

# Taste Of Two Continents

We bring the flavors of Turkey to the center of Europe. The business plan of the restaurant chain called “Taste Of Two Continents”, which will breathe new life into the culture of eating out in Europe.



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## Contents

<b>Executive Summary .....</b>	<b>3</b>
<b>Company and Company Strategy .....</b>	<b>4</b>
Who are we? .....	4
Mission statement .....	5
Technology sssesment.....	5
Management team .....	5
Board of directors.....	6
<b>Marketing.....</b>	<b>6</b>
What is the market? .....	6
Is the market shrinking or growing?.....	7
Our strategy.....	7
<b>Product.....</b>	<b>8</b>
What we sell? .....	8
Product .....	8
Additional services.....	9
Pricing .....	9
<b>Sales and Promotion.....</b>	<b>10</b>
Sales approach.....	10
Motivating employees.....	10
Promotion strategies.....	11
<b>Financial Issues .....</b>	<b>12</b>
Costs table .....	12
Income and profits table .....	13

## **1.EXECUTIVE SUMMARY**

Taste Of Two Continents is a restaurant chain that aims to bring new trend to the European food industry. The company is aware of the significant demand for ready meals in Europe and plans to capitalize on this trend. Inspired by the popularity of doner kebab, known as Turkish kebab, Taste Of Two Continents aims to introduce Turkish cuisine to European consumers at affordable prices.

The company's initial focus is on building a loyal customer base. For this reason, in order to bring our restaurant to a certain level of popularity, we plan to make advertisements primarily for Turkish people in Europe and to include them among the regular visitors of our restaurants. However, Taste Of Two Continents is aware of the increasing interest of European consumers to explore different cuisines and for that reason we plan to expand our menu to offer a wider variety of Turkish dishes to benefit from this interest.

The company will follow traditional Turkish recipes to provide authentic flavors that are true to the country's broad culinary heritage. To establish a strong brand presence, Taste Of Two Continents will use marketing strategies like offline and online advertising campaigns targeting its key customer class. The company will also leverage its social media channels to interact with customers and build a community around its brand . Our management team consists of successful people who have previously worked in the food industry in various parts of the world. The team includes experts in traditional Turkish cuisine, marketing and finance, ensuring an effective approach to building a successful business.

We are considering opening our first restaurant in Prague for the following reasons:

- 1.** A large number of tourists come to Prague from all over the world.
- 2.** According to our market research, there is a need in the city for traditional Turkish food and we believe that our restaurant will fill the gap in the market.
- 3.** The cost of living and doing business in Prague is lower than in other big European cities, making Prague a suitable city for our initial restaurant.

In conclusion, Taste Of Two Continents is well-positioned to capitalize on the growing demand for Turkish cuisine in Europe. With a focus on authenticity and effective marketing, the company plans to become a leading player in the European food industry.

## **2. COMPANY AND COMPANY STRATEGY**

### **2.1 Who are we?**

Taste Of Two Continents is a restaurant chain that aims to bring Turkish cuisine to Central Europe. Our company's identity is rooted in our commitment to providing traditional Turkish foods at affordable prices while expanding our menu to offer a wide variety of Turkish dishes to appeal to European consumers' growing interest in exploring different cuisines.

#### **2.1.1 History**

Taste of Two Continents was founded in 2023 February by a group of food industry professionals and friends with a passion for Turkish cuisine. The company's initial focus is introducing Turkish cuisine to European consumers at affordable prices and to start building a loyal customer base among Turkish people in Europe. The company is planning to open its first restaurant in Prague in 2024.

#### **2.1.2 Strengths**

The strengths of Taste of Two Continents are its low costs, skilled management team and successful marketing techniques. The company distinguishes itself from competitors by sticking to traditional Turkish recipes and ingredients. Skilled management team ensures efficient operations and financial administration.

#### **2.1.3 Weaknesses**

Its focus on a particular kitchen is one of Taste of Two Continents' biggest weaknesses since it can prevent it from reaching a larger customer count. The business is also vulnerable to economic recessions because when people are in a bad economic situation they don't want to spend money on eating out, they look for cheaper alternatives.

#### **2.1.4 Objectives**

Taste of Two Continents' future prospects include expanding its menu to include a wider range of Turkish dishes (like local alcoholic drinks). The company also plans to continue its expansion into major European cities, focusing on building a strong brand presence with effective marketing and community building efforts. In 5 years, we have a goal to open restaurants in at least 3 different European cities outside of Prague. Taste of Two Continents also plans to enter the online ordering and delivery business in the future to meet the growing demand among consumers for easy access to food.

## **2.2 Mission Statement**

We are committed to offering authentic Turkish cuisine at affordable prices for our customers in Europe. Our mission is to bring people together through food and to create a sense of community and cultural exchange in our restaurants. We are also committed to developing a sustainable and profitable business that adds value for our stakeholders.

## **2.3 Technology Assessment**

We will be integrating technology into our operations to improve efficiency and provide better service to our customers. We will be implementing an online ordering system (mobile app and web) and utilizing order kiosks in our restaurants. In this way, we plan to reach more customers, reduce costs and provide faster service to our customers, creating a better customer experience in total.

## **2.4 The Management Team**

### **2.4.1 CEO: Ömer Diner**

Ömer Diner is 42 years old, has a master's degree in business administration and worked in various companies as a successful software developer and has made various business startups in the last 5 years. Among his previous successful ventures is opening a boutique cafe in Istanbul. Now his current goal is to establish an international restaurant chain.

### **2.4.2 CFO: Paul Johnson**

Paul Johnson is a finance professional with over 14 years of experience in the hospitality industry. He has a deep understanding of financial analysis, budgeting and risk management. Paul has previously served as CFO for several successful restaurant chains in the USA and is known for his ability to provide strategic financial guidance.

### **2.4.3 CMO: Fiona Sal**

Fiona Sal is a marketing professional with 8 years of experience in the food industry. He has worked with both local and international restaurant chains, designed and implemented successful marketing campaigns that increase profits.

### **2.4.4 Head Chef: Mustafa Elikan**

Mustafa Elikan is a highly skilled Turkish chef with over 24 years of experience in the food industry. He has worked in some of the most prestigious restaurants

and hotels in Turkey. He will lead the development of the menu and ensure that all dishes are prepared to the highest standards.

## **2.5 Board of Directors**

The board of directors of Taste Of Two Continents will include five members. Three internal members from the management team and two external members with knowledge in the food-related business. In order to guarantee that the business meets its long-term objectives, the board will give strategic oversight and guidance.



## **3. MARKETING**

Our marketing plan will focus on raising potential customers awareness and establishing a solid brand presence in the market. Let's analyze the current market first.

### **3.1 What is the market?**

The market for Taste of Two Continents is the European food industry with a specific focus on introducing Turkish cuisine to European consumers. The

market includes individuals who are interested in exploring different cuisines and experiencing Turkish food. It includes both local European consumers and Turkish expatriates living in Europe.

### **3.2 Is the market shrinking or growing?**

According to the market research we have done, the demand for ethnic and international foods, especially Turkish food, is increasing in the European people. Consumers in Europe are becoming more willing to try other flavors and cuisines. This offers Taste of Two Continents a growth opportunity and a chance to capitalize on the growing interest in Turkish food in Europe.

### **3.3 Our strategy**

**Branding and Positioning:** We will work to develop a brand identity that emphasizes the authenticity and quality of Turkish cuisine. Our main goal is to position Taste of Two Continents as the go-to restaurant chain for a fine Turkish dining experience.

**Targeted Advertising:** We will use offline and online advertising campaigns to reach our key customer class, including Turkish expatriates living in Europe and European consumers looking to explore different cuisines. This will include targeted social media advertising, local print media and collaborations with influencers e.g. youtubers and tiktok influencers and food bloggers.

**Social Media:** We will utilize social media channels to engage with our customers, share behind the scenes content and promote user generated content, especially nowadays Instagram has a huge impact on communities, so we will share our menu items there one by one. We will produce exclusive content on our social media channels to reach as many followers as possible and turn them into our customers.

**Menu Diversity:** We will offer a wide variety of traditional Turkish dishes, vegetarian options and seasonal specialties to keep customers excited.

**Partnerships and Collaborations:** To increase visibility and attract both locals and tourists to our restaurants, we will establish strategic partnerships with local businesses, tourism agencies and event organizers to refer tourists to our restaurant. By implementing this marketing strategy, we aim to increase our brand awareness, build a loyal customer base and position Taste of Two Continents as the leading brand for the Turkish cuisine in Europe.



## 4. PRODUCT

Taste of Two Continents offers a complete culinary experience that meets the desires of European customers looking for authentic flavors and cultural exploration. We do not only serve Turkish food here. This is a complete experience. Our extensive menu of traditional Turkish cuisine has been created in response to the demands of the market, with quality ingredients, attention to detail and a focus on delivering a great dining experience.

### 4.1 What We Sell?

We aim to do more than just satisfy your hunger. We offer the followings:

**Authentic Turkish Flavors:** Our products reflect the essence of Turkish cuisine and allow customers to indulge themselves and their palates with aromatic spices, sauces and cooking techniques from Turkey.

**Culinary Discovery:** We offer our customers the opportunity to explore Turkey's vast culinary heritage, introducing them to dishes and ingredients that showcase the country's cultural richness. We are not limited to doner kebab.

**Quality and Freshness:** We emphasize the use of quality ingredients sourced from trusted places and ensure that every dish is prepared with care. Our commitment to freshness and quality will be evident in every corner of the restaurant.

**Impressive Dining Environment:** Our restaurants will be designed to create an environment that transports customers to Turkey through a combination of decor, music and Turkey's people's warm hospitality. In this way, our customers will experience the culture and traditions of Turkish cuisine in a beautiful atmosphere.

### 4.2 Product

**Döner Kebab:** Tender, marinated chicken or beef slowly fried on a vertical skewer and served between bread or on a plate with side dishes and rice.

**Main Dishes:** Our menu will feature a range of main course options showcasing all regions of Turkey. A selection of traditional dishes such as iskender kebab, manti, shish chicken kebab, adana kebab and fried anchovies...

**Vegetarian:** Vegetable stews, stuffed peppers, local soups such as lentil and salads will appeal to customers with different dietary preferences.



**Turkish Meze:** Small plates of authentic snacks, including classics such as hummus, börek, çiğköfte, dolma and savory pastries.

**Turkish Desserts:** Our dessert menu will feature Turkish favorites such as baklava, kunefe, rice pudding and more to end your meal on a sweet note. These traditional desserts will be freshly prepared using very good quality ingredients and will create an unforgettable experience for our customers.



#### 4.3 Additional Services

**Take away and Delivery:** We will offer convenient options for customers who prefer to enjoy our food in their own home or work environment.

#### 4.4 Pricing

When setting prices for dishes at our first Taste of Two Continents restaurant in Prague, we will examine a number of factors to ensure they are reasonable and competitive in its location. While specific pricing details will depend on ingredient costs and market dynamics, we aim to open our restaurant with affordable options. Once we have a good response from our customer base, we will increase our prices slightly and update them to make us more profitable.

In the beginning, we plan to charge between 150-180 czk for doner kebab and 200-220 czk if you want it on a plate.

Our main dishes will be offered with prices ranging from 200-300 czk. For our desserts, we will sell in the range of 100-150 czk.

Our appetizers will be set to be in the range of 50-60 czk each and it will be aimed for customers to taste as many flavors as possible.

These prices are currently in line with Prague restaurant prices. As we expand to other cities and countries and adapt to changing market conditions, we will continue to evaluate our pricing strategy to ensure that it remains competitive and aligned with the expectations of our customers and changing market conditions.

## **5. SALES AND PROMOTION**

We will use a approach which combines sales techniques, employee motivation and effective promotional strategies to ensure that our sales and promotion efforts are remarkable.

### **5.1 Sales Approach**

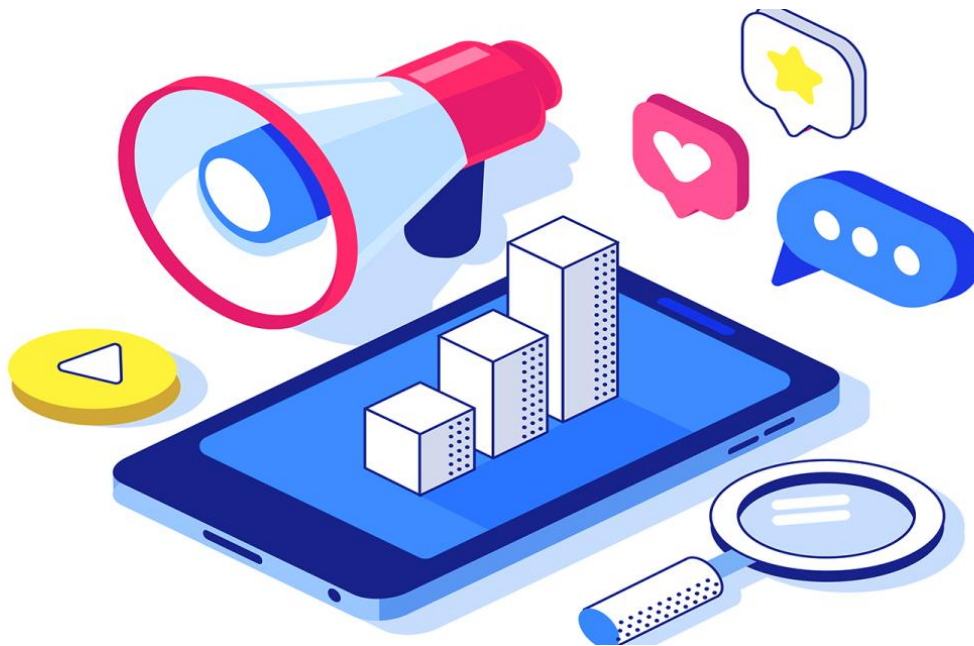
Our sales approach revolves around creating an unforgettable and enjoyable dining experience for our customers. We will train our staff to provide excellent customer service (also mentioned in the section on motivating employees), making sure that our guests feel valued and good throughout their visit is one of our most important goals. We emphasize the unique aspects of Turkish cuisine, highlighting the flavors, cultural heritage and originality that distinguish us from other restaurant options. With this approach, we aim to turn our customers into loyal customers.

### **5.2 Motivating Employees**

In order to motivate our employees, we will provide training that informs them about our menu and Turkish culinary traditions. We support a positive work environment that encourages teamwork, collaboration and recognition of outstanding performance. Incentives, such as bonuses and recognition programs will boost our employees' morale and help them enjoy working to contribute to the overall success of our restaurants.

### 5.3 Promotion Strategies

We use a versatile approach to promote our products and services. Our marketing efforts will use both online and offline channels to maximize our reach to customers. Our online promotion plan includes targeted digital marketing campaigns, social media ads and postings, search engine optimization (SEO) to increase our online visibility and attract customers looking for Turkish cuisine in Prague. Offline promotion includes traditional advertising methods, such as downtown billboards and partnerships with tourism agencies to target tourists. We are planning to collaborate with well-known influencers to create recommendations and good reviews that spread among people.



## 6. FINANCIAL ISSUES

**Note: The prices shown here are “estimates” generated by looking at actual data. The actual prices will be revealed once the restaurant is operational.**

### 6.1 Costs Table

	2024	2025	2026
Food	4.380.000	4.818.000	5.299.800
Labor	3.600.000	4.320.000	6.000.000
Rent and utilities	1.200.000	1.320.000	1.452.000
Marketing	250.000	250.000	250.000
Equipment	1.000.000	100.000	100.000
Other	100.000	110.000	120.000
Total	10.530.000	10.918.000	13.221.800

The main ingredient of many of our meals is calculated as 300 CZK for the kg of beef meat and 200 CZK for the kg of chicken.

Waiters and assistants will be paid 22000 czk per month, little more than the minimum wage in Czechia. Our cooks will earn an average of 30000 czk. Our restaurant manager will also receive the same salary as our experienced cook. Salary will be increased every year based on performance. The number of staff may increase in the future. In addition to the salary, 30% tax is also included in the calculations.

The average monthly rental fee for our restaurant is 70,000 CZK including taxes.

As we rented the restaurant, some kitchen utensils will be available inside, but we will need to make various additions and design changes. It will require approximately 1.000,000 CZK at the beginning.

## 6.2 Income and Profits Table

	2024	2025	2026
Income	7.300.000	12.600.000	17.520.000
Profit	-3.230.000	1.682.000	4.298.200

For the first year, we expect an average of 100 customers per day and an average of 200 czk each to spend.

For the second year, we expect an average of 140 customers per day and an average of 250 czk each to spend.

For the third year, we expect an average of 150 customers per day and an average of 320 czk each to spend.

We need your initial investment for the first year. I can give 530.000 czk as Ömer Diner. We expect your investment for the remaining 10.000.000 czk. As can be seen from the tables, our restaurant starts to make regular profits after the first year.

Thank you for your time and consideration. We look forward to the possibility of working together and bringing delicious Turkish cuisine to the European customers.