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Evaluation on a Business proposal

***Cafe Bistro Coffeehouse Business Plan***

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# Introduction

For my open-programme plan I decided to focus on Business Requirement and especially how to read a business proposal. To do so, I found online sources that explain which parts of a proposal are essential and what should I look for in such a document. After gathering all information as planned I found an actual business proposal online on which I will write an evaluation. The proposal is for a full-service restaurant/café located at the Sweet Auburn District of Atlanta. The proposal can be found [here](https://www.bplans.com/cafe_bistro_coffeehouse_business_plan/executive_summary_fc.php).

# Content

To begin with, the very first page which includes the Executive Summary is one of the most important chapters because the customer’s attention and interest needs to be caught since the very beginning and in this case it is with a brief explanation of what the company is going to do, what are the goals (Key Performance Indicator’s – KPI’s) which are very well described – the actual goal, the value of it and the time it needs. The short story of how the company is going to function and why it will be successful are written excellent and at the same time they are very important parts from this chapter because of the customer interest they are grabbing and their importance for the proposal.

The Company Analysis contains very complete description of where the restaurant/café is located, what are the facilities, its owners and full summary of all start-up costs needed to start the business. The explanation of why the business is going to succeed is missing in this chapter but since it was already briefly discussed in the Executive Summary and there is a whole chapter Marketing Analysis Summary it is not a problem.

Next chapter explains what products the restaurant/café is going to offer to their customers but the most important part here is who the competitors of this business are. It seems like the team behind this proposal has done its homework because for every competitors it is known what product they offer, at what level they are, what the décor of their facilities is and what other businesses are lacking that Café Bistro will offer, which will make them unique and will differ them from all others. That is the special feature all owners are searching for.

In Market Analysis Summary the explanation of why the business is going to work out is very thorough with every small detail of what is the growth in population in the area, what are the trends in the night life and peoples interests in the last few years.

The following chapter of Strategy and Implementation Summary contains one of the important features – milestones with the divided work between the whole team and the time, budget needed for each milestone. Every manager is also looking for ideas with how customers are going to be kept for longer period, which is also explained here. A strategy for years ahead is made, and it ensures big companies as clients of the business.

The Management Summary contains the needed information about the management team behind the business, the positions which still need people to be hired and all salaries for next 3 years. This will help the owner with having strong salaries on each position, so that all employees will be happy.

Last but not least, the Financial Plan or the whole cash flow within the company for 3 years ahead. Every loss and profit are calculated, and final assumptions are made.

In conclusion, the business proposal is very strong, described in details and every step is considered. Couldn’t find any weak point in business part the plan, which again shows that the team has done its homework very good. Going through the whole plan made me feel confident as if the business was mine, I would trust that team. The only part that was missing for me as an ICT student was a brief explanation of how the analysis were made and if any algorithms are going to be used to predict the financial plan but taking into account from which year the proposal is (around 2000’s), the level of Data Science from these years and considering that the owner most probably is not interested in reading unnecessary information for him, explains why it was left out.