

Module Name: Entrepreneurship

Business Plan for: Urban Fast-Food Restaurant

Module Code: BMIH5001

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Date:	
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1 Executive summary

Our goal at Urban Fast Food is to become the go-to neighbourhood restaurant for quality and affordability, with a focus on serving up creative and delicious food made with locally sourced and seasonal ingredients, all served with a smile. We aim to achieve this by offering prompt, friendly service. The organisation will use speciality fast food vegan options and gluten free options. The various food options cater to an array of dietary needs and will attract a broad range of customers.

Urban Fast-Food restaurant will be located in Sawbridgeworth which is an ideal city due to its high demand for local businesses and its diverse population. Fast Food is an easy and accessible meal option making it popular among those with busy lifestyles providing delicious food without the extensive time to prepare and cook your own meals fast food provides readily available meals for everyone. Due to the inexpensive prices and quick accessibility fast food restaurants are particularly popular among young people who can have a quick meal as well as a place to socialise.

2 Business details

Company name:

Urban fast food

Address:

Sawbridgeworth CM21 9AZ

Primary contact method

Vidoi.bogdan@[yahoo.com](mailto:Vidoi.bogdan@yahoo.com)

Somrumiah@yahoo.co.uk

The business will:

The organisation must value product, market development and price strategy for establishing the business and operation (Dal Mas et al., 2021). The new business planning requires accurate identification and assessment of product, variation and diversified strategy in business (Met et al., 2020). Urban fast food is a new restaurant, located in Sawbridgeworth. Studies and evidence have stated that Sawbridgeworth is the best city to start a local business in the UK. The city has the highest demand for local and small businesses and the lowest supply across all the niches. The right location can help organisations to gain market, customer and suppliers in markets (Davidson et al., 2020). Hence, Urban Fast food will select this city for the establishment of the business and customer acquisition.

For the business, Urban Fast Food has selected different items such as burgers, kebabs, wraps, pizza etc... Diversified product strategy with the combination of the low-cost strategy and differentiation strategy can add value and competitive advantages to business (Hernández et al., 2020). The organisation will use speciality fast food, vegan and gluten free options for their most successful new product. The demands of customers of fast-food products will be higher and Urban Fast food can improve competitive advantages in markets.

3 Key personnel

Details of owner(s):

Name: Mohammed Somru Miah

Position/main responsibilities:

Restaurant managers are responsible for a wide range of duties, including hiring and supervising staff, monitoring daily operations, responding to client concerns, and producing financial reports. A restaurant manager's responsibilities also include managing inventories and making sure health and safety laws are followed.

Experience and knowledge of our industry:

When it comes to the plan and development of a new business in a new location, the skills, resources and capabilities of the owner and resources from markets need to be identified and developed (Bratton et al.,2021). The owner has knowledge of planning, management, problem solving skills, decision making skills and knowledge of market and businesses. Also, the owner has knowledge of assessing and critically evaluating internal and external business markets and scopes for the business.

Previous employment: General Manager at Jee Indian restaurant.

Key skills brought to the business: The owner/general manager is a skilled communicator with a high degree of tact and diplomacy. the capacity to inspire and lead groups of people. The capacity to multitask could be crucial to a restaurant manager's ability to run a profitable operation. No matter how many tasks you have going on at once, you must be able to recognise them and order them appropriately.

Business experience and any training undertaken:

Academic/professional qualifications:

BA honours in International Hotel Management

Salary expectations £ 15K

Name: Vidoi Bogdan

Position/main responsibilities: Owner/Chef

In addition to managing the kitchen staff, choosing which meals to serve, and modifying orders in response to customer requests, a chef-owner oversees the operations of their restaurant. In addition, they oversee and execute new menu items and operational concepts, as well as develop budgets.

Experience and knowledge of our industry: The chef/owner is knowledgeable in administration and management principles related to business and management, including resource allocation, human resource modelling, leadership styles, production processes, as well as the coordination of people and resources.

Previous employment: Chef

Key skills brought to the business: The hard skills of a chef / owner are essential to their success. They must be knowledgeable about cooking, kitchenware, and meal planning. They also need to be able to manage inventories, keep food safe and hygienic, and keep labour expenses under control. Additionally crucial for a chef owner are soft skills. In addition to providing table service, cooking, and sanitation training, they must be able to oversee, inspire, and motivate their employees. They must also be capable of managing bookkeeping and payroll.

Business experience and any training undertaken:
Food hygiene certificate
RSPH Level 4 Award in Managing Food Safety and Hygiene

Academic/professional qualifications:
BA honours in international hotel Management

Salary expectations £15K

Name:

Position/main responsibilities:

Experience and knowledge of our industry:

Previous employment:

Key skills brought to the business:

Business experience and any training undertaken:

Academic/professional qualifications:

Salary expectations £

Name:

Position/main responsibilities:

Experience and knowledge of our industry:

Experience and knowledge of our industry:

Previous employment:

Key skills brought to the business:

Business experience and any training undertaken:

Academic/professional qualifications:

Salary expectations £

4 The business idea

Sum up your business idea:

The "Urban" quick food concept caters to busy students, families, and individuals with specific diets. Our materials come from surrounding farms, and customers may customise their meals. HSBC and other top vendors will help "Urban" provide burgers and kebabs. Our top priority is your delicious dinner. The firm uses multi-channel marketing, rigorous sanitation, and lightning-fast service to optimise earnings from food sales, delivery, catering, and branded items while decreasing expenditures (Williams, 2021). "Urban" will safeguard consumer and environmental health while meeting its quality, sustainability, and community engagement goals by following all laws and regulations (Rickman & Roddick, 2013).

5 Business goals

1. What do you want to achieve in your first year of business? (for example, turnover of £100,000 or trading at breakeven)

- Specific: Achieve a turnover of £175,000 in the first year.
- • Measurable: Track monthly revenue to ensure steady progress towards the target.
- • Achievable: Conduct market research, refine marketing strategies, and optimize operations to drive revenue growth and meet the target.
- • Relevant: Align with the business's overall objective of establishing a successful and profitable fast-food restaurant (Kantabutra and Avery, 2010).
- • Time-bound: Accomplish the £150,000 turnover goal within the first 12 months of operation.

2. Where do you see your business in 3-5 years' time?

Klofsten's approach emphasises strategy and vision to help firms prosper long-term. It includes recognising market opportunities and risks, setting SMART goals, and implementing plans. We plan to build other outlets in adjacent cities after our Sawbridgeworth success. According to the market assessment, we want to grow into fast food hotspots with little competition. At least 20% annual revenue growth is our goal. Our takeout, delivery, and catering channels may boost income and assist us achieve this goal. Our advertising campaigns aim to build brand awareness and identification. If the firm cherishes its brand and customers, it will invest in advertising, social media, and community participation.

Vision statement:

Urban wants to reinvent fast food by being the best place for sustainable, high-quality meals. We aspire to change fast food by delivering great, locally sourced menu alternatives for a variety of tastes and dietary restrictions in the spirit of innovation, quality, and community participation. We want to make an indelible impact on our business and the globe by always enhancing our services and putting our clients first. We want long-term success and growth in this dynamic business climate.

6 What the business does

	Product/service	Features	Benefits
•	Urban Fast Food Restaurant and Delicious Offerings	Customizable menu, Innovative flavour	Variety
•	Catering Services	Professional Staff	Reliable and Fast services
•	Delivery Services	Easy ordering	Secure packaging
•	Loyalty Program	Point based reward system	Provides added value
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•			

7 What makes the business different (Value Proposition)

Your product/service is unique or different compared with the competition because:

- We prioritise fresh, local food to maintain high standards and help local farmers.
- Their extensive menu includes salads, wraps, burgers, kebabs, and vegetarian and vegan options.
- Providing a culinary experience beyond fast food by employing unusual ingredients to create new flavours (Cady, et al, 2011).
- Through social media, local advertising, and collaborations, brands become more visible and accessible.

The legal and insurance requirements that apply in your business are:

1. Incorporating an LLC requires visiting Companies House and HMRC.
2. Keep food hygiene high and use qualified staff.
3. Maintain health and safety standards.
4. Watch out for UK employment rules and the minimum wage.
5. Get insurance to safeguard yourself and others from accident-related financial disaster (Burns, 2022).
6. Get a certificate to confirm you followed fire safety rules.
7. Check your permits and permissions before selling alcohol or allowing clients sit outside.
8. Legal requirements (including regulations and licences particular to your business.

You will meet your legal and insurance requirements by:

1. Our rules and procedures will be reviewed and updated to comply with all laws.
2. Food safety, health and hygiene, and employment laws will be thoroughly taught to our workers.
3. Insurance, especially public liability insurance, may shield us from risks and responsibilities.
4. Safety and compliance concerns will be found and fixed during frequent facility inspections.
5. Certificates, licences, permissions, and insurance policies will be documented to demonstrate compliance with all laws (Barringer & Ireland, 2018).
6. For complete legal knowledge and compliance, solicitors may be needed.

9 Market research

Trends in your chosen market are:

- g consumers is growing and shows that the demand for traditional cuisines of other countries is increasing such as Indian and Pakistani Cuisines due to the increase in the demographics of these regions in Sawbridgeworth. Also, the consumer trend leaning towards healthy eating options rather than unhealthy ones and this start-up fast-food restaurant 'Urban' aims to fill the gap by assessing the trends in the market.

How you know this: (Provide examples with references)

- Statista and Mintel Such according to Mintel's market research suggest that Indian fast food will be next big thing in the UK's food and restaurant market as the Indian demographic is increasing in the UK and 29% of Indians prefers vegetarian food which direct towards the trend of healthy eating (Koyenikan, 2018). Also, a report by (Modor Intelligence, 2024), shows that the fast-food industry in the UK is growing rapidly with a CAGR of 5.25% and the size of the industry will be \$44 billion by 2029.

10 Profiling customers

The customer groups you will be selling to are: (4 x Customer profiles minimum)

1.

Customers Group	Demographic	psychographic	Geographic	Behavioural
Busy working professionals	Age range: 30 - 45 Years, Income: Medium to High			
	Convenience seeking consumers, Budget seeking consumers, customers who like to eat outdoor, family oriented	Sawbridgeworth	Frequently	
Students	Age: 15 - 25 Years			
	Income: Low to Medium	Sawbridgeworth	Off and on	
Tourist	Varied Age Groups, Low to Medium		Any place	Off and on
Family	Varied Age Groups; Income: Low to Medium		Sawbridgeworth	
	Occasionally			

Your customer research has shown what your customers want is:

1. (What research did you undertake and what were the results?)

Detailed market research has been conducted by us primarily using an online survey and also various social media trends, posts, and hashtags have been assessed thoroughly to understand what age groups prefer fast foods. It was found that these groups are the biggest consumer groups of fast-food and due there is a high demand of healthy fast-food option in the market and 'Urban' aims to cater that to these groups (Linney, 2023).

How you know this:

- (What evidence can you offer)

Number of customers you expect to win in each group and what they might pay:

Group	Number of customers	Price they might pay per unit
Busy working professionals (30 - 45 Years)	10000-15000	£ 3-4
Students (15 - 25 Years)	5000-7000	£ 2-3
Tourists (Varied Age Groups)	3000-5000	£ 4-6
Family (Varied Age Groups)	15000-20000	£ 10-20
	£	
	£	
	£	

11 Profiling competitors

Competitor name	Strengths	Weaknesses
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Gregg's (2269 Stores)	Affordable and Tasty Baked On-the-go meals and snacks.	Limited offerings
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Subway (2167 Stores)	Customisable sandwiches with healthy fresh vegetables and diverse taste bud options.	Limited in-store seating and over crowdedness.
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McDonald's (1428 Stores)	Appealing to diverse taste buds such as kids, families, and working professionals.	Unhealthy menu.
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How you can improve on their offer and/or price(s) unique offerings:

- All of them have shortcomings, such as Gregg's limited menu offering, Subway has crowdedness issues in their stores, and McDonald's has an unhealthy menu (Scrapehero, 2023). Urban aims to open stores with plenty of space with diverse offerings from different cuisines around the world the menu is healthy for everyone. Also, the prices will be competitive compared to them.

12 Managing market risks

Write down the risks you have identified:

1. There are plenty of market risks identified in the market and those are-
2. High competition from the competitors.
3. Volatile preferences of consumers.
4. Changes in regulatory requirements can impact the operation.

How will you manage these risks so that they become less of a threat:

- 1.

13 Pricing

2.How you can calculate your prices:

- The prices of the products will be calculated based on competitive pricing methods considering the factors-
- Cost of production (Raw materials)
- Cost of operation (Day-to-day operation)
- Customer acquisition cost (Marketing and Promotions)
- Customer spending margin (Customer willingness to pay)
- Targeted profit margin

How your prices compare with the competition:

Product/service	Your price(s)	Range of competitor prices (per unit)
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Sandwiches	£ 3.00	£ 3.99 (Subway)
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Chickens and Fries	£ 4.59	£ 5.88 (McDonald's)
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Pastry	£ 1.19- £ 1.49	£ 1.99 - £ 2.99 (Greggs)
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£	£
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£	£
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£	£
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£	£
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Reasons for the difference between your price(s) and your competitors' price(s):

Prices of Urban's menu are highly competitive as it focuses on acquiring new customers and offering better products at a lower price focusing on a lower margin in each sale while higher sales volume will ensure profitability

14 Promotion and advertising

How and where will you promote your product/service?

- *et al.*, 2023). Also, various school activation programs and putting advertisements in strategic locations can increase the sales of 'Urban' fast food amid intense competition from global and local fast-food giants.

Running the business

15 Staff

Role	Total cost	Necessary experience	Specialist skills and/or qualifications
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Owner and Restaurant manager	£15.000		Position/main responsibilities:
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Restaurant managers are responsible for a wide range of duties, including hiring and supervising staff, monitoring daily operations, responding to client concerns, and producing financial reports. A restaurant manager's responsibilities also include managing inventories and making sure health and safety laws are followed.

Key skills brought to the business: The owner/general manager is a skilled communicator with a high degree of tact and diplomacy. the capacity to inspire and lead groups of people. The capacity to multitask could be crucial to a restaurant manager's ability to run a profitable operation. No matter how many tasks you have going on at once, you must be able to recognise them and order them appropriately.

Owner/Chef			
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£15.000	managing the kitchen staff, choosing which meals to serve, and modifying orders in response to customer requests, a chef-owner oversees the operations of their restaurant. In addition, they oversee and execute new menu items and operational concepts, as well as develop budgets.		
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Key skills brought to the business: The hard skills of a chef / owner are essential to their success. They must be knowledgeable about cooking, kitchenware, and meal planning. They also need to be able to manage inventories, keep food safe and hygienic, and keep labour expenses under control. Additionally crucial for a chef owner are soft skills. In addition to providing table service, cooking, and sanitation training, they must be able to oversee, inspire, and motivate their employees. They must also be capable of managing bookkeeping and payroll.

Part-time Cleaner	£15.000	-ensure that dining areas, including tables, chairs, booths, and floors, are cleaned regularly throughout the day to maintain a tidy and welcoming environment for customers.	
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- clean and sanitise kitchen surfaces, equipment, and utensile to maintain food safety and hygiene standards.

- empty and replace trash bins in dining areas, kitchen, and restrooms as needed to keep the restaurant clean. Dispose of trash properly according to waste management procedures.

- clean and sanitise restroom facilities, including toilets, sinks, mirrors, and floors, to ensure cleanliness and hygiene for customers and staff. Restock restroom supplies such as toilet paper, soap, and paper towels as needed.

- clean windows, glass doors, and other glass surfaces to maintain a clean and transparent appearance inside and outside the restaurant.

- mop floors in dining areas, kitchen, and other areas of the restaurant to remove dirt, spills, and debris. Pay special attention to high-traffic areas and areas prone to spills

- adhere to cleaning procedures, schedules, and checklists provided by management to ensure consistency and thoroughness in cleaning tasks.

follow safety protocols and guidelines, including using personal protective equipment (PPE) such as gloves and aprons, to protect yourself and others from potential hazards and maintain hygiene standards in the workplace.

- Timely Arrival to Work
- Organization
- Positive Attitude
- Strong Work Ethic
- Flexible

you'll be a person who like to offer a good cleanig for our customer

you'll have an understanding of Health and Safety processes

You have a good eye for detail, carrying out regular inspections and cleaning, reporting any defect and health and safety.

your team matters to you, you support them, work together.

you'll be someone who cares passionately about creating a positive, clean, and safe environment.

£

16 Premises

Cost £

Premises required at start-up: start-up the location and the type of premises it is an important decision.

Some considerations for choosing the right location for our Fast food restaurant.

Factors to consider include proximity to your target market, accessibility, visibility, and competition, this is a key factor for retail and restaurants

- ease of communication (road, rail)

- the cost of rent

- government and local authority assistance in specific geographic regions tries to stimulate small businesses.

- legal and financial are the most important factors when choosing the type of premises.

- building features such as size, customers dining area and workshop.

- facility like loading area also the security of the building.

- interior and exteriors of the building

- flexible lease with a three-month break clause.

- ensure that business premises have access to essential utilities such as electricity, water, heating, and cooling systems. Consider the availability of high-speed internet and other infrastructure necessary for your operations.

Premises required in the future (if different):

17 Suppliers

Your key suppliers and their credit terms

Research suppliers, obtain multiple quotes, and negotiate pricing and terms to secure the best deals.

Supplier	What you'll buy from them	Number of days' credit
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- I chose the main food supplier, Brakes and Bidfood, which offers high-quality products and services. They offer competitive pricing, reliable delivery, and excellent customer service. Both suppliers are located very close to our fast food.

Some of the ingredients bought from them will be:

-burger, cheese, buns, sauce, desserts, and meat and all you need for our preparation in order to deliver our entire menu.

- they offer 30 days credit terms, and the payment is made by direct debit
-
-
-
-
-
-
-

18 Equipment

Managing business equipment is essential for maintaining operational efficiency and productivity. Purchase or lease equipment that meets the needs of the business such as quality, functionality, durability, and cost-effectiveness.

Resource When How funded Cost £ per unit

Commercial fryers	Start		
Owners money			£274
Grills or griddles			
Start			
Owners money			£201.60
Freezers for storing	Start	Owners money	£969
Refrigerated prep tables	Start	Owners money	£635
Commercial ventilation	Start	Owners money	£1559
Exhaust fan			
Start	Owners money		£179
Multiple sinks	Start	Owners money	£1065
Handwashing	Start	Owners money	£8.69
Microwave ovens	Start	Owners money	£69.99

19 Managing operational risks

Risk	Solution
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Staff	
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Staff	• Educate employees about operational risks, their role in risk management, and the importance of adhering to policies and procedures. Provide training on security awareness, data protection, fraud prevention, and other relevant topics to enhance risk awareness.
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- | | |
|--|--|
| | <ul style="list-style-type: none"><ul style="list-style-type: none">• . Build a culture of continuous improvement and innovation to enhance the effectiveness of your risk management efforts over time. |
|--|--|

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Suppliers	
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Suppliers	• Establish contractual agreements, service level agreements (SLAs), and performance metrics to hold suppliers accountable for meeting quality, security, and compliance standards.
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Finance

Please double click in the table below to access the embedded Microsoft Excel sheets to input your figures, Microsoft Excel will automatically update the total for you. If you do not have access to Microsoft Excel you can use the link below this table and save the file onto your PC. You can then use Open Source Software such as [Google Docs](#) or [OpenOffice](#) to access the information by uploading the file into this software. Please note that all tables can be customised and additional rows and categories can be added.

20 start – up costs

Particulars	£
IT and computers	1,000
Telephones and broadband	200
Equipment	5,000
Stock	1,000
Tools	500
Vehicles	5,000
Professional fees	5,000
Insurance	200
Rent/rent deposit	800
Marketing	800
Stationary	200
Licences	-
Training	300
Wages/recruitment (15,000*2+500*20)	40,000
<u>TOTAL £</u>	<u>60,000</u>

21 Profit and loss Forecast

	Year 1 (£)	Year 2 (£)	Year 3 (£)	Year 4 (£)	Year 5 (£)
Total expected sales	720,000	1,140,000	1,440,000	1,800,000	1,980,000
Less variable costs	120,000	360,000	540,000	720,000	840,000
Gross profit (sales less variable costs) =	600,000	780,000	900,000	1,080,000	1,140,000
Calculate your gross profit margin % (gross profit divided by total sales x 100) (A)	1	1	1	1	1
Salaries/wages (survival income + any staff	480,000	600,000	600,000	720,000	720,000
Premises (including rent, rates, utilities)	9,600	9,600	9,600	9,600	9,600
Telephone and broadband	2,400	2,400	4,800	6,000	8,400
Printing, post and stationery	2,400	3,600	6,000	8,400	9,600
Advertising and promotion	9,600	9,600	14,400	18,000	20,400
Rates	0	150	150	150	150
Professional fees	5,000	5,000	-	-	-
Insurances	2,400	2,400	3,600	3,600	6,000
Stock	12,000	24,000	60,000	72,000	96,000

Depreciation	1,000	1,000	1,000	1,000	1,000
Tools	3,600	3,600	6,000	6,000	7,200
Staff Training	3,600	-	-	4,800	-
Total fixed costs	531,600	661,350	705,550	849,550	878,350
Net profit (gross profit less fixed cost)	68,400	118,650	194,450	230,450	261,650
Calculate your net profit margin (net profit divided by total sales x 100)	0	10	14	13	13
Calculate your break even	Year 1 (£)	Year 2 (£)	Year 3 (£)	Year 4 (£)	Year 5 (£)
Total variable costs + total fixed costs (B)	651,600	1,021,350	1,245,550	1,569,550	1,718,350
Break even (B) divided by (A)	781,920	1,492,742	1,992,880	2,615,917	2,984,503

22 Sourcing Finance

Particulars		£
Start-up costs		60,000
Personal start-up contributions	-	40,000
Other start-up contributions	-	0
Total required	=	20,000
The assets you have available as security		
	=	7,000

23 Managing Financial risks

1. Risks identified

The risks that have identified for our financial forecast are:

- Risk of lower sales than forecasted amount.
- Risk of increasing the price of raw materials.
- Risk of operational failure due to inefficient training or negligence.
- External cause

2. Minimise their impact

How we will minimise their impact:

- Taking help of professional; conduct a consumer behaviour trend analysis.
- Conduct a thorough market analysis.
- Train the staff.
- Keep track of the industry trends.

24 Cash flow Forecast (The second 6 months and summary)

[illegible]

[illegible]

25. Conclusion.

Urban Fast Food seeks to satisfy our target market by offering a distinctive and environmentally friendly fast-food experience. It is believed that the fast food would thrive in the cutthroat fast-food sector thanks to its varied menu, dedication to excellence and sustainable growth, and advantageous location. The company will develop a devoted clientele and become well-known in the industry by providing outstanding service and mouthwatering cuisine. The team is eager to get started on this journey and is looking forward to providing the neighbourhood with quick, delicious, and tasty meals.

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27 Appendix

(An appendix comes at the end (after the reference list) of a report, research project, or dissertation and contains any additional information such as raw data, tables, and supporting information such as screenshots, and additional evidence. The information in the appendices is relevant but is too long or too detailed to include in the main body of your work.)