



Business Plan

Mission Statement

- ▶ The mission will be to *exceed the customers' expectations* in every sense by *providing ambiance* for every sensory perception. The atmosphere and food will please the customers *hearing, taste, smell, touch and sight*, and provide *an exciting creative environment*. The employees will be *trained* with exceptional *customer service* and will be *empowered to make decisions* based on the *business philosophies*.

OVERALL Strategy



BUSINESS EXCELLENCE *MODEL*



Management Positions

| NAME | PHONE NO. | AMOUNT OF SHARE | POSITION IN THE MANAGEMENT |
|------------------------------|--------------|-----------------|---------------------------------|
| MAHADI HASAN | 01845-874535 | 20% | DIRECTOR |
| ARIFUL HASAN | 01676-353082 | 10% | GENERAL MANAGER |
| SHAMSUDDIN BAPPI | 01675-144598 | 7% | FOOD AND BEVERAGES DIRECTOR |
| MIRAJ HOSSAN | 01819-643232 | 8% | HUMAN RESOURCE DIRECTOR |
| SHAHADAT HOSSAIN | 0168-2955631 | 7% | FINANCIAL CONTROLLER |
| MD. SAEED HOSSAIN BHUIYAN | 0174-2965314 | 8% | DIRECTOR OF SALES AND MARKETING |

SWOT analysis

Strength



Weakness



Opportunity



Threat



Market Summary

- ▶ The people of Dhanmondi are mostly aristocrat who are willing to pay enough for good food.
- ▶ Dhanmondi is also considered as a great place to raise family and there is a sizable portion of population are school age children. The population is approximately 5,00,000.
- ▶ People of Dhanmondi are mostly educated who like to spend more for quality product.
- ▶ The per capita income of people in our country is increasing gradually which is an indicator of increasing spending power.
- ▶ Dhanmondi is a leisure place with a lake which increase the potentiality of the restaurant.

Strengths & Opportunities

- ▶ We will provide reasonable customer satisfaction.
- ▶ We will provide tasty and hygienic food in a clean and neat dining room with washing and toilet facility.
- ▶ With a reasonable rate & quantity.
- ▶ All the members of management team are properly qualified for this sector.
- ▶ We have adequate knowledge about renowned restaurant services all over the world.

Weakness & Threats

- ▶ Lack of Ambiance
- ▶ The restaurant is new and not established
- ▶ Loan burden
- ▶ We have limited owners capital funds
- ▶ Space for low profit margin
- ▶ High competition

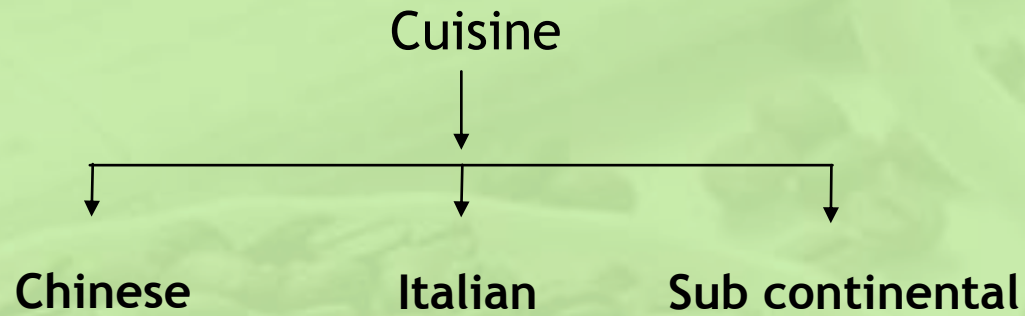
Competition

- ▶ Direct completion will come from *Abacus*, *Boomers*, *Xinxian*, *Korai Gost*, *Voot*, *Baburchi* etc.
- ▶ Though no competitors offer the fun and relaxing atmosphere that our organization plans to establish.

Goals & Objectives

- ▶ Ensure customer satisfaction and build a repeat-customer base.
- ▶ Improve our position in the local market and strengthen our brand.
- ▶ It also allows us to interact with people on a daily basis.
- ▶ A developed marketing program
- ▶ Promoted through radio and newspaper advertising, posters, and the yellow pages.
- ▶ Coupons will be issued for the family dining section to encourage immediate sales.
- ▶ A person who is active in the community can promote the restaurant through his affiliation with many groups and organizations.
- ▶ 10% discount will be applied to seniors to attract that market.

Food & Beverages plan



Cosine based:

- Starters
- Appetizers
- Deserts
- Beverages

Menu type:

- ☐ Set menu
- ☐ Ingredients menu

Research & Development

Around 5% of the gross profit in R&D sector.

The R&D sector cost will be made in the following way-

- ▶ Different ideas from different professionals.
- ▶ Promoting new recipes.
- ▶ Experienced Chefs.
- ▶ Other possible sources.

Required manpower

- ▶ Chefs (Permanent & Part-Time)
- ▶ Waiters
- ▶ Hosts
- ▶ Bussing

Financial Plan

It is reasonable to assume that given the location, size of operation, and unique concept of this restaurant, that it will produce sales in excess of the existing operation. The projections set out in this plan, however, are based on a more conservative estimate.

Sales Vs. Expense - 3 years



Financial Pro Forma

In addition to the 1,20,00,000 of entrepreneurs investment(60%), Hungry 24/7 is seeking 80,00,000 BDT in long-term loans(40%) for providing 1,80,00,000 BDT in investment for renovations, furniture, kitchen equipment, liquor license, food & restaurant supplies, legal fees, working capital, marketing and personnel.

Economy

Slow Economic Recovery. We anticipate a slow-growth economy, recovering from an economic recession.

Business Growth

Annual Growth Rate Percentage: We anticipate modest growth over the coming years. The financials account for the following growth projections:

Year 2: 6% Year 4: 4%

Year 3: 5% Year 5: 4%

Weekly Sales Variance

- ▶ Friday will typically be our best sales for the week. The sales volume for all other days is represented as a percentage relative to Saturday.
- ▶ Therefore our weekly sales will vary as follows:

Monday: 55%, Tuesday: 60%, Wednesday: 75%, Thursday: 95%, Friday: 100%, Saturday: 90%

Six-Month Start-Up Stage

As a new restaurant entry to the Midtown market, the ramp-up in customer draw is expected to extend over 6 months. This is reflected in a higher than average monthly sales variance shown as follows (Worst-case / Expected-case):

- | | |
|----------------------|--------------------|
| ▶ Month 1: 32% / 51% | Month 4: 64% / 75% |
| ▶ Month 2: 41% / 58% | Month 5: 80% / 90% |
| ▶ Month 3: 52% / 66% | Month 6: 90% / 92% |

Pricing & Cost Control

- ▶ Competitive Pricing Model. Revenue calculations are based upon competitive price comparisons and established menu values in the current marketplace. The following are baseline assumptions on Average Check Totals, and Average Seat Turns:
- ▶ Daily average for lunch spending is 300 BDT per person, dinner at 400 BDT per person.
- ▶ With a focus on Cost Control, we anticipate 6 months to fine tune the restaurant operations and manage our costs within the defined tolerance range between 18-31%.

Resource Requirements

- ▶ **Management:** Whole management bodies are responsible for overall management, operations and training.
- ▶ **Restaurant Supervisor:** To be hired responsible for service staff (waiters, hosts, etc.), scheduling of front-end operations and inventory, and training in conjunction with management.
- ▶ **Kitchen Supervisor:** To be hired responsible for kitchen staff, scheduling of kitchen operations, kitchen inventory and training in conjunction with management.

Market Promotion

- ▶ Online Advertising.
- ▶ Radio & Newspaper Advertise.
- ▶ Posters.
- ▶ Yellow Pages.
- ▶ Affiliation.

Customer Attraction

- ▶ Coupons
- ▶ Sponsorship
- ▶ Discount
- ▶ Membership Cards
- ▶ Decoration

A photograph of a white ceramic cup of coffee with a heart-shaped latte art on top, sitting on a white saucer. Next to it is a white bowl filled with dark coffee beans, with two pats of butter melting on top. A silver spoon rests in the bowl. The items are placed on a surface covered with a newspaper. The entire image is overlaid with a semi-transparent green geometric pattern on the right side.

THANK YOU!