

# World Eats



Organizer	Recorder	Recorder	Recorder	Recorder
Pranay Rajpaul	Zaina Altarkeet	Ellena Billerbeck	Nand Dixit	Ganesha Ajjampura

Pranay Rajpaul

## **World Eats**

### **Executive Summary**

World Eats is a multicultural restaurant allowing customers to choose a path and experience food from the culture of their choice. Located just outside the Las Vegas Strip and next to McCarran International Airport, 3528 S Maryland Parkway, we invite tourists and travelers to experience some of our world delicacies. Open from 10 A.M. to 10 P.M. we offer a wide variety of meals during each time of day, complemented by our fine dining experience.

(Logo/ Slogan on Cover Page)

### **Company Description**

World Eats is a service as we serve customers with our elegant food and drinks. A service is a business that performs an action which a customer buys. A retailer is a business that buys goods from producers/wholesalers and sells them to customers. A manufacturer is a business that creates goods from raw materials. An extractor is a business that sells raw materials.

We will be a partnership because we want to be able to control the operations for our restaurant. A partnership is a business that has two or more owners operating the business. It works well for our restaurant as we can have both active and silent partners, allowing each owner to manage a specific part of the restaurant they are skilled in. This allows us for ease of management in and out of our restaurant. We do not want to become a corporation as there are many government regulations and it is very expensive to form. In addition, there is a simple tax structure allowing us to manage our finances easier.

## **Market Analysis**

We acknowledge many businesses as competitors as they sell similar foods and drinks as us. A direct competitor is a business that offers similar products and services than our restaurant. Some direct competitors around our area are Olive Garden, Applebee's, Mint Indian Bistro, and IHOP as they are restaurants that include fine dining and cultural food items. An indirect competitor is a business that sells different products, but attracts the same customers as us. Some of our indirect competitors are Target, Vons, Albertsons, and 99 Ranch Market, as they are grocery stores that sell all types of goods, including food. Some strengths of our competitors are that the direct competitors focus mostly on one culture, allowing customers to only choose from that culture. However, if a customer wants to try foods from different cultures, or wants to try something new, our direct competitors would not be able to satisfy their wants. Strengths of our indirect competitors include the fact that they are cheap and fast for customers to grab and go. But, if customers want quality food, they will not be able to find it at our indirect competitors.

We have many plans to compete against our competitors. We will have many different forms of advertising to publicize our restaurant around the area. We will also give promotional deals, better than our competitors, so that customers can gain the best experience for the cheapest price. We will also promote and use quality food to treat our customers with better tasting food.

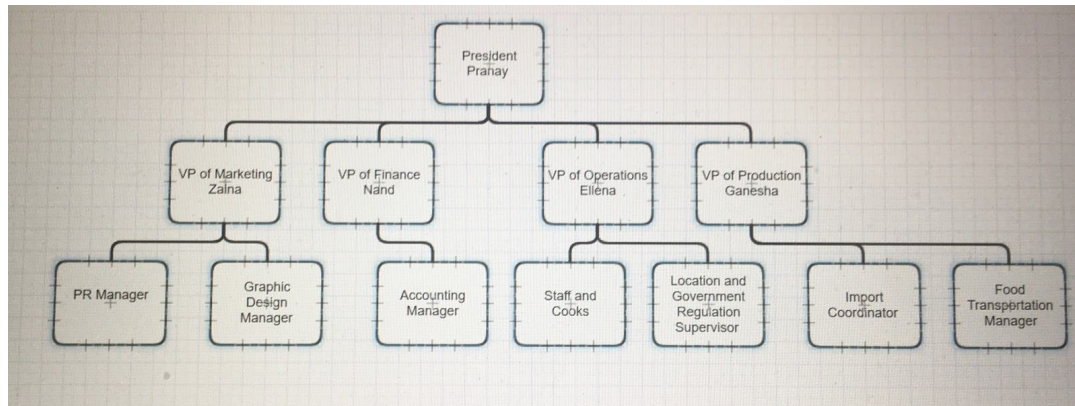
Since we are a multi-cultural restaurant, our ideal customer is anyone who wants to experience something new to eat. We invite customers of all age groups and genders to dine at our restaurant, inclining towards middle to high class families or couples. Loyalty doesn't matter to us; we are close to the Las Vegas Strip and International Airport, so we will mostly host

tourists and travelers. It is important for us to focus on our customer's income class as we strive to be a fine-dining restaurant.

### **Organization & Management**

World Eats is a central organization, split up into one President, four Vice Presidents, and a set of first line management. Pranay is the President, overlooking all of the Vice Presidents and their tasks. He creates strategic and tactical plans to make the business most successful. Zaina is the Vice President of Marketing, overlooking our marketing team. She will be assigning and managing operational plans given to the PR and Graphic Design Manager. Nand will be Vice President of Finance, overlooking all financial transactions and keeping a limit on our spending. He and his team creates both tactical and contingency plans to make sure money will not be a problem for World Eats. Ellena is the Vice President of Operations, overlooking all employees and managing any licences for our location or restaurant. She makes operational plans for the restaurant to run on a day to day basis. Ganesha is the Vice President of Production. He oversees all of the means of production needed for our restaurant, creating many contingency plans in case anything goes wrong.

This will be our organizational chart:



### Service or Line of Goods

World Eats satisfies both wants and needs as we serve quality food, along with the beneficial nutrients needed for a healthy life. A want is a good or service that a customer desires but can live without. A need is a good or service that someone needs in order to survive.

World Eats invites customers to enjoy some of our many features:

Features	Benefits
Reservations	Customers don't have to wait a long time for a table and can order their food ahead of time so that their food is ready when they arrive, minimizing wait times.
Multicultural Ambiance	Customers get introduced to new cultures as they eat and have the opportunity to see our multiple decorations, hosting a lively environment.
Location	As World Eats is close to the Las Vegas Strip, diners would be able to visit casinos and landmarks before or after eating their food, and quickly transport between the two. In

	addition, as World Eats is close to McCarran International Airport, diners can take a quick food stop before leaving for their flight.
Diverse Food Selection	Customers can choose from an array of foods and drinks satisfying anything of their pleasing.
Live Music	Live music helps local bands, making more jobs, and makes a more lively environment for our customers as they can listen to refreshing music while eating, a calm/ relaxing location.

## Marketing & Sales

Various stages of the business cycle will force World Eats to change our pricing scheme. The demand for our product will increase during expansion, because the GDP is increasing and more people are spending money. During a peak, the demand for our product will be the highest, so we will raise prices. During a recession, demand for our service will decrease, because consumer spending is decreasing as a whole. At a trough, the demand for our product will be at the lowest it has been for the whole recession. We will avoid increasing our pricing too much so that consumers still want to eat our foods. We will also offer more coupons during a recession to make sure that we can still make a profit. If that doesn't work, we will advertise more so that we can attract more consumers. If necessary, we will have special offers available. When our current employees report being overworked or not having the time to take on more tasks, we will check for signs of a permanent growth of customers. If we can outsource jobs like accounting, we will.

We are going to hire more employees so that we can offer our service to more consumers more quickly and effectively, but we will make sure that we need to hire those employees.

### **Financial Projections/ Funding Request**

<b>ITEMS</b>	<b>QUANTITY</b>	<b>PRICE</b>	<b>TOTAL COSTS</b>
<b>Necessities</b>			
Rent (3528 S Maryland Pkwy Boulevard Mall, Las Vegas, NV)	5,376 SF	\$23.40 SF a yr	\$125,798.40
Tables	120	\$40	\$4,800
Table Cloths	120	\$10	\$1,200
Chairs	150	\$25	\$3,750
Ovens/Stoves	3	\$200	\$600
Fridges	2	\$170	\$340
Freezers	2	\$100	\$200
Microwaves	3	\$75	\$225
Blenders	3	\$45	\$135
Forks	300	\$2.00	\$600
Knives	300	\$1.00	\$300
Steak Knives	100	\$2.00	\$200
Spoons	300	\$1.00	\$300
Plates	450	\$3.00	\$1,350
Bowls	450	\$2.00	\$900
Dessert Plates	300	\$1.00	\$300
Spatulas	30	\$2.00	\$60
Whisks	20	\$1.00	\$20
Pots	30	\$15	\$450
Pans	40	\$10	\$400

Napkins	500	\$2.00 per 100	\$10
Cash Registers	2	\$75	\$150
<b>Total Cost of Necessities</b>			\$142,088.40
<b>Food Needed</b>			
Chicken	50 lbs	\$4.00 per lb	\$200
Beef	50 lbs	\$3.00 per lb	\$150
Lamb	40 lbs	\$6.00 per lb	\$240
Duck	30 lbs	\$5.00 per lb	\$150
Salmon	25 lbs	\$2.37 per lb	\$59.25
Pork	50 lbs	\$2.00 per lb	\$100
Lettuce	25 lbs	\$0.68 per lb	\$17
Tomatoes	15 lbs	\$1.00 per lb	\$15
Onions	20 lbs	\$0.97 per lb	\$19.40
Romaine	11 lbs	\$0.20 per lb	\$2.20
Bean Sprouts	5 lbs	\$0.50 per lb	\$2.50
Carrots	13 lbs	\$2.00 per lb	\$26
Potatoes	50 lbs	\$2.00 per lb	\$100
Tortillas	30 packs	\$0.20 per pack	\$6.00
Cheese	90 lbs	\$1.29 per lb	\$116.10
Bread	60 loafs	\$0.76 per loaf	\$45.60
Garlic	112 cloves	\$0.21 per clove	\$23.52
Rice	67 packs	\$0.90 per pack	\$60.30
Export Foods	10 containers	\$2000 per container	\$20000
<b>Total Cost of Food</b>			\$21,332.87
<b>Total Cost of Restaurant</b>			\$163,421.27

We determined the prices for our menu items by planing the most profitable prices, while making it the most reliable for our customers. Our main dishes range from \$10 to \$36 and



appetizers from \$6 to \$11, making our pricing affordable for fine dining restaurants. (Look at menu pricing on next page)

We are asking for \$81,710 for 50% equity in World Eats. We will use this money to fund half of our projected first-year expenses. The rest of our dues will be split up by our five partners, with each partner investing \$16,342. If we fail to gain equity financing, we will need \$81,710 of debt financing.

**Menu:**

<b>Culture</b>	<b>Main Dishes</b>	<b>Prices</b>
<b>Indian</b>	Chole bhature	\$17.00
	Dosa	\$12.00
	Nann	\$5.99
	Paneer	\$15.00
	<b>Appetizers</b>	
	Samosa	\$6.00
	<b>Desserts</b>	
	Gulab Jamun	\$9.00
<b>Italian</b>	<b>Main Dishes</b>	
	Variety of Pizza	\$20.00
	Variety of Pasta	\$22.00
	Chicken Parmesan	\$18.00
	<b>Appetizers</b>	
	Garlic Bread	\$9.00
	Mozzarella Sticks	\$8.59
	<b>Desserts</b>	
	Tiramisu	\$12.00
<b>Mexican</b>	<b>Main Dishes</b>	
	Burritos	\$11.00
	Carne Asada	\$19.89

	Tacos	\$16.00
	Tamales	\$11.00
	Quesadilla	\$9.99
	<b>Appetizers</b>	
	Chips and Salsa	\$4.00

<b>Chinese</b>	<b>Main Dishes</b>	
	Chow Mein	\$16.00
	Broccoli Beef	\$14.00
	Fried Rice	\$7.00
	Wonton Soup	\$8.75
	<b>Appetizers</b>	
	Spring Rolls	\$6.00
	Potstickers	\$8.00
	<b>Desserts</b>	
	Coconut Bar	\$7.85
<b>Greek</b>	<b>Main Dishes</b>	
	Falafels	\$16.00
	Moussaka	\$17.00
	Dakos	\$15.00
	<b>Appetizers</b>	

	Pita Bread with Humus	\$9.00
	<b>Desserts</b>	
	Yiaourti Me Meli	\$8.49

<b>American</b>	<b>Main Dishes</b>	
	Burger and Fries	\$15.00
	Pulled Pork Sandwich	\$17.00
	Tri tip	\$25.00
	Filet Mignon	\$36.00
	<b>Appetizers</b>	
	French Fries	\$6.00
	Buffalo Wings	\$7.00
	Chicken Strips	\$8.99
	<b>Desserts</b>	
	Pizookie	\$12.00
	Lava Cake	\$11.00

<b>Beverages</b>	<b>Prices</b>
<b>Fountain Drinks</b>	\$2.49
Coke	
Diet Coke	
Mountain Dew	
Root Beer	
Dr. Pepper	
<b>Lemonades</b>	\$2.75
Regular Lemonade	
Strawberry	
Low Sugar	
<b>Shakes</b>	\$3.50
Chocolate	
Vanilla	
Strawberry	
Neopolitan	
<b>Kids</b>	\$1.75
Apple Juice	
Orange Juice	
Milk	

## Appendix

### Partnership Agreement

THIS PARTNERSHIP AGREEMENT is made this 31st day of October, 2017, by and between the following individuals:

Pranay Rajpaul

Address: 595 Heathertree Ln  
City/State/ZIP: San Jose, CA 95129

Nand Dixit

Address: 18780 Loree Avenue  
City/State/ZIP: Cupertino, CA 95014

Ellena Billerbeck

Address: 19957 Beekman Place  
City/State/ZIP: Cupertino, CA 95014

Zaina Altarkeet

Address: 19800 Steven's Creek Bv  
City/State/ZIP: Cupertino, CA 95014

Ganesha Ajjampura

Address: 175 Calvert Drive  
City/State/ZIP: Cupertino, CA 95014

1. Nature of Business. The partners listed above hereby agree that they shall be considered partners in business for the following purpose:

To establish and maintain the multicultural restaurant World Eats

2. Name. The partnership shall be conducted under the name of World Eats and shall maintain offices at 3528 S Maryland Parkway, Las Vegas, NV 89169.

3. Day-To-Day Operation. The partners shall provide their full-time services and best efforts on behalf of the partnership. No partner shall receive a salary for services rendered to the partnership. Each partner shall have equal rights to manage and control the partnership and its business. Should there be differences between the partners concerning ordinary business matters, a decision shall be made by unanimous vote. It is understood that the partners may elect one of the partners to conduct the day-to-day business of the partnership; however, no partner shall be able to bind the partnership by act or contract to any liability exceeding \$1000 without the prior written consent of each partner.

4. Capital Contribution. The capital contribution of each partner to the partnership shall consist of the following property, services, or cash which each partner agrees to contribute:

<b>Name of Partner</b>	<b>Capital Contribution</b>	<b>Agreed-Upon Cash</b>	<b>% Share</b>
Nand Dixit	\$16, 342	\$16, 342	20%
Pranay Rajpaul	\$16, 342	\$16, 342	20%
Ellena Billerbeck	\$16, 342	\$16, 342	20%
Zaina Altarkeet	\$16, 342	\$16, 342	20%
Ganesha Ajampura	\$16, 342	\$16, 342	20%

The partnership shall maintain a capital account record for each partner; should any partner's capital account fall below the agreed to amount, then that partner shall (1) have his share of partnership profits then due and payable applied instead to his capital account; and (2) pay any deficiency to the partnership if his share of partnership profits is not yet due and payable or, if it is, his share is insufficient to cancel the deficiency.

5. Profits and Losses. The profits and losses of the partnership shall be divided by the partners according to a mutually agreeable schedule and at the end of each calendar year according to the proportions listed above.

6. Term/Termination. The term of this Agreement shall be for a period of 3 years, unless the partners mutually agree in writing to a shorter period. Should the partnership be terminated by unanimous vote, the assets and cash of the partnership shall be used to pay all creditors, with the remaining amounts to be distributed to the partners according to their proportionate share.

7. Disputes. This Partnership Agreement shall be governed by the laws of the State of California. Any disputes arising between the partners as a result of this Agreement shall be settled by arbitration in accordance with the rules of the American Arbitration Association and judgment upon the award rendered may be entered in any court having jurisdiction thereof.

8. Withdrawal/Death of Partner. In the event a partner withdraws or retires from the partnership for any reason, including death, the remaining partners may continue to operate the partnership using the same name. A withdrawing partner shall be obligated to give sixty (60) days' prior written notice of his/her intention to withdraw or retire and shall be obligated to sell his/her interest in the partnership. No partner shall transfer interest in the partnership to any other party without the written consent of the remaining partner(s). The remaining partner(s) shall pay the withdrawing or retiring partner, or to the legal representative of the deceased or disabled partner, the value of his interest in the partnership, or (a) the sum of his capital account, (b) any unpaid loans due him, (c) his



### **Meeting 1**

10/6/17

Today, we met and introduced each other to our group. After this we decided our roles:

Organizer(Manager)-Pranay; Designer-Zania; Recorders- Nand and Elle. After deciding on our roles, we talked about potential business ideas, finalizing a non-profit organization or a multi-cuisine restaurant. We ended by discussing what we are planning to do in the future.

### **Meeting 2**

10/9/17

During this work session, we started off thinking about the positives and negatives for each type of business, non profit or restaurant. After finalizing to make a multi-cuisine restaurant, the organizer gave tasks to work on for each member in the group, the designer was working on part 1 (executive summary) while the rest of us worked on finishing the company description and service or line of goods. We split up the different sections are mostly finished with these parts. In addition, we started brainstorming ideas for our Financial Projections. We ending the meeting discussing what we need to do for future meetings to stay on deadline.

### **Meeting 3**

10/10/17

On this date, we started off by deciding who is going to do what part today. After splitting up our work (Elle- Service or Line of Goods; Zaina-Marketing Sales; Nand- Market Analysis; Pranay- Executive Summary and Company Description) we each worked on our parts and asked each other for help when we needed it. Everyone finished their roles and continued working on other

parts of the project. We ended by discussing what to do/ print for the friday due-date and for completing the project.

#### **Meeting 4**

10/11/17

This morning, we were very productive. We started off the meeting by talking about how we will divide the tasks we need to complete for today. After a while Pranay checked in with everyone and asked them if anyone needs any help and to check everyone's progress. This meeting we decided on our exact location, a mall next to McCarran International Airport, and we started discussing other parts of our restaurant. Elle got  $\frac{3}{4}$  of the way done with the Financial Projections/Funding Request, Nand completed the Partnership Agreement Form and Market Analysis, Zaina completed the logo and slogan, and Pranay completed a full-on company description and a template for the full project, just needing to copy paste information into it now.

#### **Meeting 5**

10/13/17

We utilized our time today by starting with discussing what we are going to do this meeting. Everyone but Elle was present so we had to divide the work evenly between three people. Today Pranay finished finalizing on the three part rough draft, mostly editing the features and benefits collum, and setting up the rest of the project. Nand finished all of the Marketing and Sales and Zaina drew an organizational chart. We ended by talking about how we need to finish our project, thinking about the next steps.



**Meeting 6**

10/18/17

During this class, we started off by discussing what we need to do today to reach our goal of finishing our project. We split up our work, Zaina redid the organizational chart, Elle worked on and finished Financial Projections and helped Nand with creating our menu. Pranay started working on the Market Analysis and almost finished it. We made decent progress as we are almost done with the Market Analysis and our almost completed with making our menu. At the end we discussed how we would organize everything for our second rough draft.

**Meeting 7**

10/20/17

As we started to plan for what to do today, we talked about what we will need to do to complete our goal of finishing parts 3,4 and 6. As Elle wasn't here, we had to split up our tasks for three people and we decided that Pranay would finish the Market Analysis, Nand would finish the Marketing and Sales, and Zaina would recreate the organizational chart as Elle had it with her. We finished all the parts and are ready to print and submit our second rough draft on Monday.

**Meeting 8**

10/23/17

On this wonderful morning, we started off by peer editing another group's rough draft. While editing their mistakes, we found new ideas for our business and used them to improve our plan. After we finished peer editing, we introduced each other to our new group member, Ganesha, who is going to be another recorder for our group. With the limited time remaining, we worked on fixing our grammar mistakes while Zania started a new organizational chart to include our

new member. We ended by discussing how we would finish the last part of our project, Financial Projections.

**Meeting 9**

10/24/17

When we finished talking about the daily warmup, helping us with what we need to do to complete our project, we split up and divide our tasks. Elle completed our economic resources and started working on our menu. Pranay and Nand worked on fixing all mistakes throughout the document, and then worked on the last part for the Financial Projections section. Zaina started working on a new organizational chart and Ganesha worked on changing our links to mla format. We ended by discussing what we need to do to complete our project as it is due soon.

**Meeting 10**

10/25/17

After watching an interesting episode of Shark Tank, we decided what we would do as homework as we had only five minutes of class left. After giving everyone their tasks, we looked over our part and started preparing for it, with our remaining time. We also discussed how we are going to split our presentation, deciding who will say what.

**Meeting 11**

10/27/17

On our second to last meeting, we quickly started working on our project. As we are almost done with our project, we split up our work. Zaina continued working on the organizational chart and Nand finished the partnership agreement. Ganesha worked on memorizing his part for the presentation, Elle worked on the menu and drinks, and Pranay fixed all of the mistakes

throughout the document. We are almost finished, just needing to put our papers in a binder and complete our organizational chart, which Pranay will do as homework.

### **Meeting 12**

10/30/17

Our last meeting day! We compiled our whole project into our binder and sheet protectors, brought by Nand. After this, we all worked on our presentation part and tried to talk and present as professional as possible. After we all memorized our parts, we presented as a whole group then ended our last meeting by discussing appropriate clothing for tomorrow's presentation.

## Work Cited

Stapleton, Susan. "The 38 Essential Las Vegas Restaurants, Fall 2017." *Eater Vegas*, 3 Oct. 2017, [vegas.eater.com/maps/best-restaurants-las-vegas-38-map](https://www.eater.com/maps/best-restaurants-las-vegas-38-map)

"Cuisines." *BBC Good Food*, [www.bbcgoodfood.com/recipes/category/cuisines](https://www.bbcgoodfood.com/recipes/category/cuisines)

"What Is Indirect Competition? - Definition from WhatIs.com." *WhatIs.com*, [whatis.techtarget.com/definition/indirect-competition](https://whatis.techtarget.com/definition/indirect-competition)

"What Are Business Cycles and How Do They Affect the Economy?" *Federal Reserve Bank of San Francisco*, 1 May 2002, [www.frbsf.org/education/publications/doctor-econ/2002/may/business-cycles-economy/](https://www.frbsf.org/education/publications/doctor-econ/2002/may/business-cycles-economy/)

Mealey, Lorri. "All The Big Steps You Need to Take to Open a New Restaurant." *The Balance*, 23 Sept. 2017, [www.thebalance.com/how-to-open-a-new-restaurant-2888644](https://www.thebalance.com/how-to-open-a-new-restaurant-2888644).