



Alibaba's **Burger N' Bite**

Business Proposal

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Name of business

Alibaba's Burger N' Bite

Business owners

Partnership 50% share each

Mission statement

**To create an enjoyable
experience for everyone. To
prepare and cook fusion
food, fried the right way.**

Aims and objectives of Business

The business aims to adhere to the following:

- To serve homemade gourmet burgers and fried chicken
- To create a friendly and family-oriented ambience
- To operate hygienically, well organised, and create a warm welcome restaurant
- Fresh food priced at affordable prices
- To provide a reliable delivery service
- To attract customers and create a loyal customer base.

(Tutorialspoint, 2021).



A close-up photograph of three gourmet burgers served on a wooden board. The burgers are stacked with various fillings including lettuce, cheese, and meat, and are secured with wooden skewers. The background is blurred, showing what appears to be a kitchen or restaurant setting.

Introduction

- Gap in market for halal gourmet burgers and fried chicken.
- Cater to the needs of the local community of Swansea
- Population of black and Asian community to be of 15,500 residents
- Incorporate the 7 P's into the marketing ideas and the business plan
- Locally sourced and freshly produced
- Plenty of scope to offer a delivery service.

Product/Service

- catering of Burgers in the style of American smash burgers
- Reinvent the burger by the addition of spices used in Bangladeshi flavours
- Use fresh local ingredients
- Additions such as fried chicken will also be adapted.



(Hardees, 2020).

Marketing Activities

Benefits of advertising are:

- It spreads the name
- Boost your sales
- Helps attract customers
- Grows the business reputation
- Help reach target market

(British business bank 2021).

Marketing Activities (continued)



Advertising Strategies:

- **Local newspapers**
- **Billboards (poster)**
- **Social media campaigns**
- **Leafleting**

Other consideration:

- **Sponsoring a local sports team**
- **Advertising in the local shops**
- **Community centres with discount for staff**
- **Competition and offers on social media**
- **Word of mouth**
- **Creating a questionnaire for customers to get feedback how improve.**

(Spotio, 2021).

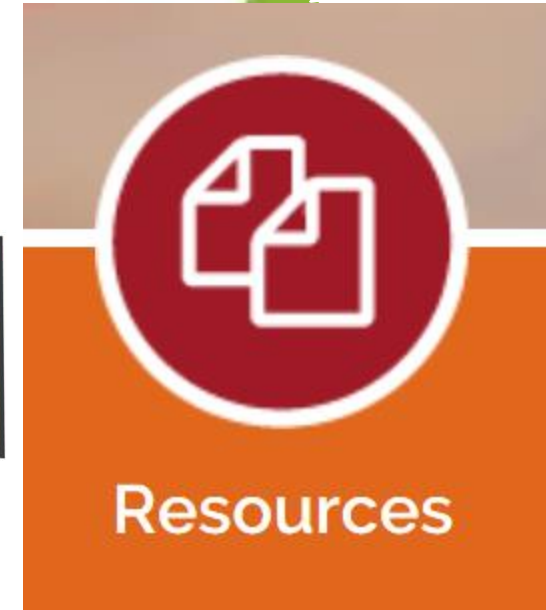
Physical Resources

Brick based premises on St. Helen's Road

- **Kitchen equipment such as cookers, microwave, ovens, sinks, tableware, tables and chairs, cutlery**
- **Lighting and decoration**

Click-based resources utilised in customers ordering online through:

- **Website**
- **Food apps**
- **Over the phone**



Financial Resources

- The two partners have a total of £100,000 from personal savings
- New business start-up grant up to 10,000 from Welsh Government grant

The running cost are:

- Accountant fees £4000 (annually)
- Stock weekly (drinks, poultry and etc) £1500
- Staff wages (7 staff including 2 drivers) £2800 (total weekly)
- Gas £3500 (quarterly)
- Electricity £2500 (quarterly)
- Water £2000 (annually)
- Phone bill £1200 (annually)



Human Resources

- Two partners with shared responsibility
- Chefs and kitchen staff
- Front facing servers
- Delivery drivers

Business Legal

The employees will receive insurance which cover liability cover in case of accidents occurring on the premise.



Job Description

For the position of kitchen chef

- 30 hour shifts a week (£8.91 per hour)
- Preparation of food
- Cooking of food
- Keep workstations clean
- Previous experience preferred
- DBS checked



SWOT Analysis

Strengths	Weaknesses
• Owners have 20 years' experience in the hospitality • Location in the heart of array of fast-food eateries • Locally sourced produce • Competitively priced • The menu meets Halal dietary requirements	• Saturated market • Competitive market • Limited product mix • Easily copied business model • New to the market
Opportunities	Threats
• To become an established brand • Expansion opportunities • To enhance reputation • Market development • Quality service • Customers Disposable income	• Not being able to meet demands • High staff turnover due to dissatisfaction of meeting staff needs • Healthy lifestyles trend • Imitation

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