

Casa Românească London

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- Authentic Romanian Restaurant Business Pitch

Introduction

- Business concept: Authentic Romanian restaurant in London
- Focus on traditional cuisine and cultural experience
- Aim: evaluate feasibility and profitability
- Responds to gap in Romanian cuisine market

Business Idea Overview

- Traditional Romanian dishes: sarmale, mici, papanashi
- Services: dine-in, takeaway, delivery
- Value proposition: authenticity and cultural experience
- Customer need: lack of Romanian restaurants in London

Market Opportunity

- Large Romanian community in London
- Growing demand for international cuisine
- Multicultural population supports ethnic food
- Opportunity for niche market positioning

Legal Structure & Management

- Private Limited Company (Ltd)
- Benefits: limited liability and credibility
- Owner/Manager oversees operations
- Team: chef, staff, accountant

PESTEL Analysis

- Political: food safety regulations
- Economic: high costs in London
- Social: demand for diverse cuisine
- Technological: delivery platforms
- Legal: licences and compliance

STP Analysis

- Segmentation: demographic and behavioural
- Targeting: Romanian community and UK customers
- Positioning: authentic cultural dining experience
- Mid-range pricing strategy

Marketing Strategy

- Social media: Instagram and TikTok
- Customer reviews and visual content
- Cultural events and promotions
- Building brand identity and loyalty

Competitive Advantage

- Authentic recipes and experience
- Strong connection with Romanian community
- Limited direct competition
- Difficult for competitors to replicate

Financial Plan

- Startup costs: £40,000
- Monthly fixed costs: £9,700
- Variable costs: ingredients and staff
- Focus on cost control and efficiency

Break-even Analysis

- Month 1–3: expected losses
- Month 4: break-even point
- Month 5–6: profit generation
- Dependent on customer growth

Risk Analysis

- High operational costs
- Competition in London market
- Economic uncertainty
- Mitigation: marketing and cost control

Future Growth

- Expansion to new locations
- Increase delivery services
- Franchise opportunities
- Long-term scalability

Conclusion

- Feasible and strategically positioned business
- Strong market demand
- Sustainable competitive advantage
- Potential for long-term profitability

References

- Office for National Statistics (2023)
- Statista (2024)
- UK Government (2024)
- Companies House (2024)
- Mintel (2023)
- Uber Eats & Deliveroo (2024)