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BUSINESS TITLE: L'itali

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MOODLE TITLE: Managing Enterprise In The 21S Century

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Cover Letter (Alexandru Iulian Rotariu 2115146)

Team L'italy, L'italy restaurant

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Dear Mr Gordon Ramsay

Your passion for chaffing and history of supporting small restaurants has encouraged us to write to you to offer an investment opportunity regarding our luxury Italian restaurant chain. You will receive 8% of the company as a benefit.

I'm presenting my business plan in the hopes of receiving £75,000 for potential business expansion ideas. L'itali is a luxury restaurant specialising in classic Italian dishes from North to South Italy. We are working to establish a restaurant chain with the goal of bringing Italian flavours to our clients and giving them the impression that they are in Italy by enjoying the Italian architecture. In the restaurant, our dishes are composed entirely of Italian ingredients, and once a month, we invite a musician from Italy to perform classic Italian music in the restaurant.

We are considering opening a second restaurant because of the success of the first restaurant which is located in Mayfair London. We are convinced that by growing the business and pushing to become one of the top Italian luxury restaurants in the UK, the original investment will be repaid in the future.

Part of the initial investment will be used to rent a location for the business and a massive marketing campaign. The other part will be used to purchase equipment, Italian furniture, Italian food, and other items required to help the business grow.

Thank you for taking the time to read this and consider it. If you would like to meet with me in person to discuss my business plan, I am always available to schedule a meeting. Thank you once more.

Sincerely

Team L'itali

L'itali retsuarant

TABLE OF CONTENTS

1.0 Introduction- Doha Laghlami

1.1 Aim and Objectives

1.2 Mission and Vision

1.3 Business Description and History

1.4 Legal Compliances

1.5 Keys to Success

1.6 Goals

2.0 MARKETING

2.1 Market Planning

2.2 Target Market

2.3 Market Analysis

2.4 Market Research

2.5 Sales Target and Objectives

2.6 Product , Service and Development

2.7 Sales Forecasts

2.8 Marketing Strategy

2.9 Market Situation

2.10 Market Competitors

2.11 Market Segments

2.12 Market Needs

2.13 Marketing Mix

3.0 FINANCE

3.1 Financial Planning and Accounting

3.2 Cash Flow Planning

3.3 Weekly/ Monthly Financial Monitoring

Vasilena Kotaranska 2114740

<u>What Is a Profit and Loss (P&L) Statement?</u>	19
<u>Types of Profit and Loss (P&L) Statements</u>	20
<u>What Is a Balance Sheet?</u>	20
<u>What is Bookkeeping?</u>	21
<u>Importance of Bookkeeping</u>	22
<u>Financial forecast of business</u>	23
<u>P&L statement</u>	23
<u>Cash flow statement</u>	24
<u>Balance sheet</u>	25
<u>Financial statements</u>	26

4.0 OPERATION (Florian Bortanoiu 2114748)

5.0 HUMAN RESOURCES & ADMINISTRATION

5.1

5.2

5.3

5.4

5.5 Social Responsibility And Sustainability

7.0 CONCLUSION

REFERENCES

APPENDIX

1.0 Introduction to the Business (Doha Laghlami 2113998)

This business plan for L'Italy reflects the opportunity to obtain restaurant leases and improvements. We have a great location, great food, proven concept, great franchise support, no competition, one executive chefs and staff, great community marketing program, huge dining base. In the warm atmosphere of an Italian grocery store with personalized service and community support, this has resulted in highly profitable Italian restaurant. This template makes it easy to create a business plan with some prompts Business plan basics such as financial forecasting, market analysis and an overview of restaurant operations. L'Italy is excellently positioned to service a hitherto untapped market sector. We also consolidate and record our years of operational and marketing experience to produce a comprehensive success plan. Management can respond proactively instead of dealing with the conditions and challenges that come with introducing a new restaurant concept, thanks to proven marketing strategies and operational systems. With a sound operational strategy in place, management can concentrate on creating revenue rather than profit. The managing partner is sure that the business plan's processes and controls will deliver a calculated return on a given sales volume. Finally, I will discuss the plans we have to bring this company to high growth, as well as the goals we want to achieve to expand more in different regions. This is an extremely important aspect of our project that should not be overlooked, as it is not enough to have researched and offer good dishes; we must also know how to promote them to our target market in the right way to entice our potential customer to enter our restaurant and, of course, to satisfy him.

1.1 Aim and Objectives (Doha Laghlami 2113998)

All business has goals and intent. These set direction of the business and provide the goals for the day-to-day work of the company. Gastronomy is more than just serving food. You are selling a dining experience. Therefore, one of main goals should be to provide a customer experience that encourages repeat purchase. From the moment a guest walks into your restaurant to the moment the guest leaves the restaurant, that person should feel valued. L'Italy aims to combine delicious Italian food with British flavors elegance and grace to London and across the Uk. Our objectives are:

- To be the best Italian restaurant in the uk;
- To work hard;
- To form a good workforce;
- To provide the best customer service;

- To improve our quality.
- To maintain high gross margins;
- To maintain our outstanding reputation;
- To combine the corporate marketing strategies to build volume quickly.
- To expand the restaurant to other regions.

1.2 Mission and Vision (Doha Laghlami 2113998)

A mission statement defines the company's business goals, and the means to achieve those goals. A vision statement describes the desired future direction of the company. These elements of mission and vision are often combined to state the purpose, goals, and values of the company. Our mission is to bring Italian quality, so try to bring most of the ingredients from Italy so that people can taste the original flavor of the food! We want to expand one of the best kitchens in the world in the UK. Our mission is to keep working because we know results don't happen overnight and keep improving! Our vision is to be the largest customer in the world where customer can find and discover anything they want to buy. Finally, I will discuss the plans we have to bring this company to high growth, as well as the goals we want to achieve to expand more in different regions. This is an extremely important aspect of our project that should not be overlooked, as it is not enough to have researched and offer good dishes; we must also know how to promote them to our target market in the right way to entice our potential customer to enter our restaurant and, of course, to satisfy him.

1.3 Business Description and History (Doha Laghlami 2113998)

L'Italy has been designed for all lovers of Italian food and beyond, located in Mayfair, one of the busiest areas of London. Our client decides to enter our restaurant both for the traditional and welcoming image and for the position, very visible and the presence on the main free and paid internet sites that deal with catering. Our idea of catering was born behind a love for food, wine and all the nuances of Italian culture, offering our best products from the best Italian farms. As a restaurant, we provide the highest quality and service that the community has been receiving for a long time and offer a vast menu of different choices and items that appeal to all ages of a family as well as single adults. A frequent diner program and birthday will be available to promote repeat customers as well as a tool to track sales. Cosy music to accompany you in the tasting of our dishes, thanks to our staff, who will be able to explain the origin and history of the dish or wine. We offer our collaborators different pieces of training that help them in their training and guarantee our customers an excellent knowledge

of the product we are selling and create an atmosphere where each member can work as a team member with clear goals and high standards that profit everyone creating an atmosphere where employee's love coming to work and can earn good money. The restaurant will be open 5 days a week with hours as follows: Wednesday 11:00 am – 10:00 pm Thursday 11:00 am – 10:00 am Friday 11:00 am – 11:00 am Saturday 11:00 am – 11:00 am Sunday 11:00 am – 10:00 am.

1.4 Legal compliances (Doha Laghlami 2113998)

Legal compliance is the process by which companies adhere to complex rules, policies and processes that govern business practices in specific jurisdictions. Compliance means not only knowing and understanding the laws that apply to an organization but being able to demonstrate that the company and its entities are always compliant.

Italy will be organized as a partnership, wholly owned and managed by us.

Legal requirements for our restaurant:

- Register businessà Before you start shaking up the business world, you need to register your business legally so you can start trading.
- Get insuredà Business liability insurance is a legal requirement for all businesses it is designed to cover all compensation costs incurred by employees when they are injured or sick on the job.
- Health and Safetyà It is legal to have a written health and safety policy that a company must follow to maintain a safe work environment, how do you ensure this and who is responsible for it. You must also conduct a risk assessment to determine the possible causes of injury or injury in the workplace and what you will do to minimize this risk.
- Data lawsà Not only big companies need to know about GDPR. Small businesses also have a legal responsibility to keep personal information secure and to provide clear policies on how and why that information is used.

Storing data in HR software is the easiest way to keep your data safe

1.5Keys to Success (Doha Laghlami 2113998)

- **Provide a great Product and Service:** The products or services handed must be good enough to meet or exceed client prospects once the guests are there. This way you produce a lifelong reprise client who, in turn, will help the company by generating word of mouth.
- **Do Research:** It's essential to understand what drives and motivates buyer personas to address them efficiently. Research is one of the main keys to small business success. Doing further and more advanced exploration for the enhancement of your company.
- **Keep Things Organized:** It is important for a company or any structure that follows a business to have things organized to be more efficient.
- **Keep Focus & have Patience:** When starting a new business, maintaining your pretensions is crucial to measuring success. You need to determine the overall thing and set lower mileposts that will rise along the way. Be patient when it comes to prospects about overall business results. Utmost successful businesses are not erected overnight; note that it can take times for a company to reach its full eventuality and come a success story for a small business.
- **Always look to improve:** Once effects start going well and the company finds its pace, it's time to start looking for ways to ameliorate. Perhaps it's automating a homemade part of the process, adding a new immolation, creating a unique flavor, or opening extended hours. Whatever it is, keep in mind that every company always has room for enhancement. You have to keep moving to avoid getting stagnant; invention is essential to make our company a success story.
- **Be prepared to make decision:** Every entrepreneur must make offerings for the good of the association. But there may come a time when the hardest decision you must make is to put your pride away. Pride can kill a company, and not all opinions will always align with your opinions and beliefs. And although a small business proprietor should have deep particular and emotional stakes in the company. You should fete when you need help and accept that there are people who may know further about certain aspects of the business than you do. It's okay to ask for help. You need to be ready to check your pride at the door and hear to what others are saying, especially if it comes from your consumer. It isn't easy to approach a situation with modesty and with an open mind, but it's the stylish way to make a good business decision

1.6 Goals (Doha Laghlami 2113998)

L'Italy has the task to furnishing a satisfying client experience that includes pleasurable food and a comforting atmosphere while running an operation that's effective enough to also make plutocrat.

- Train your staff to strive to achieve those pretensions.
- To have a strategic mindset regarding each exertion carried out in your eatery that influences those objects.
- Create a plan that allows our restaurant to developed in different places.
- To maximize your profit, profitability and sustainability with the correct objects.

2.0 Marketing (fady Jghaimi)

Marketing can be considered to be one of the most important factors, which can help an organisation to gain different types of computer part Vantage. In recent times in order to get into the factor of comparative advantage of proper infrastructure of the marketing should be assigned to the organisation, which would be directly helping in the proper utilisation of the different types of resources and alignment of the product, and the services should be done as per the need and requirement area of the customers which would be helping in the interaction and communication with the customers towards the product. On the other hand it can also be stated that one of the main ingredient of gaining competitive advantage is my means of marketing.

2.1 Market planning (fady Jghaimi)

The factor of market Planning can be considered to be very much important in the sector of proper working of the organisation mainly, due to reason that marketing can help in the proper planning of the organisation and on the other hand it can lead to different types of competitive advantage, to stop in this sector it can also be stated that market Planning can help in the formation of the goals and objectives of the organisation, which in most of the cases and play integral role in the computer screen of the organisation. Marketing planning should be done from the end of the management of the organisation due to the reason that they would be having a clear idea of the different functionality of marketing, which should be imposed in the working of the organisation which can easily help in the gaining of different types of competitive advantage in the working area.

2.2 Target market (fady Jghaimi)

Target market can be considered as an area in which product and services are offered from the end of the organisation would be targeted. Target market can help in the formation of the product as well as delivery of the content of the product, as for the market needs due to the reason that target market helps in the capturing of the proper population, who would be using the product and the services of the organisation. If the factor of target market is not engage in the working of an organisation, it can lead to different types of confusion; due to this season different types of audit the performed in the context of the organisation to get a clear understanding of the market situation, and the target market orientation we should be focused on the end of the organisation, which can easily lead to the factor of a tin of the organisation to stop in this wanted it can be stated that target market is considered as an essential ingredient that into the factor of gaining of different types of comparative advantage.

2.3 Market analysis (fady Jghaimi)

Market analysis can be considered as an area in which the analysis is done in order to gather different types of data related to the factor of requirement and need of the customers to stop as for the requirement of the customers, the alignment of the service and product is done which in most of the cases can be considered to be very much important, in order to achieve a standard operation which would be helping the organisation to gain different types of comparative advantage. Analysis of the market should be done from the end of the management would be having a clear idea of the different fundamentals of working with analysis would be helping in the proper definition of the goals and objectives of the organisation as, for the requirement of the customers which can be considered as a very important factor in order to gain competitive advantage in the working of the organisation

2.4 Market research (fady Jghaimi)

Market research should be helping in the analysis of the market product, and how the marketing area is behaving to stop in most of the cases as per the market analysis proper formation of the goals and objectives of the organisation can be done which in most of the cases, can be considered to very important in the successful engagement area of the organisation in order to gain different types of comparative advantage.

2.5 Sales target and objective (fady Jghaimi)

Sales target and objective can be considered to be important to the analysis of how the product is given in the market can be analysed to stop the objective can be derived as an area of goals and orientation of working standard we should be assigned to the product of the organisation which can help in the delivery of the different types of comparative advantage gained. in this context it can be stated that objective is majorly aligned as per the market and this is sector which in most of the cases is a crucial role in the beginning of competitive advantage of the organisation.

2.6 Product, Service and Development (fady Jghaimi)

Factor of production development can be directly be considered to be an integral role in the innovation of the organisation to stop innovation in recent time can be considered to be very much important we should be helping in the management of the different types of problem need to the adjustment of the customer's requirement and area and on the other hand It would also be linked to the factor of how a product service and the development of a service can be reaching to the customers as per the need and requirement to Staff development can be directly with link to the factor of innovation and the technological perspective of working which in most of the cases should be very much appreciated in the engagement area of the customers and utilisation of the different types of resources in the context of development should be done properly so that competitive advantage in the area working of the organisation can be easily be achieved.

2.7 Sales forecasts (fady Jghaimi)

The factor of sales forecast can be considered to be a very important factor which would be directly help in the management of different types of protocol the working of the organisation to stop in hosted the cases different team is assigned which directly looks into the factor of sales forecast majorly due to the reason that if the estimation of the sales forecast is not done properly it can impact the success area and on the other hand It would be also impacting the overall management of the working of the organisation of Rustom competitive advantage can be easily be achieved the sales forecast is done in an appropriate manner.

2.8 Marketing strategy (fady Jghaimi)

Marketing strategy can we consider two very important so that the service and the product which are derived from the end of the organisation would be reaching to the customer system on the other hand if a new product is launched in the market marketing strategy would be directly health inc in order to get a point of view of interaction of the customers and the customers would be able to know that this type of service or product is available for their use we should be helping in the competitive gain of the organisation. On the other hand it can also be stated that the marketing strategy would be helping in the setting of the goals and objectives of the organisation.

2.9 Market situation (fady Jghaimi)

The factor of market situation can be considered to be important in the sector of proper working of the organisation. this is mainly due to the reason that organisation when launching a new product usually focus on the market situation so that they can easily have an idea of different types of need and requirement of the customers and align their production as per the same which in most of the cases can be very much beneficial in order to gain different types of competitive advantage in the working area. The focus should be really be directed towards the market situation will launching a new product due to the reason that if the ordination of a product is done which is not needed in the Marketplace it can directly to different as the problem and even lead to the factor of comparative laws of the organisation.

2. 10 Market competitor (fady Jghaimi)

There are different types of market competitors were prevailing in recent time we should be focused on the end of the organisation to stop it is mainly due to the reason that the market computers gives an overview of the different types of sections of marketing which should be assigned to the organisation and it should also be linked to the condition of the market so that the overall condition of the market can be estimated so that the product and services which is offered from the end of the organisation can be aligned as per the same. On the other hand it can also be stated that the market competitors would be giving a proper estimation of the price range of the product which is accepted in the market area and on the other hand It would be giving a clear indication of the different types of price segmentation offer in initiated from the end of the other organisation to that the organisation can focus on the discount area we should be helping them to gain different as a competitive advantage straight into the different types of services and product is offered from their end.

2.11 Market segment (fady Jghaimi)

The factor of market segment can be considered to be a very important factor in the working of the organisation due to the reason that when a product is launched on the end of an organisation it would be directly focusing on a particular market area and it can easily into the adjustment of the product as per the need and demand of the customers to stop if an organism focus on a larger point of your working it would be very much difficult to gain different types of computer path Vantage and on the other hand it can also lead to different types of complication we should be initiated problem in the infrastructure working of the organisation and the other hand it can also interested in the working of the organisation. Can also be stated that the market segment please essential role in the initiation of the problem area and also linked to the factor of working as the market segment in order to gain different types of Computer department is in market area which in most of the cases can be very much important in order to gain different types of competitive advantage in the Marketplace.

2.12 Market needs (fady Jghaimi)

The factor of market needs can be considered to be the area in which the product and the services would be playing essential roles in the sector of managing of the different types of problem areas, to that the mitigation strategy of the problem can be aligned to stop in most of the cases can be stated that the market needs should be directly be done, as, for the requirement area of the customer majorly due to the reason that if the marketing needs of the organisation is not focus it will be directly leading to different types of problems and issues area is management can be a problem for the organisation.

2.13 Marketing mix (fady Jghaimi)

Marketing mix can be considered as a standard of operation, which is followed by most of the organisation related to the factor of creation of marketing of a new product, was launched from the end of the organisation. In most of the cases it can be focused at the marketing mix should be aligned as per the need and requirement of the organisation to that the success and the competitive advantage in the Marketplace can be easily be achieved system computer by advantage, can easily be achieved if the marketing mix is aligned as per the need and requirement of the customers and in most of the cases it should be directly be aligned as per the requirement area and standard operation which can easily be helping in the achievement of not only the short-term goals but also long-term engagement factors can be easily be achieved.

5.4 Human Resources and components (Alexandru Iulian Rotariu 2115146)

Human resources involves organising personnel needs, recruiting the correct people, inductions, advising salaries, offering benefits and incentives, assessing performance, settling conflicts, and conversing with employees from every sector. In our company, for example, organizing personnel needs would include weekly equipment reviews, taking suggestions for improvement and weekly updates on the ongoing of the restaurant. Regarding recruitment of employees, selection is based on previous experience in the field, preferably with qualifications, as well as Italian cuisine knowledge. Candidates must be confident, reliable, friendly, and have critical thinking skills. The candidates' background will be checked and references from previous employers to ensure that the candidate is a good fit for the restaurant. An induction will be provided by experienced workers to introduce the employees to their new work environment. Salaries would be advised based on how long the

individual has been employed by the company and every week each employee would receive an equal share of the tips received. Benefits could include free meals and non-alcoholic drinks during shifts. Performance reviews would be carried out weekly through observation of shifts and taking notes of employees to provide feedback for improvement. Any conflicts between employees would be resolved through communications and compromise.

5.5 Recruitment and Selection Process(Alexandru Iulian Rotariu 2115146)

Recruitment is also known as the process of finding future employees and encouraging them to apply for positions inside a company. Through our website and web application jobs, candidates will be able to learn more about the available positions in our restaurant. When interviewing candidates, the skills required for the department they are applying for should be taken into consideration. For the kitchen roles, candidates must be able to work well under pressure and use their time efficiently. Regarding the kitchen porter role, the candidates should be between 18-27 years old because it requires lots of energy and movement and they must have a strong background of work experience because the job requires dedication. The head chef position requires at least 4-5 years of work experience with knowledge of

Italian cuisine. The assistant chef must have at least 2- 3 years of work experience and basic knowledge of Italian cuisine. The floor staff must be able to communicate effectively with customers and must know service etiquette. Bar staff must have cocktail knowledge and maintain a professional attitude.

5.7 Social Responsibility and Sustainability (Alexandru Iulian Rotariu 2115146)

Because we believe that improving the social environment and working conditions in the workplace would improve the experience of our customers and employees as well as the economic returns and the planet environment. The company uses a variety of methods to promote social responsibility and sustainability. The main method is the triple bottom line, (*University of Wisconsin, 2016*) which involves people, planet, and profits. Regarding people, the company tries to create a positive atmosphere where the employees feel respected and important. Because working in such a fast environment can cause various inconveniences among employees, the company aims to introduce factors such as teamwork, communication, and dispute resolution to employees with the purpose to build a perfect team working. We try to establish strong relationships with our suppliers and treat them with respect and loyalty because their contributions to the company are vital. Regarding our customers, we focus on making them relax and as if they are in Italy, with our delicious

cuisine and exceptional service provided by our incredible staff. The goal is to give our customers an amazing experience and spread the word about our restaurant. In order to protect the environment, we try to avoid wasting as much as possible in our restaurant, and rescaling is a top priority. We use an inventory management system to minimize food wasting by ordering just the amount of food the restaurant needs. To save power, the dining room tables are equipped with candles that are used at night and during the day we try to avoid using many lights and instead use the natural light. to effectively recycle, we use different coloured bins to make it easier for our employees to identify where each waste material should be recycled. Regarding the part of the profits, We do not pay our employees the minimum wage and we pay holidays and sick days because we believe that by providing them with a fair income, we will stimulate them to grow professionally and stay with our company as a family. We try to help local businesses by purchasing items and food for our restaurant. We are also planning to open a second restaurant to improve our profits and provide employment to the community.

5.8 Payroll (Alexandru Iulian Rotariu 2115146)

Our company has several payment ways depending on the position that the employer is applying for. Regarding the bartender, the payments will start with £9.50 for hours with a work shift of 40 hours per week. After one month of working and examining the work performance, the payment will be raised to £11 per hour. The waiter position will start with a payment of £9.00 for hours with a work shift of 40 hours per week. After one month of analysing its performance, the payment will change to £10.50 for an hour. The floor supervisor position starts with payment of £11.50 per hour and a work shift of 40 hours per week. After two months of analysing its performance, the payment will change to £13 an hour. Regarding the chef and the dessert chef position, the initial payment will be 13£ for an hour and a work shift of 40 hours per week. After two months of analysing their skills, the payment will be of £14 per hour. For the assistant chef position, the payment will start from £11 for an hour and a work shift of 40 hours per week. After two months of taking into consideration, its skills the payment will be £12.50 for an hour. The kitchen porter position will start with a payment of £9 for an hour and a work shift of 40 hours per week. After one month the payment will be to £10 for an hour. Employees are allowed thirty days of holiday each year,

with the company providing 75 % of their salary for each day of the holiday and will receive every week an extra income from the customer tips.

Financial Planning and Accounting (Alexandru Iulian Rotariu 2115146)

Financial planning, often known as budgeting, is the act of establishing performance objectives and developing mechanisms to reach these objectives in the future. In other terms, planning is the process of formulating future corporate plans and visions. Financial goals are divided into short-term and long-term goals. To reach short-term financial goals, for example, the company uses advertising to try to reach a certain number of customers per week to increase the income of the company. To reach long term financial goals, for example, the company monitors food wastage weekly and changes the weekly food order according to the food wastage data, which saves money as well as has environmental benefits. Some methods of financial planning include cash flow planning (monitoring cash flow and planning budgets), the use of balance sheets (which track spending and earnings and presents what the company owns and owes, Sage, 2021), bookkeeping (the systematic process of storing, organising, and tracking transactional data, MSMEEX, 2021) and financial forecasting (trying to predict how a company will perform in the future). The company uses these accounting methods to strategically reach financial goals

Cash flow planning (Alexandru Iulian Rotariu 21151)

In order to keep track of the company's income and outflow, a cash flow statement is generated every six months. This allows the company to calculate the quantity of cash earned or that it could earn over a specific period of time and the amount of money expected to be paid during the same period of time, resulting in a net cash flow amount (EDUCBA, 2021). To create the cash flow statement, the company starts with the starting balance, which is the initial budget of the company, and then analyses the income from services such as kitchen, bar, and events, as well as expenses such as rent, bills, suppliers, insurance, etc. The company then evaluates the total inflow and outflow each month to determine the total net cash flow, which is the amount of income generated by the company each month. This allows the company to judge whether it is gaining profit or losing profit over the six month period.

What Is a Profit and Loss (P&L) Statement?

A (P&L) which is the statement of financial position is a liquidity phrase that describes revenue, expenses, and spending for a given time, usually a quarterly or a whole year. These records demonstrate a company's ability (or inability) to make money through increasing revenue, cutting expenses, or a combination of the two. In these records, the modern finance system is usually employed (Ludicibus et al., 2022).

The P&L statement considered as a financial statement which details income, expenditures, and spending for a certain time. The statement of P&L, together with the statement of cash flow, is 3 financial statements that every public firm releases monthly or quarterly mostly in event of an Italian restaurant (Ludicibus et al., 2022). The Statement of profit and loss, income statement, and income statement, if it is used around each other, focus on providing some in take a glance at a firm 's financial performance (Ahrens, 2022)

An accrual method of administration is used to compile the financial statements for Italy restaurant. Furthermore, the statements of profit and loss from several accounting periods should be compared since any changes with time get more relevant than the figures itself (Ahrens, 2022)/

The loss and profit statement, along with the liquidity statement, are the three most important income reports that almost every public company issues frequently and yearly. It is the most popular and widely utilised profitability ratio in a business model since it shows how much profits or losses a firm has generated (Ahrens, 2022).

Throughout the situation of an Italian restaurant, the profit and loss or profit statement, such as the financial statement, illustrates changes in balances over time. Furthermore, the financial statement, therefore, provides a snapshot of the company's assets and liabilities at any one time (Chen et al., 2022). Because a corporation can register revenues and costs before cash exchanges hands underneath the accounting principle, it really is critical to contrast the financial statements also with the statement of the cash flows. Shown in the sample below, this article follows a standard format. It starts with a leading entry for income and deducts the expenses of running company, such as product cost, operational expenditures, tax charges, and long - term debt.

Types of Profit and Loss (P&L) Statements

A Profit and Loss statement can be created in 1 of 2 methods, as previously stated. The income approach and the cumulative technique are the two options (Chen et al., 2022):

Cash Method

The currency method, often known as the modified cash technique, is utilised solely when cashier leaves a company. This is really a simple costing technique for money received or paid (Chen et al., 2022). Revenue raised by an Italian restaurant is documented as revenue, while funds utilised to accept transactions or fulfil commitments is recognized as a credit. Smaller businesses, such as Italy restaurants, and individuals who would like to handle their own accounts, both employ this strategy.

Accrual Metho

The revenue is considered as a recorded using the financial statement technique as it has been collected (Chen et al., 2022). This implies that an Italian restaurant whose uses the accrual approach compensates for revenue that will be received in the present. A firm that supplies a goods or offering a service, for example, reports income on its own financial statements so although it has not yet been paid. Similarly, debts are recorded even though the Italy eatery has not yet incurred any costs.

What Is a Balance Sheet?

An income statement is a financial document that presents the assets, debt, and capital employed of a corporation at a certain period in history. The basis for determining profit potential and analysing a bank's business structure is the creditors. In simple words, a firm summary of account that reveals how much cash owners have spent, what a corporation generates, or even what it owes. Income statements can sometimes be integrated with other critical accounting records to do basic analysis and create efficiency statistics (Chen et al., 2022). A firm that supplies a goods or offering a service, for example, reports income on its own financial statements so although it has not yet been paid. Similarly, debts are recorded even though the Italy eatery has not yet incurred any costs.

The cash balance depicts the condition of even a restaurant's earnings at a specific point in time. This could, on its alone, provide an understanding of longer-term patterns. As a result, the accounting information should be like past quarters' accounting records (Perkiss et al., 2022). A variety of ratios obtained from an income statement may be used by shareholders to build an understanding of a security or a portfolio, including the liabilities proportion and also the ratio of acid-test, among others. The net income & balance sheets, as well as any comments or provisos in a financial result that may link back towards the accounting records, give important context for evaluating the economics of such an Italy restaurant.

Furthermore, this technique is simple to understand. This is because a firm must either keep borrowing (take on debts) or take capital from companies to compensate for everything it possesses (assets).

When an Italian restaurant borrows 4,000\$ from such a bank for five years, its assets (particularly, its cash amount) will rise by 4,000\$. If the firm raises 8,000\$ from shareholders, its assets and share capital will both rise by that proportion. All revenues generated by the firm that exceed its costs will be deposited into the owner's equity account (Perkiss et al., 2022). Those earnings will be offset by cash, securities, inventories, or other items on the reserve assets.

A financial statement includes idea on a firm's profits, liabilities, and owner's equity, as mentioned previously (Perkiss et al., 2022). Liabilities and owner's equity need to always balance assets. The term comes from the fact that the financial statement should always balance. There might be some issues if they will not balance, such as erroneous or lost data, supply and currency exchange mistakes, or blunders.

What is Bookkeeping?

The documenting of the restaurant monetary operations on regular schedule is known as bookkeeping (Perkiss et al., 2022). Professionals that manage all accounting transactions for businesses are known as bookkeepers. Businesses would not have been informed of their present financial situation or internal activities if bookkeepers were not employed. Businesses must first decide which financial foundation they will use to correctly implement bookkeeping.

Organizations, like Italy restaurant, have the option of using either the income approach or the actual expenditure (Perkiss et al., 2022).

External stakeholders, such as investors, investment firms, and the administration, require accurate bookkeeping to generate good investment and lending judgments. Simplest terms, for both shareholders and other stakeholders, businesses rely on precise and trustworthy bookkeeping.

Importance of Bookkeeping

Organizations may use accurate bookkeeping to assess their success. This also acts as a baseline for the industry's revenue and profit ambitions, as well as a guideline for making broad strategic decisions. In conclusion, after a business is established, it is vital to commit more energy and cost to maintaining reliable records (Perkiss et al., 2022).

Numerous small firms, such as Italian restaurants, must not highly prevalent auditors because to the evident high cost. Therefore, small firms employ a bookkeeper or a professional accounting firm to handle the process. Businesses must first decide which financial foundation they will use to correctly implement bookkeeping. Organizations, like Italy restaurant, have the option of using either the income approach or the actual expenditure. The distinction between these two methods of finance is dependent about when a corporation registers a sale and purchase (money outflows) in its books.

Although if your firm is as financially strong as Apple, it will almost certainly need business financing at some stage. Smaller businesses must find an adequate financing solution. You potentially lose a chunk of your corporation or being trapped with monthly payments that restrict your growth for generations if you take funds from the wrong source again (Perkiss et al., 2022). Debt finance for only a restaurant which is in an Italy is possibly something the company understands better today. Do you really have a home mortgage and a car loan? Furthermore, both are examples of debt finance. The same is true with in restaurant industry in Italy. Furthermore, a company and another lending institution provides debt funding. Although you may receive it from private companies, that's not the standard.

Banks will investigate alternative sources for firms with a more intricate business model or those have already been in operation for a long time, such as an Italian restaurant.

Financial forecast of business

Alongside your company credit record, the financial institution wants to review your records and possibly do additional due diligence (Perkiss et al., 2022).

Whenever constructing a marketing strategy for an Italian restaurant, the cash budget is critical. The financial projection helps you to prediction your new company's income and costs over time. Even though the activity might be difficult to take out on several occasions, it is necessary for any business. Indeed, it enables you to set quantifiable goals that, if rigorously maintained, will help you to build your firm in a healthy manner. Debt finance for only a restaurant which is in an Italy is possibly something the company understands better today (Pasko, 2022). Do you really have a home mortgage and a car loan? Furthermore, both are examples of debt finance. The same is true with in restaurant industry in Italy. Furthermore, a company and another lending institution provides debt funding. Although you may receive it from private companies, that's not the standard.

P&L statement

The P&L statement allows an Italy restaurant to evaluate:

- The P&L statement allows an Italy restaurant to evaluate.
- The gap between predicted earnings and the expenditures that will be required to create these sales determines the firm profitability.

P&L (GBP)	Dec-2020	Dec-2021	Dec-2022
Revenues	212,478	234,068	271,840
Cost of goods sold	(16,935)	(19,621)	(23,805)
Gross profit	195,543	214,447	248,035
Capitalized expenses	0	0	0
SG&A	(174,125)	(174,315)	(174,515)
Subsidies	0	0	0
Lease rentals	0	0	0
Other operating income	0	0	0
Other operating expenses	0	0	0
EBITDA	21,418	40,132	73,520
D&A	(11,833)	(11,833)	(11,833)
Operating income	9,585	28,299	61,687
Financial income	0	0	0
Financial expenses	(2,236)	(1,373)	(488)
Profit (loss) on disposal	0	0	0
Exceptional income	0	0	0
Exceptional expenses	0	0	0
Profit before tax	7,349	26,926	61,199
Corporation tax	0	(4,902)	(11,557)
Net income	7,349	22,024	49,642

Overall earnings from an Italian restaurant must be turned into sales at some moment, but the working capital might fluctuate significantly depending on that when your customers pay company, how much goods you store, and when visitors pay your vendors.

Cash flow statement

The accrual accounting depicts all expected working capital for a particular year. It allows you to assess:

- The power to make cash flow through operations.
- Planning and investment strategies of the firm.

Cash Flow Statement (GBP)	Dec-2020	Dec-2021	Dec-2022
EBITDA	21,418	40,132	73,520
Change in inventory	0	(849)	(245)
Change in account receivables	0	0	0
Change in account payables	0	0	0
Change in fiscal and social debts	25,707	324	468
Financial items (excl. interests)	0	0	0
Exceptional items	0	0	0
Gross Operating Cash Flow	47,125	39,607	73,743
Interest paid on borrowings	(2,236)	(1,373)	(488)
Corporation tax	0	0	(4,902)
Net Operating Cash Flow	44,889	38,235	68,353
Acq. of fixed assets	0	0	0
Disposals of fixed assets	0	0	0
Grants	0	0	0
Investments in financial assets	0	0	0
Disposals of financial assets	0	0	0
Investing Cash Flow	0	0	0
New borrowings	0	0	0
Repayments of borrowings	(34,130)	(34,993)	(35,878)
Capital raise	0	0	0
Dividend	0	0	0
Financing Cash Flow	(34,130)	(34,993)	(35,878)
Change in cash	10,760	3,242	32,476
Cash position - start	8,178	18,938	22,179
Change in cash	10,760	3,242	32,476
Cash position - end	18,938	22,179	54,655

The working capital statement is an important addition to the profit and loss statement. They give a comprehensive picture of the firm's profitability, money produced by activities, capital invested, and capital flows when seen together (Pasko, 2022).

Balance sheet

The anticipated balance sheet, which is component of our mutual funds example, offers a summary of the firm's personal wealth at a certain point in time. It allows you to assess (Pasko, 2022):

- The asset worth of the firm.
- It is operating capital's weight.

- The extent of one's financial debt.
- The total assets of a company's stock.

Balance Sheet (GBP)	Dec-2020	Dec-2021	Dec-2022
ASSETS			
Tangible assets	93,167	81,333	69,500
Intangible assets	3,750	3,750	3,750
Financial assets	0	0	0
Total fixed assets	96,917	85,083	73,250
Inventory	586	1,435	1,680
Account receivables	0	0	0
Advances paid	0	0	0
Deferred costs	0	0	0
Cash	18,938	22,179	54,655
Total short-term assets	19,524	23,614	56,335
Other assets	0	0	0
TOTAL ASSETS	116,440	108,698	129,585
LIABILITIES & EQUITY			
Account payables	0	0	0
Advances received	0	0	0
Deferred revenues	0	0	0
Fiscal and social debts	2,070	7,296	14,419
Financial debt	70,870	35,878	0
Overdraft	0	0	0
Accrued interests	0	0	0
Total debts	72,940	43,174	14,419
Capital	10,000	10,000	10,000
Director loan	35,000	35,000	35,000
Reserves	0	0	0
Investment grants	0	0	0
Retained earnings	(1,500)	20,524	70,166
Other equity	0	0	0
Total Equity	43,500	65,524	115,166
Provisions	0	0	0
Other liabilities	0	0	0
TOTAL LIAB. & EQUITY	116,440	108,698	129,585

Financial statements

Accounting records are printed papers that explain the activities and financial health of a firm. Banking statements are often audited by government agencies, lawyers, businesses, and many others for taxes, marketing, and capital appreciation. The following are the income reports for the Italy restaurant:

- Cash flow statement

- Income statement
- Balance sheet

Expenditure reports are published records that detail the activities and financial position of a business (Pasko, 2022).

The working capital depicts a company assets, liabilities, and equity. The primary purpose of financial documents seems to be on a corporation's gains and costs over a specific time frame. The report provided a profit figure known as gross salary after deducting total from purchases. The working capital calculates the amount of cash needed to pay off debts, meet operating expenses, and continue investing.

Operation (Florian Bortanoiu

Student ID: 2114748)

It takes a whole lot more than just a good idea to create a successful restaurant. Strategic planning supported with accurate and up to date research raise the probability of success. Our team will analyse the market place with statistical information provided by data center and public archives. We will structure a plan to suit the goals attainable within market. Traffic counts, age and income demographics, market saturation and depth, competition, and a host of other variables come into play. We will analyse growing trends within the restaurant industry for the area. That's why our choice for the correct source of information regarding the restaurant industry is no small decision. It's our hard earned money that we will save just by doing our homework. Customer satisfaction expectations will vary from area to area. We will analyse customer expectations with respect to service, value, ambiance, menu appeal, and more. Customer demographics, visit frequency, and spending habits are just a few. This research will give our business a concepts advantage in

a variety of areas. Will potential guests look positively to our new restaurant concept? Do our menu items reflect concepts consumer trends? What is the maximum amount our customers will pay for our items?

When creating or revamping a restaurant concept, the menu can be the single most important marketing tool. The menu is the leading indicator of what the concept is trying to portray. The menu is an extension of the entire vision of the concept. Every aspect of the brand should be considered when designing the menu. Our Chefs concepts, our culinary development team works to achieve a menu that reflects the overall marketing strategy and a menu that captures the essence of our restaurant theme.

POS system

A POS System provides numerous advantages, including data forecasting, order planning reports, integrated accounting, and automated inventory tracking based on customer orders. However, it does not account for other sources of inventory loss, such as spoilage, spillage, inefficient or incorrect food or drink preparation process, customer complaint resolutions, and theft. A POS system is unable to take into account the aforementioned scenarios unless the information is put in manually. So, taking inventory by hand ensures a more well-rounded, accurate report.

What are our Operating Expenses?

Operating expenses are those expenditures that a business incurs to engage in activities not directly associated with the production of goods or services. These expenditures are the same as selling, general and administrative expenses. Finance-related costs may be excluded from the operating expenses definition, on the grounds that they are not generated by the ongoing operations of a business. If these costs were

to be included, examples would include auditor fees, bank fees, debt placement costs, and interest expense.

Compensation-Related Operating Expenses

- Compensation and related payroll tax expenses for non-production employees
- Sales commissions (though this could be interpreted as a variable cost that is therefore part of the cost of goods sold)
- Benefits for non-production employees
- Pension plan contributions for non-production employees

Office-Related Operating Expenses

- Accounting expenditures
- Depreciation of fixed assets assigned to non-production areas
- Insurance costs
- Legal fees
- Office supplies
- Property taxes
- Rent costs for non-production facilities
- Repair costs for non-production facilities
- Utility costs
- Sales and Marketing-Related Operating Expenses
- Advertising costs
- Direct mailing costs
- Entertainment costs
- Sales material costs (such as brochures)
- Travel costs

The definition of operating expenses is sometimes expanded to include the cost of goods sold, thereby encompassing every operational aspect of a business. If so, the following costs are also examples of operating expenses:

- Freight in and freight out
- Direct materials

- Direct labourers
- Rent of production facilities
- Compensation for production personnel
- Benefits for production personnel
- Depreciation of production equipment and facilities
- Repair of production equipment and facilities
- Utility costs for production facilities
- Property taxes on production facilities

Manufacturing capability refers to the technical and physical limitations of a manufacturing firm and each of its plants. Three categories of capability include technological processing capability, physical size and weight, and production capacity.

What are the facilities in a restaurant?

Once the operational considerations have been determined along with other standard facility planning factors, the following spaces can be scoped and laid-out:

- Entrance Lobby
- Queue
- Serving Area
- Cashier Station
- Dining Area
- Turnover/Serving Capacity
- Seating Capacity
- Kitchen and Preparation Areas

Facilities or equipment means buildings, structures, process or production equipment or machinery that form a permanent part of a new source and that will be used in its operation, if these facilities equipment are such value as to represent a substantial commitment to construct.

Professional Equipment

- Personal computers
- Telefax equipment
- Typewriters
- Cameras of all kinds(film and electronic cameras)
- Sound or image transmitting, recording or reproducing apparatus.

The two major types of facilities? The two major types of facilities are production sites and storage sites. The two major types of facilities are distribution sites and storage sites. Inventory is an important supply chain driver because changing inventory policies can dramatically alter the supply chain's efficiency and responsiveness.

Manufacturing capability

Capacity management and planning strategy involves the process used to determine the resources manufacturers need to meet the demand for their products or services. The level of capacity directly relates to the amount of output in the form of goods and services manufacturers can produce to satisfy customer demand.

Capacity planning strategies can guide manufacturers on how much raw materials, equipment, labour, and investment in facilities need to be acquired over a period of time to meet the future demand over products. When there is a lack of capacity planning, customers' needs are not served promptly and these customers may be lost to competition.

A good capacity planning strategy helps adequately plan manufacturing resources. Excess capacity means the manufacturer's money is being spent inefficiently, and this could have been invested elsewhere for a profit instead. On the other hand, low capacity implies the inability of the manufacturer to produce as per what the customer wants at a particular period of time.

Storage capability

Using the correct food storage products is essential to minimise food waste and ensure optimum food preservation. We use high quality food storage containers, ingredients bins, flour buckets, shelving and storage racks in all shapes and sizes to keep food fresh, separated and ready to prepare. By reducing food handling, separating foods to avoid cross

contamination, and holding food at the proper temperature you can help protect food quality and prevent bacteria or pests that may cause foodborne illnesses. To avoid spoilage, commercial food is always rotated so that food is used before it goes bad in a “first-in, first-out process. This means that the oldest acceptable food is used first. Food containers can help us to manage this process, ensuring we never serve out-of-date food.

Restaurant inventory

We creating five rows on our restaurant inventory sheet or in a customizable inventory management program. Label the rows as follows:

- Items
- Unit of Measure
- Inventory Amount
- Unit Price
- Total Cost

Essential tools for quick-service and full-service restaurants:

1. Ovens
2. Ranges and ventilation
3. Food processors
4. Mixers
5. Slicers
6. Food prep counters and cutting boards
7. Freezers and refrigerators
8. Safety equipment
9. Storage racks and shelving
10. Cooking equipment
11. Serving area
12. Storage containers
13. Sinks
14. Kitchen Display System
15. Point of sale system

16. Steam table
17. Washing equipment
18. Sharpening stone
19. Microwave
20. Ice maker
21. Gas or electric grill

Produce

Whether a restaurant is a vegan fast food joint or a sit-down steakhouse, having a wide variety of vegetables and fruits on the menu is a must. Restaurants source their produce in several different ways, and usually combine more than one of the following methods to best suit their needs.

- Meat
- Seafood
- Coffee
- Dry goods
- Baked goods
- Beer
- Wine
- Spirits

What are the operating costs of a restaurant?

Restaurants have three main buckets for operating costs. They are:

- Labour costs: These include paying your servers, cooks, dishwashers, cashiers, greeters, and managers.
- Food costs: This includes how much you need to pay for your food and beverage supplies and can fluctuate with the cost of your menu items. It can be calculated as a restaurant's cost of goods sold.

- Rent: Your rent and utilities will vary by your location, but it's important to factor in what percent of your total sales you're paying in rent.

Labour cost?

New restaurateurs may be surprised to learn that labor cost includes more than just hourly wages. Here are some other things that factor into your labour cost calculation:

- Salaried employee wages
- Hourly employee wages
- Bonuses
- Overtime
- Payroll Taxes
- Health care
- Sick and vacation days

Basically, anything that can be categorized as "labour-related" goes into your labour cost percentage calculation.

Food costs:

Track food prices

It pays to track food prices and know whether they are predicted to increase or decrease.

Conduct inventory consistently

We need to know where our food is going? If not, we need to take inventory regularly and consistently so we can stay on top of our food usage and associated costs. We conduct an inventory of our food, beverages and serving supplies at least once per week. This helps us to keep control of our costs.

Join a Purchasing Group

We plan to join a purchasing group to enjoy lower food costs. Due to the sheer volume of the purchasing power, suppliers often offer lower prices.

Do more prep work

Food that comes prepared is more expensive than food that isn't. For example, instead of purchasing chopped lettuce, buy heads of lettuce and cut them yourselves. Or, instead of buying pre-made hamburger patties, make your own.

Review produce specifications

Know what you're paying for. For example, if you're making guacamole, do you really need a No. 1 grade or a No. 2 grade avocado?

Manage waste

Keep record of all the waste your restaurant generates.

Use a waste chart and write down any of the following:

- Food returned because it was made incorrectly.
- Food that was spilled in the kitchen or on the floor.
- Food that was burned in the kitchen.
- Extra portion sizes that get thrown away.

By keeping track of this, we can keep better track of our inventory and manage our food cost percentage. Additionally, then we can do what we can to reduce the instances of waste.

Portion food appropriately

Food waste can eat up our bottom line quickly. Our goal is to serve just the right amount of food. We don't want to over or under fill plates.

Customer satisfaction feedback

We created a various different questionnaires designed to measure customer response to a particular service. They differ on various criteria including the dimensions that they are trying to evaluate their established psychometric qualities and their usage. Recommendations for their use are made.

Quality control

Quality control is a key component of a well-run business. A quality control program helps us to ensure our business is delivering a consistent product, service, and customer experience. Developing quality control processes allows our business to operate without us, making it easier to expand into new locations, delegate duties, and even sell our business when the time comes.

Business growth requires careful attention to both money and people, and quality control helps ensure we monitor both. If our products or services are of poor quality, we'll spend a lot of time and money redoing them and cutting into our profit margins. If customers aren't happy with the quality of our products and services, they'll stop doing business with us. As word spreads, we'll gain a reputation for poor quality, making it harder to attract and keep customers and employees.

Conclusion (Alexandru Iulian Rotariu 21151)

L'italy is a restaurant that is focused on bringing Italian tradition onto the tables of its customers and is in the pursuit of becoming a restaurant chain. The business plan gives a clear structure of how each component of the business works and how the company can progress. The introduction gives context and background regarding the business. The marketing plan gives an idea of the marketing strategies that the company uses to increase profits. The financial section presents how the company uses its finances and discusses its money management techniques. The operation section describes the company's daily routine. The human resources section explains how human resources work in the company,

for example, employing the right candidates and creating a safe workspace environment. The tools and theories section gives important information regarding the weakness and strengths of the company and how to prolong the life of the business. In conclusion, the business plan covered all sections necessary to organize a business from start to finish and included plans on how to make the business successful.

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APPENDIX



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Lecturer: Mushfiqur Rahman

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives
06/05/2022



- Introduction
- Business Description and History
- Aim And Objectives
- Mission and Vision
- Business Structure
- Product or Service Description
- SWOT Analysis
- PESTLE Analysis
- Marketing Analysis and Trends
- Operations
- Technology Plan
- Management and Organization
- Social Responsibility and Sustainability
- Development, Milestone, and Exit plan
- Financial Data
- Profit and Loss Account
- Cash Flow Statement
- Break Even Chart
- Balance Sheet
- References



Introduction

Litaly is our upscale restaurant.

In our lovely setting, you can enjoy the taste of classic Italian dishes while admiring the Italian architecture.

Chefs specialized in Italian food.

- Professional waitresses
- Traditional live music.
- Amazing customer service

As a restaurant, all of our products are made in Italy, and we offer a diverse menu full of tradition and passion for cooking.

Business Description and History

L'Italy it's an Italian restaurant located in Mayfair in the centre of one of the most beautiful cities in the world, London.

This big family was born from the union of 5 friends thirsty for the desire to do things and be attached to Italian cuisine, on March 5th 2015 this dream came true and together with him also our staff made up of 15 brilliant people who support us every day and they work hard to give the best of them.

Our chef, full of proposals, cooks unique dishes every day using authentic Italian products from the best Italian farms.

Italy is open 5 days a week with lunches, dinners and wonderful aperitifs!

Aim and Objectives

The aim of “L’Italy” is to bring the delicious Italian kitchen with a pinch of British class and elegant to London and then all around the United Kingdom.

Our objectives are:

- Become the best Italian restaurant in UK.
- Work hard and district.
- Make a nice team of workers.
- Give the best customer service.
- Improve always more our quality.

Mission and Vision

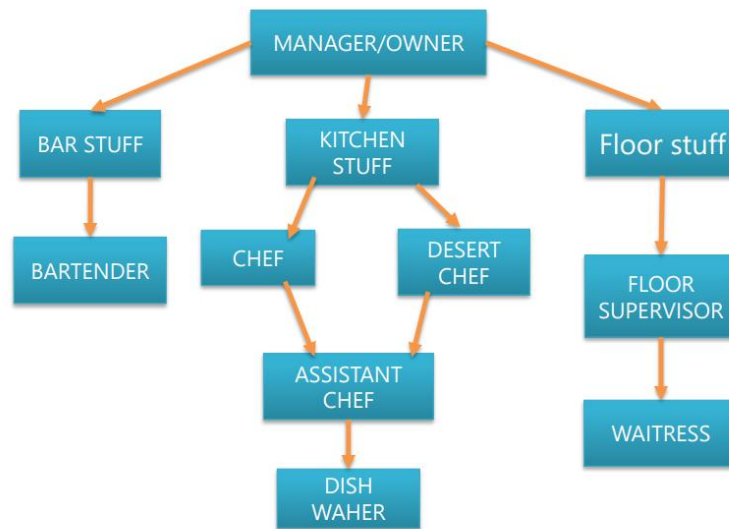


Our vision is to bring the Italian quality, so try to bring most of the ingredients from Italy so that people can taste the original taste of the food.

We want to expand one of the best kitchen in the world in the proper way in UK.

Our mission is to keep working hard because we know that the results could don't be snapshot and to improve always more.

Business Structure



Product or Service Description

Italy is committed every day to serving our best products.
Starting with homemade products such as bread, pasta, sweets.

Thanks to our Italian farms we can have the best raw materials to satisfy and create dishes that only in Italy you can try

On our website you can find any explanation of the origin of our products and for any doubts what are you waiting for to contact us?

SWOT Analysis

S	W	O	T
New and refreshing	High cost structure	Further develop	Rising operating costs
Traditional recipes	Limited sales area coverage	Attract new customer	Competitors with better offer
Quiet atmosphere	Strong competition	Demand for home delivery service	Declining economic condition
Close to the customer	Poor online presence	Improve customer experience	Home delivery competitors
Great customer experience	Small local population	Build our brand awareness	Slow economical growth

PESTLE Analysis

POLITICAL	ECONOMIC	SOCIAL	TECHNOLOGY	LEGAL	ENVIRONMENT
Stability of government	Economic growth	Population growth	Technology incentives	Discrimination laws	Weather
Potential change to legislation	Exchange rate	Career attitudes	Level of innovation	Antitrust laws	Climate
Global influence	Inflation rates	Safety emphasis	Automation	Employment laws	Environmental policies
Tax policy	Disposable income	Cultural Barriers	Technological awareness	Consumer protection laws	Climate change
Trade restrictions	Unemployment rate	Lifestyle attitudes		Health and safety laws	Pressures from NGOs

Marketing Analysis and Trends

- Business Challenge
- Predictive insights
- Benefits
- Potential Opportunities



Operations



- Extend the business
- Find new investors
- Obtain funding
- Invest in new technology
- Invest in new equipment
- Hire the right staff
- Advertise your restaurant

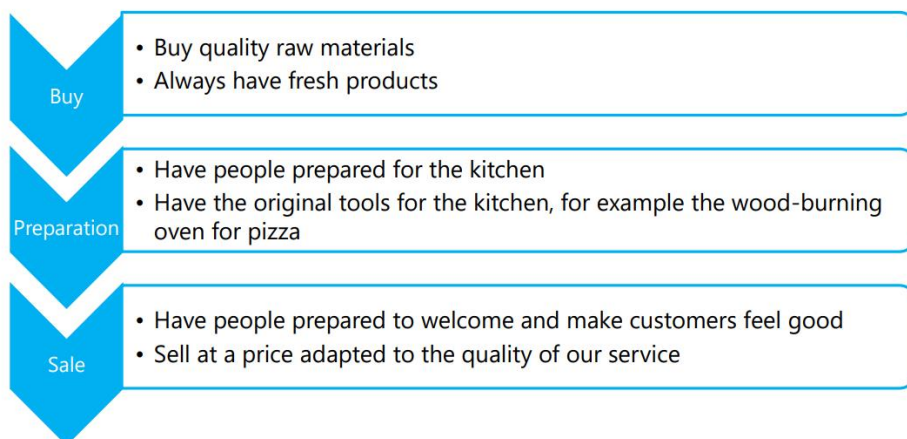
Technology Plan



L'Italy will be a modern restaurant in order to facilitate our customers in the choice of their dishes. For this reason we decided to give a tablet instead of the usual paper menu where there is a video of each dish available.

In addition there will be the possibility to see the preparation of the dish live directly from the tablet.

Management and Organization



Social Responsibility and Sustainability

Social responsibility are the business who act in a manner that benefices the society.

l'Italy uses the tribe bottom line method which involves people, planet and profits.

those 3 elements involved are the 3 main ones to run properly a restaurant and a business in general.



Development, Milestone, and Exit plan

Development:

- The strategy of market development will be the use of social media by inviting influencers to review our dishes to expand our popularity.
- An other Idea that we have, is to make a special deal for each week day.

milestone	date
Launch website	05/03/2021
First Dollar revenue	12/03/2021
Launch social media	01/04/2021
Starts giveaways	07/04/2021

Exit plan:

All those investments on the social will be returned back thanks to the visibility that we can have that can attract more and more customers to whom we will ask to leave us an online feedback that will make us grow significantly

Financial Data

Revenue Stream for first 3 years

Type	Strategy	Quote	Company	Reason
Video (Infomercial, 2-3 minutes, voiceover)	Video Marketing	£2,550	Pulse Studio	Build Brand Awareness
Social Media Campaign	Social Media	£1,500	Facebook Twitter Instagram Youtube	Build Brand Awareness, Promo Content
Google Ads	PPC	£500	Google	Reach Searchers, Diverts traffic to Website
Facebook	PPC	£500	Facebook	
Google Search Results	SEO	£500	Google	Search engine optimisation, Diverts traffic to website
Metro Newspaper	Traditional	£2,000	Metro	Build Brand Awareness, Increase Conversions
Total		£7,550		

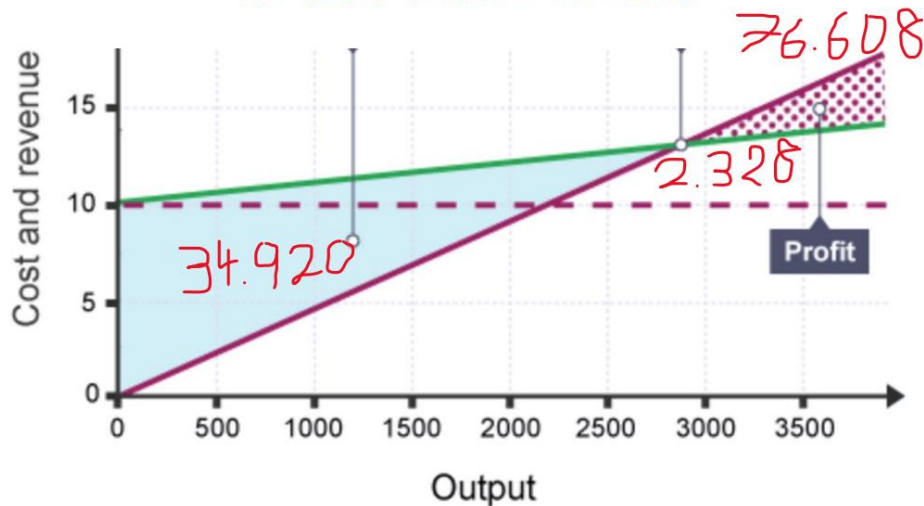
Profit and Loss Account

Income Statement				
	Current Year	Year 2	year 3	Year 4
Revenues from sales commission	1.6	3	4	4.5
Revenue from package promotion	3	4	5	5.5
App advertisements	4	6	5	5
Total Net Revenue	8.6	13	14	15
Initial Costs	1.5	1.5	1.6	1.6
Gross Profit	7.1	11.5	12.4	13.4
Expenses:				
Monitoring	0.3	0.4	0.5	0.6
Discounts	0.37	0.39	0.4	0.45
Pickup Delivery Cost	2	2	2	2
Supplies	0.31	0.33	0.35	0.37
Advertisement	0.28	0.29	0.3	0.32
Total Expenses	3.26	3.41	3.55	3.74
EBT (Earning before taxes)	3.84	8.09	8.85	9.66
Net Earnings	3.84	8.09	8.85	9.66

Cash Flow Statement

		Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22
Starting Balance		£45,000	£121,080	£197,160	£273,240	£349,320	£425,400
Inflows	Food&Bar	£100,000	£100,000	£100,000	£100,000	£100,000	£100,000
	Tips	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000
	Events	£10,000	£10,000	£10,000	£10,000	£10,000	£10,000
Total Inflows		£111,000	£111,000	£111,000	£111,000	£111,000	£111,000
OutFlows	Rent	£9,000	£9,000	£9,000	£9,000	£9,000	£9,000
	Employers	£19,000	£19,000	£19,000	£19,000	£19,000	£19,000
	Suppliers	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000
	Bills	£1,800	£1,800	£1,800	£1,800	£1,800	£1,800
	Insurance	£120	£120	£120	£120	£120	£120
	Events	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000
	Marketing	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000
Total Outflows		£34,920	£34,920	£34,920	£34,920	£34,920	£34,920
Net Cash flow		£76,080	£76,080	£76,080	£76,080	£76,080	£76,080
Closing Balance		£121,080	£197,160	£273,240	£349,320	£425,400	£501,480

Break Even Chart



Balance Sheet

ModernX				
Balance Sheet				
As of December 31, 2022				
Assets	Amount		Liabilities	Amount
Current Assets			Current Liabilities	
Cash	19000		Payables	6700
Petty Cash	450		App developers payable	2400
Investment	2000		Taxes payable	0
Supplies	2300		Long-term Liabilities	
Investment			Bank Loan	0
App	1500		Owner's Equity	
Website	200		Capital	15000
Intangible			Net Revenue	3300
Goodwill	1450			
Other Assets	500			
Total	27400		Total	27400

Conclusion

L'itali is a restaurant that :

- Give the best service and food experience
- Does not forget about the traditions
- Improve the workplace for its employees
- Implement strategies to reach goals
- Become a restaurant chain

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