

# Fishtaurant

Fishtaurant is a restaurant where customers can enjoy fresh seafood while watching fish swim under their feet. A wide variety of fish swim in the aquarium and the restaurant has a variety of food to offer. The design is inspired by the underwater world and is designed to make people feel as if they are underwater

## Our market opportunity

### The problem

A market problem that customers face.

*[Example: There's an overwhelming choice of coffee blends in the market. It's hard for customers to know what they're buying.]*

### Our solution

How we solve this problem for our customers.

The business model is simple: customers order food and then watch the chef cook it right in front of them. We serve Indian cuisine and some varieties of Italian, Korean, and Chinese dishes. Home Deliveries and all types of catering services are available.<sup>7</sup>

## Our target market

### The customers we aim to sell to

*Adults over 30 with medium to high disposable income.*

## Our channels

### We reach our customers through:

- ☒ email
- ☒ mail
- ☒ market stalls
- ☒ paid advertising
- ☒ phone
- ☐ shopfront
- ☒ social media
- ☒ website/online
- ☐ other (describe if selected)

### Customers can contact us through:

- ☒ email
  - ☒ phone
  - ☐ shopfront
  - ☒ social media
  - ☒ website
  - ☐ other (describe if selected)
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## Our competition

**Competitor name**    **Hotel Transylvania**

**What they do well**                      They sell their products at low prices.

**What we do differently**                      We sell high quality products which people like. We'll offer an extensive menu of seafood dishes

**Competitor name**    *Hotel Taj*

**What they do well**                      **Great Ambience**

**What we do differently**                      **Customers get to enjoy beautiful aquarium in beneath their feet.Hygienic Food, cooked in front in them.**

## Our finances for the year ahead

**Forecast expenses and profit**  
(if known)

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Expenses	18 LAKHS	20 LAKHS	22 LAKHS	20 LAKHS
Profit	25 LAKHS	24 LAKHS	25 LAKHS	30 LAKHS

**Expected sources of revenue**

*Dine In, Shopfront sales, online sales, wholesale distribution*

**Expected expenses**

*production costs, travel, rent, advertising*

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## Key people

<b>Name</b>	<i>Radha Krishna Garg</i>
<b>Position</b>	<i>Business owner</i>
<b>Skills/value</b>	<b>Good at Marketing and knows how to handle employees and attract audience.</b>

<b>Name</b>	<i>Tanmay Saxena</i>
<b>Role</b>	Business adviser
<b>Skills/value</b>	<b>Knows how to attract audience. Good at giving ideas</b>

## Our next steps

<b>Goal</b>	<i>Finalise 3 agreements with local fish suppliers in 6 months' time.] t</i>
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### **Actions**

To achieve goal

- *Make a list of local suppliers.*
- *Prepare 6 proposals for potential suppliers over 4 weeks.*
- *Finalise agreements with 2 suppliers in 6 months' time. ]*

<b>Deadline</b>	30/06/2023
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<b>Goal</b>	<ul style="list-style-type: none"> <li>• <i>Improve new revenue streams</i></li> </ul>
<b>Actions</b> To achieve goal	<ul style="list-style-type: none"> <li>• <i>Determine your goals.</i></li> <li>• <i>Focusing on repeat customers.</i></li> <li>• <i>Adding Complimentary Services and products</i></li> <li>• <i>Honing pricing strategy.</i></li> <li>• <i>Offering discounts and rebates.</i></li> <li>• <i>Using effective marketing strategies.</i></li> <li>• <i>Invigorate your sales channel.</i></li> <li>• <i>Review your online presence.</i></li> </ul>
<b>Deadline</b>	30/09/2023

## TEAM MEMBERS

1. 21BCE7371 – RADHA KRISHNA GARG

2. 21BCE8269 – TANMAY SAXENA

