

Business Plan

4 Angles

WINE BAR



4 Angles

Best in Town!

Module code BMSW4006_LON

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Cover Letter

Karolina Adamczuk 2030505

Date: 21/11/2021

Dear Mr Afzal Munna

We are writing to you to inform you about our idea to open a wine bar and we would like to invite you to join to our cooperative. We do believe that your knowledge and many years of experience in consulting and building a new company structure will help us to take a right direction.

We are going to open a wine bar and shop, where our clients can take a sit, try different types of wine before will buy a bottle of chosen wine, and take a training degustation – class.

We are four beautiful ladies having 9 years of work experience in the wine manufacturing and selling industry. We have met each other at the University, where we all study, and during the conversations we have had, we came to common idea about the business.

We have made the main assumptions and we built the business plan, but this is just a beginning of adventure which is waiting for us, but we do believe we will be able with our experience and yours support to open our very own wine bar. We also have experience working with the producers, suppliers, and front customer service which we believe are part of a winning team business operation.

Together, we have raised an amount of £ 60,000 to start a business, but we are aware that it is not enough. Therefore, we are seeking to have £50000.00 as an initial investment from your esteemed organisation.

We will be very happy to provide any further information required by your end.

Sincerely yours,

4 Angels team

Executive Summary, Business Description and History

Karolina Adamczuk 2030505

We do realize that executive summary captures are the essence of the business plan (Haag, 2017, p. 482), that is why, we would like to talk more about the details, which can be find below.

One of our team members (CEO) Ms Daria Mutlu is from Russian Federation who has experience of running similar businesses and came up with the idea of combining the selling with the learning session. The idea was whole heartily excepted by rest of the team members, and we agreed to start writing out business plan on the similar topic. We are studying business management certificate programme where we have been learning how to become successful in writing business plan and how to start our own business. This all inspired us to sit, think and form a group of 4 to start out own business. That is how we came to form "4 Angles Wine Bar".

One of the reasons we are writing this business plan is, because it will provide us with the road map for the business by identifying where we are and where we want to be.

In our business we mainly will be selling wines from various manufactures, provide tester, degustation sessions and will organise wine learning class for the beginners.



Nowadays, wine is becoming more and more often chosen drink during social, family or business meetings. Properly selected wine can not only enhance the taste and effect of dishes, but also give the appropriate atmosphere to meetings.

Being aware that not everyone feels comfortable talking about wine, or when they must choose the right wine, we feel that our idea to introduce training sessions in addition to selling makes sense.

We would like to organise a safe, nice, warm, and cosy place with good atmosphere, where our clients will feel comfortable and welcomed to learn about wine more.

We are also aware that the wine market is very wide, so in the beginning we would like to focus on European wines from the three most popular countries: France, Spain, and Italy.



We know, however, that customers are curious about the world, and therefore new products, so we would like to give them a chance to see products from the less obvious region of Central and Eastern Europe. To this end, we intend to cooperate with producers from Bulgaria, Georgia, and Romania.



The fact that three of our team members come from this region will certainly be helpful in cooperation with mentioned above countries. Daria Mutlu comes from the Russian Federation; Anastasia Todasca and Mihaiela Petrean come from Romania.

According to the latest market analysis based on 2017 data, the average Brit drinks 108 bottles of wine a year. (2019) In recent years, UK alcohol trends have started to change, especially among upper-middle-class, university educated and global travellers. The strong alcohol drinking culture is shifting in favour of wine tasting.

After getting acquainted with the latest trends and market analysis (2021), we decided to locate our wine store in the centre of London, at Oxford Street. One of the most frequented and famous streets among European capitals.

We would like to address our offer to people who move freely in today's multicultural world. They have the courage to take on challenges, achieve their goals, and then celebrate them in a good atmosphere, with a glass of wine in hand.

We are aware that this assumption limits the target group to wealthy, well-educated people who run their own business or work in large corporations. Good-quality wine is a unique drink, requiring an appropriate setting, and thus a cost, and therefore it is not available to the average recipient.



To be able to offer our consumers the highest level of service, we intend to employ people with many years of experience in the wine market. Our Somalis should have a thorough knowledge of the wines offered so that they can properly advise on the purchase. Their knowledge will also allow them to effectively teach about wine and create a friendly atmosphere, during learning sessions, and shopping.

As we know, a bit of an aperitif increases the appetite, so we want to offer our customers the opportunity to choose snacks and snacks that will match the selected wine and enhance its value.

That is why we want to give our consumers the opportunity to eat wine and food in our store, in a dedicated section, where they can relax in a relaxed and relaxed atmosphere and spend time with friends, family or business partners.

Small spaces, however, require people to help us keep our promises. Therefore, we intend to hire staff. Below we will shortly provide some details.

Daria Multu will be the persons responsible for recruiting the sommeliers- salesmen. Karolina Adamczuk will take care of the bar and catering and training a staff.

Mihaiela Petreanu, as a person with great experience in gastronomy, will take care of the process of preparing the dish and serving it.

Wine boutique and bar is a selling wine, serving the food, and providing an appropriate service. Therefore, in addition to sommeliers and our four, we want to hire waiters and waitresses, as well as a person who will take care of the appropriate musical setting for our clients.

To open our store, we will need a license to sell, serve alcohol, licenses for running a small gastronomy, as well as appropriate permits to conduct training for our students. Anastasia Todasca will be responsible for legal care, obtaining permits and employment in accordance with the current labour law.

We intend to be open six days a week all year round. Monday will be the closing day for customers. It will be a day when we will have the opportunity to organize a meeting with the staff to discuss the emerging difficulties and analyse our assumptions. Also, it will be a day for stock checking, deliveries, general cleaning.

During the weekend, the place will be open until late at night so that our clients can relax after a week of work in a nice atmosphere and in the company of good music. So, we are going to introduce weekly music evenings with local performers.

As the wine boutique is still new to the market, we assume that after three years our operations will start to bring profits and payback.

If we manage to stay in the business market, in the future we would like to expand our activity with a vocational school for sommeliers and perhaps an investment in our own vineyard.



Business Structure

By Daria Multu 2030586

We see **4 Angels Wine Bar** a typical small business with a business structure fitting an establishment of this kind. It will be incorporated as a Plc.

Find the list of roles, some of them already filled, with job descriptions below.

Chief Executive Officer (CEO)

Daria Mutlu, one of the minds behind the 4 Angels Wine Bar, will take up the role of our Chief Executive Officer. Her responsibilities will include:

- *general management*, seeing that the company is commercially and financially healthy.
- *business development*, fine-tuning existing business processes with the aim to back growth and searching for specific and general improvement opportunities (better supply contracts, headhunting etc.).
- *training organization*, finding, and inviting coaches to train staff and signing up for online courses that can improve skills of the employees.
- *job description development*, listing the responsibilities an employee shall have at this or that position, including KPI and financial motivation matrix (done jointly with the HR manager).
- *hiring decisions*, participation in the interviews with new hires seeking to contribute to the final decision made by the HR manager from the viewpoint of the job description author.
- *emergency response activities*, organizing the staff and assigning tasks aimed at localization of an emergency and remedying the consequences thereof, regardless of its nature.

Daria will wield the right to sign financial papers, contracts etc. on behalf of the Company.

HR manager

HR manager of the 4 Angels Wine Bar will make sure the company employs the best people available and keeps them happy in their employment while complying with all the applicable regulations.

- *Hiring/interviewing.* Posting vacancies, screening applications, interviewing candidates together with the CEO.
- *Employee record keeping.* Keeping employee records in order for reference, submission on request etc.
- *Compliance enforcement,* internal and external. Development and conduct of informational campaigns aimed at enforcement of compliance with the applicable regulations, external (imposed by the authorities) and internal (daily schedule etc).
- *Participation in job description development.* Assisting CEO in listing the main things an employee filling this or that role in the 4 Angels Wine Bar needs to do while on duty.

Accountant/License Manager

Anastasia Lidia Todasca, one of the minds behind the 4 Angels Wine Bar, will be the company's accountant and license manager. She will do:

- *financial forecasting,*
- *financial reports,*
- *budgets and statements,*
- whatever is needed to *ensure* compliance with *tax legislation.*

Largely relying on online accounting platforms, the accountant keeps books and reporting matters under control, ensuring the 4 Angels Wine Bar never has a license expiring unexpectedly or a set of reports not ready for submission to the authorities in due time nor outstanding taxes.

Marketing Manager

One of the primary goals of the 4 Angels Wine Bar as a business is to survive, and this is unattainable without marketing, to say nothing of further development. The Bar's marketing manager will:

- *run the establishment's online presence* in all the social media currently popular without target audience (Instagram, Facebook etc).
- *monitor the activities,* online and offline, of the nearby establishments, competition and not, seeking awareness improvement opportunities and designing the relevant campaigns.

- *design and set up* regular ad campaigns involving giveaways, free wine connoisseur lessons etc.
- *order* flyers, manage outsourcing of their distribution.

Together with the bar manager and the sommeliers, marketing manager of the 4 Angels Wine Bar will invent wine-related events and see to their organization.

Bar Manager

We see **Karolina Weronika Adamczuk**, one of the four ladies that unite to launch the 4 Angels Wine Bar, as our bar manager. She is naturally extroverted and genuinely good towards people, which makes her the best candidate for the position that has the establishment's warm and welcoming environment depending on it. A bar manager sees to everyday activities (deliveries, stocking, routine tasks), aides the colleagues with everything on the floor and keeps the place just as the patrons want it.

Bartender

Bartender's job at the 4 Angels Wine Bar follows the expected patterns, but the typical image here has more to it than usual. The bartender makes drinks for the patrons, remains the focal point of counter conversations and always stays friendly. What is more, since 4 Angels is a wine bar, the bartender here also doubles as a connoisseur that can make an educated, yet casual suggestion of a wine as opposed to the sommeliers.

DJ

DJ of the 4 Angels Wine Bar will do:

- *compiles* playlists by day of the week,
- *prepares* playlists for special events factoring in the themes thereof,
- *keeps* the sound and stage light equipment in proper working order,
- *arranges* live shows with local bands.

For the most part, the music of choice is lounge and easy listening, plus smooth jazz, and light pop. Events may call for classical themes and be country-specific, which means the musical tastes and backgrounds of the bar's DJ need to be diverse.

Wine Educator (Sommelier)

We plan to hire not one but two sommeliers, taking shifts and occasionally manning the floor together. Their duties, in addition to the expected on-the-floor educational activities and selection of wine to be stocked, shall include participation in the development and preparation of special events which may be:

- wine-specific, dedicated to, e.g., young wine.
- country-specific, dedicated to, e.g., Spanish wines.
- occasion-specific, dedicated to, e.g., Christmas.

The list is far from being exhaustive.

Kitchen/Catering Manager/Chef

For this position we also have a lady from the four founders of the 4 Angels Wine Bar, **Mihaiela Petreanu**. She has extensive relevant experience in the field, can both cook herself (chef level, snacks, and main courses alike) and manage a restaurant's kitchen. She will not be confined to the kitchen, however, but occasionally support the bar manager on the floor, recommending this or that dish from the menu to go with the wine/drink patrons have selected for their evening.

Catering is another direction we see our business developing in. With a fully staffed kitchen, we may take up fully-fledged catering jobs, wine/drinks plus snacks plus a main course. Until then, 4 Angels may be the wine-knowing partner of a catering restaurant that does not have the expertise we possess.

Hosts/Waitresses

With the currently considered space and the format of the 4 Angels Wine Bar, we believe we shall not need more than 4 hosts/waitresses working in two shifts.

Product and Service Description

By Daria Multu 2030586

4 Angels Wine Bar, as the name suggests, is a wine bar. However, we do not plan on limiting ourselves to the usual definition of the establishment of this type. Of course, we shall welcome guests of the bar and offer them the finest selection of wines and food in our part of town, but we believe, with the team behind the 4 Angels, we should go beyond that and offer wine catering, wine education, theme parties revolving around wine.

Wine Catering

COVID-19 pandemic has largely reshaped the ways we consume. Ordering food and drinks to-go or delivered to wherever you need them has become mainstream. The business of catering, serving food and drinks outside of restaurants, bars and cafes, has also has its boost.

At the outset, our kitchen's capacity may not be sufficient to fill the full-scale catering orders, so we shall offer wine catering alone and partner with restaurants that do catering but do not specialize in wine.

Wine Education

Wine is a thousand different things, but understanding it takes some knowledge, a certain background that can be learned. With two sommeliers on the payroll and a kitchen manager just slightly less well-versed in wine, we can teach people how to make the best choices and enjoy wine to the fullest.

Wine education sessions may be in-house, organized for patrons of the 4 Angels Wine Bar, or field, staged, e.g., at a party outside the walls of our establishment. We assume such sessions shall be both enlightening and entertaining, a rare combination appealing to sophisticated customers.

Wine Events

In all wine-making countries there are various traditions and local lore revolving around wine. We plan on tapping this resource and organizing parties in the 4 Angels Wine Bar that reflect this or that wine-related custom, from pressing with bare feet to uncorking bottles in most unusual ways.

Market analysis and trends

By Daria Multu 2030586

SWOT Analysis

The Strengths, Weaknesses, Opportunities and Threats as we see them for the 4 Angels Wine Bar is given below.

<i>Strengths</i> Prime location Exceptional staff and matching environment Exclusive wines & professional sommeliers Each patron treated individually, no scripted approaches	<i>Weaknesses</i> Independent (non-chain) establishment, unknown at the outset, weak in competition Lack of the publicity/ad budget
<i>Opportunities</i> Socializing as activity is peaking Current global logistics chains allow ordering any wine from anywhere Any supplier can be reached and ordered (in most cases, subject to the possible minimum order requirements) from directly	<i>Threats</i> Insufficiency/unavailability of resources at the key stages of development Sudden intensification of competition Uncertain economic situation and possible downturn

PESTEL Analysis

PESTEL stands for **Political, Economic, Social, Technological, Environmental** and **Legal**.

This is an analysis that implies listing the factors from the mentioned domains that may influence the business. *For 4 Angels Wine Bar, the PESTEL is as follows.*

Political

- Amendments of alcoholic beverages pricing regulations, taxation, labelling requirements
- Bureaucratic obstacles, old and new
- General political stability in the country as a factor influencing the willingness of people to visit entertainment establishments

Economic

- Economic growth rate and its basic direction (up or down); inflation rate
- Internal economic situation, stage of development the business is at
- Economic government interventions (aid packages or, conversely, new taxes/rates)

Social

- Shifts, cultural and otherwise, in public attitude towards alcohol in general and wine in particular
- Changes in stratification of the society that may shrink our target audience

Technological

- Winemaking, wine storing and transportation technology advancements
- Virtual presence technology development

Environmental

- Climate change and, subsequently, changes of weather patterns that affect winemaking and wine consumption
- Recycling and air/water pollution regulations

Legal

- Healthcare and public safety laws having to do with alcohol consumption, one way or another
- Antitrust legislation, national and international

Marketing Plan

Marketing is a management process to identify the needs, wants, and demands of the customer and satisfy those in exchange of profit. At 4 Angles Wine Bar we also kept our customer in the middle of our business cycle. However, as we are a wine selling company, we must be segmenting our market by age to comply with the country regulation. To evaluate and understand our marketing plan we have considered 7P's of Marketing which will be explained one after another. The marketing of the 4 Angels Wine Bar will rely on educated decisions made based on the research of wine consumption trends generally and locally. We studied the relevant reports and pieces and decided to go the currently traditional way in terms of marketing.



Products: Wine and alcohols of all brands, Exclusive snacks, Tester sessions, Wine learning selling

People

Market Segmentation: A market segmentation is a division of the market based on various characteristics. For instance, age, sex, race, income and so on. At 4 Angles Wine Bar we have segmented our market by age. Thus, we have considered people aging from 18 + which we can responsible citizens will be our primary customers. However, we also have a plan (which will be implemented in 1-year time) to go for a B2B marketing and selling as well.

Prices

Item	Market Price	4 Angels Wine Bar Price
Wine	£40	£29.99
Exclusive snacks	£12	£7.99
Tester session	£15 PP	FREE
Wine learning selling	£30 PP	FREE with a bottle of wine purchase

Promotion

Promotion is about letting your market know about what you have on offer. Many businesses follow various tools to promote their product and services. However, we at 4 Angles Wine Bar will use social media specially, Meta and Instagram and various public libraries and retail stores to campaign. We also have a plan in 6 months' time to run our very own wine collection exhibition at a central London venue.

Online Marketing

Online marketing activities will be the core of 4 Angels Wine Bar's promotion strategy. We have a Marketing manager position on the payroll who will spend most of the time online, designing and launching campaigns of varying duration and communicating with our patrons there. The media, in the order of priority, will be Instagram, Facebook, TikTok.



The former two are where our target audience mainly spends time. 4 Angels Wine Bar will have a roster of posts for the next couple of weeks plus some ad hoc postings to support the accounts and always keep communication with the subscribers alive.

The formats of all posts will fit those typical for the social media platforms targeted: pictures/videos for Instagram, pictures/texts for Facebook, short videos for TikTok. The topics will vary, but one way or the other, everything will revolve about wine.

Flyers

Flyers may not be the most popular media to reach the clients, but, done well, they may help put our bar on the map at the outset. We shall also try event flyers, if they fail to deliver, we shall abandon the practice.

Local Media (Radio, Newspapers)

This shall also be an experiment to see how the local audience responds to ads in printed and aired media. We plan to announce the grand opening via these channels, keeping the budget of the campaign very reasonable, and try the media for a couple of events.

Direct Marketing

We shall try direct marketing – calls first, then emails, – to reach potential partners for our wine catering business. At the outset, this effort will help us increased awareness of our expertise within the professional circles. We shall take the contact details from the local business handbooks.

Place

We are going to be located at 123 Oxford Street, SW3 1PZ. The reason of choosing the location as Oxford Street is considered as one of the largest profiles marking shopping venue in the Europe. We have gathered statistical data which shows around 9 million tourists visit Oxford

Street every year (BBC, 2021). According to WSTA (2013) it was estimated that in the UK there was a rise of UK distilleries by 28% doubling the number of UK distilleries in four years. The location also will give us an opportunity to sell wines at its premium price.

Operations

By Daria Multu 2030586

For a wine bar, operations include procurement decisions, delivery handling and stocking, cooking, background (music, floor, amenities).

Procurement will be the activity that requires participation of the CEO, bar manager, sommeliers, and kitchen chef. Each within his or her field, they will compile the list of what is needed for the bar, and the CEO will screen vendors, select the best offers, sign contracts, and control their fulfilment.

Delivery handling and stocking is another routine task that must be on the daily to-do lists of the bar manager and the kitchen manager. Since 4 Angels Wine Bar is an upscale establishment, we expect to have fresh produce delivered daily so that we never have anything stale in the kitchen and, consequently, on the plates of our patrons. Hinging on the procurement decisions made earlier, this activity should be quite routine.

Cooking daily means preparing for rush hours and preparing the most popular dishes in advance, or having the semi-finished dishes prepared and handy to deliver fast service without compromising the quality. This is a typical restaurant approach; several weeks of work will show the preferences of the patrons and allow the kitchen manager to compile the list of dishes to be pre-cooked and semi-cooked in advance. This list will also slightly reshape Procurement and Stocking in terms of quantities of products bought.

Background, from the point of view of operations, means keeping everything under control, in as good a shape as it can be. The tables must be clean, the amenities too, and the music should fit the mood of the patrons or add to the event currently conducted at the 4 Angels Wine Bar. Bar manager and DJ are the people to make sure the establishment delivers the unparalleled service and experience to its clients daily.

Technology Plan, Management and Organisation Corporate Social Responsibility (CSR)

by Anastasia Todasca 2030520

Technology Plan

Technology planning is the process of planning the technical development of a program or system to achieve its future vision or end state. Technology planning can include the sponsor's desired outcomes, technology forecasts and program projections, technology requirements and maturity planning and technology entry points.



Online Ordering

Online ordering systems and Apps, many restaurants are still vulnerable to imposed restrictions for example: strict sanitary regulations and closure. We gave possibility of online orders, contactless payments and home delivery payments, this service will continue as customers get used to getting the food they want, when where and how they want it. Third party food delivery apps like UberEATS, Food Panda and Deliveroo will continue to be a satisfactory solution for us if the lockdown will decide to come

Contactless Payment

Contactless payment is becoming wider, and it is not just for placing orders online it is also about paying with a smartphone, smartcard through a contactless device or app. New payment technology momentum in the restaurant industry, but this trend has accelerated with the pandemic. Contactless payments are estimated to triple globally from two trillion, to six trillion by

2024 and these options would be extremely important to 34% of customers. No money, no human contact is needed is it more hygienic and faster.

Online Table Reservation System

Telephone table reservation is outdated as online reservation technology gains new meaning, we want to give customers the freedom to see available slots and make their own booking on-the-go. By using technology-enabled reservation systems we can manage customer loyalty and dining preferences.

Open table is offer us the opportunity to prepare unique tastings events and dining experiences beyond standard reservations. We will also have fixed price tasting menu, guest can book their next special testing easily.

Digital Kitchen Boards

We do not need to take paper and pen, worry about printing tickets, or run between the kitchen and front of house. We will introduce kitchen Display Systems and we will link directly to the bar point of sale (POS) system; the screen will display order automatically according to priority and making special dietary requests. Being 100% digital promises more sustainable kitchen operation.

Restaurant Employee Scheduling Software

Restaurant employee scheduling software it helps us to do a lot more than just build shift schedules, use historical data, forecasting and AI to automate high precision programming, it helps us to minimize understanding and overspending on labour. This restaurant technology helps us to manage our employee schedules and keeping them in the loop in real time.

Restaurant Inventory Management System

Restaurant industry technology it helps us to order exactly what we need avoiding waste and under ordering, it also helps us to simplify accounting, purchasing and food costs control. Restaurant inventory system tracks every ingredient that is bought and used in our restaurant.

Payment Processor

We need a card reader which can process card and mobile payments quickly, we will look for a card reader that let us accept the latest payment technologies: magnetic strips, contactless

cards, mobile payments like Apple Play and Google Play and chips. That payments processor enables us to take online payments via internet.

Restaurant Customer Relationship Management (CRM) System

What is a CRM centralized hub?

A **CRM** is a guest engagement tool that help us to track our customers data, for example: contact information, order history, frequency visit, birthdays, dietary preferences and more. This are the best systems on the market because we collect more than 90 data on each of our guests.

Restaurant Marketing Solution

For us, the most important thing is our customers, and we need to make customers keep coming back. This Restaurant Marketing Software cand send automatic emails based on guest spend and history for example: we can configure our marketing software to automatically and send” we miss you” emails to customers who haven t come in more than three months and offer them a free drink and snack when they return. If they will make reservation via link we have sent, the offer automatically be applied for our guests and our team will know to supply the free drink and snack.

Management and Organisation

by Anastasia Todasca 2030520

The “4 Angles” will be owned equally by Daria Mutlu, Karolina Adamczuk, Mihaiela Petreanu and Anastasia Todasca each with 25% ownership interest. General duties will be split and will equipment and facilities management routine maintenance, employee training, employee hiring and firing, ordering suppliers etc.

Management Team

Mrs. **Daria Mutlu** is from Russian Federation who has over seven years' experience in marketing supplying the foundation of business operation, management, site reflections in

addition to look after day-to-day operations. Mrs. Daria enjoys interacting with customers to ensure that their experience is constantly improving.

Mrs. **Karolina Adamczuk** brings over seven years business and coffee shop experience, a Polish native with master's in business administration from University of Poland. Mrs Karolina began her career as coffee shop barista for the Costa Coffee and moved to England to act as coffee shop Manager for two South Beach bar. Mrs Adamczuk is a deep talent and does her job with passion and love.

Mrs. **Mihaela Petreanu** was trained at the twenty Romania Culinary institutes and has over fifteen years' experience in the restaurant industry and she was employed at Bucharest famous bar. Mrs Mihaela will prepare traditional snacks which will perfectly suit with our several types of wine.

Mrs. **Anastasia Todasca** worked as HR Admin and has the necessary experience to prepare necessary documents, supporting employee records and reviewing and renewing company politicise and legal compliance.

Job Roles and Responsibilities

Daria Mutu will act as *Chief Executive Officer (CEO)*, responsible to increase management effectiveness by training, coaching, counselling, and training assessment and evaluation of employees. Responsible for signing checks on behalf of the company, designs job descriptions, evaluates the success of the business.

Karolina Adamczuk will act as *Bar Manager* and manage the business on a day-to-day basis and during opening hours she will be always present on the upper floor. She has the excellent skills in building relationship with people and creating a warm and welcoming environment.

Mihaela Petreanu will be the *chief* and *bartender* and will handle preparing traditional snacks, responsible for check identification of the guest to make sure they meet age requirements for purchase alcohol, assess customer's needs performances and makes recommendations.

Anastasia Todasca will act as *accountant*, responsible for financial forecasting, preparing financial reports, budgets, and statements. Ensure compliance with tax legislation and handle all financial transactions.

Our team will also have 2 sommelier's who have experience and knowledge in all aspects of wine service and as well wine and food pairing and one cleaner which will handle keeping clean and organised our bar.

Sommelier responsibility:

- Create and update the wine list with the chef and manager
- Recommend combinations with food and wine
- Advice customers about different types of wine based on personal taste
- Inform customers about different types of wine
- Make sure wines are served at the right temperature and in the right glasses
- Keep the bottles properly open for a strong flavour
- Manage the basement and make sure it is well stocked
- Negotiate purchase prices with the suppliers
- Respect all health and safety regulations

Personnel Plan

Position	Monthly Rate	Start	Dec-19	Headcount Jan-19
CEO	£2.200	-	-	1
Bar Manager	£1.200	-	-	1
Chief and Bartender	£1.200	-	-	1
Accountant	£200	-	-	1
Sommelier 1	£1.300	-	-	1/2
Sommelier 2	£1.300	-	-	2/2
Cleaner	£1.200	-	-	1

Our Mission and Vision Statement

Our vision is to create a standardised and safe Wine Bar in London, England that will be the melting pot for all lovers of wine, alcoholic and non-alcoholic beverages.

Our mission is to create a Wine Bar business that supplies all brands of wine alcoholic and non-alcoholic beverages in England and other parts of the world to our always valued customers, and a place where people can network and make contacts.

Objectives of Management:

Organisational Objectives

Survival: For "4 Angles" the basic goal is to survive. To survive, an organization must earn enough money to cover all costs needed.

Profit: Management of "4 Angles" must make sure and to ensure that the organisation makes profit. Profit is especially important for the continued operation of the organisation

Growth: To remain in the industry, our management use full growth potential of the organisation.

Objectives

Achieve sales of £400,000 in 1st year.

Achieve a 20% net profit margin in the first year and 25% by third year.

Expanding our "4 Angles" Bar within 1 year

Capture a bigger market share

Increase Efficiency

Improve employee training.

Budget

We understand that no matter where you choose to start your business, the equipment will take up a lot of money to aside for starting the business. We do our research analysis and market studies very well before we set up a budget and third is the main areas in which we will use our seed capital:

Total fee to register the business in England £200

Legal expenses, licenses, permits, POS machines, software £1.700

Marketing promotion £2.275

Cost for hiring sommeliers and cleaners £4.200

Our budget for insurance, licenses and allows £6.000

The money needed to rent the propriety £2.000 per month+£4.000 rent in advance

Equipment, computers, printers, telephones, coffee machines and all other electronics £17.000

Creating an official website and launching it £800

Other expenses such cards, promotions, badges, uniforms could cost around £2.380

For a successfully set-up for our “4 Angles” Winery Bar business, we will estimate an amount of £150.000

Corporate Social Responsibility (CSR)

by Anastasia Todasca 2030520

Our Corporate Social Responsibility (**CSR**) refers to our responsibility toward our environment.

What is Corporate Social Responsibility?

Corporate Social Responsibility is a form of international self-regulation by the private sector that looks to contribute to social aims of a philanthropic, activist, or charitable nature, through involvement or to support for voluntary or ethically oriented practices. (“About – International Cultural Diversity Organization (ICDO)”)



We recognize that running "4 Angles" has an impact on the environment, the most important effects are the use of energy, water, and waste that we create. We agree that that proving an environmental management system will improve the efficiency of the saving and reduce risk and environmental impact.

What we have done:

- electrical equipment turned off whenever possible
- all fridges have a semi-annual service contract which increase efficiency
- LED lights above the bar
- lights on timers in the toilets
- smaller containers and urinals that only flush every six hours
- recycling of cardboard, paper, aluminium foil, tetra, plastic, can, glass and other items such wooden, vegetable, water bottles returned to the suppliers
- food waste recycling

Compliance Legality

Our company will:

- respect the law
- respect employees
- respect customers
- keep partnership transparent and open
- ensure that everything is legal

Business ethics

We will always conduct our business with integrity and respect the human rights

Protecting the Environment

Our company knows already the needs of protecting the natural environment and we will also follow best practices when we use chemicals. The administration also plays an important role.

Protecting people

We will ensure that we do not risk the health and safety of our employees and community but also supporting diversity and inclusion in innovation.

Human Rights

Our company is committed to protecting human rights, we are an equal opportunity employer and follow all fair employment practices. We ensure that our activities do not directly or indirectly violate human rights in any time of the day.

Proactiveness Donation and Aid

Our company will preserve a budget for donations, this donation will aim to:

Cancer Research UK and Breast Cancer New UK, Volunteering

We will encourage everyone to volunteer. People can volunteer through programs organised and our company may sponsor volunteering event.

Development, Milestones and Exit Plan

By Mihaiela Petreanu 2030622

Development

In terms of progress to date, founders of “4 Angels Wine Bar” (hereby referred to as “the company”), successfully managed to gather 40% of the total of £150,000 required to establish the business. The amount of £60,000 it represents an initial investment from the 4 partners and will be further referred to as “partners buy-in”, in which the founders have equal share as value, profit and vote rights regarding all aspects of business decision-making process.

Furthermore, under the common understanding of the partners that the suppliers are a key element especially in this line of business (i.e., wine distribution and / or consumption) “the company” has successfully managed to bring in the following suppliers:

Chateau Sainte Barbe, Bordeaux, France (10% of TS*)

Chateau Danzac, Bordeaux, France (15% of TS*)

Capezzana, Tuscany, Florence, Italy (30% of TS*)

Bodegas Campo Viejo, La Rioja, Spain (5% of TS*)

TS* = total supply

Note: the percentage represents the total supply of a specific vineyard that “the company” will store for its consumers which at this time represents a total of 60% of the bar’s storage capacity. The difference of 40% shall be found into the “milestone” section below.

Moreover, to create a competitive advantage as well as to offer its consumers the best experience, “the company” has employed 2 wine sommeliers with a combined experience of over 35 years, who will take the consumers through a journey into the depth of wine making and its origins. Also, all staff including the partners, will attend wine training courses.

Finally, “the company’s” focus will be to create a brand synonym to “quality” which is why Hugh Johnson, one of the best UK wine critiques agreed to help “4 Angels Wine Bar” to choose the highest points scoring wines for its consumers.

Milestones

represents the course of future action for “the company” and to this date it includes:

3 more wine suppliers to be contracted before Q2 of 2022 as follows:

Vina Cousino Macul, Penalolen, Chile (10% of TS)

Bodega Caterna Zapata, Bodega, Argentina (15% of TS)

Cricova Winery, Cricova, Republic of Moldova (15% of TS)

Note: as mentioned under “development” section the percentage here (40%) completes the bar’s storage capacity to 100%.

Also, “the company” expects to expand rapidly due to high demand; in consequence the partners are optimistic they will achieve their target of opening 4 new locations within 20 months from the first one within London and surrounding areas.

Exit plan

The focus of “the company” at this time is to offer the best customer service and the best experience to its consumers; due to the above factors, the partners agreed that no exit plan is to be considered within the first year of operation.

However, starting from Year 2, the partners agreed to consider the following exit plans:

Acquisition opportunity (i.e., Fulham Shore Plc) – shall “the company” follow the course planned and attract high interest, the partners will gather into a voting-meeting to allow “The Four Angels Bar” to be acquired by another entity (note: vote must be unanimous for the process to happen).

Franchiser and expansion – as one of the milestones of “the company” resides not opening new locations, the partners will consider becoming a franchiser and expand into continental Europe and North America.

Possibility to liquidate ownership – once the first year has passed, all partners reserve the right to liquidate their positions.

Note: no two partners can liquidate positions at the same time and there should be a minimum of 6 months between 2 different liquidations.

Financial data

By Mihaiela Petreanu 2030622

In this section will be presented the figures and financial forecast that “the company” managed to put together which includes:

- Profit and loss account (income statement)
- Cash flow statement

- Balance sheet

Please note that each one will be described individually below in a separate table followed by a detailed exemplification into charts and graphs.

Firstly, in Table 1 can be found the start-up cost required for “Four Angels Wine Bar”

Expense	Price in GBP (£)
Deposit (2 months' rent)	16,000.00
Venue Improvements	15,000.00
Equipment	8,000.00
Furniture	6,500.00
Computers / Software / CCTV	4,000.00
Cash Register	1,500.00
License	1,700.00
Marketing	2,500.00
Accountant (monthly)	200.00
Total	65,200.00

Table 1 – Start Up Cost

The table above shows “the company’s” CAPEX (capital expenditure) based on the prices found in the month of December of 2021.

To be noted that rent and accountant will be included into OPEX (operational expenditure) and will be paid monthly as a deduction from profit. Any other expenses shown above will be a “one time purchase” or yearly if need be (i.e., software update, antivirus subscriptions, equipment servicing).

As mentioned before, the total amount the partners will be able to gather is £60,000 of the £150,000 required for it to be self-sustainable and operational; however, it can be noticed that

the cost of opening the concept already exceeds the budget by £5,000. The difference of £85,000 will be spent on wine, snacks as well as unforeseen expenses, commissions, or deposits for wine stock while the contracts are being locked with our suppliers as a trust bond.

Secondly, in Table 2 can be found the income statement forecast. The amounts reflect a one-year forecast based on the prices considered as of December 2021.

To be noted that factors such as inflation, price increase or decrease in fuel, electricity or any change in any external factors have not been considered while creating this report.

Income Statement (forecast) – amounts in GBP (£)					
For Year 2022	1st Quarter	2nd Quarter	3rd Quarter**	4th Quarter	Total
Income / Gross Sales	240,000	255,000	320,000	220,000	1,035,000
Net Sales (-20%)	192,000	204,000	256,000	176,000	828,000
Cost of Goods	(60,000)	(63,750)	(80,000)	(55,000)	(258,750)
Gross Profit	180,000	191,250	240,000	165,000	776,250
Salaries (7 employees)	(38,400)	(38,400)	(38,400)	(38,400)	(153,600)
Rent	(24,000)	(24,000)	(24,000)	(24,000)	(96,000)
Office Supplies	(3000)	(500)	(500)	(500)	(4500)
Entertainment	(1500)	(1500)	(1500)	(1500)	(6000)
Other	(1000)	(1000)	(1000)	(1000)	(4000)
Total Expenses	(67,900)	(64,500)	(64,500)	(64,500)	(261,400)

Net Profit	112,100	126,750	191,500	100,500	530,850
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Table 2 – Income Statement

** - sales expected to increase significantly due to festive season (Christmas, New Year, Chinese New Year)

The above table shows clearly that the revenue is net superior to cost, and expense combined in all four quarters individually which implies that the business has a solid foundation, and the partners are looking to keep their cash outflow to a minimum level.

Furthermore, Table 3 – Cash Flow Table, summarizes the cash entering and leaving “the company” as well as separating the different types of cash and cash equivalents that “Four Angels Wine Bar” owns.

Breakdown	In percentage (%)	Amount in GBP (£)
Income	59%	1,035,000
Cost of Goods	15%	(258,750)
Liabilities	15%	(261,400)
Equity	8%	150,000
Assets	3%	60,000
Total	100%	724,850

Table 3 – Cash Flow Table for 2022

As it can be seen in the above table, year 2022 will be a highly profitable year for “Four Angels Wine Bar” ending the year in a high note and with a positive cash flow of over £700,000.

Lastly, the Balance Sheet that can be found more detailed in Table 4, shows “the company’s” financial position which includes current assets, the partners equity, and the current liabilities that “Four Angels Wine Bar” it is expected to present as of 31st of January 2023.

Balance Sheet forecast	
Owner Equity	£60,000
Current Assets	£550,000
Current Liabilities	(£387,800)

Table 4 – Balance Sheet

As it can be deducted from Table 4, “the company” shows a strong and positive balance sheet where the liabilities are held down allowing the partners to gather enough capital from the profit at the end of Year 1 to progress with the plan of opening new locations as mentioned in the “milestone” section, without having the necessity of external capital injection or external shareholder to carry out their goals.

Moreover, the “current liabilities” can be considered a “hidden asset” if there is taken into consideration the fact that it will give “the company” a tax break so “Four Angels Wine Bar” can keep more of its income by deducting the expenses of the business.

To conclude this sector, a combination of the financial planning, a strong development and precise milestones set, together with a current high demand for quality places and a growing fine wine market, put the partners in a position of high confidence to accomplish an incredible win-win situation: creating an incredible experience for its consumers and establish a brand which equals quality from all aspects of business as well as a great profit making” for its investors.

Appendix

By Mihaiela Petreanu 2030622

This section will include additional information regarding our suppliers, our location, our partner etc.

Meet The Member: Hugh Johnson OBE

[Home](#) / [Features](#) / [Highlights](#) / [Meet the Member: Hugh Johnson OBE](#)

 *Posted on November 4, 2019 by Amanda Barnes*



Hugh Johnson OBE is the world's best-selling wine writer and along with fellow Circle Member, Jancis Robinson, they have just launched the 8th edition of The World Atlas of Wine. Amanda Barnes interviews Hugh on his career as a wine writer and how he first came to put together the first edition of this revolutionary wine book in 1971. Hugh shares his thoughts on climate change, the evolution of wine criticism and the oldest wines he's ever tasted.





Capezzana, Tuscany, Florence, Italy

Conclusion

The purpose of this business plan was to determinate the potential for opening a wine bar in England London. All sections that have been included in this business plan detail the information that we need to figure out the possibility of this purposed business.

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4 Angles
Best in Town!

Module code BMSW4006_LON

Lecturer: Afzal Munna

Anastasia Todasca 2030520

Daria Multu 2030586

Karolina Adamczuk 2030505

Mihaiela Petreanu 2030622

Introduction

Karolina Adamczuk 2030505

Four Ladies

Common vision

One business



Business Description and History

Karolina Adamczuk 2030505



Our professional experience in the hospitality sector brings up an idea about very own business.

Aim and Objectives

Karolina Adamczuk 2030505

- Selling wines
- Tester sessions
- Wine learning classes
- Growth
- Profit
- Creating new social hub



Mission and Vision

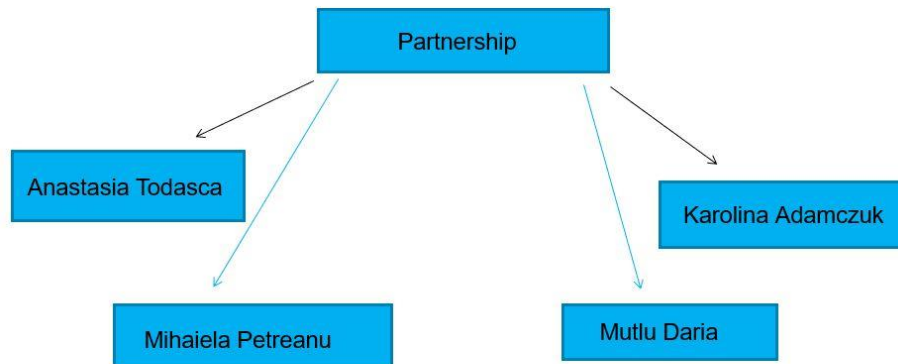
Karolina Adamczuk 2030505

- Safe Wine bar
- Standardised
- Alcoholic and Non-alcoholic beverages



Business Structure

Daria Mutlu 2030586



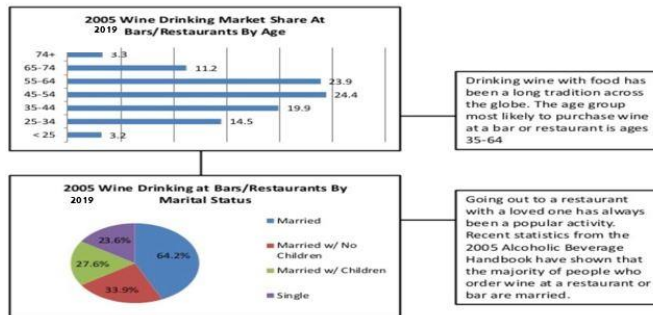
Product and Service Description

Daria Multu 2030586

- Exclusive assortment of wines from all over the world.
- Professional practicing sommeliers.
- Beautiful and original dishes.
- High-class European service.
- Intelligent games and live music.
- Unique approach to each client.
- Refined rest for those who are tired from everyday events.

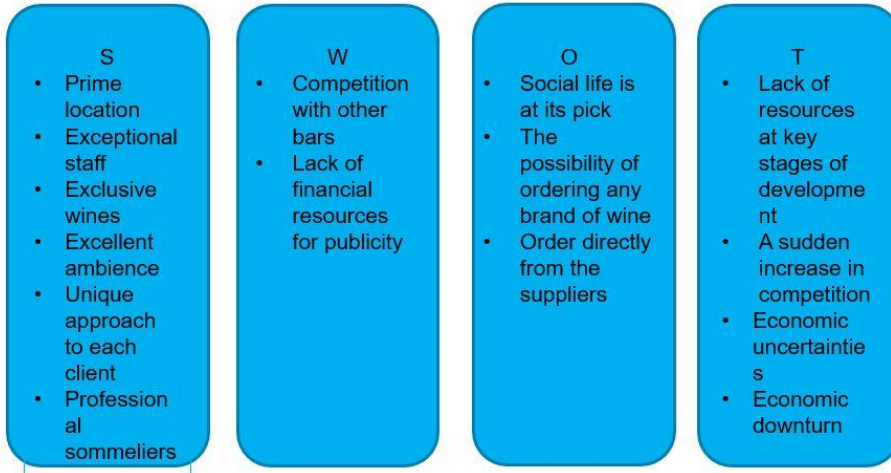
Marketing Analysis and Trends

Daria Multu 2030586



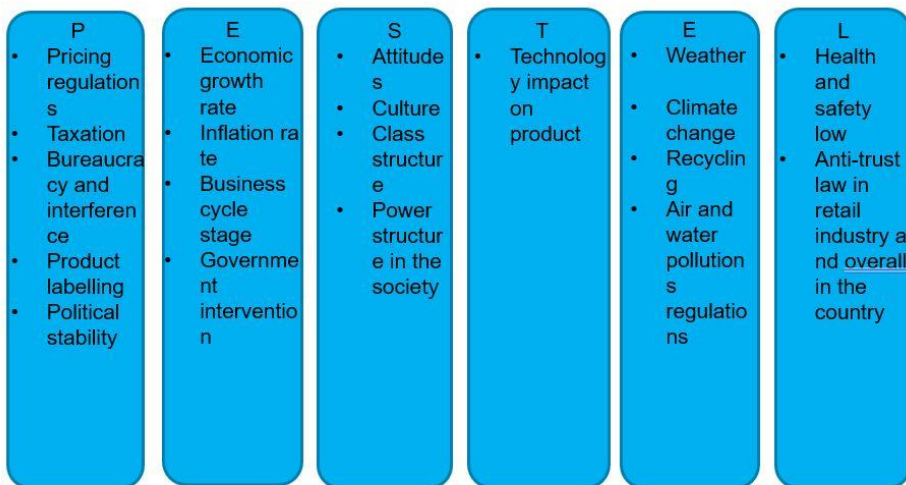
SWOT Analysis

Daria Multu 2030586



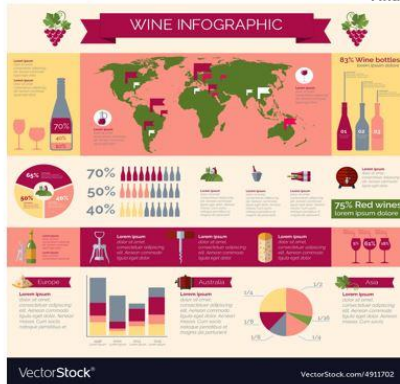
PESTEL Analysis

Daria Multu 2030586



Operations

Anastasia Todasca 2030520



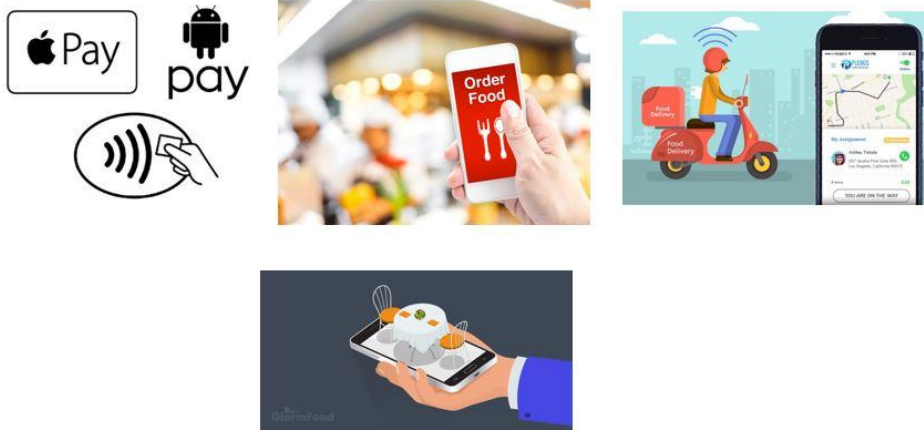
Management and Organisation

Anastasia Todasca 2030520



Technology Plan

Anastasia Todasca 2030520



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

09/01/2022

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives

Social Responsibility and Sustainability

Anastasia Todasca 2030520



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

09/01/2022

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives

Development, Milestone, Exit Plan

Mihaiela Petreanu 2030622

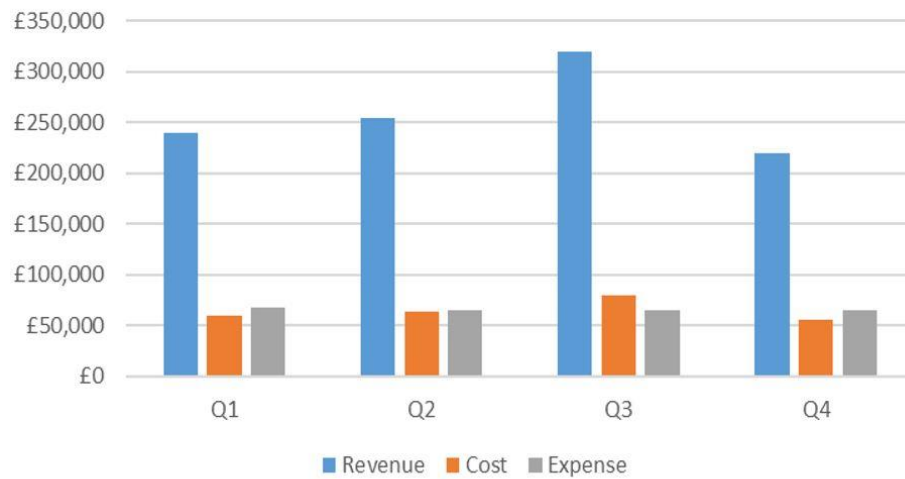
- **Development**
 - Focus to date: key stakeholders
 - i.e., European wine suppliers
 - Specialized trained staff
 - "ace up the sleeve" - wine critique
- **Milestones**
 - International wine suppliers (Chile, Argentina and Republic of Moldova) contracts to be closed before Q2 2022
 - 4 new locations within 20 months from opening
- **Exit plan**
 - Acquisition opportunity (i.e., Fulham Shore Plc)
 - Franchiser and expansion
 - Possibility to liquidate ownership position

Financial Data

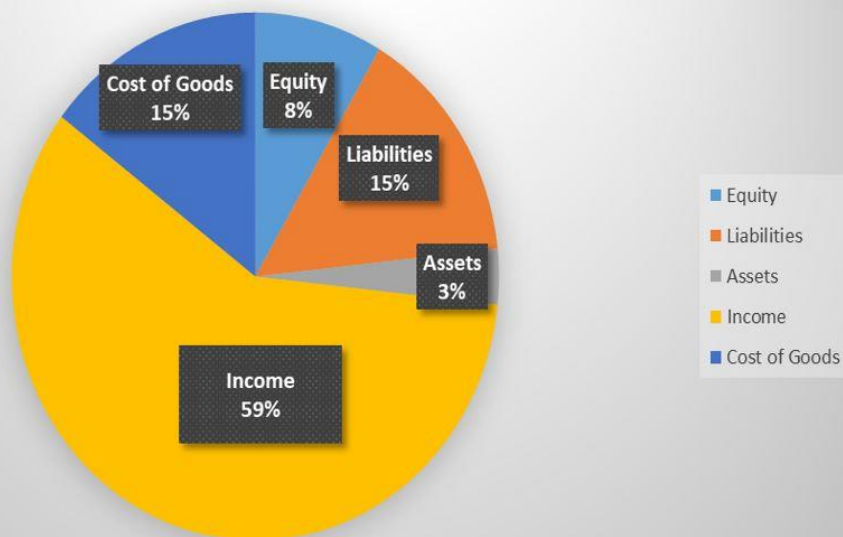
Mihaiela Petreanu 2030622

- **Profit and loss account (P&L)**
 - Revenue, cost, expenses
- **Cash flow statement**
 - Cash – entering and leaving
- **Balance sheet**
 - Company's own and owe + shareholder investment

P&L 4 Angels Wine Bar 2022



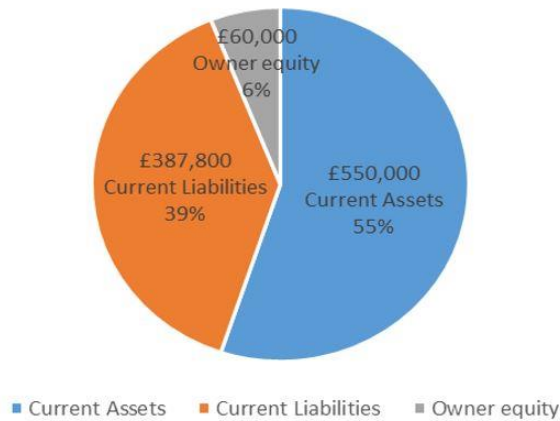
Cash Flow Statement for 2022



Balance Sheet

Mihaiela Petreanu 2030622

31st of January 2023



Conclusion

Anastasia, Daria, Karolina, Mihaiela

The purpose of our business plan is to determinate the potential for opening a wine bar in England London.

We strongly believe there is the potential, and we can build and create beautiful and sociable place to spend time.

We would like to invite you to join us to create new business together.

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Thank you!

Any Questions?