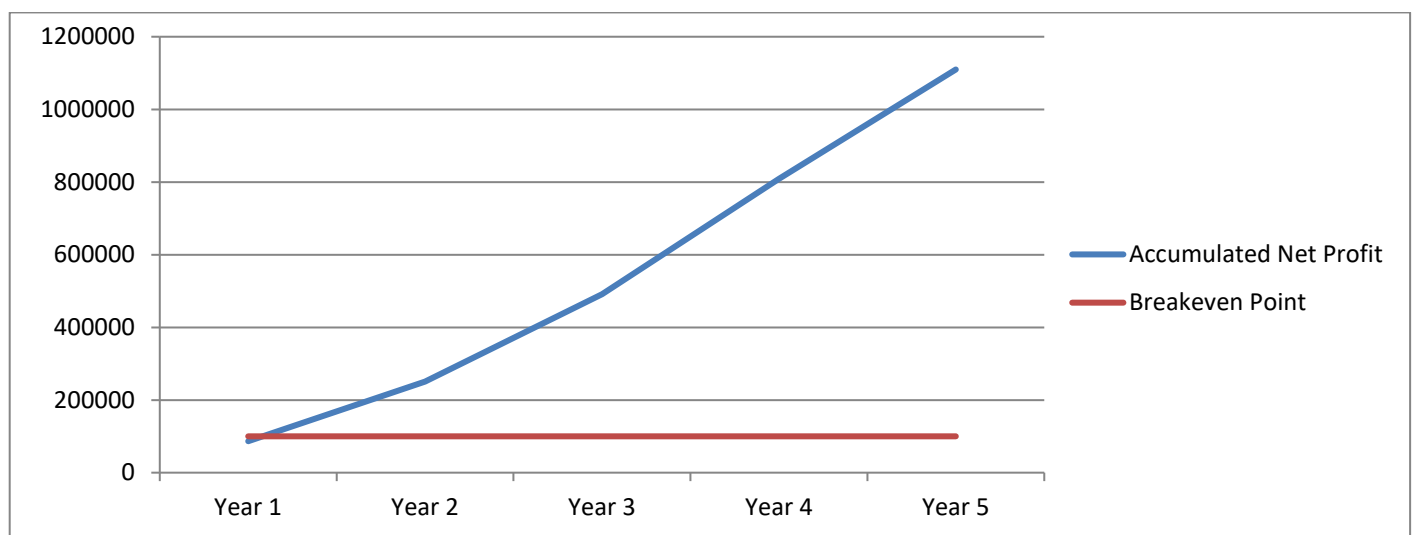


Sales, Gross Margin and Net profit

	Sales	Gross margin	Net Profit
Year 1	657000.00	186100.00	86549.00
Year 2	821250.00	274245.00	163995.75
Year 3	985500.00	361869.75	240781.54
Year 4	1149750.00	448948.24	316873.32
Year 5	1149750.00	436903.15	301570.38



Breakeven Analysis



Breakeven point for this business is at \$ 100,000. According to this graph breakeven point is in between 1 year and 2 Month.

Company Overview

Business information:

Business name: *Beg for More Izakaya Restaurant*

Industry type: Restaurant industry **Established In:** October 21, 2017

Business structure: Partnership

Incorporated as: Beg for More Delray, LLC

Incorporated on: May 9, 2017

Office address: 19 southeast, 5th Avenue, Delray Beach, Florida 33483

Business premises information



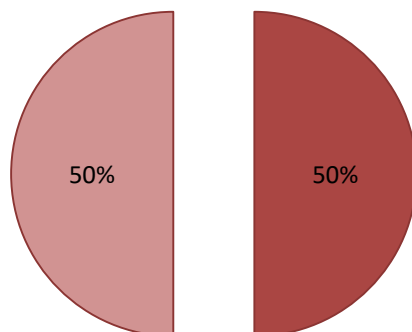
Space Available:
1405 Square Foot

Type of property:
Leased Agreement

No. of table:
10-15

Business location: 19 southeast, 5th Avenue, Delray Beach, Florida 33483

Business ownership



- Ms. Monket Assawabundit
- Ms. Surissada Sothiwanwongse

Mission

Beg for More Izakaya Restaurant's mission is to provide diners with a truly Asian dining experience. When it comes time for customers to decide where to spend their dining dollars, BFM will strive to become their first destination of choice.

To achieve this mission ***Beg for More Izakaya Restaurant*** will offer unique and appetizing traditional Japanese and Thai style meals and beverages in a warm, comfortable and inviting atmosphere. The dining experience at ***Beg for More Izakaya Restaurant*** will transport diners to Asia via the wonderful flavors and smells that the Restaurant has to offer. ***Beg for More Izakaya Restaurant***'s staff will be cheerful, courteous, and focused on pleasing their customers.

By following this mission, Management expects to see a lucrative return on their investment, allowing for future profitability and growth.

Objectives

The following are five objectives that ***Beg for More Izakaya Restaurant*** will seek to achieve:

1. Become selected as the "Best Asian restaurant in town" by the local restaurant guide.
2. Feature traditional Japanese and Thai cuisine at an affordable price.
3. Serving only high quality products made with authentic Asian ingredients

Keys to Success

Management has spent extensive time understanding what diners look for in their dining experience. For most, dining is more than just the consumption of food; it is a form of indulgence and entertainment. Diners expect more than just excellent food. Service, atmosphere and comfort are also important factors in diners' overall satisfaction.

According to the Zagat 2017 Results & Dining Trends, the following five items represent the greatest issues that ***Beg for More Izakaya Restaurant*** must address to be successful.

1. Noise Level
2. Service
3. Crowds

4. Foods

5. Prices

Additional Information

To ensure that diners have a pleasant experience at ***Beg for More Izakaya Restaurant***, Management has identified the following items as being essential to the Restaurant's success:

- Provide an atmosphere that is moderately quiet where conversation can be heard over music and other background noise.
- Train staff to ensure that they are courteous, knowledgeable, and polite.
- Develop a policy where the manager passes each table in the dining room every night to greet, visit with, or at least make eye contact with customers without being disruptive.
- Ensure that the manager visits any and every table that has a question and use every means possible to ensure that diners have a wonderful experience.
- Commitment to the success and happiness of staff.
- Train front of house and wait staff to politely and efficiently coordinate reservations with walk-in diners to keep wait times to a minimum.
- Commitment to providing excellent quality food and beverages at all times.
- Manage inventory and negotiate with vendors to keep pricing in line with customers' expectations.

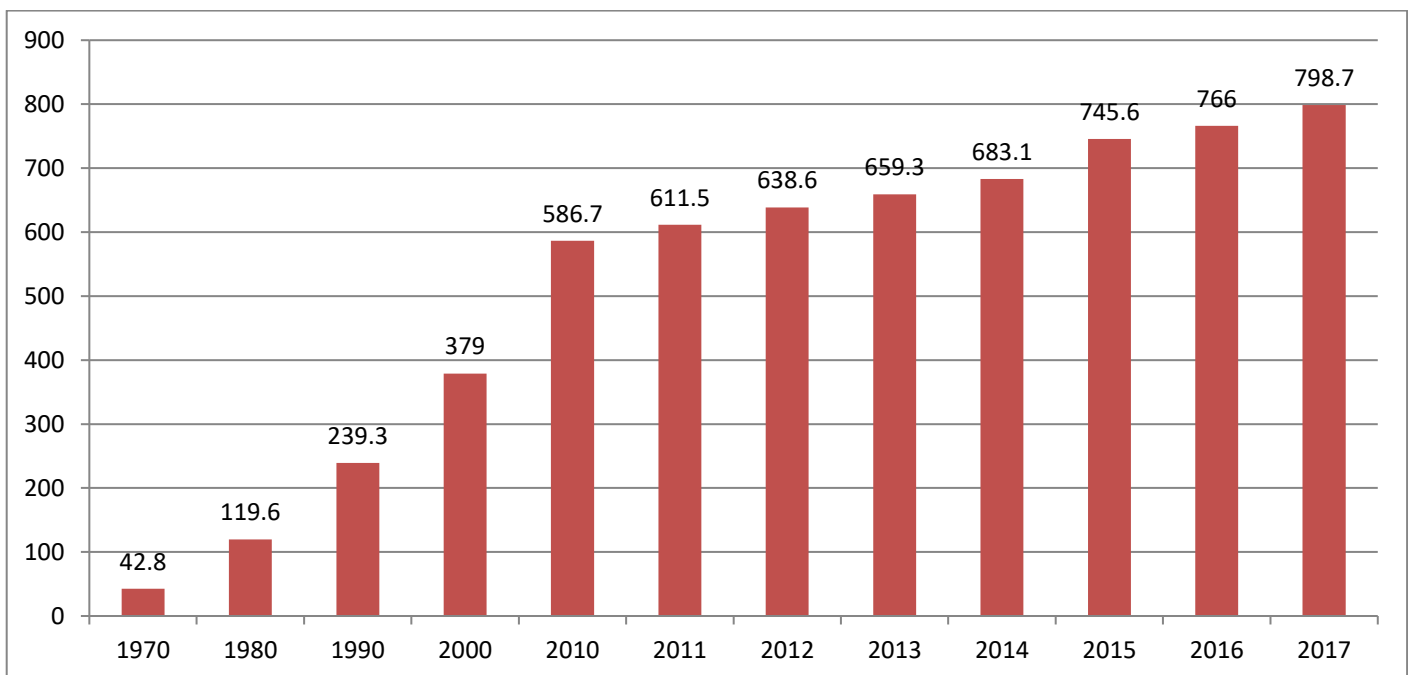
Industry Overview

Industry Overview

Restaurant industry at a glance

- \$799 billion: Restaurant industry sales.
- 1 million+: Restaurant locations in the United States.
- 14.7 million: Restaurant industry employees.
- 1.6 million: New restaurant jobs created by the year 2027.
- 10%: Restaurant workforce as part of the overall U.S. workforce.
- 9 in 10: Restaurants with fewer than 50 employees.
- 7 in 10: Restaurants that are single-unit operations.
- 9 in 10: Restaurant managers who started at entry level.
- 8 in 10: Restaurant owners who started their industry careers in entry-level positions.

Restaurant Industry Sales Growth In billions of current Dollars

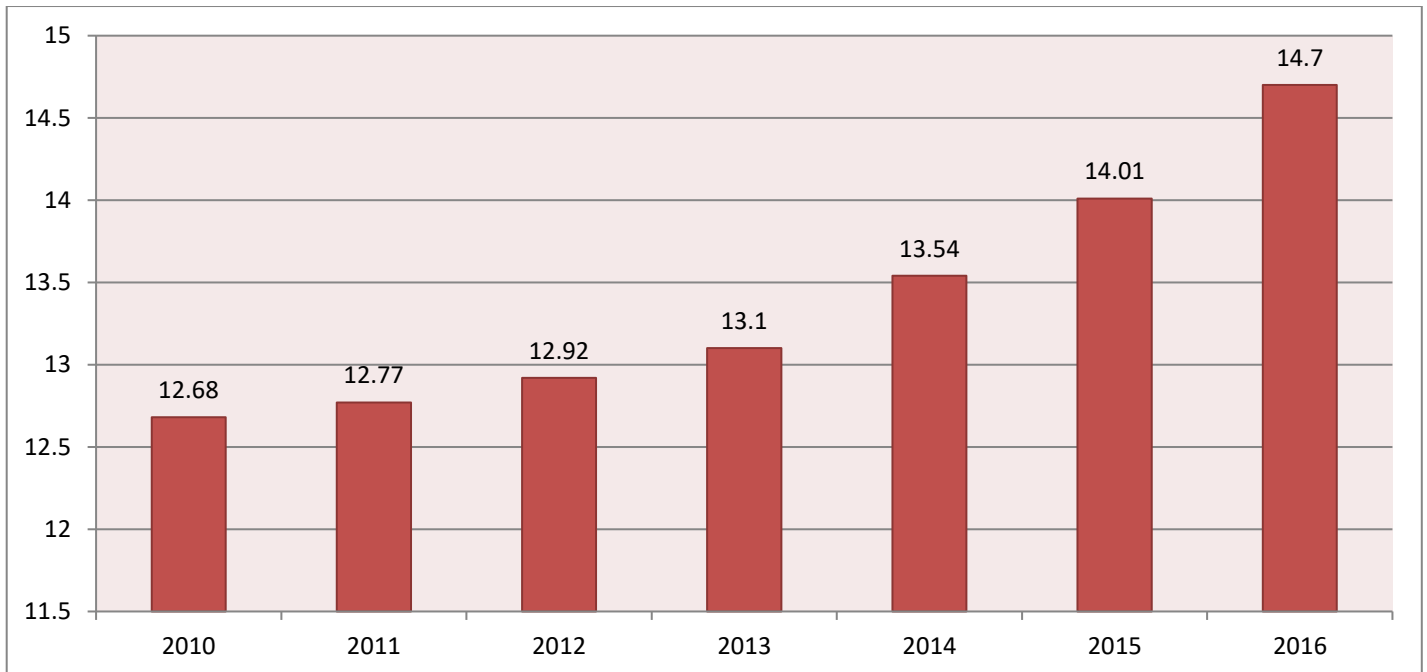


This statistic shows the restaurant industry food and drink sales in the United States from 1970 to 2017. In 2016, food and drink sales of the U.S. restaurant industry amounted to approximately 766 billion U.S. dollars.

In 2016, food and drink sales in the United States restaurant industry amounted to 766 billion U.S. dollars, up from 798.7 billion U.S. dollars in the previous year. Restaurants in the United

States have created a booming industry that employed more than 14 million people nationwide in 2015. **Sources: *National Restaurant association***

Number of employees in the restaurant industry in the United States in millions

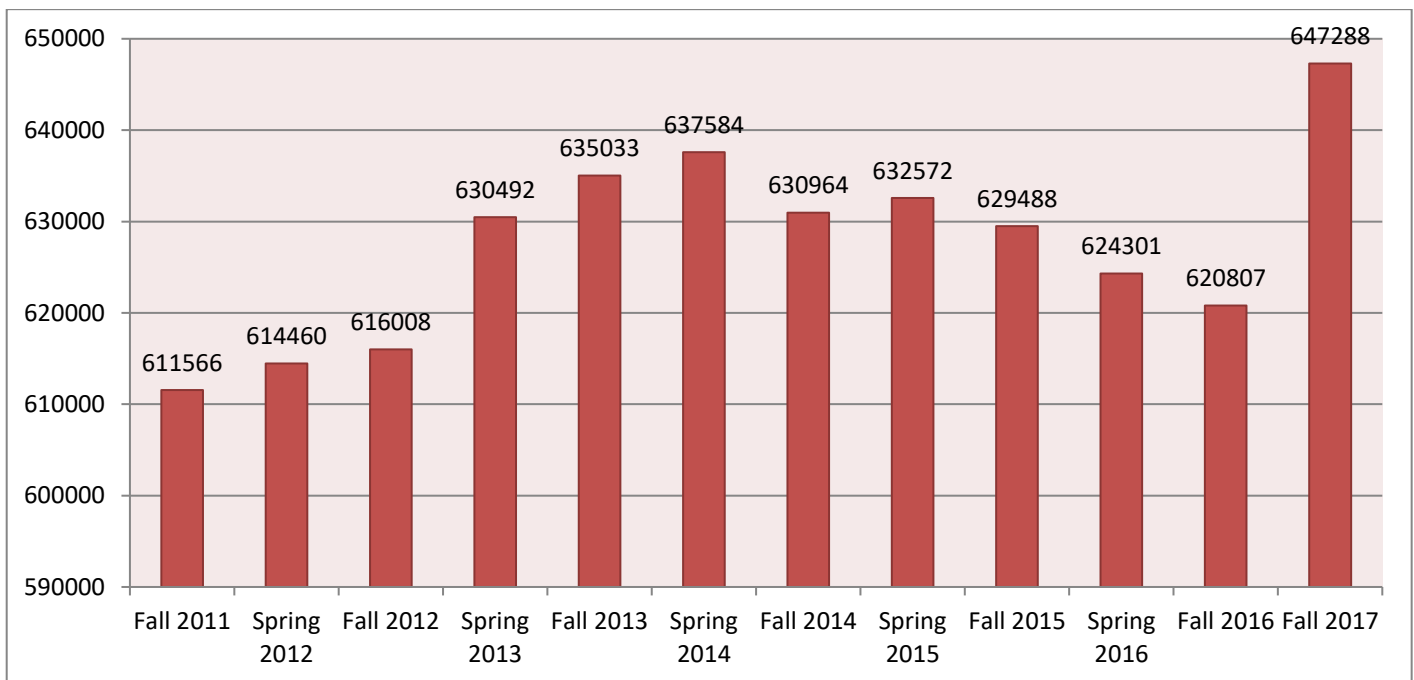


Unsurprisingly, the majority of food and drink sales in the U.S. restaurant industry take place in commercial restaurants.

In 2016, full-service restaurant sales amounted to 254 billion U.S. dollars and limited-service sales were 222 U.S. dollars. **Sources: *Census.gov***

Growth of Restaurant Industry in USA

Number of restaurants in the United States from 2011 to 2017



There were 190,649 quick service restaurant franchises and 31,480 full service restaurants franchises in the U.S. in 2017.

In 1970, food and drinks sales in U.S. restaurants amounted to 42.8 billion U.S. dollars, this figure has since increased exponentially and, in 2016, it reached 766 billion U.S. dollars.

The restaurant industry in the United States is generally comprised of independent or chain full-service and limited-service restaurants.

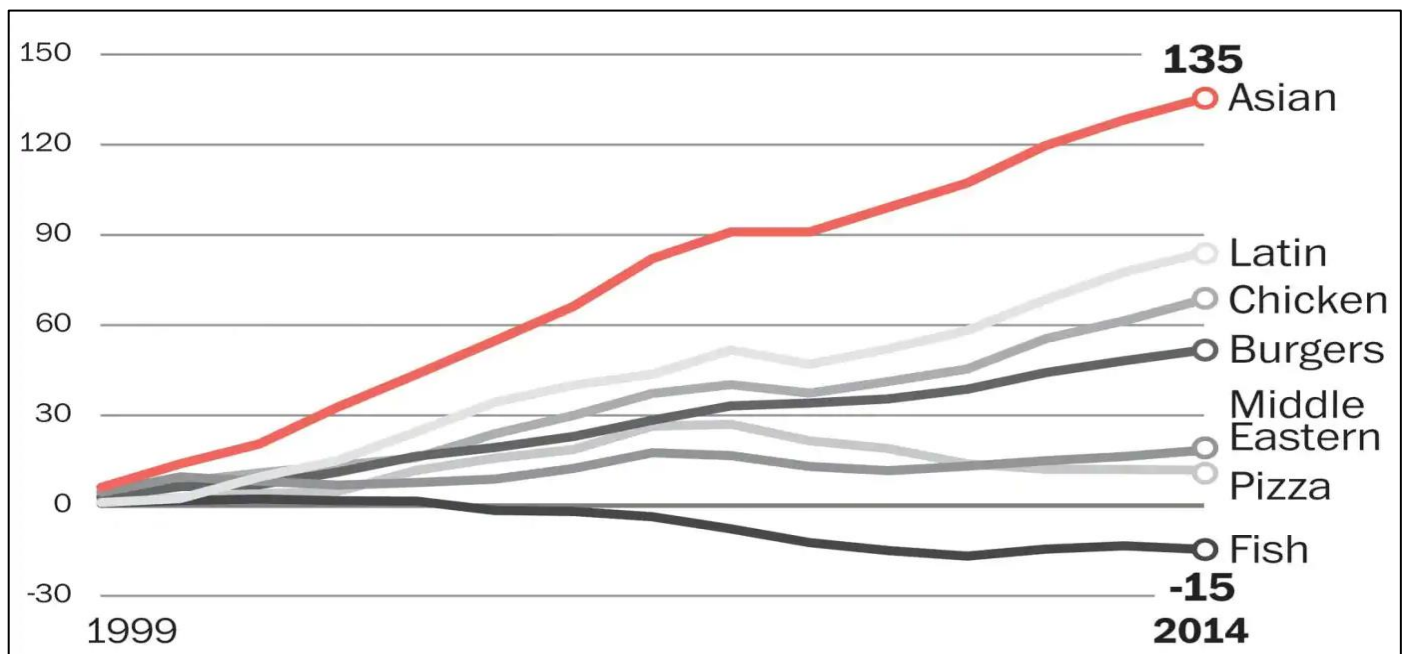
There is increase in restaurant establishment from 611,566 in 2011 to 647,288 in 2017.

Accordingly restaurant industry sales grow from 586.7 billion dollars in 2010 to 798.7 billion dollars in 2017 with increase in number employee in industry from 12.68 million to 14.7 million respectively. **Sources: National Restaurant association**

Asian Food Trend in USA

Sales at Asian Food restaurants in US have Increased dramatically since 1999 to 2014:

Cumulative Increase in Percentage



Asian food in particular is unique in that the vast majority of fast food restaurants that serve cuisine from the region, whether it's Chinese, Thai, Vietnamese or Malaysian, aren't chains but independent, small restaurants. Globally, only about 10 percent of sales at Asian fast food restaurants come from chains. The remaining 90 percent (which amounts to more than \$135 billion annually) comes from mom and pop restaurants.

In the United States, the story is a bit different, but no less striking. Roughly half of all sales at Asian fast food restaurants came from chains in 2014. The viability of that model points to a certain level of demand. U.S. chains like Panda Express, which reached nearly \$2 billion in sales last year, have proven that there's a mass market interest in Chinese food. Even Chipotle has responded to the demand with Shophouse, a fast casual Thai noodle restaurant.

Asian food is so coveted today that even restaurants that are centered around cuisines that aren't even remotely Asian—like burgers, fried chicken, and sandwiches—are increasingly offering Asian-inspired options. There are currently at least 550 items sold at fast food restaurants around the United States with either Asian names or an overt Asian

influence, according to market research firm Mintel. Exhibit A: Teriyaki burgers, which can now, by the way, be found at Carl Jr.'s. **Source: Washington Post and Eurometer**

Restaurant industry in Florida State

Restaurants are a driving force in Florida's economy. They provide jobs and build careers for thousands of people, and play a vital role in local communities throughout the state.

Restaurant industry at a glance in Florida State according to data provided by National Restaurant association

- 40,001 Eating and drinking place locations in Florida in 2016
- \$41.7 billion Projected sales in Florida's restaurants in 2017
- 1,054,000 Restaurant and foodservice jobs in Florida in 2017 = 12% of employment in the state

To achieve consistent positive growth, restaurants will need to offer the most innovative products and services with a high value proposition.

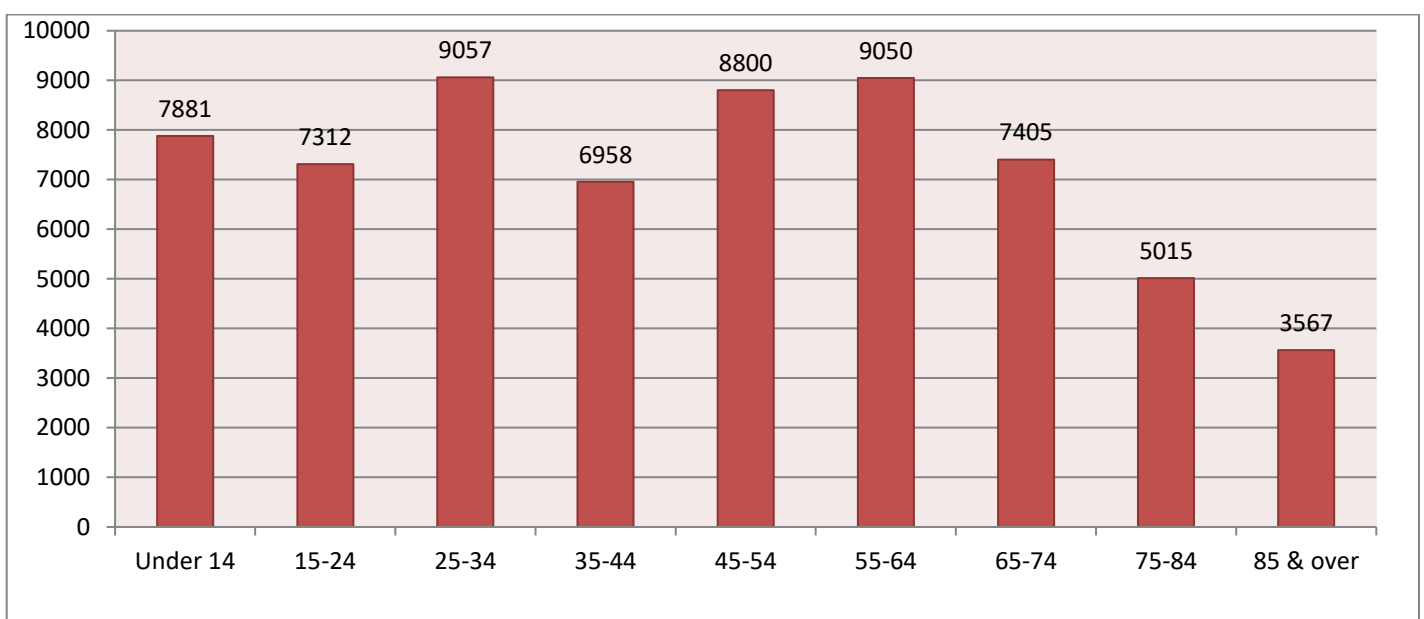
Market Overview

Market Overview:

Location: Delray Beach, Florida, USA

Delray Beach is a coastal city in Palm Beach County, Florida, United States. The population of Delray Beach was estimated at 65,044 in 2016. That is up from 60,522 according to the 2010 United States Census. Delray Beach is a principal city of the Miami metropolitan area, which was home to an estimated 6,012,331 people in 2015.

Demographics of Beg for More Izakaya Restaurant *according to Age*



Market Segmentation

Beg for More Izakaya Restaurant intends to cater to a wide group of people. We want everyone to feel welcome and relaxed in a cosy atmosphere with a wide and varied menu. It is our goal to have "something for everyone" every day on our menu. In looking at our market analysis, we have defined the following groups as targeted segments.

1. local residents
2. Tourists
3. Local business professional
4. Students
5. Travellers passing through

These groups are all potentially strong customer segments. The benefit of this mix of customers is that it helps maintain consistent business throughout the year. For example, while tourism is strong all year long in Florida, it peaks during the summer months. Conversely, the student population is not as strong during the summer as it is from September through June of each year.

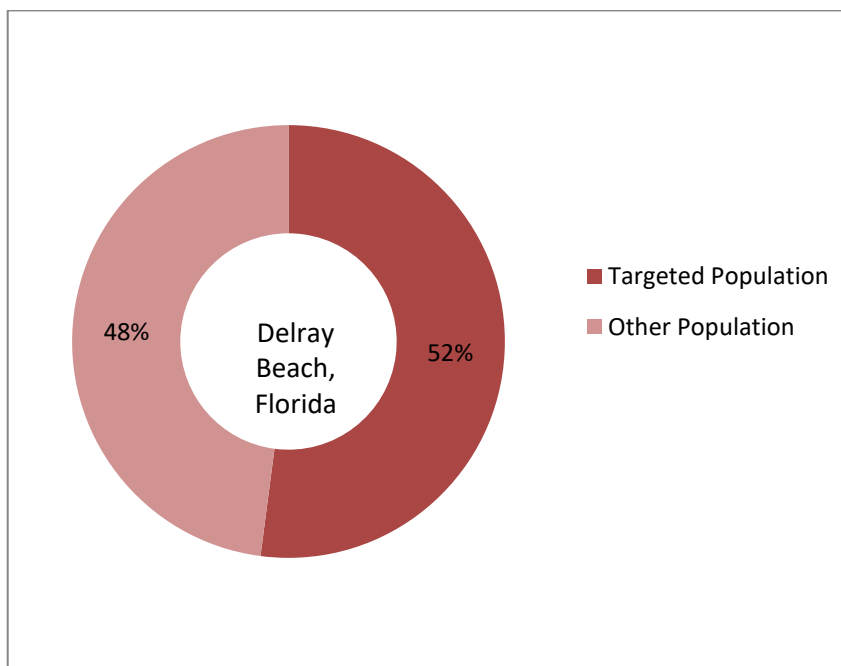
The other customer segments (local residents, local business and pass-through traffic on roadway) provide a consistent foundation all year long.

Also, by appealing to several market segments, Beg for More Izakaya Restaurant does not become overly dependent on any single consumer group. For example, several local restaurants with primarily student customers do poorly during the non-school months. They must also market themselves anew each year to the incoming students. Beg for More Izakaya Restaurant will avoid these peaks and valleys in business with a mix of customers.

Targeted Market

Targeted Population include targeted local resident group between 18 to 64 Years age both Male and female.

Targeted Market for Beg for More Izakaya Restaurant in Delray city, Florida, USA



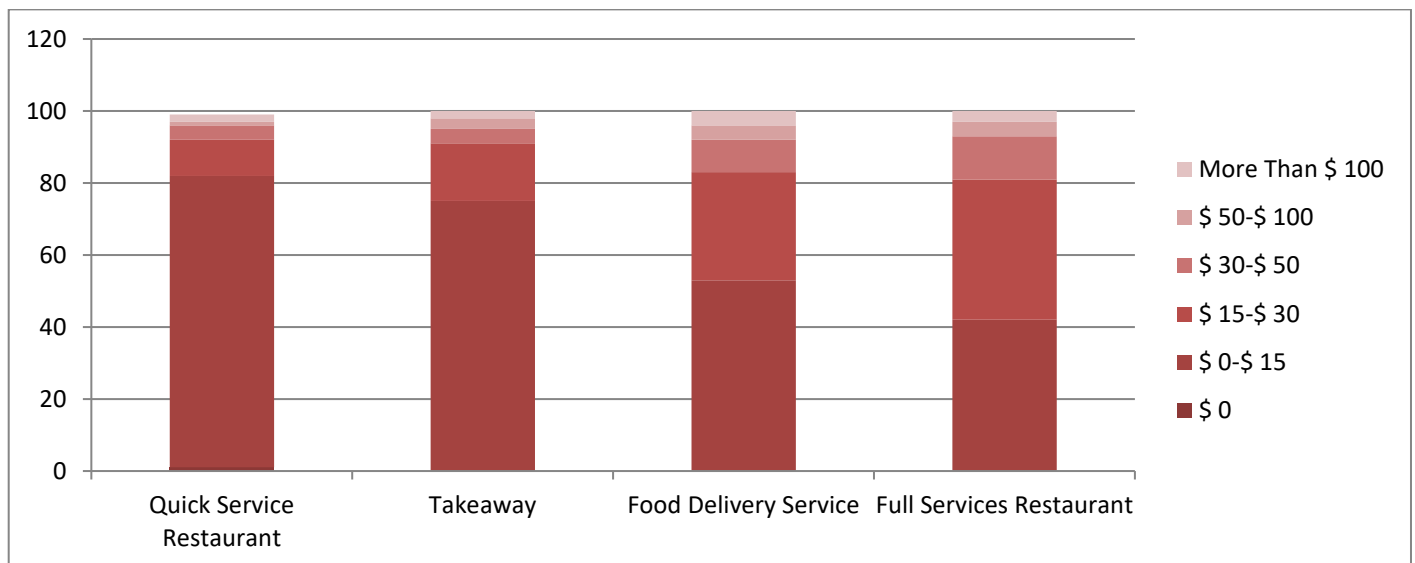
Total Population: 65, 044

Sex Ratio: 1:1

Population of age range from 18 to 64: 33, 865

Consumer Behavior

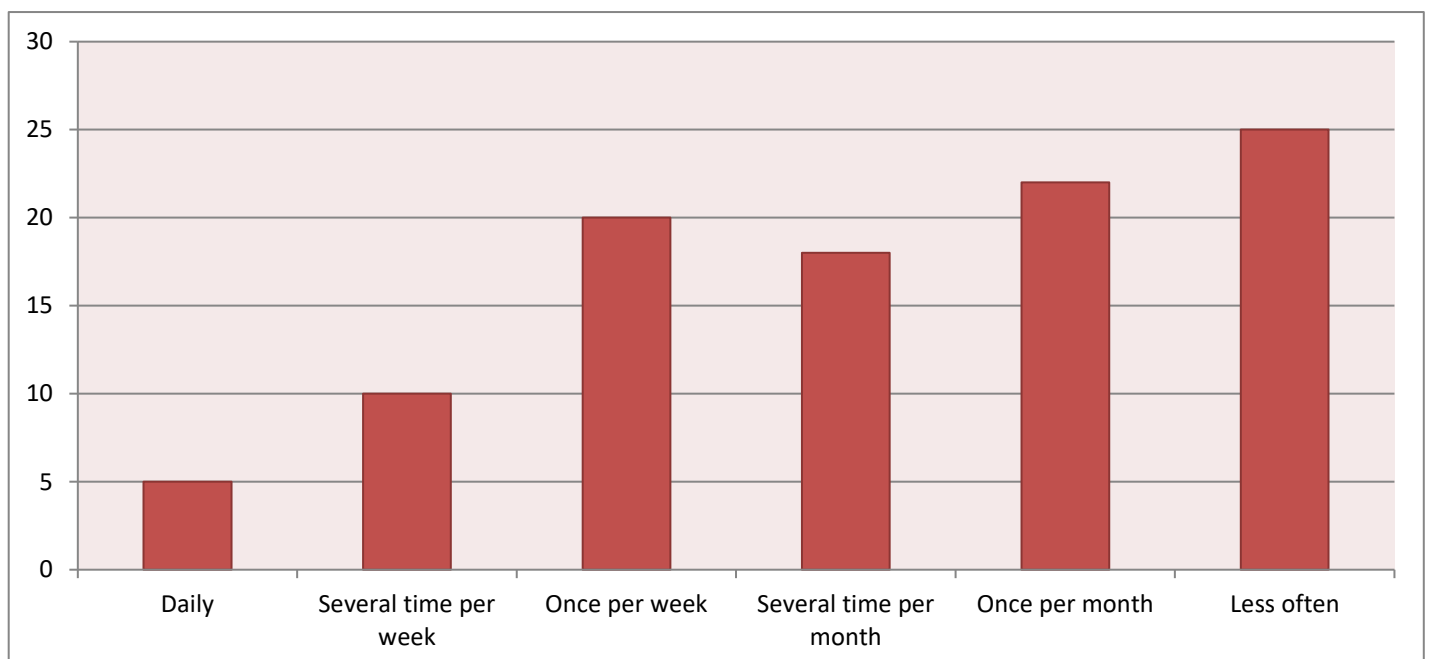
Average Spending per person on food per visit at restaurant



This statistic shows the average spend per person in restaurants in the United States in 2016, by restaurant type. According to statistica.com, 30 percent of the respondents stated that they spent an average of 16 to 30 U.S. dollars per person per visit on food delivery services.

Average Spending per person on food per visit: \$ 30

Frequency of dining out at full service restaurants in the U.S. 2016



This statistic shows the results of a survey conducted in the United States in November 2016. U.S. consumers were asked how often they choose full-service restaurants when dining out. During the survey, 20 percent of the respondents stated that they dined out at full service restaurants once per week.

S.W.O.T Analysis

S.W.O.T. analysis

Strengths	Weaknesses
<p><i>Increasing demand of personalised offering</i></p> <p><i>High barriers to entry</i></p> <p><i>Highly experience owner operator</i></p> <p><i>Ability to sell product online</i></p> <p><i>High foot traffic area located on Main Street</i></p> <p><i>Access to parking</i></p>	<p><i>Competitor can offer similar product quality</i></p> <p><i>Limited start-up cost</i></p> <p><i>Limited flexibility in price</i></p> <p><i>As a new business, the Company must build its credibility</i></p>
Opportunities	Threats
<p><i>Continued expansion for online sales</i></p> <p><i>Ability to develop additional stores</i></p> <p><i>Acquisition of additional round of capital</i></p> <p><i>Affiliate relations with related vendor</i></p> <p><i>Increasing demand for healthier food</i></p> <p><i>Changing customer habits and new customer group</i></p>	<p><i>Change in regulation can impact the business</i></p> <p><i>Insurance cost are continually increasing</i></p> <p><i>Increase in price inputs can cause upward pricing.</i></p> <p><i>Saturated fast food market in developed economy</i></p> <p><i>Trend toward healthy eating</i></p> <p><i>Increasing market share of fast food chain restaurants</i></p>

Competitive Analysis

Competitor in Food Restaurant Industry

Delray Beach, Florida represents too much competition for the restaurant industry. This also indicates there is scope for more restaurants. The direct competitor for Beg for More Izakaya Restaurants is regular local restaurants and specialty food restaurants.

There is also indirect competition from the instant food products available in the retail market and large fast-food chain operator. Following Figure Shows different competition for Beg for More Izakaya Restaurants in Delray, Florida:

General Competition for Beg for More Izakaya

Direct Competition

Head Indirect Competition

Local Regular Restaurant

Speciality Restaurants

Fast Food Chain

Instant food Retail

Direct Competition

Competition From local brand is more important than competition from the Large food chain. Local Store creates appalling experiences for the customer. Local customer prefer them because they let them feel at home, tourist prefers them because change form everyday life.



After a thorough research, Management found five (5) Asian restaurants in Fort Lauderdale that would most likely be direct competitors for Beg For More. These restaurants include:

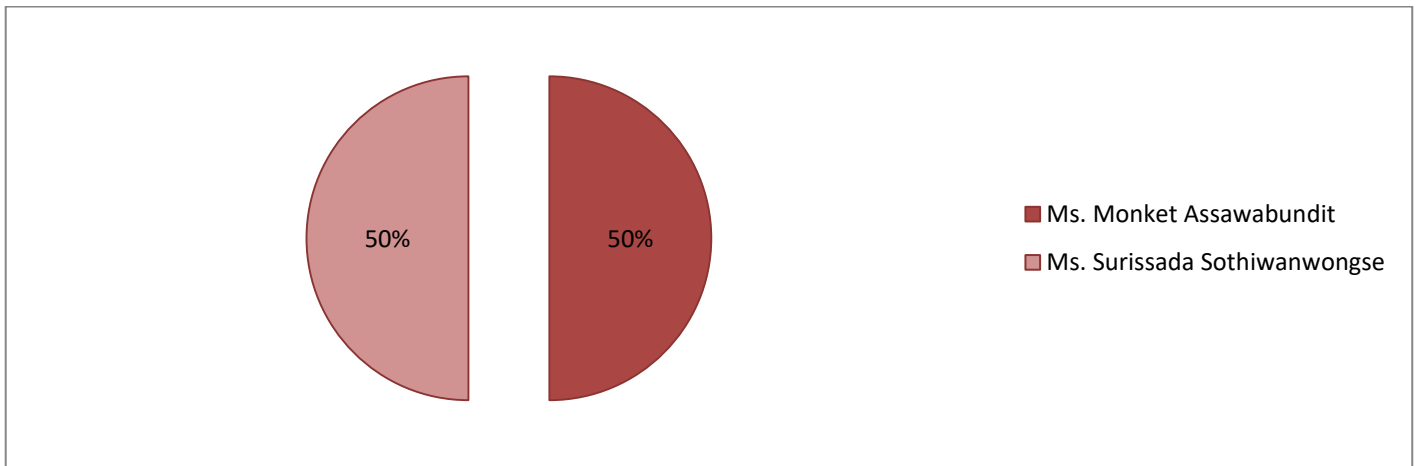
Direct competition from speciality restaurants		
Restaurant Name	Location	Website
lemongrass Asian Bistro	Atlantic Ave	lemongrassasianbistro.com
Tee Jay Thai Sushi	Fort Lauderdale	teejaythaisushi.com
Ziree Thai & Sushi	Atlantic Ave	zireethaisushi.com
Buddha Sky Bar	Atlantic Ave	buddhaskybar.com
Nana noodles and sushi bar	Atlantic Ave	nananoodlessushibar.com

Indirect Competition

Main indirect competition is from food chain giants and instant food product available in the market.

Organizational Planning

Ownership Structure

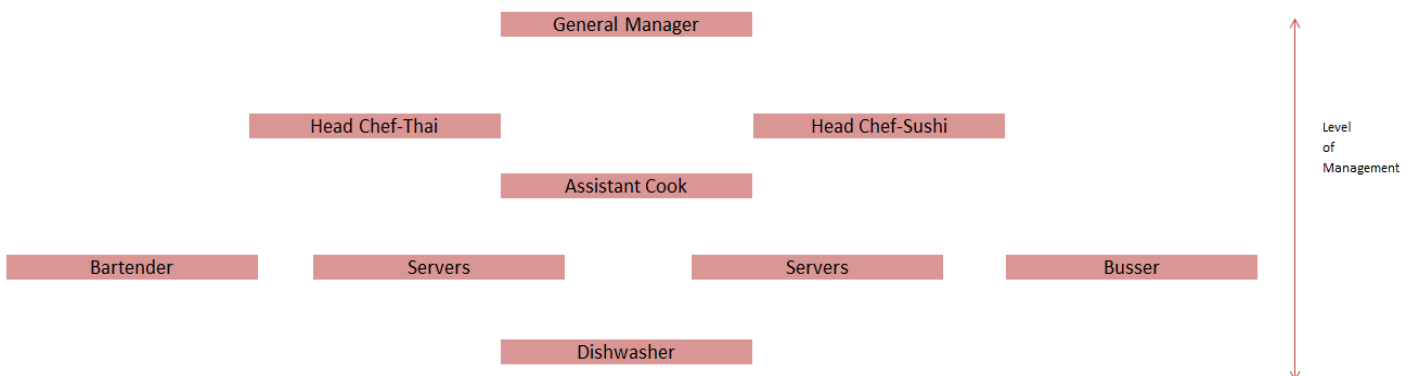


Personal Plan

The following table shows projected personnel needs for the next five (5) years of operations.

			Year 1	Year 2	Year 3	Year 4	Year 5
General Manager	1	42000.00	42000.00	44100.00	46305.00	48620.25	51051.26
Head Chef-Thai	1	32000.00	32000.00	33600.00	35280.00	37044.00	38896.20
Head Chef-Sushi	1	32000.00	32000.00	33600.00	35280.00	37044.00	38896.20
Assistant Cook	1	26500.00	26500.00	27825.00	29216.25	30677.06	32210.92
Bartender	1	18000.00	18000.00	18900.00	19845.00	20837.25	21879.11
Servers	2	10800.00	21600.00	22680.00	23814.00	25004.70	26254.94
Busser	1	18000.00	18000.00	18900.00	19845.00	20837.25	21879.11
Dishwasher	1	18000.00	18000.00	18900.00	19845.00	20837.25	21879.11
			208100.00	218505.00	229430.25	240901.76	252946.85

Organization Chart



Recruitment Plan

Requirement Identification	<ul style="list-style-type: none">• Identify Gap and determine Job Responsibility for job position• Identify Qualification and Experiences required
Advertising	<ul style="list-style-type: none">• Local New Papar and word of mouth using friends and relatives• Online Portal like Indeed, Linkldin, and Monstor.com
Resume Collection and Review	<ul style="list-style-type: none">• Evaluate resume according to Qualification experiences
Interviewing	<ul style="list-style-type: none">• Determine type of interview like Face to face interview, Demonstration
Selection	<ul style="list-style-type: none">• Select best Match to your job position
Making Offer	<ul style="list-style-type: none">• Use negotiation techniques to determine compensation• Write the offer letter or employment agreement

Training programs

Staff should be trained in Operation Guideline, Safety Guideline and workplace Policy. This training helps develop standardized working environment.

To improve skill of chefs, they will be motivated to participate into different workshops, Webinar and competitions. Managers will be trained in accounting, operation and leadership skill.

Webinar

Workshops

Competition

Skill retention strategies

Standard operating procedures, safety Guideline and Policy Guideline are provided for retain skill of employee for continuous Quality, safety and harmonization in working environment.

SOP

Policy Guideline

Safety Guideline

Marketing Planning

Place



Space Available:

1405 Square Foot

Type of property:

Leased Agreement

No. of table:

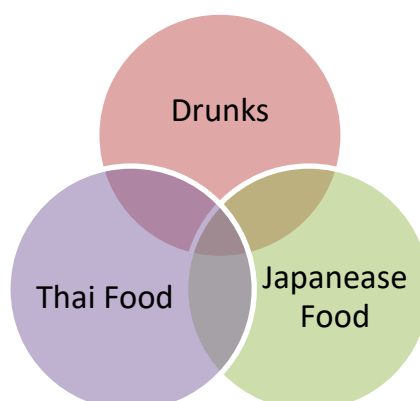
10-15

Business location: 19 Southeast, 5th Avenue, Delray Beach, Florida 33483

Working Hours:

Day	Working Hours	Happy Hours
Monday	12:00 PM - 10:00 PM	03:00 PM - 06:00 PM
Tuesday	12:00 PM - 10:00 PM	03:00 PM - 06:00 PM
Wednesday	12:00 PM - 10:00 PM	03:00 PM - 06:00 PM
Thursday	12:00 PM - 10:00 PM	03:00 PM - 06:00 PM
Friday	12:00 PM - 10:00 PM	03:00 PM - 06:00 PM
Saturday	12:00 PM - 12:00 PM	-
Sunday	12:00 PM - 10:00 PM	-

Product Strategy



Promotional strategy



Print Media Advertising: Brochures and Guides, Newspaper, Business Card, Banners.

This type of advertisement can create awareness in local resident about our business.

Mail-out and Media Release

Mail out and media release creates brand recall to customer.

Online Advertising and Social Media Campaign: Google AdWords, Facebook, and Website

This advertisement targeted to Food and Restaurant interested people in Delray city in Florida, USA

Event and give away

An event helps our brand to create strong presences in market and reach people efficiently.

Brand Building

Online

- Business Website
- Post Your Menu Online
- Use Social Media
- Develop a Customer Database
- Brand Your Restaurant Digitally
- Optimize for Search Engines and Local Traffic
- Engage Your Customers
- Take Orders Online

Objective

Building Brand
Name in market after
Opening

Print

- Brochures and Guides
- Banners
- Post cards
- Flyers
- Billboards
- Newspaper
- Local Publishing
- Mail-out

Guerrilla marketing

- Event and give away
- Word of mouths

Growth Strategy

Beg for More Izakaya Restaurant

Highest-quality coffee	Customer Service	Vertical Integration	Store design & Atmosphere
<p>Beg for More Izakaya Restaurant believes to maintain standards for the selection, roasting and fresh delivery of products and beverages.</p>	<p>Beg for More Izakaya Restaurant goal is to develop customers who are “enthusiastically satisfied” every time they visit a our store. The Company depends on a high level of repeat business and views the quality of its customer interaction with employees as critical to its long-term success.</p>	<p>In order to manage costs and ensure compliance with the Company’s rigorous standards of freshness, quality and consistency, the company controls its raw material sourcing, and retail sales. The company believes this vertical integration in future provides significant competitive advantages.</p>	<p>Beg for More Izakaya Restaurant stores are designed to suggest a sense of sophistication and style that reinforce the Company’s distinctive brand image. Stores are typically configured to accommodate a high volume of traffic while retaining an inviting, casual atmosphere.</p>

Four pillars of Marketing Plan

Online Marketing

Online Partnering

Restaurant search and discovery service

- Yelp
- Foursquare
- Urbanspoon
- Zomato
- TripAdvisor

Objective

Increase customer
through online
channel

Partnering

Objective

Increasing Revenue
Stream and reduce
operating cost

- Local Delivery Services
- Local Community Services
- Partnering with grocery chain for raw material
- Partnering with grain importer

Expansion Strategy

- Start a food chain
- Franchise or license
- Join forces with an existing restaurant
- Experiment with another concept completely like Taiwanese restaurant
- New Restaurant in new geographic location outside Florida
- Go global - Cross the border

Objective

Expand Business for
more revenue

Exit Strategy

Objective

Exit from business
in case of failure

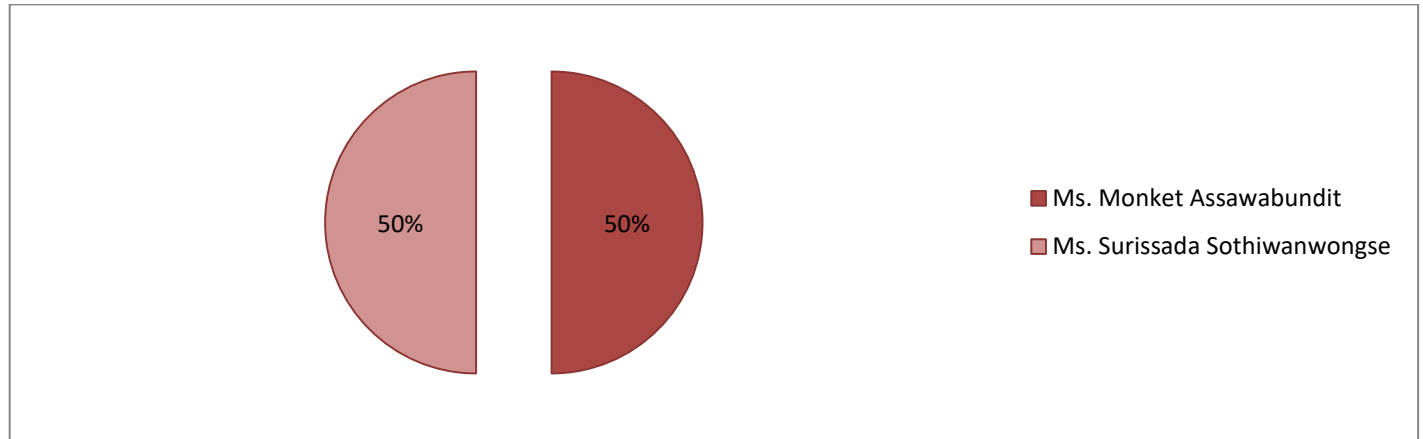
Sell It

- A sale is always an option: the question is how much can you get for your company?. The key is to find suitable buyers who assign a high value to your company. Generally, the more potential buyers, the better, since then you can establish a market price.

Financial Planning

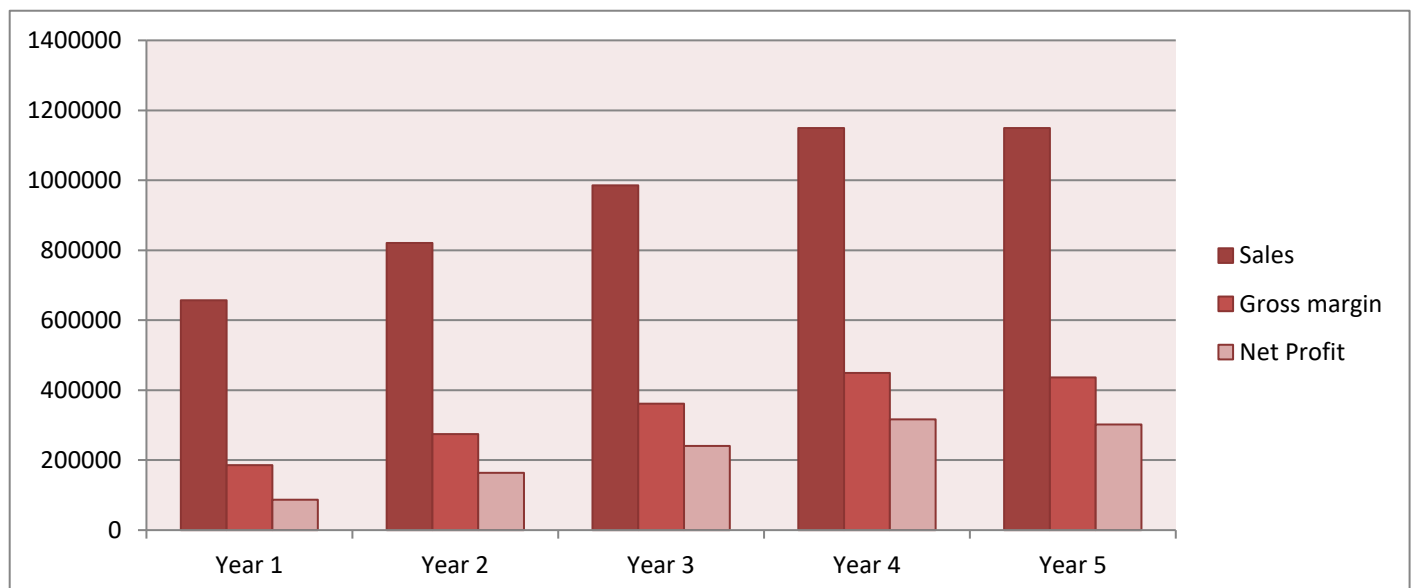
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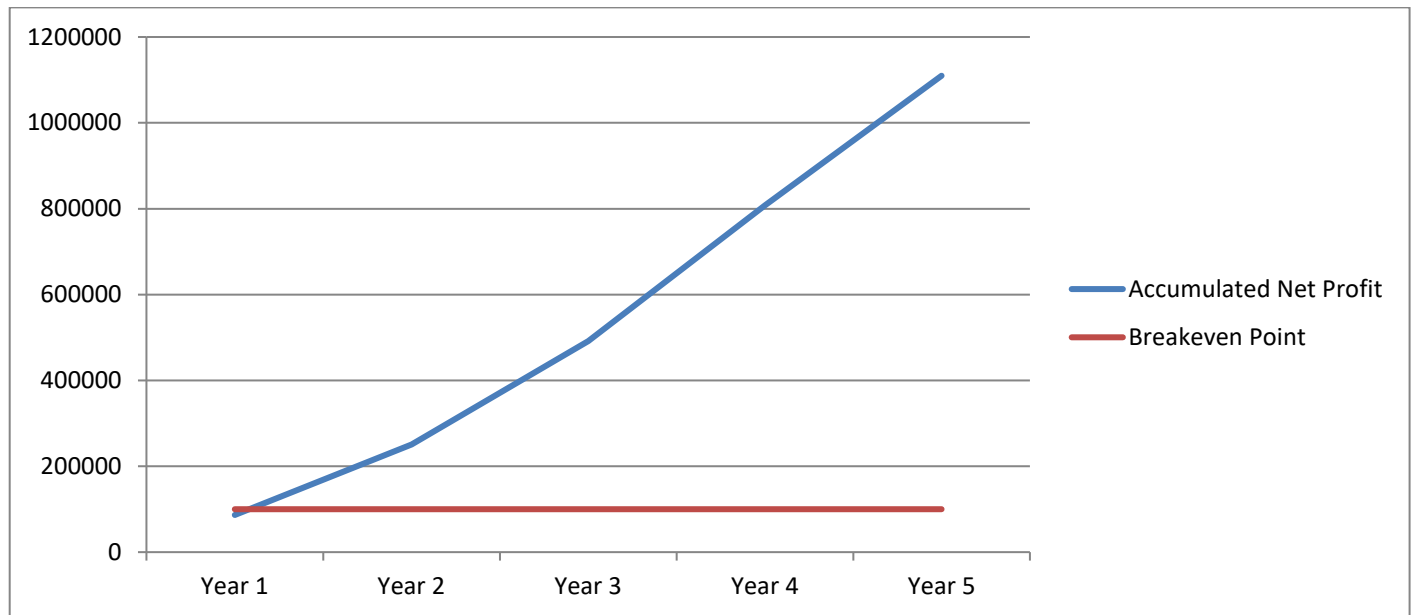
Sales, Gross Margin and Net profit

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Year 5	1149750.00	436903.15	301570.38



Breakeven Analysis

Calculation:



Breakeven point for this business is at \$ 100,000. According to this graph breakeven point is in between 1 year and 2 year.

Accumulated Net profit till Year 1 = \$ 86549.00

Profit Contribution per month in Year 2 = $\$/12 = \13666.32

Breakeven Point \approx 14 Months

Personal Cost

Assumption:

1. All cost associated with Personal are taken from forecast of personal cost in **Organisation planning section**

	Year 1	Year 2	Year 3	Year 4	Year 5
Cost of Employee	208100.00	218505.00	229430.25	240901.76	252946.85

Sales Forecasting

Assumption:

1. Assume increment in average sales per day by 15 customers per year.
2. Assume Average spending per person per visit \$ 30.
3. Cost of Raw Materials 40% of Total Sales.

Year	Average customer visits per day	Estimated customer visits per Year	Average spending per person	Forecasted Sales per Year	Cost of Raw Material
Year 1	60	21900	30	657000.00	262800.00
Year 2	75	27375	30	821250.00	328500.00
Year 3	90	32850	30	985500.00	394200.00
Year 4	105	38325	30	1149750.00	459900.00
Year 5	105	38325	30	1149750.00	459900.00

Start-Up Funding

Particulars		Amount
Start-up Assets	Land and Buildings	55000.00
	Furniture and fixtures	12000.00
	Equipment	12000.00
	Tools	800.00
	Other fixed assets	200.00
	Total Fixed Asset	80000.00
Start-up Expenses	Legal	250.00
	Stationery & Sign	250.00
	Office Supplies (Computer, Printer)	250.00
	Uniforms	800.00
	Insurance	800.00
	Equipment Rent & Security Deposit	500.00
	Cash Register/Software	250.00
	Restaurant premises	250.00
	Bathrooms Repair (Materials/Labour)	250.00
	Floor & Wall Coverings (Materials/Labour)	1200.00
	Paint	1200.00
	Lighting & Lamps (Materials/Labour)	250.00
	other remodeling expenses	1000.00
	Waste Management System	250.00
	Initial promotional cost	5000.00
	Cash in Hand	7500.00
	Total Start Up Expenses	20000.00
Total Funding		100000.00
Direct Investment	Monket Assawabundi's Investment	50000.00
	Surissada Sothiwanwongse's Investment	50000.00
Total Investment		100000.00

Projected Profit and Loss

Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Total Sales	657000.00	821250.00	985500.00	1149750.00	1149750.00
Personal Cost	208100.00	218505.00	229430.25	240901.76	252946.85
Cost of Raw Material	262800.00	328500.00	394200.00	459900.00	459900.00
Gross Margin	186100.00	274245.00	361869.75	448948.24	436903.15
% of Margin	28.33%	33.39%	36.72%	39.05%	38.00%
Operating Expenses					
Sales and Marketing	6000.00	6000.00	6000.00	6000.00	6000.00
Depreciation (5%)	3750.00	3750.00	3750.00	3750.00	3750.00
Utilities	2000.00	2000.00	2000.00	2000.00	2000.00
Legal	500.00	500.00	500.00	500.00	500.00
Stationary	500.00	500.00	500.00	500.00	500.00
Total Operating Expenses	92025.00	95988.75	100150.69	104520.72	109109.26
Earning	94075.00	178256.25	261719.06	344427.52	327793.89
EBITDA	94075.00	178256.25	261719.06	344427.52	327793.89
Sales Tax (8%)	7526.00	14260.50	20937.52	27554.20	26223.51
Interest	0.00	0.00	0.00	0.00	0.00
Net Profit (EAT)	86549.00	163995.75	240781.54	316873.32	301570.38