

# **Assessment Business Plan**

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## **1- Business Concept**

**A concept for creating a cozy Ukrainian restaurant to showcase all the virtues of Ukrainian culture. I respect the cultural music and attire of the guests, and I also serve authentic Ukrainian dishes.**

## **2- Market Analysis , Target Audience**

**Tourists looking for interesting offers**

**Ukrainian diaspora and Eastern European communities**

**gourmets who love to try something new and interesting**

## **3- Market Trends**

**Consumers increasingly prefer authentic, story-driven dining experiences**

**Growth of European cuisine popularity due to travel, media, and cultural exchange**

**Rising interest in Ukraine due to current geopolitical attention**

## **4-Competition Analysis**

**There is very little competition in this area there isn't a single establishment in London with live Ukrainian music and traditional food**

## **5- Location Strategy**

**The restaurant will be located in Central London - areas such as Soho, Covent Garden, Holborn or Shoreditch**

**Reasons for choosing Central London**

**High foot traffic , proximity to tourist attractions density of young professionals and international visitors , strong visibility for brand building.**

## **6- Operations Plan**

**Capacity: 60–80 seats**

**Hours: 10:00–22:00 daily**

**Staff:**

**1 Head Chef (Ukrainian cuisine specialist)**

**2 Sous Chefs**

**4–6 Kitchen Staff**

**6–8 Waitstaff**

**1 Restaurant Manager**

**Food suppliers: combination of local UK farmers and Ukrainian imported specialty products**

## **8-Financial Plan Startup Costs**

**Location lease & deposit: £80 000–£150 000**

**Interior design & renovation: £60 000**

**Kitchen equipment: £40 000**

**Licensing & legal fees: £10 000**

**Initial staffing & training: £20 000**

**Marketing launch: £15 000**

**Initial inventory: £10 000**

**Total estimated startup cost: £235 000–£305 000**

### **Pricing Strategy**

**Average ticket: £30–£40 per customer**

### **Revenue Projections Year 1**

**Expected visitors per day: 120–160**

**Monthly revenue: £90 000–£150 000**

**Annual revenue: £1 080 000–£1 800 000**

**Break-even point estimated within 12–16 months**

## **9-Conclusion**

**With a strategic location a unique concept and strong market demand, the business has the potential to become a popular and profitable dining destination in Central London**