

Business Plan

Indian Restaurant

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Module: Managing Enterprise in the 21st Century

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Business plan

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Table of Contents

Operations	1
Supplier / Relationship 1.....	1
Supplier / Relationship 2.....	1
Other operational considerations	1
Staff Employed for the Business.....	2
Operating Location of the Business.....	3
Laws or regulations to be considered for the Business.....	3
Necessary Insurances for the Business	3
References.....	4

Operations

Please provide details of two key suppliers or key relationships that are or will be important to running your business

Supplier / Relationship 1

Organization Smithy's Food Service	Relationship status Main supplier of Meat with 2 years contract.
Service provided Fresh, frozen and prepared meat and poultry products.	Key terms of the relationship 1. Deliver on time 2. Flexible payment method 3. Maintaining the quality of the service

Supplier / Relationship 2

Organization Surya Foods	Relationship status Main supplier of vegetables with 1-year contract
Service provided Fresh vegetables and fruits.	Key terms of relationship 1. Deliver on time 2. Give prior notice before any big order 3. Maintaining the quality of the service 4. Flexible payment method

Other operational considerations

The restaurant currently has some staff even though there are certain budgetary limits for a new restaurant in hiring staff. Hiring a small but well-trained staff has benefitted the business. They provide value to the business by sharing their skills and expertise. These employees have elevated service by providing prompt and courteous service to the customers. Their existing knowledge of their roles is assisting the restaurant to make the business plan more appropriate and well designed.

Staff Employed for the Business

A restaurant employs a wide range of people, including managers, cooks, waiters, busboys, dishwashers, hosts, and bartenders. Each having a certain function will contribute to the success of the restaurant business. In the following section, the job titles of the employed staff along with their responsibilities are described.

1. **Manager:** As this restaurant business is at the beginning period, one of the owners will work as a manager with full knowledge of managing a restaurant business. He is expected to open and shut the restaurant; buy food and drinks; operate the cash registers; monitor inventory; instruct and supervise the personnel; negotiate with suppliers; establish and execute a marketing plan; and conduct other related responsibilities. In addition to these tasks, he must embody the unique personality of the business.
2. **Chefs:** As a starting business, only one head chef is appointed to run the kitchen single-handedly. It is his job to aid in putting together the restaurant's menu and establishing the cost of each item. Every aspect of kitchen expenditures is handled by him, from selecting suppliers to purchasing kitchen equipment. He is always experimenting with new recipes to add to the menu.
3. **Cooks:** Two full-time cooks and one part-time cook are appointed for the restaurant. One of the full-time chefs works throughout the day and the other in the evening. As a part-time cook, the employee helps out during busy periods such as the weekend and may work as a line cook during slower times. The restaurant's full-time cooks can manage food preparation even during slow times and beyond closing time.
4. **Dishwashers:** Keep the restaurant's dishes clean with the help of dishwashers, there are currently two part-time dishwashers, with one taking care of the lunch service and the other taking care of the evening service.
5. **Serving Staff:** Finding the right serving staff is just as important as finding the right manager. There are currently 3 servers and this number will increase with the growth of the business. The servers are the people with whom our customers will have the most interaction, so we must make a favourable impression to keep customers coming back. The servers are able to work well under pressure, meeting the demands of customers at several tables while maintaining a positive and pleasant demeanour.

Operating Location of the Business

Choosing the right location is more crucial than having a unique idea and serving exceptional meals when opening a restaurant. Having a restaurant in a high-traffic area is an excellent approach for establishing a client base and attracting new customers. Due to the fact that this business had already been operating from the house and had earned some recognition as a result of efforts, It is decided that a space will be rented to open a restaurant to expand its operations even further.

Laws or regulations to be considered for the Business

The employees of the restaurant have knowledge of good food hygiene and health and safety requirements and it has already been intended to get food hygiene certifications. In a restaurant, the food containers must be pest-proof; spills should be washed up immediately; standing water should be removed; garbage should be placed in pest-proof containers, and storage places should be kept clean (Knight et al., 2016). Thus this restaurant's operations will be conducted by following pest control rules outlined in The Food Safety Regulations. The Food Safety Act, Food Hygiene Regulations, General Food Regulations and other necessary regulations will also be considered. The Food Safety Act of 1990 serves as the foundation for all food regulations in England, Wales, and Scotland (as modified). According to the Act, food establishments must ensure that their products do not contain anything that could harm the health of those who consume them, that the food they serve or sell is of the nature, substance, and quality that customers can reasonably expect, and that their products are not falsely or misleadingly labelled, advertised, or presented (Knight et al., 2016) In this ongoing global pandemic of COVID-19, the regulations specially mentioned relating to health safety will also be strictly followed.

Necessary Insurances for the Business

If any equipment is destroyed in a fire, robbery, or burglary, having business insurance will enable a restaurant to get back on its feet. If the catastrophe is severe enough to put a stop to business activities, it might also assist to pay expenses (Sichka, 2020). Public liability insurance has already been issued to protect the business. In the event that a member of the public gets injured or sick while dining at my establishment, public liability insurance will cover the legal and compensation expenses. An employers' liability insurance will also be issued for the event if one of the employees gets sick or injured while working in the restaurant.

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Business plan- compatibility

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TABLE OF CONTENTS

Executive Summary

Own skills and experiences

Business Description and History

Business Structure

References

Executive Summary

Products and services

The proposed business named Rajasthan Indian Restaurants going to offer a variety of products and services including Vegan Tandoori, Bacon Sandwich, Snacks, Chicken Dishes, Fish and Chips and different types of beverages and drinking to customers in the market.

Objectives of this company

Objectives of this company is to ensure quality food for all the classes of customers at a cheap rate. And at the same time, another objective of this restaurant is to provide customers with best experience with quality and healthy food.

Description of the market

As the UK is a developed country, service sector is much more competitive where many companies are operating their business in the same market. In response to this, Rajasthan Indian Restaurant will demonstrate to follow strategic plans and carrying out market research to explore market situation and customers' lifestyle to reach the targeted customers.

Viability of the restaurant

As the pandemic situation is going on, online based purchasing facility of the company will be able to reach customers in the contemporary market.

Overview of funding requirements

The company will collect its funding from personal and relative based sources indeed.

A snapshot of Potential Growth



1. Own skills and experiences

Experience & Employment

Experience is the key to start any business entrepreneurship. The hospitality industry is a very complex industry where an entrepreneur has to have both skills and experience to be successful. However for a new comer in this sector experience may not be the category to start with but with clear conscience about the responsibility and determination to goals can lead to success and eventually experience gathered over the years will join in after some period. For this particular Rajasthan Indian Restaurant the owner of the restaurant has experience in the hospitality industry as a frontline worker. The entrepreneur started the journey as waiter in a local restaurant which helped to give the owner understanding about consumer preference, business etiquettes and relevant working skills for this industry. As a front line worker this helped to develop cultural competence which very vital for this industry. Working in a challenging and unknown environment helped to grow situational awareness for this industry which will help the owner of the business to perform business operation under stress. After successfully performing the duty of waiter, the owner later worked as an assistant chef that helped the owner to learn about the art of culinary & cuisine. This is a vital experience as chefs are not only educated about cooking but also about consumer preferences, tastes and hygiene related to this business. Currently the global trend about safety and health regulations are taking serious toll on the restaurant owners. It is hard to maintain business operation under that much stress. Therefore, these experiences from previous employment will benefit the owner to run the business smoothly.

Educational Qualifications & Training

Running a restaurant is lot like running a business organization except the fact that, running a restaurant is more difficult than running a business firm. Therefore, a restaurant manager or owner must pose some key qualification to run this business. Though educational qualifications may not be necessary to run a business, it is important to have some sort of training or basic operational education for efficient management. Educational qualification helps to understand the theoretical and empirical aspects of the industry which in turns will help the owner to make key strategic decisions. Before starting this business, the owner already have experience in this field. The owner has basic high school degree at the time of joining a restaurant as a staff. Later before becoming a chef, the owner participated in some culinary courses and programs to learn the basics about cooking. The owner also completed a course on Indian cuisine though due to the cultural background the owner already had in depth knowledge about Rajasthani cuisine and culinary. The owner also completed a course on hygiene management to maintain the regular health precautions and relevant regulations to protect the business from any unwanted incidents.

Skill, Traits and Talents to own a restaurant

This report earlier stated that running restaurant is tougher than running a business. It is because in hospitality industry the employees and owners must work directly with final consumers. The consumer on the other hand expects highest level of utility and consumer satisfaction from the restaurants. To maintain this, a restaurant owner needs to have leadership skills. Fortunately for this restaurant, the owner already developed good leadership quality after being engaged in this industry for some time. Over the years working in a tough condition helped the owner to build character and nerves which enable the owner to compete in the industry. In restaurant business, the leadership theory of human resource management suggests that, an owner must follow an democratic leadership style. In democratic leadership style an owner take feedback from the staff and make the vital strategic decision with the help of others to control the business. The democratic leadership style is perfect for this industry as it will help the business to take quick and effective decisions regarding its operations. So, the owner poses the leadership quality for

the business. Along with the leadership quality, the owner also has delegation skill. The delegation is particularly very important to run a restaurant because it will enable the owner to rightly assign responsibility to the staffs. This will make to business operations and customer experience much better. Like most owner and former hospitality worker the owner also has the punctuality element which will help the business run. So, a disciplined, democratic and punctual leadership will run this restaurant which will eventually help the business to expand and grow. The personality traits of the owner are excellent to run the business.

The gaps in skill & countermeasures by the owner

The owner currently has no experience in directly running the business. This will create some gap in operation. The owner lacks the financial skills to run the business which may create some serious problem regarding resource allocation in the investment process.

2. Business Description and History

Here is going to open an Indian restaurant named Rajasthan Indian Restaurant that will be opened by 2022 and at the end of 2021. This is a privately owned restaurant offering a variety of products and beverage items in the restaurant (Flex, et al., 2017). This business will be operated using strategic plans and following contemporary market situation too. Rajasthan Indian Restaurant will go to define a set of objectives to meet customers' needs.

1. Ensuring quality food with uniqueness (short term objectives)
2. Offering a variety of food and beverage items (short term objectives)
3. Offering cheap food but quality (medium term objectives)
4. Targeting all classes of customers (Long term objectives)

3. Business Structure: As the new business Rajasthan Indian Restaurant is a privately based company, hierarchical leadership will be implemented here but decision making will be done using democratic systems

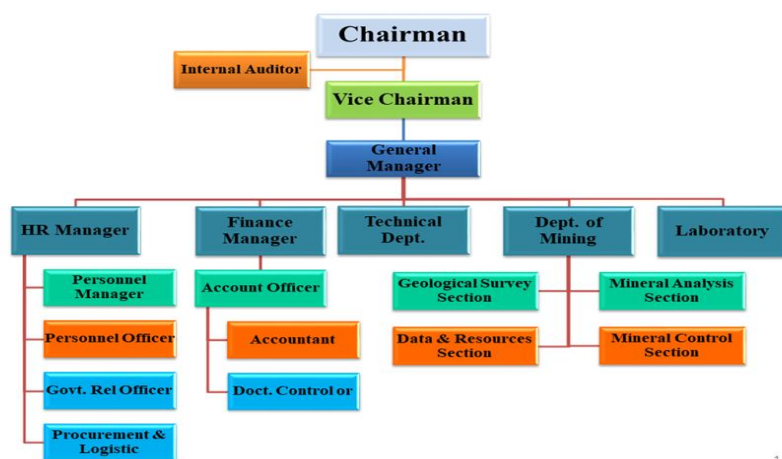


Figure-1: Business Structure of Rajasthan Indian Restaurant

Product and Services

The mission statement of the company is to offer healthy and delicious food with traditional India recipes including Vegan Tandoori, Sandwich, Snacks, Chicken Dishes, Fish and Chips and different types of beverages and drinking. In the context of services, Rajasthan Indian Restaurant is committed to providing customers with quality food and standard services so that consumers feel comfort while having foods in the restaurant. With a view to ensuring standard and quality food, here is going to mention a mission statement titled “Have foods and take comfort” that demonstrates the company will be able to ensure quality foods for customers in the contemporary market.

Conclusion

The business plan demonstrates that a new business must take business situation and marketing issues into account. As many companies are operating in the same market, new businesses must need to explore business environment in the contemporary market. The mentioned company Rajasthan Indian Restaurant will be able to operate its business in the restaurant service sector.

Indian recipes-based food will be offered to customers in the UK market and the company will be able to hold competitive advantages using strategic plans and following organizational skills.

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Business plan- product and services

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As a group we will be opening an Indian restaurant; not only are Indian food incredibly delicious, they are also vegan friendly, we want to be able to cater to meat lovers as well as vegans. The aim is to provide customers with excellent food at value pricing within a tranquil atmosphere where customers can feel relaxed.

Our restaurant will operate located close to the high street to generate more traffic. Building a good relationship with suppliers is extremely important in ensuring that our restaurant receive quality products.

Suppliers play a major role in determining the overall success of a company. Having a good supplier is important in reducing costs and improving efficiency. Partnerships can also develop. One of our chosen suppliers will be farmers, as an upcoming small business, we want to be able to utilize local suppliers such as local farmers markets and purchase from nearby stores. This will also give us the opportunity to meet other local suppliers where we can develop a business relationship that will allow us to buy wholesale.

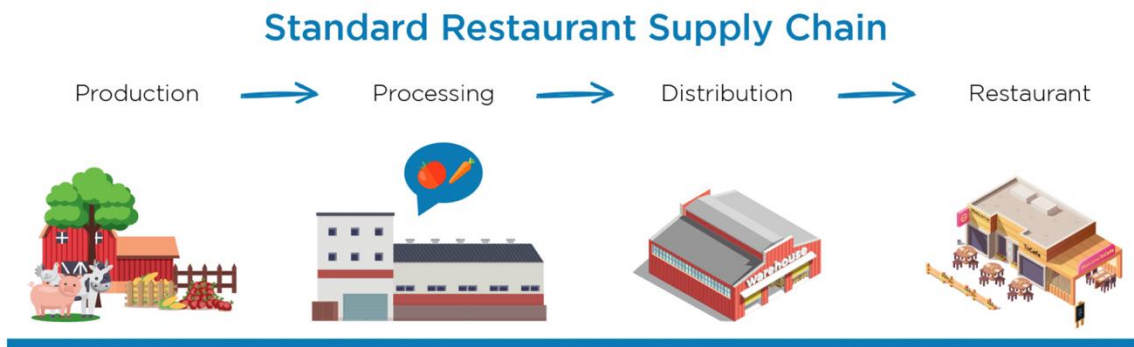
Items like milk, meat, eggs and grains tend to come from farmers, we aim to purchase these products directly from them as we believe using local farmers will give us good quality, fresh meats and products. Having a wide variety of vegetables and fruits on the menu is a must as our restaurant aims to also cater to the vegan market, in which farmers can provide us with fresh fruits and vegetables. we will be going directly to the suppliers buying food in bulks in order to cut down on cost and have food as fresh as possible.

As a restaurant they may not be a single supplier that will tick all boxes, we will therefore need to rely on a team of vendors in order for us to keep our supply up. We will therefore be combining more than one supplier to best suit our needs.

Although local farmers will be our main option, we also have the option of buying our products from larger companies, like Booker and Bakes. Booker is the UK's largest wholesaler, selling to companies like Tesco and having over 400 thousand customers.

larger companies tend to have a huge network of farmers as well as butchers who work to get the meat ready for restaurants. They also have the money to invest in technology that helps in ensuring food safety; many restaurant owners find it much safer to use these companies as their suppliers because of the peace of mind when it comes to ensuring food safety. We will also have seafood suppliers as different suppliers provide different kinds of seafood.

Below you will find a standard restaurant supply chain example



Laws and regulations

There are laws and regulations that will need to be followed before and during opening of a restaurant. To begin with necessary food handling training courses will need to be completed by all staff. We will also need to register our restaurant with our local authority, this needs to be done at least 28 days before the opening of our restaurant, by doing so, we will need to apply for a licence that allows us to cook, prepare, store, handle, supply and sale foods.

Once registered, an inspection by the food hygiene agency can take place at any time. We will also need a food premises approval by the local council, this is normally needed for business that handle meat, egg and dairy products. Selling alcohol will also require us to obtain a licence. Having a public liability insurance is extremely important, should a member of the public become ill because of our restaurant or injure themselves, having a public liability licence covers legal and compensation cost. It is also important to have employers' liability insurance, this is similar to the public liability insurance, the employer's liability insurance will cover us if an employee gets ill or injured due to the workplace.

There are many other insurances that we will need to have, such as building insurance.

It is a legal requirement that restaurants have procedures in place for pest control. We will need to follow the governments Food Safety (General Food Hygiene) Regulations. Pest control is crucial not just because it is a legal compliant that needs to be met, but because it can have a significant impact on a restaurant business; Pest carry a significant number of diseases that they can then pass on to humans, this clearly something that every restaurant owner should avoid.

The government can also provide online food and safety courses that employees can use to ensure their safety of their restaurants.

There are many legislations relating to food that a restaurant will need to follow, for example Food Standards Act 1999, sets out the standards of maintaining and protecting public health relating to food, acting in the customer's best interest. The food and safety act 1990 give us the framework for all food legislations. The 1991 food safety orders set out a guidance for business.

There is general food safety law that a restaurant will need to be aware of in relation to labelling, food imports as well exports, safety and product recalls and withdrawal.

The main responsibilities for all food businesses under the Act are to ensure that:

- businesses do not include anything in food, remove anything from food or treat food in any way which means it would be damaging to the health of people eating it
- the food businesses serve or sell is of the nature, substance or quality which consumers would expect
- the food is labelled, advertised and presented in a way that is not false or misleading

The domestic food regulation came in place in 2014, this allowed local authorities the power to enforce retained EU Law Regulation.

It is important that restaurant owners are familiar with the laws, as not following the set-out rules and regulations can result in a restaurant getting closed down. Regular inspections should also be conducted to make sure that restaurant owners are staying on top of everything in order to continue running their business.

I believe jobs should be distributed correctly to those who have the right skills and knowledge. It is important to create a good team environment so that people are aware of what they are doing through clear communication and job roles. A restaurant is unable to run on one person alone, you will need a team to make a restaurant successful, our restaurant will therefore contain the following team members....

Manager

The manager will be running the day-to-day operation in the restaurant, not only will they need to also provide excellent customer service, they will also need to be able to manage their team. Managers will need to ensure the safety of their staff and customers, they will need to make sure that all safety and food safety procedures are being followed according to regulations.

Attention to detail and knowing which task to priorities is very important when taking on this role. At times a manager can manage a large amount of staff and sometimes may need to fill in for an employee. They may also be the ones working and interacting with other parties such as suppliers and drivers. Managers will also work closely with the management team to meet revenue objectives.

Waters

in the food and beverage industry, Waiters serve an important role. Not only are they the main and first contact between the customers and the kitchen, they are also there to ensure that each customer's needs are being met. A restaurants reputation can be maintained by not only having delicious food but also having good customer service, it is, therefore, important to pick friendly waiters who work well under pressure and can build a good rapport with customers. They also need

to be an effective listener as they are the ones who will need to relay the orders to cooks and bartenders. We aim to have at least five waters available to take in orders, this may change depending on the number of customers.

Waters can also help create a positive atmosphere for our restaurants and in turn help attract more customers to our restaurant.

Drivers

A lot of people enjoy eating in the comfort of their own homes, due to the 2019 pandemic, many restaurants and businesses had to close down as they did not provide a delivery service.

adapting and innovating to survive the economic pressures of the pandemic gave rise to new restaurant concepts. In 2020 Uber Eats had a 152% increase, The Use of technologies allowed some businesses to survive unpredictable times. The limitations of indoor dining during the pandemic meant many restaurants had to provide home delivery or pick-up options. a 2021 report by the National Restaurant Association found that more than 50% of adults found takeout and food delivery essential to their lifestyle. Having a pickup and delivery model allows restaurants to expand their customers, not all customers can find the time to go to a restaurant, having the option for a delivery service allows customers the opportunity to eat in the comfort of their own space.

the delivery service will need to be easily integrated into our restaurant's daily routine. For our restaurant, we have chosen to outsource our drivers, although the downfall to outsourcing is dependence on the subcontractor, we believe there are more pros than cons. outsourcing takes away our driver recruitment process, planning and optimizing transport, we save money by allowing the third-party company to handle all the delivery logistics.

Cleaners

In a restaurant, a kitchen is one of the most important areas, the kitchen is also exposed to a range of possible contaminants.

Although our restaurant will be cleaned down by staff members during a service shift which provides a good level of hygiene and cleanliness, It is still important for us to have a deep clean by professional cleaning contractors.

A restaurant needs to meet safety and hygiene standards for the health and safety of employees and patrons, therefore, getting your restaurant professionally cleaned regularly is extremely important.

We aim to have cleaners available to give our restaurant a deep clean regularly ensuring that hygiene levels are maintained.

Good reputations can be easily lost when restaurants fail to maintain good safety and hygiene and fail to ensure safe food preparation and handling. Things like

uncooked food can pose a risk if the surface is not cleaned correctly; Creating a detailed cleaning procedure checklist that can be vigilantly followed by all employees will be a good way of keeping on top of government rules. Areas like Restrooms should be cleaned frequently as they are shared by employees and visitors, door handles must also be disinfected regularly. There are food and hygiene training that staff will need to have as the local health department has set out storage techniques for food and the required disinfectants and sanitisers needed.

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Business plan- financial planning

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Executive Summary:**Objectives:**

1. To be one of the most known restaurants by 2024.
2. To increase customer retention rate by 25% by 2028.
3. To maintain 8% increase in brand awareness every year.
4. To reach £500,000 in annual sales by 2025

The secret selling Point:

It will have the world's most delicious, freshly cooked meals made by professional authentic chefs. No matter what day of the week you come, we will serve food with the same taste and same love. Our focus is to make clients that are happy and are returning back continuously. We will have special offers for regular customers. Client is money.

About Us:

Rajhistani restaurant is a restaurant that will focus on Rajhistani royal dishes, at the same time Rajhistani restaurant will focus to maintain a fusion menu and will also focus to merge some other cuisine to cover a wide range of customers. We are planning to launch our first restaurant soon in 2022

Our Financial planning:

If you are new to the world of Business, then Finance is a vital part of the business plan. No questions asked. Even though your inventions and philosophies are important what is most important by the end of it is the strategies you make for marketing and how your vision can help you toward the making of an earning. Therefore, it is completely essential to explain your start-up with good figures.

Financial Plan:

If we talk about a perfect business plan in the world of start-ups, I am sure it is beyond explanation. Different businesses have different plans. You can't just go out and copy a plan and cross your fingers to have a successful business. This is not going to happen. As just mentioned no 2 businesses can have the exact same plan but all they have are the same elements of financial planning. Financial planning is considered a vital element in the world of the business plan. A financial plan is mostly a document that has all the numbers jotted down. For instance, current situation of the money, and the long-term goals and strategies for achieving the goals.

The most important purpose of financial planning is that in the future it will help you make some really good decisions and help you navigate through the resources that your company requires. It also helps you to figure out the best strategies for the future of a successful company. Having a successful financial plan gives you peace of mind as you have everything in front of you pre-planned and you have a bigger picture of it. One of the most important tip for having a productive financial plan is to understand your money mindset. If you are focusing on the present, then you fall in the survivor's list. Survivors also include selling something at a high cost for the present to be successful. This will impact your tomorrow as someone out there is selling the same stuff at a low price and you lost a customer.

Our Financial Planning to open a restaurant explained with six steps:-

1. Financial Goals:-The most important part of having a successful business is to set up some really good financial goals. For opening up a start-up restaurant, we a group of 5 people decided to sit together and talk it out. We all had some £ value and alone it was not enough. So we decided to work on a phrase. “ together we stand divide we fall.” So as advised above we are 5 members and have contributed £ 20,000 each. We have a budget of \$100,000 to open this restaurant. No engineer is ample without his measuring tape just as no electrician is complete without his tester. When you draft your plan on paper, you bring your ideas and thoughts to life. A blueprint of your plan enables you to have a reference for your progress. Start by stating your short, middle and long-term goals and then align them with their expenditure and projected profits. You also need to put into consideration your assets and liabilities and how you can maximize and minimize them respectively to achieve your goals.

2. Track your Money:-Just having the money to start up is not enough, in fact, it's not vital, a financial plan is a great guide for a great business but having a clear idea about how you want to save or most importantly pay-down will help you to develop long-term plans. One of our business partners has a background in finances and initially, we decided to hand over all the tracking to him so we can have an idea of what's going on. We all have access to the live spreadsheet he will be adding all the finances. We will be tracking all the ins and all the outs. There is also a golden rule that is avoid spending before you have dealt with small and personal debts and outstanding bills. Saving doesn't mean you get a lump sum salary and you save from it, you can be saved from every small achievement or profit. We have decided to

analyse our spending and cut on the expenses that are not very important at the moment. The earlier you start tracking your money, the more financially strong and stable you and your start-up will be.

3. Crisis expenses: -Keeping cash aside for all the emergency expenses is the rock layer of the financial plan. We all have kept aside as much cash as we can for rainy days or an emergency. We also all have decided to keep 15% of

the monthly profit aside for survival on rainy days when the business will start-up. Once you have managed to grow your saving it is highly advisable to seek a financial advisor. This is what our plan is. Once we are all set and ready to move, we will be seeking a financial advisor who can assist us. As they help us identify the risks involved in the investments and provide a viable option for maximum return. They have the same goal as you that is to achieve the financial goal the in the shortest time possible.

4. Investment of your savings:-Investment are not only for the rich people, but you also don't have to be a millionaire to invest. We have decided that the emergency expenses we have should not only just sit in a bank and wait to be used. We decided to invest it in some safe mutual funds or stocks. Our bank have also offered us some tax-free saving accounts which can accumulate interest. So, in short, we want the money that we are not touching now make some credit for us and can be used when needed. A financial adviser can also be very helpful by helping you formulate a budget. You don't have to pursue financial advice from a financial organizer only. You can also reach out to a qualified friend or a mentor who is good with money. Take all advises and act on the ones that makes sense to you.

5. Cash flow projections:-No matter how big the business is small or very big there is one thing it depends on, it is nothing but the Cash. We have a cash flow projection that I have attached in my PowerPoint slide as well, It will help us understand the expected amount of money that we can earn in the first year with our strategies and it will also give us an idea of the money spent on all the expenses. It will help us consider the best and at the same time the worst. Don't just drive in money in infinite investments but as an alternative have fewer investments that are viable and lucrative but take time to objectify. Once you comprehend a money mindset that describes you, you will be able to draft a financial plan that works for you and your needs. Keep a close eye on the cash flow is our target

6. Start-up Costs:-The start-up cost is vital. You need to know how much you have in your pocket before you order that big dinner plate. Likewise, when opening up a start-up you need to understand how much money you have and how much money is going to the first-time fix expenditures that you definitely need to start up your business. This can include so many costs like location, equipment, License permits, supplies, furniture, renovation and so much more. We kept a side a big chunk of money for all these essentials. Set-up your plan and then posture a monitoring and evaluation exercise as per the set timelines and make modifications were obligatory.

Product and pricing

Our restaurant will be opened in the heart of the city, we will be offering a wide range of menu. Since we live in a multicultural society we will be focusing on some fusion dishes. Prices will vary from as low as £ 1.5 - £ 250 onwards. We will have a strategy to increase the total bill amount per person. For Instance, We will have combo deals, Soup of the day deals, and many deals for regular customers

Target Market:

We wanted to have a restaurant that will focus on all walk-ins. We don't want anyone to walk out empty-handed that is why we have a vast range of menus. We don't want to be a restaurant that focuses on one specific cuisine, however as the name says it all we do will have the main course focused on the Rajhistani dishes. Our target is all races and communities as well we will have all fusion dishes in menus too. No matter if you like no, mild, hot or spicy we promise we will provide it and make it freshly to your taste.

Competition: Of course, we have lots of Big competition in the market, some are as below. Bombay BehlKarachi kadhai No matter how old they are in the market we have a SWOT analysis. SWOT Analysis: Strength Weaknesses Opportunity Threats Competition In market since 2015Lack of brand image.

SWOT Analysis:

Strength Weaknesses Opportunity Threats

Competition In market since 2015 Lack of brand image Big clientele Well established Rajhistani restaurant We have free delivery over £20. Lots of branding, social media and Bill bords Offer food delivery, No contact delivery is available The aftermath of COVID -19 and its lingering effects.

Marketing Plan:

We will be using both traditional and digital marketing strategies. For traditional marketing, we will be printing coupons and we will be distributing them to the nearest locations and in the future to the foot traffic. For digital marketing, we will open some social media accounts that will display the ambiance, well-decorated corners for pictures and menu items.

