

ON TOP OF THE TABLE

Italian Pub and Trattoria in London

Certificate in Higher Education Business
Skills for the Workplace

Enterprise and Entrepreneurship LCLM4006

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Business Overview

What is On Top of the Table?

- Italian pub and trattoria in London
- Authentic Italian food and drinks
- Family-friendly atmosphere
- Community-focused business
- Sustainable operations

Unique Selling Points

- Italian trattoria + British pub experience
- Locally sourced ingredients
- Food waste reduction
- Community partnerships
- Authentic Italian hospitality

Management & Legal Structure

Management Team

- Owner & Managing Director
- Restaurant Manager
- Head Chef
- Kitchen Staff
- Bar Staff
- Waiting Staff

Legal Structure

Private Limited Company (Ltd)

Why?

- Limited liability
- Professional business image
- Easier to attract investors
- Suitable for future expansion

PESTEL Analysis

Political

Food safety
regulations

Alcohol
licensing

Employment
legislation

Economic

Inflation and
rising food
costs

Strong London
hospitality
market

Social

Demand for
authentic dining

Growing
interest in
sustainability

Marketing Strategy

Strategy 1

Social Media Marketing:

- Instagram
- Facebook
- TikTok
- Content:
- Food photography
- Behind-the-scenes videos
- Customer reviews
- Promotions

Strategy 2

Community Engagement

- Local events
- Charity evenings
- Pizza workshops
- Family events



Funding Requirements

Total Investment £85,000

Owner Investment.....£25,000

Bank Loan.....£40,000

Private Investors.....£20,000

Allocation of Funds

Start-up Costs

Kitchen equipment.....£20,000

Premises & deposit.....£15,000

Renovation.....£18,000

Furniture.....£8,000

Initial stock.....£7,000

Marketing.....£4,000

Licences.....£3,000

Staff training.....£5,000

Working capital.....£5,000

Conclusion

Why Invest?

- ✓ Strong market opportunity
- ✓ Authentic concept
- ✓ Sustainable business model
- ✓ Community focus
- ✓ Experienced management
- ✓ Long-term growth potential

Thank you

Questions?