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Business Plan for Spice of India

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AI acknowledgement

I confirm that I have not used any AI tools in the research and creation of this assignment. I confirm that I have not presented any AI generated materials as my own work. I confirm I have copies of my drafts, notes, and other resources I used, which I may be asked to provide in evidence.

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1. Executive summary

Spice of India will become the destination for a flavour explosion with an authentic and modern take on Indian cuisine. We promise an unforgettable experience, with our vibrant atmosphere, exceptional service and innovative, exciting menu. The menu features a range of dishes from classic favourites and fusion.

It is set in Whitley Bay, on the seafront, a busy, popular destination for diners. Our competitive advantage would be the scenic breathtaking views that the guests will experience from the restaurant, and with exceptional customer service, offering guests an

experience to remember. Our target audience would be the local Indian food lovers, families, professionals and the crowd of tourists that pass by.

This is a business plan for a restaurant opportunity. I would like to pitch for £80,000 to start the business and in return with 30% from business profit.

The start up and expenditure expenses in the first year will total to £195449.20. The income for the year will be £250,000

The business will make £54,550.80 in profit after paying all the expenditure and a great amount of that pitch amount will be recovered in the first year. Second year will cover the other savings put in as investment, once all this paid off, third year will mean bigger profits

2. THE BUSINESS IDEA

2.1 The Product/Service

The dishes will stand out in presentation and will be freshly prepared with the finest Indian authentic spices and herbs. It will be a recreation of the traditional favourites with a twist of fusion. The younger generations prefer fusion and healthy dishes. This creates opportunities to add healthier dishes to the menu and plant-based alternatives, which are a part of the Indian cuisine such as paneer and jackfruit which can be meat substitutes, (Andrews, 2025).

To start the business, it needs to be registered with the HMRC, free of charge (GOV.UK, 2024). The handling and selling of food require the business to register with the local authority, free of charge (Food Standards Agency, 2023).

A major value proposition would be the prime location overlooking the sea and beaches. Challenge is to keep customers coming in through the cold months. Warm, cosy, decor with a relaxing fireplace, would entice consumers. Offering off-season discounts, promotions and loyalty programs on website and social media will keep things exciting and switching between offers such as 15% off on set menus that are low on cost, then to a free side dish to share with low-cost options such a Tarka Dhall or Aloo Gobi when meal for two is ordered.

The uniqueness of this business will be that it will be a fusion of Indian, and sandwiches with milder spices.

2.2 Swot analysis

The Strength is the prime location and innovative menu, with a budget menu to draw in customers with good promotions and turn them into loyal customers.

Weakness will be not starting with a customer base.

Marketing and staff training is required for service to be consistent, so mistakes are not made to avoid bad reputation.

Staff will be trained on ingredients and spices so they can communicate it to the guests when needed.

Opportunity would be to add a healthy and plant-based dishes to the menu.

Threat would come from competition but keeping websites and menus fresh and exciting will keep customers coming. Will collaborate with local businesses and sponsor local sports team in return for business banners and menus to be put on show during their events and games.

Economic downturn would have an impact on how much is spent on eating out therefore will offer discounts on set menus.

Issues with supply chain could cause disruptions in ingredient therefore having strong, excellent relations with suppliers is essential as they would be willing to find alternative solutions, (Getty, 2025).

3. THE TEAM

3.1 Key Personnel

Position: Main curry Chef

Wage annually £31636.80, (GOV.UK, 2025).

Role: Must have skills and experience in authentic Indian dishes. Communication and teamwork are required in managing the staff.

Position: Tandoori Chef

Skills, Experience and role: Must have extensive experience in authentic Indian dishes that are prepared in the tandoori. Inventory management, health and safety, good hygiene and teamwork.

Wage - Annually £29556.80, (GOV.UK, 2025).

Position: Rice cook

An Indian rice cook must have experience in Indian rice dishes. Must adhere to safety standards and hygiene.

Wage - £27476.80

Position: Waiting staff

Must have strong customer service skills, work under pressure, effective communication, and interpersonal skills, (hosco, 2021).

Wage 40 hours weekly at £12.21 minimum wage for over 21 years, £25396.80 per year, (GOV.UK, 2025).

Position: Restaurant manager and owner

Manage the front and back of house, effectively communicate, motivate staff and manage conflict. See to all aspects of the business, (Marketman.com, 2024).

Wage - £25396.80

3.2 Skills Gaps would be:

- Lack customer skills and expertise in Indian cuisine.
- Creating new brand identity with inadequate skills.
- Need for expertise in financial management, forecasting and finance.

Training would be required to cover all gaps.

Key Partners:

- Suppliers for fresh produce and ingredients.
- Collaborating with local businesses for discount and offers or for marketing.
- Financial services such as banks and credit companies.
- Use of companies for technology use for POS systems and ordering online.
- Community engagement for the purpose of events and promotions in the local community.

3.2.2 Training and Development:

- Training provides knowledge and guests want the experiences and the storytelling behind the menu and business, and trained staff will communicate confidently with culture sensitivity, (Singh, 2025). Customer service skills are needed to recommend and suggest good pairings and upsell.
- End of the night 10 brief feedback on how everything went, and advice given by manager. This will keep staff morale high, supported and invested in the business to reduce turnover.
- Hygiene and safety for kitchen sanitation must always be followed.
- Staff knowledge of ingredients is extremely important.
- Food allergen awareness certification online course which would be provided by Staff Skills Academy Plus for five staff at £50 yearly, (Staffskillstraining.co.uk, 2025).
- Point of Sale training is crucial so service flows with ease, (British Business Bank, 2025).

4. MARKET RESEARCH

4.1 Market Information

Whitley Bay is a busy town, with seafront and beaches. Business is expected from people who are visiting the area. With marketing strategies, the business will be known to locals and holiday makers who plan to visit the area with the restaurant website that will show up when searched online for places to eat in the area. To create a pre-opening buzz, social media such as Instagram, Facebook and TikTok will be used to announce the upcoming launch. A countdown will be introduced to build anticipation leading to the opening of the business. Local influencers, and potential customers will be invited for a preview of the restaurant. This would create word of mouth marketing. Deals and promotions will be offered online and through attending the event.

People from all over come to this area and take advantage of the local restaurants, which would boost our profit margin, (Visitnortheastengland.com, 2019).

Handing out leaflets in local area, leading to the opening (ChooseWhere, 2025). Whitley Bay holds the prestigious Blue flag status and seaside award, this attracts more tourists to the area, meaning more potential customers, (Outrank, 2025).

North Tyneside hold the Blue flag and seaside awards status since 1994, for 30 consecutive years. This is a great story to tell our guests, being on the seafront, (Council, 2024).

Trends

The trend for food presentation, focuses on visually appealing dishes. The colourfulness on the plates, and the way each item is placed should be competitive. Studies have shown it “takes seven seconds to form an impression” on the plate of food, (Rush, 2025). A dish can have colour added with thin straws of ginger and green coriander leaves. Health preferences are on the rise and tandoori grills with side of different colour salad will make it the right choice.

Preference for healthier non-alcoholic drink options are fruit mocktail drinks also with colourful garnishes. These beverages can be high in sugar therefore sugar free alternatives will be an option, (Momentum, 2025).

Consumers are looking for lots of different flavours and fusions, (future-menus-2025-landing-launch, 2025).

Demand is growing for digital and convenient experiences; ordering and payment processes need to be quick and simple.

External Factors

The economy will impact how much is spent on eating out; therefore, news of fresh offers and discounts will be needed to be posted regularly online.

Government regulations need to be followed on licensing, labour laws and food safety.

Global events like wars, pandemics and economic crisis can cause disruption in supply. Keeping good relationship with more than one supplier is the answer to reduce risks if supply runs short with one, hence why we will use the two big suppliers.

4.2 Customer Profiles

The target market will influence the business as the consumers will make the business a success.

Three distinct customer profiles:

1. Indian food lovers who know exactly what they want in traditional taste but will also get an exciting opportunity to try the fusion menu.
2. Modern eaters that follow trends and are adventurous with different tastes and fusion will appreciate the, appealing to the eyes, food presentation.
3. Budget conscious consumers, who will have good offers and promotions going on. Dining out habits are changing due to the increasing cost of living. 49% of consumers aged over 50, 45%, aged 31-49 years and 32% aged 18-30 years say they have less disposable income however, 44% have more which means they are the key demographic to be targeted by restaurants, (Killip, 2025).

4.3 Competitor Profiles

Three distinct competitors

Direct competitors are other local Indian restaurants, such as Shampan, and Whitley Bay tandoori that target the same local consumers. Our business USP would be focusing on customer service, that would create loyalty through guests feeling welcome and appreciated with great deals, fresh and good quality food.

Indirect competitors will be other types of restaurant businesses who target the same consumers with similar service with different cuisines. We will keep our menus and dishes exciting with fusion so we can reach out to a different market.

Potential competitors are new restaurant businesses opening.

5. MARKETING PLAN

5.1 Price

A free coffee will be offered with a meal for the first month. An introductory special offer menu will be introduced. This would be a set meal that would be lower in price yet not bad to business financially as costs will be kept low. Pricing will be slightly lower than the local competitors. This along with the introductory offers will draw new customers in. We want customer's experience from start to finish to be an excellent one so the word of mouth will bring further customers in.

5.2 Product

Traditional authentic Indian cuisine with a fusion twist, be it a one coloured masala dish, tandoori chicken or saag aloo side dish, needs to be presented beautifully on the plate with colourful garnishes put on the plate neatly and/or stacked that looks pleasing to the eye before the taste. The fresh good quality ingredients in the dishes, freshly prepared by experienced staff will make it a complete experience.

5.3 Placement

The business will be a dining experience where the consumers will come to a relaxed atmosphere either with friends, family, or for business purposes to have some flavoursome, good quality food. They will be welcomed and shown to their table. If customers personally feel appreciated, they will want to come back, and the business will be building on loyal customers.

5.4 Promotion

Advertising on social media will attract customers attention and encourage to make plans to visit. We will promote our business to let people know we exist, attract, engage and retain customers. Creating a website for the restaurant and keeping potential customers updated and excited about the upcoming opening of the restaurant. Putting out information on offers and discounts. Children's menus will be lower priced, keeping it budget friendly for family meal outs. Discounts on takeaway collections would strategically bring consumers in and potentially buy beverages whilst waiting on orders.

6. KEY RESOURCES

6.1 Premises

The premise is spacious for disability access. Tables and chairs will be set out with enough space for wheelchairs and pushchairs to pass by. Bar will be at the far end where the point of sale will be. Beverages can be enjoyed while waiting for food collection. The kitchen has sufficient space for the three chefs and their work areas.

6.2 Equipment

Tandoori oven, £669.72, (eBay UK, 2025).

Commercial gas cooker, £909.60 (Gas, 2017).

48 Chairs, £360, (Chair, 2017).

8 Tables, £400

6.3 Key Suppliers

Euro food, (www.eurofoods.co.uk, n.d.) and Sylhet cash and Carry, are the two main suppliers (Nextdoor and Nextdoor, 2023). These two suppliers between them will provide all the food item and non-food items. Their prices are competitive and all the necessary Indian ingredients and produce are available.

7. FINANCES AND START-UP SUPPORT

	Year 1
EXPENDITURE	£195,4
	49.20

Company Registration- £0

Rent/Rates - £18000 annual

Staff Wages - £139,464

Telephone - Broadband and
landline - £275.88
Broadband.compare-quotes.

Utilities: Electric £1000

Gas £1500

Marketing and materials

Insurance - £100

Capital Expenditure/Equipment
£2339.32

Training & Development-

Allergen course £50 yearly for
five staff

Accounting/Legal- £60 x 12
month = £720 (Edwards,
2022).

Outside Services- £0

Stock/Materials Purchases -
£15000

Bank Charges – £0 for 1 year
then £8 monthly, Lloyds.

Office Consumables

Loan Repayments - £800 x 12
= £17000 annual

Total Expenditure	£1954 49.20
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INCOME	Year 1 £250,0 00
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Sales – £250,000

Capital Introduced
– assets £2339.32

Funding £52969.20
saving

Loans/Borrowing	50,000
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Total Income	£
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YEAR ONE PROFIT

Total Income - £250000

Total Expenditure -
£195,449.20

Profit/Loss

Profit £54,550.80

7.1 Financial Summary

An investment of £80,000 is needed to set up this business. £52,969.20 from savings, and a loan of £50,000 will be put in. It will cost the company £195,449.20 to start up and run the business for a year. The figure came to that amount after research into all the cost associated from starting up to running for a year in Newcastle compared to similar businesses. Income would be £250,000, and £54,550.80 profit. From the profit, a significant amount of the investment will be recovered. The following year other personal savings will be recovered, and profit margin will increase.

The following year, the investment money would get paid off and a great amount of the other loan will be paid off too and make more profit made as business would grow with reputation, quality and exceptional service.

APPENDICES Two

Appendix A – SWOT Analysis



(Nediger, 2019).

Strengths – In this area there are potential Indian food lovers that visit local Indian restaurants regularly. Once customers are drawn in, through brilliant customer service, and loyalty schemes they would keep coming back. Good quality, fresh ingredients, and locally sourced as much as possible with sustainability in mind, is what consumers seek more due to environmental issues and health awareness. Consumers are motivated by sustainability that leads to reduced carbon footprint and responsible environmental practices that are also healthier. This would result in the increase of the business profit.

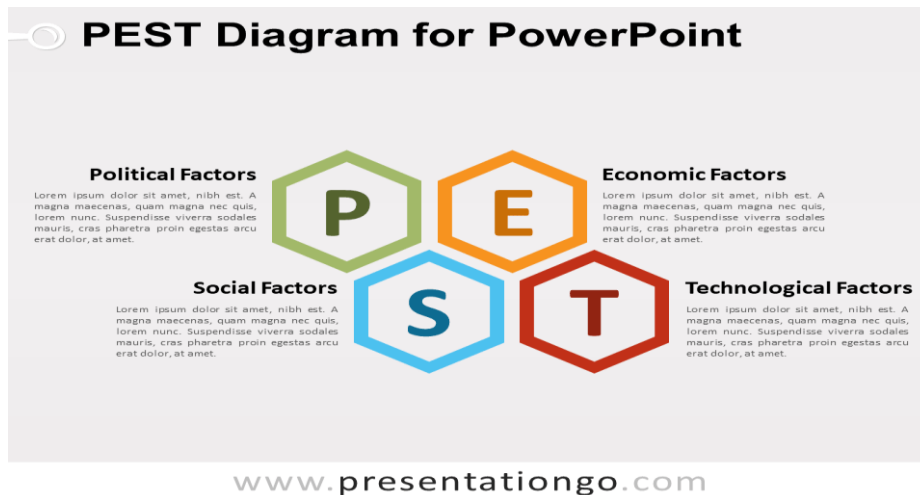
Weakness – Weaknesses would be if the business was unable to deliver the promises of fresh, good quality food, and personal touches of excellent customer services. Operations should run smoothly, and consumers should enjoy the experience of combined tasty food and excellent service.

Opportunity – Opportunity would be to reach out to all the local potential customers and try to draw them to our business and beat other competition by offering good deals and better service.

Threat - Competitors that are serving same cuisine will have the advantage of already being well known with good business, therefore marketing and informing the local public by reaching out to as many nearby businesses as possible. Offering promotions, discounts and keeping marketing exciting with latest trends and regular updates, (Amii, 2023).

Economic circumstances such as higher interest rates, higher rents and slow traffic are affecting businesses. To keep on top of competition, it is necessary to offer extra services such as delivery, take outs and manage a great experience for those guests that choose to dine in so they would want to return here over other restaurants, (Komm, 2021).

Appendix B – PEST Analysis



(PresentationGO, 2018)

Considering Government regulations and health and safety standards are paramount in business to avoid closure or fines.

Economic insights such as inflations, and consumer spending habits is vital to follow the forecast future on customer spending.

Sociological are habits of dining and demands.

Technological are food ordering and paying service that are preferred by customers for ease and smooth transactions. Management of table systems and equipment in kitchen.

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