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Business Plan for Spice of India

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AI acknowledgement

I confirm that I have not used any AI tools in the research and creation of this assignment. I confirm that I have not presented any AI generated materials as my own work. I confirm I have copies of my drafts, notes, and other resources I used, which I may be asked to provide in evidence.

CONTENTS

PAGE

1.	Executive Summary	 Page 4
2.	The Business Idea	 Page 4
3.	The Team	 Page 6
4.	Market Research	 Page 8
5.	Marketing Plan	 Page 9
6.	Key Resources	 Page 10
7.	Finances & Start-Up Support	 Page 11

APPENDICES:

Appendix A SWOT Analysis

Appendix B PEST Analysis

1. Executive summary

This is a business plan for a restaurant opportunity. I would like to pitch for £50,000 to start the business. It is an Indian restaurant named Spice of India, and it serves Indian cuisine to guests sitting in or preferring a takeaway with delivery services. Its location is East Parade, Whitley Bay, NE26. The restaurant is set on the sea front with great views. Whitley Bay is a busy, popular place, and the target market is the local Indian food lovers and the crowd of tourists that pass by. Spice of India will stand out from the local similar businesses as it has a breathtaking view from the restaurant, and we will go above and beyond with excellent customer service offering guests an experience to remember and not just the good quality food.

The start up and expenditure expenses in the first year will total to £109605.2. The income for the year will be £200,000

The business will make £80,794.8 in profit after paying all the expenditure and £50,000 pitch amount will be recovered with a full £30,794.2 profit in the first year.

2. THE BUSINESS IDEA

2.1 *The Product/Service*

Spice of India is in the popular sea front of Whitley Bay in Newcastle Upon Tyne. The restaurant will serve authentic Indian cuisine to the locals, the holiday makers and tourists that visit this area.

To start any business in England, the business needs to be registered with the HMRC, free of charge and easily accessible online, (GOV.UK, 2024).

The handling and selling of food require the business to register with the local authority, which is also free of charge (Food Standards Agency, 2023).

It will serve authentic Indian food to the local community. It will be a dinning, takeaway and delivery service.

As Whitley Bay is a very popular and busy town, we will get business from people who are visiting the area and need a place to stop by and have food. Over time with marketing strategies the business will be known to more and more holiday makers who plan to visit the area. when they search online, the business will come up. It is a popular and prime busy area all year round but especially during the summer months, (ChooseWhere, 2025). Whitley Bay holds the prestigious Blue flag status and this attracts more tourists visiting with families.

North Tyneside have proudly held the Blue flag and seaside awards status since 1994, for 30 consecutive years. These awards are given to coastal destinations that have the highest standards of cleanliness, environmental education, facilities and management, (Council, 2024). The popular town of Whitley Bay has had generations of visitors. Amongst other iconic attractions is the St. Mary's Lighthouse which sits on its own island and has a visitors' centre.

Whitley Bay becomes lively during Bank holidays and weekends. Those tourists that are not after the night life and nightclubs can enjoy the restaurants and ours will be on the list now, (NewcastleGateshead, 2020).

It will be an Indian restaurant and take away, that serves authentic Indian dishes. We will offer simple sandwiches and baguettes with chips to take out during the day so customers could choose it over the popular traditional fish and chips for taking out to sit on benches opposite the sea, (yougov.co.uk, 2025). The delivery service is for the local population and the visitors staying in hotels and guest houses. People from all over come to this area and take advantage of the local restaurants and cafes boosting the profit of the local businesses, (Visitnortheastengland.com, 2019).

A major value proposition would be the prime location providing the unique experience of the atmosphere and dining with the view overlooking the sea and beaches. It will be an experience to remember and look back on for tourists and locals who love to casually dine in with a great view. The uniqueness of this business will be that it will be a fusion of both Indian dining, and baguettes and sandwiches for those who fancy non spicy food. It will be for those who enjoy the picturesque views or just want to sit outside on the bench opposite the seafront. The options are there for all kinds of taste buds.

2.2 Swot analysis

The SWOT analysis strength is the popularity of Indian food lovers in Whitley Bay and the stunning restaurant views with a budget menu to draw in customers with good promotions and turn them into loyal customers.

Weakness will be any bad reputation so it will be vital to avoid that.

Opportunity would be to reach out to all the local customers and make them aware of our business and great offers.

Threat would come from competition but keeping websites and menus fresh and exciting will keep customers coming.

3. THE TEAM

3.1 Key Personnel

Name and Company Position: Main curry Chef

Skills and Experience: Must have skills and experience in authentic Indian dishes that would be cooked from scratch. Communication and teamwork are required in managing all the kitchen staff and the running of the kitchen as the head chef. Knowledge and specific expertise are needed in the preparation of the dishes, the marinating process and the spices that are required for the dishes.

Wage £21,500.00 per annum, (Ukmealclub.com, 2025).

Role: Would need to manage the kitchen and staff as the head chef. Organisation and the smooth running of the kitchen, and orders getting out for service in a timely manner is the chefs responsibility. Must be passionate, enthusiastic and work well with team members to keep the service flowing smoothly and nicely. Manage inventories, cleanliness along with costings and staff.

Name and Company Position: Tandoori Chef

Skills and Experience: Must have extensive experience in authentic Indian dishes that are prepared in the tandoori oven and the preparation of the tandoori marinade.

Role: Must have excellent experience in authentic tandoori dish preparation and cooking. Inventory management, health and safety, good hygiene and good teamwork.

Wage - £20,400 annum according to the Government minimum wage, (GOV.UK, 2025).

Name and Company Position: Rice cook

Skills and Experience: An Indian rice cook must have experience in various Indian rice dishes and Biryani's.

Role: Must adhere to safety standards and hygiene. Responsibility would be to order stock, manage food waste and quality checks.

Wage - £20,000

Name and Company Position: Waiting staff

Skills and Experience: Must have good strong customer service skills, interpersonal skills, communication skills and be able to work under pressure in a fast-paced environment, (Hosco, 2021).

Role: Welcome guests to the restaurant, take orders and serve. Effectively solving customer complaints and checking on them regularly to ensure satisfaction.

A full-time waiter's wage would be approximately £21800 per year at minimum wage.

Name and Company Position: Restaurant manager and owner (myself)

Skills and Experience: Leadership and thinking quickly decision-making skills. Must manage the entire front and back of house team, time, effectively communicate, motivate the staff and skills to manage conflict.

Role: See to all aspects of the business. This would include the daily operations and running of the business, managing all staff, managing the financial side, staff, lead the team and see to all the major to small issues, (Marketman.com, 2024).

Wage - £22800

3.2 Skills Gaps & Key Partners

In my placement, it has been noticed the lack of staff training causes a lot of issues that causes disruptions in the running of the business. Providing sufficient staff training would minimise the service disruptions and save money in the long run, (British Business Bank, 2025).

3.2.2 Training and Development:

- Food allergen awareness certification, an online course which would be provided by Staff Skills Academy Plus for five staff at £50 yearly, (Staffskillstraining.co.uk, 2025).
- Point of Sale training, (British Business Bank, 2025).

4. MARKET RESEARCH

4.1 Market Information, Trends and External Factors

The popular trend and preference everywhere and here in Whitley Bay are the appetising looking food presentations, the colourfulness and garnishes on the plates and mocktail drinks also with colourful garnishes and healthier option. Authentic Indian cuisine is a growing popular and more Indian places are opening and doing well. Consumer demand is there for digital and convenient experiences; they want the ordering and payment processes quick and simple. Consumers are looking for lots of different flavours and fusions, (future-menus-2025-landing-launch, 2025). Dishes that look great and can be uploaded on social media. The location is the beautiful sea front and the views will be breathtaking whilst dining in.

4.2 Customer Profiles

The target market will influence every area of the business as the consumers are those who will make the business a success.

Three distinct customer profiles:

1. Indian food lovers who know exactly what they want in taste. They would want some of their traditional dishes on the menu.
2. Modern eaters that follow trends and are adventurous with different tastes and fusion. Must look appealing to the eyes first so presentation and decor is a must.
3. Budget conscious consumers, who look out for good offers and promotions.

4.3 Competitor Profiles

Three distinct competitors

Direct competitor are local restaurants that target the same consumers and serve similar Indian food locally. Our business USP would be focusing on great customer service, that would create loyalty through guests feeling their visit was personal and appreciated. Great location and views, good deals and fresh, good quality food.

Indirect competitors are other restaurant businesses who target the same local consumers with similar dining in service and pricing but with a different cuisine.

We will keep our menus and dishes exciting with some fusion so we can reach out to a different market to just Indian food.

Potential competitors are new restaurant businesses opening serving the same cuisine or different type of restaurant. Our business will have delivery service to reach to a different market who want a take-out and to compete with delivery only businesses.

5. MARKETING PLAN

5.1 Price

We will advertise our business to let people know we exist, attract, engage and retain customers. We will give a free coffee with a meal to the first 100 customers and start with an introductory special offer menu pricing. This would be a set meal that would be lower in price to appeal to customers yet not bad to business financially as costs and pricing would be thought out, so the business does not make a loss. A la carte menu pricing would be permanent even after the introductory offer comes to an end, however the pricing on the menu has been thought over so will be slightly lower than the local competitors for the first year. This along with the introductory offers will draw new customers in. Once they try it, the good quality dishes, and excellent customer service and atmosphere will keep them coming back. We want each customer to feel good about their experience and enjoy the food. Their whole experience from start to finish should be memorable and if it's an excellent one the word of mouth will bring further customers coming in.

5.2 Product

The food needs to be presented beautifully on the plate with colourful garnishes put on the plate neatly.

5.3 Placement

The business will be a dining experience where the consumers will come to a relaxed atmosphere and have good quality food. They will be welcomed and shown to their table. If customers personally feel appreciated, they will want to come back, and the business will be building on loyal customers.

5.4 Promotion

Advertising on the internet and social media will attract customers. Keeping the websites exciting with lots of promotions and offers will keep attracting new customers. Including children's menu, and discounts on collections and during the quietest periods will help the business and those that need budgeting so special offers will be the choice.

6. KEY RESOURCES

6.1 Premises

There needs to be a spacious area where the restaurant floor will be with chairs and tables. It will be a ground floor restaurant for disability accessibility. Bar will be at the far end where the point of sale will be located and payments and a few bar stools away from the dining area. The kitchen will need sufficient space for the three chefs to work in. Space between is necessary for pushchairs to go through.

6.2 Equipment

Tandoori oven, £669.72, (eBay UK, 2025).

Commercial gas cooker, £909.60 (Gas, 2017).

6.3 Key Suppliers

Euro foods will be the main supplier for the business, (www.eurofoods.co.uk, n.d.) and Sylhet cash and Carry, (Nextdoor and Nextdoor, 2023). These two suppliers between them will provide all the food item and non-food items.

7. FINANCES AND START-UP SUPPORT

	Year 1
EXPENDITURE	£1490
	05.2

Company Registration- £0

Rent/Rates - £18000 annual

Staff Wages - £106,500

Travel/Accommodation - £0

Telephone - Broadband and
landline - £275.88
Broadband.compare-quotes.

Utilities: Electric £1000

Gas £1500

Marketing and materials

Insurance - £100

Capital Expenditure/Equipment
£1579.32

Training & Development-

Allergen course £50 yearly for
five staff

Accounting/Legal- £0

Outside Services- £0

Stock/Materials Purchases -
£20000

Bank Charges – £0

Office Consumables

Loans Repayments - £800 x 12
= £9600 annual

Total Expenditure	£ 10
	9605.2

INCOME	Year 1 £200,0 00
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Sales – £250,000

Capital Introduced
– assets £1579.32

Funding

Loans/Borrowing	£16,33 5
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Total Income	£
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YEAR ONE PROFIT

Total Income - £200000

Total Expenditure -
£165,340.2

Profit/Loss	£
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Profit £84,659.8

7.1 Financial Summary

It will cost the company £165,340.2 to start up and run the business for a year. The figure came to that amount after research into all the cost associated from starting up to running for a year including all costs for employees, rent, and stock etc in Newcastle compared to similar businesses.

APPENDICES Two

Appendix A – SWOT Analysis



(Nediger, 2019).

Strengths – In this area there are potential Indian food lovers that visit local Indian restaurants regularly. Our strength would be that our menu would be priced lower than standard rate per person and that would bring customers in to give the food a try. Once customers are drawn in, through brilliant customer service, and loyalty schemes they would keep coming back. Good quality, fresh ingredients, and locally sourced as much as possible with sustainability in mind, is what consumers seek more and more due to environmental issues and health awareness. Consumers are motivated by sustainability that leads to reduced carbon footprint and responsible environmental practices that are also healthier. This would result in the increase of the business profit.

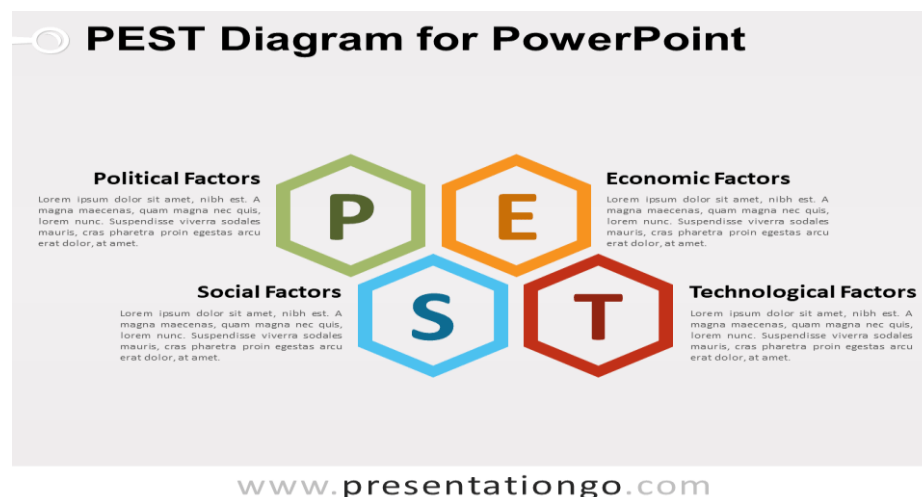
Weakness – Weaknesses would be if the business was unable to deliver the promises of fresh, good quality food, and personal touches of excellent customer services. Operations should run smoothly, and consumers should enjoy the experience of combined tasty food and excellent service.

Opportunity – Opportunity would be to reach out to all the local potential customers and try to draw them to our business and beat other competition by offering good deals and better service.

Threat - Competitors that are serving same cuisine will have the advantage of already being well known with good business, therefore marketing and informing the local public by reaching out to as many nearby businesses as possible. Offering promotions, discounts and keeping marketing exciting with latest trends and regular updates, (Amii, 2023).

Economic circumstances such as higher interest rates, higher rents and slow traffic are affecting businesses. To keep on top of competition, it is necessary to offer extra services such as delivery, take outs and manage a great experience for those guests that choose to dine in so they would want to return here over other restaurants, (Komm, 2021).

Appendix B – PEST Analysis



(PresentationGO, 2018)

Considering Government regulations and health and safety standards are paramount in business to avoid closure or fines.

Economic insights such as inflations, and consumer spending habits is vital to follow the forecast future on customer spending.

Sociological are habits of dining and demands.

Technological are food ordering and paying service that are preferred by customers for ease and smooth transactions. Management of table systems and equipment in kitchen.

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NO. 177 WHITLEY ROAD WHITLEY BAY TYNE AND WEAR NE26 2DN •
PROMINENT GROUND FLOOR RESTAURANT WITH LICENCED BAR • GROUND
FLOOR -NIA: 76.09 M 2 (819 SQ FT) • PREVIOUS PLANNING PERMISSION TO
PROVIDE A RESTAURANT ON THE FIRST FLOOR (FULL DETAILS UPON
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