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Overview of the Business Idea

Sebastian's is a pizza takeaway business specialising in extra-large pizzas, perfect for family meals. Our main offering is an 18-inch pizza priced at £18, designed for families or groups who want a high-quality shared meal at an affordable price. Sebastian's operates as a delivery-only service through platforms like Deliveroo and Uber Eats, allowing us to reach customers looking for convenient and satisfying meal options without a dine-in space. Our goal is to become the go-to choice for family pizza nights by offering delicious generously sized pizzas at a budget-friendly price.

The unique feature of Sebastian's is its focus on a single, large pizza size that's easy to share, priced affordably at £18. (Statista. (2022)) Many pizza places offer various smaller portions or charge extra for family-sized options, but Sebastian's keeps it simple with one large pizza that's ideal for group dining. This straightforward family-friendly approach meets the needs of customers who want a shared, high-quality meal without extra cost. Our delivery-only model also allows us to get pizzas to families quickly and directly. This focus on simplicity and value helps us stand out in a competitive market. (Mintel. (2021))

In the UK busy families look for meal options that are convenient, high-quality and affordable. Feeding a family through delivery can be expensive, especially when ordering multiple items or individual meals. Sebastian's fills this gap by offering a large pizza designed to be shared, saving families both time and money. As delivery platforms like Deliveroo and Uber Eats grow in popularity, more people seek restaurant-quality food at home. By providing a large family-sized pizza at a fair price Sebastian's offers a meal solution for families who want quality and convenience in their budget.

Legal Format of the Startup Company

Sebastian's will be established as a private limited company in the UK. (Companies House. 2023) This legal structure limits the personal liability of the owner protecting personal assets if the business faces financial challenges. A private limited company also presents a professional image, which may help in securing contracts with delivery platforms and suppliers. Additionally, this structure is more tax-efficient than a sole proprietorship, providing flexibility in how profits are managed. The Ltd status of Sebastian's will benefit the business by managing risks while also supporting its financial and professional growth in the marketplace.

To launch Sebastian's as a private limited company, we will need to register with Companies House in the UK. This process includes selecting a company name, preparing necessary documentation and paying a registration fee. (GOV.UK. 2023) We must comply with food safety

and hygiene regulations and undergo local council inspections to ensure food handling standards. (Food Standards Agency. 2022)

Sebastian's will initially be fully owned by the founder who will have all company shares. This single-owner structure allows full control over business decisions. As the business grows there may be opportunities to bring in additional investors or partners but at the beginning the founder will be the sole shareholder

Management of the Company

The founder of Sebastian's who is also an experienced chef, will play a hands-on role in the kitchen, especially during the startup phase. The founder will focus on maintaining high food quality and consistency by personally preparing pizzas alongside the kitchen staff. This direct involvement in cooking ensures that every pizza meets the business's quality standards. The owner will also oversee budgeting and expense tracking, as well as manage customer satisfaction by handling social media and promotions. As a chef-owner, their role will be central in creating a reputation for excellent food and service. (Small Business. 2022)

Sebastian's will operate with a small effective team at the start. The kitchen staff will include one additional chef to support the founder during busy hours and help with the consistent preparation of pizzas. Kitchen assistants will support food preparation, keep the kitchen organised and manage inventory and cleaning duties. Since Sebastian's operates as a delivery-only business, it will rely on Deliveroo and Uber Eats drivers to handle customer deliveries, reducing the need for in-house drivers. Staff will be hired on a flexible basis to adapt to peak demand times like weekends and holidays so that we meet customer needs. (Entrepreneur. 2023)

Sebastian's will rely on several professional services to operate smoothly. An accountant will help set up a straightforward accounting system track revenue and expenses and handle tax obligations. A digital marketing consultant could assist with building an online presence through social media, promoting the brand and running targeted ads. These professional services will allow the founder to focus on cooking and operations while ensuring the business stays organised and compliant.

To increase operational efficiency, Sebastian's will have a staff training program focusing on food safety, quality control and customer service excellence. Regular team meetings will be scheduled to discuss performance numbers, customer feedback and areas for improvement. The business will also invest in a modern system with delivery platforms, inventory management and financial tracking to streamline operations and provide valuable business insights.

Also, Sebastian's will establish partnerships with local food suppliers to ensure consistent quality and competitive pricing for ingredients. A quality control system will be used to monitor food preparation standards, delivery times and customer satisfaction levels. The business will also develop plans for peak periods and potential supply chain disruptions, including maintaining relationships with backup suppliers and cross-training staff to handle multiple roles when needed. This approach to operations management will help ensure sustainable growth and maintain high service standards.

Evaluation of the Business Idea Using SWOT Analysis

Strengths

- Unique focus on large, family-sized at a fixed, affordable price (£18).
- Chef-owner involvement in cooking ensures high-quality, consistent food.
- Delivery-only model using Deliveroo and Uber Eats reaches a broad customer base.

Weaknesses

- Lack of brand recognition as a new business, which may make it challenging to attract customers initially.
- Rely on external drivers from delivery platforms limits control over delivery times and service quality.
- Limited menu focused on one pizza size may not attract customers looking for variety.

Opportunities

- Growing demand for online food delivery, especially for convenient, family-friendly meals.
- Potential to introduce unique toppings or seasonal specials to attract new customers.
- Loyalty programs and partnerships with local businesses could boost brand awareness.

Threats

- Competition from established pizza brands with strong customer loyalty and larger budgets.
- Economic changes and rising food costs could impact profitability.
- Dependency on delivery platforms could be risky if their fees change. (Vargo, S.L. and Lusch, R.F. (2004))

Marketing Strategy Using the 4Ps

Product

Sebastian's offers one main product an 18-inch family-sized pizza, designed for sharing. This simple, consistent offering allows us to focus on quality while making ordering easy for customers. The pizza is large enough to feed multiple people making it ideal for families or groups of friends. Sebastian's menu will include a variety of classic and popular toppings like Margherita, Pepperoni and Veggie and seasonal options to keep the menu relevant. By specialising in a single, family product Sebastian's meets a specific need in the market for an affordable, high-quality shared meal option. (Kotler, P. and Armstrong, G. 2018)

Price

Sebastian's pricing strategy centres on affordability and value, with our 18-inch pizza priced at £18. This simple price point appeals to families and groups seeking cost-effective meals without lowering quality. By setting a fixed price there is no need for customers to worry about hidden costs or extra fees for larger sizes. This pricing is highly competitive in the UK market, where many similar-sized pizzas cost significantly more like £20+. Also offering consistent, budget-friendly pricing will help establish Sebastian's as an accessible option for families, encouraging repeat orders and building customer loyalty over time. (Vargo, S.L. and Lusch, R.F. 2004) (Jaakkola, E. and Hakanen, T. 2013)

Place

Sebastian's operates as a delivery-only business, relying on popular platforms like Deliveroo and Uber Eats. This approach removes the need for a dine-in space, reducing operational costs and allowing us to focus on reaching customers at home. Our kitchen is based in a central location within our target delivery area, enabling efficient delivery times. By using well-known delivery platforms, we gain access to a broad customer base that values convenience and quick service. This digital-first approach follows the current trend toward online ordering and home delivery making Sebastian's accessible to busy families. (Payne, A.F., Storbacka, K. and Frow, P. 2008)

Promotion

To build brand awareness, Sebastian's will focus on online promotion and local marketing strategies. Social media platforms like Instagram and Facebook will be used to share photos, updates and seasonal pizza options, reaching families and groups who value convenient meals. Promotions such as "Buy One, Get One Half-Price" on selected days, will encourage first-time customers to try our pizza. We'll also offer loyalty discounts to reward repeat customers. Also partnering with local community events and sponsoring school activities will help build connections in the community. These combined efforts will raise awareness and establish Sebastian's as a family-friendly affordable pizza option. (Ashley, C. and Tuten, T)

Cash Flow Forecast for the First 12 Months

Projected Income and Expenses (12 Months)

Category	Monthly Amount	Annual Total	Notes
Revenue	£16,200	£194,400	Based on selling 30 pizzas per day at £18 each.

Category	Monthly Amount	Annual Total	Notes
Delivery Platform Fees	£4,860	-£58,320	Estimated 30% fees on revenue from Deliveroo and Uber Eats.
Net Revenue	£11,340	£136,080	Revenue after delivery platform fees.

Expense Category	Monthly Amount	Annual Total	Notes
Ingredients	£1,800	£21,600	Average £2 per pizza.
Rent	£1,200	£14,400	Rent for kitchen space.
Staff Wages	£2,000	£24,000	Chef and kitchen assistants.
Utilities	£1,000	£12,000	Includes electricity, gas, water etc.
Marketing & Promotions	£500	£6,000	Social media ads, promotions
Professional Services	£500	£6,000	Accounting, legal, food safety consulting.
Total Expenses	£7,000	£84,000	-

| **Projected Net Profit** | **£4,340** | **£52,080** | Monthly net after expenses. |

Use of Initial Funding (£25,000 + £10,000 (Personal funds))

Category	Amount	Description
Kitchen Setup	£12,000	Ovens, refrigeration units, prep stations, other equipment.
Initial Marketing & Promotions	£4,000	Social media ads, first month promotions, brand materials.
Licensing & Compliance	£3,000	Food safety licensing, inspections, certifications.
Initial Inventory	£4,000	Ingredients and packaging for the first month.
Administrative & Setup Costs	£2,000	POS system, accounting software, insurance.
Cash Reserve	£10,000	Emergency fund for unforeseen costs or cash flow needs.

Category	Amount	Description
Total Initial Funding Allocation	£35,000	
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Conclusion

Sebastian's business plan presents a focused approach to entering the UK pizza delivery market with a clear plan of high-quality, family-sized pizzas at an affordable fixed price. The analysis shows that Sebastian's has strong potential for success by addressing a specific market need for convenient, cost-effective family meals.

The financial projections demonstrate that with an initial investment of £35,000 (including £25,000 funding and £10,000 personal funds), Sebastian's can establish a profitable operation. The startup funds across essential areas like kitchen setup, marketing, and cash reserves provides a foundation for the business.

The SWOT analysis highlights that while Sebastian's faces challenges as a new brand and depends on delivery platforms, its strengths in offering quality, consistent products and opportunities in the growing food delivery market. The focused marketing strategy using the 4Ps framework shows how Sebastian's will build brand awareness and customer loyalty through online promotion and community engagement.

The management structure, led by an experienced chef-owner and supported by a small efficient team, ensures high-quality food preparation while keeping operations streamlined. The decision to operate as a private limited company provides both legal protection and room for future growth.

However, success will require careful attention to operational efficiency, maintaining food quality and building strong relationships with delivery partners and suppliers. With proper execution of this business plan and continuous monitoring of performance, Sebastian's is well-positioned to establish itself as a trusted provider of family-sized pizzas in the local market, with potential for future expansion as the brand grows.

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