

Business Plan for Lebanese Restaurant

BMSW4006_MAE_A1_JUNE19 (Group 3) - Part 1

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Presentation Date: 26/08/2019

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Executive Summary

In recent perspective, it has been observed that UK based consumers are always willing to buy food related products and they are also concerned with different food items of different cultural aspects. The Lebanese Restaurant will provide adequate Lebanese culture at their structure so that the consumers can get a better idea regarding Lebanese Restaurant. Since in recent context it has been observed that UK based consumers are willing to buy Lebanese food products for the taste as flavour, it can be described that the organisation will get adequate success at their current business plan.

The restaurant will provide main courses, side dishes, snacks as well as drinks for their consumer base. All of the items these items will include Lebanese flavour and texture inside of it. As an instance, the restaurant will provide Knefe, Mouajanet, Sweet Manakish as a part of their breakfast item. All of these are such Lebanese break items that can be adequately enjoyed by UK based consumers (McKenzie, 2015). Moreover, they will charge premium pricing strategy for their products as well as service since their target consumer base does not belong from middle or low income group people.

In addition to that, the restaurant will also provide Lebanese food related items at their main course. Moreover, most of their snacks will have Lebanese flavour into it. They will provide the most famous as well as complex Lebanese snacks, main course food item and side dishes so that they can enrich the actual flavour as well as taste of Lebanese food items. In addition to that, the organisation will also provide both alcoholic as well as non-alcoholic beverages towards their consumer base. The non-alcoholic beverage includes different Lebanese drinks as well as soups at certain extension. Moreover, they will also incorporate Lebanese alcoholic beverages in order to provide UK based consumers the taste as well as flavour of Lebanese alcohol.

The organisation will be opened at a 4000 square feet place and it will be located at a busy street so that it can attract a basic consumer base. In addition to that, they are going to incorporate the basic cultural aspects of Lebanon at the organisational architecture. The overall surroundings of the organisation, the sitting arrangement and all other things will represent a basic cultural aspect of Lebanon. In addition to that, they will also design a modular kitchen from where their cooks

will make the Lebanese foods. In addition to that, the organisation is also going to separate their sitting arrangements in different parts so that their consumers can enjoy privacy as well as relaxation while taking their food.

Moreover, the business will follow sole proprietorship as their legal structure and they will have two different types of investors, which are primary investors and secondary investors. Their primary investors will pay them quarterly and secondary investors will invest in six month gap. In addition to that, 42% of their share has been allocated for their investors and the other percentage will go towards the wellbeing of their organisation (Biech, 2019). It has been estimated that their primary investors will invest more than \$50,000 towards the restaurant and the secondary investors will invest close to \$20,000.

The overall management structure will be semi structured and the employees will have the opportunity of take active part at the decision making process. The organisation will select experienced employees for the managerial post. At least 3-5 year experience is needed for working at the management department of the restaurant.

Mission Statement

The restaurant aims to give exclusive Lebanese foods, which were never tasted by people in London at a homely atmosphere where families can have a great time.

Purpose of Business Plan

This business plan is documented for laying a ground plan for the business of Lebanese restaurant. The plan intends to cover main objectives of business and methods it will use to obtain financial support. This will act as guidance for achieving business goals.

Business Goal

The Lebanese restaurant belonging from London UK has following business goals:

To increase customer satisfaction- The restaurant has the business goal of increasing customer satisfaction as it will increase their overall brand equity and brand extension. Satisfying the

mental as well as food related need of consumers is the most basic business goal from the perspective of the Lebanese restaurant.

To maximise profit- The restaurant will have the business goal of increasing their profit generation by at least 20% by the next two years.

To satisfy employee base- Lastly, the restaurant will also have the business objective of satisfying the basic need of their employee base so that they can make loyal workforce. It will genuinely decrease their employee turnover rate while increasing employee retention rate.

Description of Business

The organisation Lebanese Restaurant will be such a restaurant that will be located at 22 Edgware Rd and the reason behind choosing such place is because it is a busy street and the restaurant can automatically attract more consumers at certain extension. The organisation will provide main course, snacks, beverages and side dishes as part of their services. In addition to that, the consumers will be able to order food from a variety of different items. However, the restaurant is going to put more focus towards Lebanese food as they are currently willing to introduce UK based consumers with Lebanese Food items.

The restaurant will provide Knefe, Sweet Manakish, Mouajanet as a part of their Lebanese breakfast item. In addition to that, all of their foods items will include Lebanese culture inside of it. The organisation will also provide alcoholic as well as non-alcoholic beverages towards their targeted consumer base (Burns and Dewhurst, 2016). They will try to incorporate Lebanese flavour as well as context at their drinks services so that the UK based consumers can gain a clear perception regarding the diversified flavour of Lebanon. The restaurant will surely offer juice, soda, different flavours of cold drinks towards their consumer base. Moreover, it will also expect that the restaurant will provide Lebanese flavour at their snack related items.

They will also provide different forms of soups, both vegetarian as well as non vegetarian as a part of their side dish. Moreover, the side dishes also includes different forms of fries as well as Lebanese cuisines in order to attract such UK based consumers that are willing to get incorporated with Lebanese culture at certain extension (Wynne, 2016).

Moreover, it has been anticipated that the organisation will be opened by accruing a 4000 square feet place. Most of that place will be utilised for satisfying as well as serving the entire consumer base. The management of the restaurant are willing to design a comfortable place for their consumers where their consumers can relax while taking food. In addition to that, they are going to incorporate basic Lebanese culture at their restaurant so that the consumers can get some feel about Lebanese culture at certain extension. Furthermore, the restaurant will be having separate sections where their consumers can enjoy as well as relax with their friends and families without getting worried (Jansen, 2017). However, they will charge extra for having separate sitting arrangements. Moreover, the organisation will aim at incorporating premium pricing strategy so that they can maintain the basic integrity and quality of their food items.

In addition to all of these, the organisation has provide majority of their focus towards increasing the basic satisfaction level of their consumer base as satisfying the basic need of consumers will provide them the opportunity of generating more revenue, which is their primary objective. Lastly, the management of the restaurant is also planning towards playing soft music at their restaurant in order to create more comfortable workplace for their entire consumer base (Chambers and Humble, 2017).

Opportunity and Strengths

Exquisite deliciousness of Lebanese food brings in several **opportunities** for the restaurant in London. Over the years, there has been a radical change in taste buds of people of London, as they are accepting foods of Lebanon (Abdallah *et al.*, 2019). Therefore, the chance is ripe for opening a restaurant and harvesting this opportunity is possible. There are many Lebanese restaurants, which has tasted success recently and the mixing of different culture in London is making it possible. Therefore, bringing more Lebanese food on palette of London's people is a practical idea and that is a major cause behind this **opportunity**. The location chosen for opening this restaurant is ideal, as this is at Westminster. This place is quite rich and economically higher-class people lives here. Therefore, opportunities for getting higher sales are present. The city is quite busy and people have tendency to spend quality time with closed ones at weekends. It brings further **opportunities** for this Lebanese restaurant.

Lebanese foods use method of Levantine style for cooking and this makes their food have an exotic taste. Therefore, its unique taste and appeal attracts many food lovers. Food contains whole grains, starches, exquisite fishes, fruits and vegetables. Baba Ghanouj will be the main attraction of this restaurant, which is the most authentic Lebanese dish. Foods from every region of Lebanon will add up to the **strength** of this business. Items like Hareeseh, Maakroun bi Thineh, Makhoulta, Riz bi-Djaj and many other items will be a reason for customers to savour it. Special Lebanese beverages such as Arak, Jallab, Lebanese wine are some point of major attractions and **strengths**. If any food item is not becoming popular in a particular season, then other replacements will be there to compliment it (Flowers and Swan, 2016). Expert cooks, who are old residents of Lebanon, and grew up with this food culture, will be taking charge of this restaurant. Therefore, this will be another factor of **strength** of this business. In addition, a posh are like Edgware Road, which is in Westminster and this is a good environment for business. A large area of 4000 feet will be used and this spacious restaurant will attract more customers.

Critical Risk and Problems

Food business can face **threat** from economy and due to recent incident of Brexit in UK; there can be a worsening economical condition in future. Without proper income, people will not be able to afford foods from this restaurant. Another **problem** can come from increase in cost for importing food ingredients from foreign countries due to higher taxes. Racism can be another **problem** and employees at this restaurant who are natives of Lebanon can face this. They may not want to work further in a place like this, which is a **risk** factor for this business. However, there is a slight chance for this incident but a Lebanese restaurant has unique set of **problems**. People may not find Lebanese food attractive anymore over year due to their changing taste in food. Lebanese foods use high amount of spices and cheese for making their foods. There have been major obesity issues in UK, let alone London. Therefore, health conscious people may not want to consume this food (Siddique, 2017). This will cause major loss of money to people, which can be a serious financial **risk** for restaurant. Competition with other Lebanese food joints can become tough and managing competitors can be risky.

Marketing

Goal

The restaurant will generate revenue of 65000 pounds per month for next 16 months after it is opened.

Objectives

- To increase sales up to 16 percent at the end of 2021
- To increment customer satisfaction up to 20 percent by end of 2021
- To reduce waste of this restaurant by 25 percent by 2023
- To open three new outlets in posh areas by 2024
- To become a renowned Lebanese restaurant in UK by 2028

Target Customer

Main target customers will be people of Westminster and greater London area. This will cater to people who live near Edgware Street or visit the place for any reason (statista.com, 2019). About 18233 people are living in Edgware. There are many other people, who visit this place for business. These people are part of target customers for this business. These customers are from every gender and it will target mainly people aging from 20 to 50 years old. These people belong to medium and high-income group and their salaries ranges from 25000 to 70000 pounds approximately. People, who are food lovers and love to try exquisite dishes, are major target customers.

Student 2: Dionisie Sauciuc STUDENT ID 1816175

Estimated Market Share and Sales

Depending upon the Lebanese Restaurant's customer profile, the numbers have been complied below. The report that the Phoenix Real Estate prepared has been utilised for the compilation based upon information obtained from the Facts Report. The report had been created utilising the Lebanese Restaurant as the point of focus while delineating numbers by a radius of five, three and one mile. The National Statistics indicate that majority of the people do not go beyond three miles for entertainment or eating purposes and shows that 172606 people reside within the three miles radius. The target customers' breakdown has been shown below -

Age Percent	% of Population
21 to 24	7.75%
25 to 29	8.25%
30 to 34	9.65%
35 to 39	7.69%
40 to 49	14.45%
Total	47.79%

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21 to 24	7.75%
25 to 29	8.25%
30 to 34	9.65%
35 to 39	7.69%
40 to 49	14.45%
Total	47.79%

Income	% of Population
25000 to 34999	15.50%
35000 to 49999	19.25%
50000 to 74999	20.65%
Total	55.40%

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25000 to 34999	15.50%
35000 to 49999	19.25%

50000 to 74999	20.65%
Total	55.40%

Education	% of Population
Bachelor's degree	25.65%
Graduate	14.25%
Associate degrees	10.50%
Some college	2.65%
Total	53.05%

Education	Percentage of Population
Bachelor's degree	25.65%
Graduate	14.25%
Associate degrees	10.50%
Some college	2.65%
Total	53.05%

Occupation	% of Population
Administration executives	18.19%
Technical support employees	12.61%
Specialty services and professors	6.25%
Executives	19.75%
Total	56.80%

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Market share formula -

In this formula, the total population is taken followed by multiplying the number with the percentages as per its significance to the target customer, which is shown below -

Total market

= Total population * % of Age * % of Income * % of Education * % of Occupation

= 172606 * 47.79% * 55.40% * 53.05% * 56.80%

= 13770 persons

Market share for the restaurant

2.3% of the market = 316 customers per day = 20 customers per hour

1.9% of the market = 261 customers per day = 16 customers per hour

1.5% of the market = 206 customers per day = 13 customers per hour

Occupancy levels

Total 130 persons is the level of occupancy for the Lebanese Restaurant. The determination of the occupancy levels can be done using two differing methods shown below -

Hourly - Based on hourly estimation, the customer rate is going to be 10% of the occupancy level 13 customers per hour / 130 = 10.0% occupancy each hour

Mealtime - Primarily, there are two turnovers for each meal. Depending upon the projections, percentages would be resulting to 32% for breakfast, 22% for lunch and 25% for dinner.

Breakfast - $84 / 2 = 42 / 130 = 32\%$ occupancy level

Lunch - $56 / 2 = 28 / 130 = 22\%$ occupancy level

Dinner - $66 / 2 = 33 / 130 = 25\%$ occupancy level

However, in reality, the actual rate of occupancy will be lying at some point in between. The customers of the restaurant would not be coming in during the time of breakfast nor will the customers be spaced evenly around the restaurant throughout the day.

Promotion & Advertising

The business will use few methods for promoting about this restaurant in London. **Official website** of this restaurant will be set where information related to various food items and news

about special discounts will be given. Some **online advertising** will be used and for this **social media** sites like Instagram and Facebook will be main mediums (Kang *et al.*, 2015). These mediums will help in finding communities, who are interested in Lebanese food. Continuous engagement with these people will make them aware about this restaurant. Few college students will be hired for distributing **leaflets** about food items this Lebanese restaurant is offering. Furthermore, a scheme will be started, where customers will get additional discounts by producing that leaflet during their visit at this restaurant. The restaurant will participate in food **events**, where footfall of people is high. This will provide an opportunity for reaching wider number of customers by displaying foods.

Sales Tactics

The restaurant will have trained servers, who will ask customers if they require any further items. They will tell customers about special offerings regarding Lebanese food items in a persuasive tone to attract them (Boo, 2017). There will be professional attitude in servers but warmth will be present in them. Furthermore, small electronic display boards will be inside restaurant, where special menu of that day will be displayed. A leaflet will be given to customers in addition to menu cards. This leaflet will give information about items, which will trace it back to origin of these Lebanese preparations. This information can engage customers more as these data can be intriguing for them. If customers understand the value, which the restaurant gives to its foods, then there is a chance that they become further interested in it. The restaurant will offer a complimentary Lebanese drink to customers, who are first time visitors.

Service/Warranty

The organisation will always look after the quality of their range of products and they always put heavy attention towards the basic satisfactory rate of their consumers. They will incorporate such a consumer support system where they will easily get in touch with consumer feedback. If consumers report on the quality of their food items, they will always change the full course and will not charge anything extra (Vandervalk *et al.*, 2017).

Competition

Competitor 1

Name: Arabica Bar and Kitchen

Location: Borough Market, 3 Rochester Walk, London SE1 9AF, United Kingdom

Website: <https://www.arabicabarandkitchen.com/>

Average prices: 8 pounds per item

Strengths: There is a bar service in addition to restaurant. They offer weekend brunch, where different Middle Eastern food items are available. Their price is quite reasonable and is affordable by every class of people. They offer online table booking system, which makes booking easier for customers (arabicabarandkitchen.com, 2019).

Weaknesses: The quantity of food they offer is quite meagre for the price and their dips are miniscule. Their wines only contain Lebanese ones qualities of soft drinks are not up to the mark. Their Lavash bread is not much exceptional and Kibbeh are like normal ones available at market.

Competitor 2

Name: Maroush

Location: 21 Edgware Rd, Hyde Park Estate, London W2 2JE, UK

Website: <https://www.maroush.com/>

Average prices: Two people at 50 pounds can have lunch or dinner at Maroush.

Strengths: The restaurant was established in 1981, which makes them a veteran in Lebanese food business. The restaurant can have 150 people at one time due to its two-floor set up. They offer live music and belly dancing to entertain people. Furthermore, their food quality is very high. In additions, their price is reasonable and grilled kebabs are major attraction (maroush.com, 2019).

Weaknesses: There have been complaints that Maroush did not allowed a homosexual person inside their restaurant. Their staffs lack decorum and manager does not understand problems of families.

Competitor 3

Name: Comptoir Libanais

Location: 1-5 EXHIBITION ROAD SOUTH KENSINGTON LONDON SW7 2HE

Website: <https://www.comptoirlibanais.com/>

Average prices: Their food items in average costs about 10 pounds.

Strengths: The atmosphere is very friendly and there are hints of Lebanon in their restaurant. Different traditional Lebanese foods are available and furthermore they offer continental foods with Levantine twist (comptoirlibanais.com, 2019).

Weaknesses: Complaints regarding their foods not being fresh has been a major weakness. There were incidents of food poisoning service quality of staffs are not good.

OPERATIONS

Goals

Prices of food should be kept reasonable and high quality of service to customers should be provided.

Objective

- Maintain proper documents of shifts of every employee
- Train employees to give better customer services
- Hold English language class to make employees coming from Lebanon to be able to communicate with customers
- Create a suggestion box for customers, who will visit this restaurant.
- Introduce special items on weekends and arrange special seats for families.
- Update bulletin board to give customers information about special items offered by this restaurant.
- Implement technology in kitchens and use good utensils to make food hygienic.

Product Distribution

A host will greet customers, as they enter the restaurant and seats will be offered to them as per availability. After customers are comfortable, menu cards will be given to them for them to choose. After 10 minutes, waiters will visit table and take orders and while doing this, they will notify customers about special items if there is any. Then another waiter will bring complimentary drinks to customers, while the order is being processed and food is being made. If any customers want alcoholic beverages, then the waiter will take the order and will place it to the bar. The bartender will ask the waiter if the customer wants the drink in some special manner or not. Meanwhile, the food order list will be delivered to cooks and as per order number; the cook will start preparing the food. After the drink is made, the bartender will notify the waiter through their communication medium and that person will bring that drink to a customer (Mars and Nicod, 2019). The waiter will ask customer if they need any further additional items. If there is a modification, the waiter will notify it to the cook by reaching to the kitchen.

After this, the server will go to the kitchen ask about the progress of food. In kitchen, there will be head cooks and juniors working under that person. Junior cooks will take orders and start taking preparation for making the food item. The head cook will give them orders the way it should be made. Every step they take will be according to the instruction of the head cook. The person in charge of this kitchen will add special spices such as cloves, coriander, curry leaves as per the order. If the item is very difficult to prepare the head cook himself will take away control from others. Meanwhile, if the customer finishes the drink, the waiter will approach the customer and ask if that person needs another drink. If the customer does not want another drink, the waiter will continue with other work. After the food is prepared, the head cook will notify the waiter to take it away. The waiter will come up with some palettes on which the food will be served. After that, the waiter will take away food and serve it to customers. Spoons, forks will be given to customers while delivering food to them.

The online food delivery system will be bit different and the order made by customers will be received by the restaurant through online food applications. After the order is received, cooks start to prepare the food according to order numbers. After it is prepared, delivery staffs are notified (Reddy *et al.*, 2016). If the order is made by applications, then the food is dispatched through delivery persons of those food delivery organisations with bills. If the order is directly

made to the restaurant and then foods are loaded to delivery trucks. Every plates or utensils used to serve foods to customers are thoroughly sterilised by hot steam to disinfect those. Inventory staffs stores food items like fresh meat, vegetables and other items and supplies it to kitchen as per requirement. While foods are being prepared, cleaners will mop spills to keep the kitchen clean to make it suitable for work. In case, customers spill food, attendants will be there to wipe it off near their tables (Collette *et al.*, 2016).

Food servers will be given fresh clothes and will be instructed to keep it clean. A clean appearance is mandatory for every person, who is working in this restaurant (Yan *et al.*, 2015). Uniforms will be different for each department. Servers will wear white shirt with black bow tie, black pants and moccasins. The logo of this restaurant will be imprinted on their uniform to make them identifiable for people. Furthermore, there will be restrictions on any kind of lewd jokes and servers will behave politely with customers. If customers have any complaint regarding service or food, then they can approach the manager. There is a complaint box, where they can register their complaints regarding any issue.

Cash Register

Limetray all in one software system will be used as a cash register. Furthermore, it will work as an online system for food ordering, restaurant POS and table reservation. In addition, Casio SE-C3500 will be used as the main cash register (support.casio.com, 2019). This can be connected to barcode scanners, debit cards and more. This is a modern cash register used by many restaurants. Functions of this cash register are used for-

- Balance reports of cashier
- Reports for maintaining employee tips
- Generate receipts of bills
- Collects cash in the register drawer
- Allows online transactions through debit or credit cards

Pricing

Since the management of the organisation has decided to open their restaurant business at Edgware RD, which is famous as the living place of many high income group families, it is quite

decisive that they will certainly not consider competitive sustainable pricing strategy. They will surely consider premium pricing strategy so that they can effectively maintain the basic integrity of their organisation. In addition to that, they are determined towards providing their consumers premium quality Lebanese food and they are also opted to become a brand in future context. Implementing premium pricing strategy is helpful for them towards maintaining the basic quality of their foods (Vandervalk *et al.*, 2017). They are also trying to reflect proper Lebanese culture at their foods, drinks and restaurant architecture, which is also the key reason why they had chose premium pricing strategy in comparison with competitive or sustainable pricing strategy. Moreover, most of the restaurant that is located within the range of this Lebanese restaurant uses premium pricing strategy. Therefore, it provide the restaurant the clear chance of implementing premium pricing strategy.

Inventory Accounting System

Accounting system is needed to be closely associated with the inventory system of the restaurant since without managing their inventory in proper manner, it will be adequately impossible for them to get their desired success.

Their inventory accounting system always calculate the overall cost for goods after providing inventory forms and after making shelf order inventory. Just after that, they compare the receiving logs with actual usage as well as average usage of different food items in order to make proper accounting structure for their inventory. They always track their vendors for managing their inventory, which ultimately assist them towards managing their inventory in accordance with raw materials for cooking. Moreover, their inventory accounting system will provide code names towards their raw material suppliers as well as vendors so that they can always look up by the code names. It will decrease the overall complexity of managing inventory at certain extension. Moreover, they are willing to make an automated distribution system from the perspective of extensive invoice amount as well as general ledger of different account numbers. Moreover, their inventory accounting system will also look after the pricing strategy of their previously sold food related products, control report of inventory levels and other fluctuation points.

Recipe Costing and Sizing

The overall cost of their products as well as services has been expected to fluctuate greatly due to their extensive premium pricing strategy. They will cost instantly and high level for their Lebanese food and beverages. Moreover, their overall costing will also depends into the modelling as well as sizing capabilities.

Menu Analysis

Menu analysis consists of a clear analysis of complete sales from the given menu of the restaurant (Watson *et al.*, 2016). The Lebanese restaurant will always analyse the sales figure of their different products in order to make existing strategy for improving their sales figure at certain extension. In addition to that, the organisation will also opt to make sales mix in order to get their sales related data.

Ideal Use/Perpetual Inventory

The ideal use or the perpetual inventory is going to be computed with the tightest possible method. This method is one of the major inventory control techniques wherein the actual inventory use is contrasted against the ideal use by items followed by computation of the variance. It involves the capacity of running perpetual inventories while tracking variances in production of batch recipe.

Bid and Purchase Order

The system of built-in bid pricing provides allowance for the entrance of vendor bids while having the availability of automatically selecting best prices. It also comprises of the feature of shopping list, automatic creation of PO, historical price reports and others.

POS Interface

As of their POS interface, they will import their data regarding sales mix from their cash registers, which will ultimately assist the management department of the organisation to increase the overall volume of their sales, their service structure. Effective POS interface will also assist

the management department of the organisation towards making effective decision based into their sales figure.

Suppliers

The organisation will heavily depend into different food, alcoholic as well as non alcoholic beverage suppliers of UK for successfully running their business. List of their supplier base has been described below:

Organisation Kenegrade Ltd	Relationship Status Contract under negotiation
Service provided They are the supplier of food and flavour related ingredients in respect of the Lebanese restaurant. In addition to that, they also supply food related products.	Key terms of the relationship The supplier will get exclusive rights as well as compensation from the Lebanese Restaurant as of their provided service. In return, the restaurant will gain the opportunity of accessing the entire product list of Kenegrade Ltd.

Table 1: Supplier 1

(Source: Created by the learner)

Organisation Kgn London Ltd	Relationship Status No contract/commitment
Service provided This organisation is responsible for being the supplier of different kinds of juices, milk shake, bakery products, frozen goods and spices.	Key terms of the relationship There will not be any direct agreement or contract with this supplier. The restaurant will buy food directly from their store house.

Table 2: Supplier 2

(Source: Created by the learner)

Organisation	Relationship Status
---------------------	----------------------------

Nectar imports Ltd	Contract-based negotiation
Service provided This organisation will supply alcoholic beverages towards the Lebanese restaurant. However, the restaurant will buy Lebanese alcoholic beverages at majority of time in order to maintain the Lebanese culture at their drinks.	Key terms of the relationship Since it will be a contract-based negotiation, the organisation will supply alcoholic beverages until the end of 2021.

Table 3: Supplier 3

(Source: Created by the learner)

Organisation Jennor UK Limited	Relationship Status Project base arrangement
Service provided The overall interior design of the Lebanese restaurant will be done by the organisation. The sitting arrangements, loading of kitchen equipments and setting up a Lebanese ambience will also be done by the organisation. Jennor UK is quite famous for their provided service and they have quite goodwill at the present market.	Key terms of the relationship The restaurant will make project based agreements with the organisation. However, their relationship will not over just after finishing the external architecture as Jennor will be given the responsibility of maintaining both external as well internal architecture of the restaurant at a daily basis.

Table 4: Supplier 4

(Source: Created by the learner)

Student 3: Wisdom Olympio STUDENT ID 1816877

Management

Goal

To have some effective and talented persons at the management department who have effective decision making ability and adequate knowledge in Lebanese restaurant.

Objective

- To make an effective as well as efficient management team that is capable of solving any kinds of problem.
- To conduct weekly managerial meetings in order to maintaining the basic integrity of the restaurant.
- To review the online and offline feedbacks of consumers at a regular basis.
- To maintain as well as engage a competitive as well as creative workplace.
- To review the performance of each workers daily basis.

Organisation

The Lebanese restaurant will surely be operated by Sole Proprietorship as of their legal structure. There will be some private investors for the organisation despite the fact that most of these investors will be executive investors (Burns and Dewhurst, 2016). Their investors will expect to make return from their primary investment after six months of their investment. Their investment will be paid of three times in a financial year including the overall interest. The entire management department will be responsible on behalf of the owner, who will also become the CEO of the organisation. There will be a post for general manager and other shift supervisors at certain extension (Chambers and Humble, 2017).

Proprietor

As of the owner of this exact Lebanese Restaurant, Isabella Foster will be able to maintain the key integrity of her organisation by providing some form of varied background. She was associated with the job role of assistant general manager for five years, which clearly indicates that she has greater experience in terms of hospitality industry.

In addition to all of these, it has also been experienced that she had been working for three different restaurants at her entire career. In addition to that, she also worked for a number of different non-profit agencies where she was responsible for managing their trust fund and other yearly budgets at certain extension. At previous time, she was also associated with some other government organised programs where she was responsible for managing the financial department of such programs.

Moreover, she had also provided adequate attention towards the charity as well as other related works in order to become a good as well as helpful citizen. Moreover, it has also been observed that she has adequate interest at Lebanese culture from the start of her career as she participated at different governmental as well as private events that have some sort of connection with Lebanese culture. She had been the vice president of an international charity organisation that is responsible for managing different internal as well as external affairs at Lebanese culture.

General Manager

Qualification

The post of general manager will be empty at the time of opening the restaurant and it can be declared that the post of general manager will require high qualification (Ward, 2016). First of all, potential candidates need to have a MBA degree in hospitality industry and it has been highly expected that the potential candidates needed to have at least 5-7 years of experience at the hospitality industry. From that working experience, they needed to have minimum 2 year experience at the managerial position of any hospitality organisation.

Interested candidates have been asked to submit their CV alongside with verified references through online website and candidate will be selected by the owner of the organisation.

Job description

The general need to report directly towards the owner of the Lebanese restaurant and he will be responsible for managing the entire working culture as well as architecture of the restaurant at certain extension. In addition to that, the general manager will also be responsible for measuring the performance of other employees and shift supervisors of the restaurant business (Wynne, 2016). Moreover, the price as well as sales figure of different food product will also be

maintained by the general manager. Additionally, the general manager will also be responsible for measuring consumer satisfaction rate.

Shift Supervisor

Qualification

Interested candidates needed to have effective communication as well as leadership traits in order to be shift supervisor. In addition to that, diploma in business, administration or hospitality related degree will be preferable. Moreover, the willing candidates must be aged 23.

Job description

The shift supervisors will directly report towards the general manager of the organisation and they need to submit daily report. They will responsible for managing the internal reward system of the organisation by managing the performance of their subordinates, In addition to that, they will also be responsible for allocating resources effectively among the employees (Lynch, 2018).

Head Chef

Qualification

The head cook needed to have at least a bachelor degree in any form of culinary art. Degree of hospitality industry will also work in the context. Moreover, the head cook needed to have at least three year cooking experience in any prestigious restaurant at certain extension. The head cook must have extensive knowledge in Lebanese food related items (Correll *et al.*, 2016).

Job description

The head cook is responsible for overseeing the entire cooking related process of the restaurant. Quality of served food will also be looked by the head chef.

Associated cook

Qualification

Potential candidates needed to have at least 1 year experience at Lebanese culinary culture and they needed to have bachelor degree in any hospitality management course. The interview will be processed by the head cook.

Job description

The candidates will directly report towards the head cooks and they are solely responsible for making the actual food for the consumers. In addition to that, they are responsible for managing the quality of foods.

Server

Qualification

Potential candidates needed to have GED or equivalent degree and they must have one year working experience at any restaurant. The interview will be taken by the shift supervisor.

Job description

They will be responsible for taking orders from consumers and solving their primary issues (Ghezzi *et al.*, 2015).

Bus person

Qualification

The bus persons needed to attain any training program regarding hospitality industry and they needed to have adequate knowledge in basic Hygiene. Interested candidates must be aged 18 or above.

Job description

They will be responsible for the table as well as floor cleaning purpose.

Financial

Goal

To increase their sales by 10% within the first six month of their business

Objectives

There financial related objectives have been described below:

- To make training programs with their employees so that they can minimise any form of wastage
- To decrease their operational cost after the first opening
- To use business related software for managing the accounting software
- To hire effective employees who will be good for managing the finance department of the organisation
- To make revenue in first financial quarter.

Financing Plan and Exit Strategy

Before commencing with any business or while preparation of any business plans, it is necessary to develop an exit strategy as well. An exit strategy refers to the strategic plan using which an entrepreneur or any business owner plans on selling off their ownership in an organisation to other companies, investors and closing the business (Hawkey, 2017). The following part discusses regarding four differing exit strategies -

Liquidation - This exit strategy involves closing up of an organisation while selling off its assets to each of the claimants (DeTienne *et al.*, 2015). The benefit of the strategy is that it is quite simple and beneficial for businesses to wind up their activities in quickly. However, the demerit of the strategy involves that the owners are able to earn the lowest returns from their investments and the value accomplished for second-hand assets is considerably low.

Selling off the business to managers or employees - In various instances, managers and employees of an organisation show their interest in purchasing a business in which they work that is going to be winding up and this acts as a significant exit strategy (Coad and Kato, 2018). Its benefit is that both employees and managers are loyal and they have commitment towards making the business work. However, its limitation is that existing clients are often not ready to accept to work with the new owners and management.

Acquisition - This exit strategy involves the purchase of the business that is winding up by another business or organisation in exchange of a certain amount of money (Pisoni and Onetti, 2018). Its benefit is that if a business has strategic worth to an acquirer, they might be paying far higher price for the business than anybody else. However, acquisitions can be difficult when cultures and systems of the acquirer clash with the exiting business.

IPO - With the means of an IPO, a company sells its portion within the public market wherein the management and the owners remain in place for a number of years, the investors or managers might be able to sell some portion of their shares, and the business continues its operations similar to the past years (Zhu *et al.*, 2016). Its benefit is that the stock would be worth in dollars and hundreds while its disadvantage is that huge time is spent in selling the company.

For the Lebanese Restaurant, acquisition is going to be most suitable exit strategy, which can be used. This is because through the means of a strategic acquisition, the liquidity of the business will enhance due to the selling off majority of its stock and a large sum of money can be drawn from the acquirer through negotiation of prices.

Advertising Schedule

	1st month	2nd month	3rd month	4th month	5th month	6th month	Total
Newspapers and other print media	£ 123.50	£ 123.50	£ 123.50	£ 123.50	£ 123.50	£ 123.50	£ 741.00
Yellow pages	£ 93.25	£ 93.25	£ 93.25	£ 93.25	£ 93.25	£ 93.25	£ 559.50
Others (newsletters, fliers, church bulletins)	£ 475.70	£ 475.70	£ 475.70	£ 475.70	£ 475.70	£ 475.70	£ 2,854.20
Total for six months							£ 4,154.70

	1st month	2nd month	3rd month	4th month	5th month	6th month	Total
Newspapers and other print media	£ 123.50	£ 123.50	£ 123.50	£ 123.50	£ 123.50	£ 123.50	£ 741.00
Yellow pages	£ 93.25	£ 93.25	£ 93.25	£ 93.25	£ 93.25	£ 93.25	£ 559.50
Others (newsletters, fliers, church bulletins)	£ 475.70	£ 475.70	£ 475.70	£ 475.70	£ 475.70	£ 475.70	£ 2,854.20
Total for six months							£ 4,154.70

Cost Analysis

Start-up expenses	
Initial cash contributions from owner	£ 12,000.00
Loan for equipment	£ 23,900.00
Loan for remodeling	£ 23,200.00
Loan for operations	£ 29,550.00
Investors' contributions	£ 20,000.00
Total amount of cash available	£ 108,650.00

Total Costs of Capital Requirement	
Starting inventories	£ 7,500.00
Lease for building	£ 9,525.00
Equipment cost	£ 25,650.00
Fees for legal purposes	£ 750.00
Fees charged for accounting	£ 1,200.00
Permits and licenses	£ 13,525.00
Remodeling works	£ 19,675.00
Deposits for public utilities and others	£ 800.00
Advertisements on newspapers and other mediums	£ 1,200.00
Sales promotion (prizes, coupons, and others)	£ 1,500.00
Total Start-up Expenditure	£ 81,325.00
Starting cash balance	£ 27,325.00

Start-up expenses	(£)
Initial cash contributions from owner	12000
Loan for equipment	23900
Loan for remodeling	23200
Loan for operations	29550
Investors' contributions	20000
Total amount of cash available	108650
Total Costs of Capital Requirement	
Starting inventories	7500
Lease for building	9525
Equipment cost	25650
Fees for legal purposes	750
Fees charged for accounting	1200
Permits and licenses	13525
Remodeling works	19675
Deposits for public utilities and others	800
Advertisements on newspapers and other mediums	1200
Sales promotion (prizes, coupons, and others)	1500
Total Start-up Expenditure	81325
Starting cash balance	27325

Capital Equipment

Equipments	Amount
Small kitchen	£ 9,625.00
Large kitchen	£ 2,575.00
Chairs	£ 1,500.00
Tables	£ 1,200.00
Chairs and couches	£ 3,000.00
Lamps	£ 1,600.00
End tables	£ 500.00
Curtains	£ 200.00
Braided rugs	£ 300.00
Sound system	£ 2,150.00
Space planner	£ 1,800.00
POS System for PC	£ 2,200.00
Software	£ 200.00
Dishes	£ 850.00
Signage	£ 2,500.00
Uniforms for employees	£ 500.00
Air condition	£ 2,000.00
Lights	£ 1,600.00
Total Capital Equipment Expenditure	£ 34,300.00

Equipments	Amount (£)
Small kitchen	9625
Large kitchen	2575
Chairs	1500
Tables	1200
Chairs and couches	3000
Lamps	1600
End tables	500
Curtains	200
Braided rugs	300
Sound system	2150
Space planner	1800
POS System for PC	2200
Software	200
Dishes	850
Signage	2500
Uniforms for employees	500
Air condition	2000

Lights	1600
Total Capital Equipment Expenditure	34300

Mortgage Schedule

Mortgage schedule

Principal amount	£ 72,500.00
Interest amount	10.75%
Total number of periods	120
Annual payments	£ 16,058.75
Monthly payments	£ 1,338.23

Mortgage schedule	
Principal amount	£ 72,500.00
Interest amount	10.75%
Total number of periods	120
Annual payments	£ 16,058.75
Monthly payments	£ 1,338.23

Months	Monthly Payments	Interest	Principal	Rem. Principal
				72500
1	1338.229	837.828125	500.400875	71161.771
2	1338.229	837.828125	500.400875	69823.542
3	1338.229	837.828125	500.400875	68485.313
4	1338.229	837.828125	500.400875	67147.084
5	1338.229	837.828125	500.400875	65808.855
6	1338.229	837.828125	500.400875	64470.626
7	1338.229	837.828125	500.400875	63132.397
8	1338.229	837.828125	500.400875	61794.168
9	1338.229	837.828125	500.400875	60455.939
10	1338.229	837.828125	500.400875	59117.71
11	1338.229	837.828125	500.400875	57779.481
12	1338.229	837.828125	500.400875	56441.252
Total		10053.9375	6004.8105	

Months	Monthly Payments (£)	Interest (£)	Principal (£)	Rem. Principal (£)
				72500

1	1338.229	837.828125	500.400875	71161.771
2	1338.229	837.828125	500.400875	69823.542
3	1338.229	837.828125	500.400875	68485.313
4	1338.229	837.828125	500.400875	67147.084
5	1338.229	837.828125	500.400875	65808.855
6	1338.229	837.828125	500.400875	64470.626
7	1338.229	837.828125	500.400875	63132.397
8	1338.229	837.828125	500.400875	61794.168
9	1338.229	837.828125	500.400875	60455.939
10	1338.229	837.828125	500.400875	59117.71
11	1338.229	837.828125	500.400875	57779.481
12	1338.229	837.828125	500.400875	56441.252
Total		10053.9375	6004.8105	

Project Statement of Income for the year ended December 31, 2019

	Jan	Feb	Mar	Apr	May	Jun
Sales	£ 55,325.00	£ 56,875.00	£ 58,425.00	£ 60,975.00	£ 64,525.00	£ 69,075.00
(-) Cost of sales	£ 12,250.00	£ 13,100.00	£ 13,950.00	£ 14,800.00	£ 15,650.00	£ 16,500.00
Gross profit	£ 43,075.00	£ 43,775.00	£ 44,475.00	£ 46,175.00	£ 48,875.00	£ 52,575.00
Operating expenses						
Salary of owners	£ 3,250.00	£ 3,250.00	£ 3,250.00	£ 3,250.00	£ 3,250.00	£ 3,250.00
Staff wages	£ 12,070.00	£ 12,070.00	£ 12,070.00	£ 12,070.00	£ 12,070.00	£ 12,070.00
ERE	£ 5,320.00	£ 5,320.00	£ 5,320.00	£ 5,320.00	£ 5,320.00	£ 5,320.00
Advertisements	£ 815.00	£ 832.00	£ 832.00	£ 832.00	£ 832.00	£ 832.00
Accounting and legal expenses	£ 150.00	£ 167.00	£ 184.00	£ 201.00	£ 218.00	£ 235.00
Supplies	£ 250.00	£ 275.00	£ 300.00	£ 325.00	£ 350.00	£ 375.00
Dshwasher lease	£ 153.00	£ 153.00	£ 153.00	£ 153.00	£ 153.00	£ 153.00
Live Entertainment	£ 2,500.00	£ 2,500.00	£ 2,500.00	£ 2,500.00	£ 2,500.00	£ 2,500.00
Lease and rent	£ -	£ -	£ -	£ 3,367.00	£ 3,367.00	£ 3,367.00
Maintenance and repairs	£ 400.00	£ 400.00	£ 400.00	£ 400.00	£ 400.00	£ 400.00
Insurance	£ 2,660.00	£ 2,679.00	£ 2,698.00	£ 2,717.00	£ 2,736.00	£ 2,755.00
Utilities	£ 2,261.00	£ 2,284.00	£ 2,307.00	£ 2,330.00	£ 2,353.00	£ 2,376.00
Licenses and taxes	£ 121.00	£ 421.00	£ 721.00	£ 1,021.00	£ 1,321.00	£ 1,621.00
Miscellaneous expenses	£ 250.00	£ 250.00	£ 250.00	£ 250.00	£ 250.00	£ 250.00
Depreciation and amortization	£ 350.00	£ 350.00	£ 350.00	£ 350.00	£ 350.00	£ 350.00
Net Operating Expenditure	£ 30,550.00	£ 30,951.00	£ 31,335.00	£ 35,086.00	£ 35,470.00	£ 35,854.00
Operating profits	£ 12,525.00	£ 12,824.00	£ 13,140.00	£ 11,089.00	£ 13,405.00	£ 16,721.00

Project Statement of Income for the year ended December 31, 2019

	Jan (£)	Feb (£)	Mar (£)	Apr (£)	May (£)	Jun (£)
Sales	55325	56875	58425	60975	64525	69075
(-) Cost of sales	12250	13100	13950	14800	15650	16500

Gross profit	43075	43775	44475	46175	48875	52575
Operating expenses						
Salary of owners	3250	3250	3250	3250	3250	3250
Staff wages	12070	12070	12070	12070	12070	12070
ERE	5320	5320	5320	5320	5320	5320
Advertisements	815	832	832	832	832	832
Accounting and legal expenses	150	167	184	201	218	235
Supplies	250	275	300	325	350	375
Dishwasher lease	153	153	153	153	153	153
Live Entertainment	2500	2500	2500	2500	2500	2500
Lease and rent	0	0	0	3367	3367	3367
Maintenance and repairs	400	400	400	400	400	400
Insurance	2660	2679	2698	2717	2736	2755
Utilities	2261	2284	2307	2330	2353	2376
Licenses and taxes	121	421	721	1021	1321	1621
Miscellaneous expenses	250	250	250	250	250	250
Depreciation and amortization	350	350	350	350	350	350
Net Operating Expenditure	30550	30951	31335	35086	35470	35854
Operating profits	12525	12824	13140	11089	13405	16721

Jul	Aug	Sep	Oct	Nov	Dec	Total of all peri	Percentag
£ 73,625.00	£ 78,175.00	£ 82,725.00	£ 87,275.00	£ 91,825.00	£ 96,375.00	£ 875,200.00	100
£ 17,350.00	£ 18,200.00	£ 19,050.00	£ 19,900.00	£ 20,750.00	£ 21,600.00	£ 203,100.00	23.2061
£ 56,275.00	£ 59,975.00	£ 63,675.00	£ 67,375.00	£ 71,075.00	£ 74,775.00	£ 672,100.00	76.7939
£ 3,250.00	£ 3,250.00	£ 3,250.00	£ 3,250.00	£ 3,250.00	£ 3,250.00	£ 39,000.00	4.45612
£ 12,070.00	£ 12,070.00	£ 12,070.00	£ 12,070.00	£ 12,070.00	£ 12,070.00	£ 144,840.00	16.5494
£ 5,320.00	£ 5,320.00	£ 5,320.00	£ 5,320.00	£ 5,320.00	£ 5,320.00	£ 63,840.00	7.29433
£ 832.00	£ 832.00	£ 832.00	£ 832.00	£ 832.00	£ 832.00	£ 9,967.00	1.13883
£ 252.00	£ 269.00	£ 286.00	£ 303.00	£ 320.00	£ 337.00	£ 2,922.00	0.33387
£ 400.00	£ 425.00	£ 450.00	£ 475.00	£ 500.00	£ 525.00	£ 4,650.00	0.53131
£ 153.00	£ 153.00	£ 153.00	£ 153.00	£ 153.00	£ 153.00	£ 1,836.00	0.20978
£ 2,500.00	£ 2,500.00	£ 2,500.00	£ 2,500.00	£ 2,500.00	£ 2,500.00	£ 30,000.00	3.42779
£ 3,367.00	£ 3,367.00	£ 3,367.00	£ 3,367.00	£ 3,367.00	£ 3,367.00	£ 30,303.00	3.46241
£ 400.00	£ 400.00	£ 400.00	£ 400.00	£ 400.00	£ 400.00	£ 4,800.00	0.54845
£ 2,774.00	£ 2,793.00	£ 2,812.00	£ 2,831.00	£ 2,850.00	£ 2,869.00	£ 33,174.00	3.79045
£ 2,399.00	£ 2,422.00	£ 2,445.00	£ 2,468.00	£ 2,491.00	£ 2,514.00	£ 28,650.00	3.27354
£ 1,921.00	£ 2,221.00	£ 2,521.00	£ 2,821.00	£ 3,121.00	£ 3,421.00	£ 21,252.00	2.42824
£ 250.00	£ 250.00	£ 250.00	£ 250.00	£ 250.00	£ 250.00	£ 3,000.00	0.34278
£ 350.00	£ 350.00	£ 350.00	£ 350.00	£ 350.00	£ 350.00	£ 4,200.00	0.47989
£ 36,238.00	£ 36,622.00	£ 37,006.00	£ 37,390.00	£ 37,774.00	£ 38,158.00	£ 422,434.00	48.2671
£ 20,037.00	£ 23,353.00	£ 26,669.00	£ 29,985.00	£ 33,301.00	£ 36,617.00	£ 249,666.00	28.5267

Jul (£)	Aug (£)	Sep (£)	Oct (£)	Nov (£)	Dec (£)	Total of all periods (£)	Percentage
73625	78175	82725	87275	91825	96375	875200	100
17350	18200	19050	19900	20750	21600	203100	23.2061
56275	59975	63675	67375	71075	74775	672100	76.7939
3250	3250	3250	3250	3250	3250	39000	4.45612
12070	12070	12070	12070	12070	12070	144840	16.5494
5320	5320	5320	5320	5320	5320	63840	7.29433
832	832	832	832	832	832	9967	1.13883
252	269	286	303	320	337	2922	0.33387
400	425	450	475	500	525	4650	0.53131
153	153	153	153	153	153	1836	0.20978
2500	2500	2500	2500	2500	2500	30000	3.42779
3367	3367	3367	3367	3367	3367	30303	3.46241

400	400	400	400	400	400	4800	0.54845
2774	2793	2812	2831	2850	2869	33174	3.79045
2399	2422	2445	2468	2491	2514	28650	3.27354
1921	2221	2521	2821	3121	3421	21252	2.42824
250	250	250	250	250	250	3000	0.34278
350	350	350	350	350	350	4200	0.47989
36238	36622	37006	37390	37774	38158	422434	48.2671
20037	23353	26669	29985	33301	36617	249666	28.5267

Personal Survival Budget for 2019

Personal income	Description (as required)	Monthly net income (£)	Annual net income (£)
Employment (net income)		£20,000	£240,000
Benefits payments		£10,000	£120,000
Total income across all sources:		£30,000	£360,000

Personal expenses	Description (as required)	Monthly net expenses (£)	Annual net expenses (£)
Rent or mortgage payments		£200	£2,400
Council tax		£250	£3,000
Utilities		£350	£4,200
Phone and internet		£100	£1,200
TV License		£300	£3,600
Personal and property insurance		£1,200	£14,400
Grocery shopping		£10,500	£126,000
Transport costs		£5,500	£66,000
Car tax and insurance		£1,250	£15,000
Subscriptions		£750	£9,000
Clothing		£5,000	£60,000
Leisure and entertainment		£500	£6,000
Money put into savings		£5,000	£60,000

Total expenses across all areas:	£30,900	£370,800
	YOUR MONTHLY BALANCE	YOUR ANNUAL BALANCE
	-£900	-£10,800

Project Statement of cash flows for the year ending December 31, 2019

			MONTHS												
Cash in-flows	Description (as required)	Starting point	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	TOTAL
Anticipated sales		£0	£55,325	£56,875	£58,425	£60,975	£64,525	£69,075	£73,625	£78,175	£82,725	£87,275	£91,825	£96,375	£875,200
Value of your Start Up Loan		£76,650	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£76,650
Initial cash contributions from owner		£12,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£12,000
Investors' contributions		£20,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£20,000
Total cash in-flows (A)		£108,650	£55,325	£56,875	£58,425	£60,975	£64,525	£69,075	£73,625	£78,175	£82,725	£87,275	£91,825	£96,375	£983,850

		MONTHS												T O T
Cash out-flows	Description (as required)	Starting point	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19

	d)	g point			19	19	19			19			19		A L
Cost of sales	£	£0	£12,250	£13,100	£13,950	£14,800	£15,650	£16,500	£17,350	£18,200	£19,050	£19,900	£20,750	£21,600	£203,100
Existing assets for business purposes	£	£20,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£20,000
Rent or premises costs	£	£0	£0	£0	£0	£3,367	£3,367	£3,367	£3,367	£3,367	£3,367	£3,367	£3,367	£3,367	£30,303
Business rates for your business premises	£	£0	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£2,400
Utilities (gas, electricity, water)	£	£0	£2,660	£2,679	£2,698	£2,717	£2,736	£2,755	£2,774	£2,793	£2,812	£2,831	£2,850	£2,869	£33,174
Insurance	£	£0	£2,261	£2,284	£2,307	£2,330	£2,353	£2,376	£2,399	£2,422	£2,445	£2,468	£2,491	£2,514	£28,650
Telephone and internet	£	£0	£230	£355	£480	£605	£730	£855	£980	£1,105	£1,230	£1,355	£1,480	£1,605	£11,010
Marketing and advertising expenses	£	£0	£815	£832	£832	£832	£832	£832	£832	£832	£832	£832	£832	£832	£9,967
Vehicle running costs	£	£0	£2,350	£2,530	£2,710	£2,890	£3,070	£3,250	£3,430	£3,610	£3,790	£3,970	£4,150	£4,330	£40,080
Equipment purchase or leasing	£	£0	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£3,600
Postage, printing, stationery	£	£0	£90	£100	£110	£120	£130	£140	£150	£160	£170	£180	£190	£200	£1,740

Transport and delivery		£0	£180	£205	£230	£255	£280	£305	£330	£355	£380	£405	£430	£455	£3,810
Professional fees (legal, accounting etc.)		£0	£150	£167	£184	£201	£218	£235	£252	£269	£286	£303	£320	£337	£2,922
Own salary for PSB deficit		n/a	£900	£900	£900	£900	£900	£900	£900	£900	£900	£900	£900	£900	£10,800
Own salary above PSB deficit needs		n/a	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£12,000
Staff costs		£0	£12,070	£12,070	£12,070	£12,070	£12,070	£12,070	£12,070	£12,070	£12,070	£12,070	£12,070	£12,070	£144,840
Start Up Loan monthly repayment*		n/a	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£6,000
Total cash out-flows (B)		£20,000	£35,956	£37,722	£38,471	£40,387	£42,136	£44,585	£46,834	£48,808	£50,932	£53,581	£55,830	£57,909	£564,396

Your net cash flow (A-B)		£88,650	£19,369	£19,653	£19,954	£17,888	£20,189	£23,490	£26,791	£30,092	£33,393	£36,694	£39,995	£43,296	£419,454
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Your monthly opening business bank account balance		£0	£88,650	£108,019	£127,672	£147,626	£165,514	£185,703	£209,193	£223,584	£226,699	£233,463	£236,711	£236,711	£241,954
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Your closing cash position	£8,650	£1,087	£1,276	£1,476	£1,655	£1,857	£2,091	£2,359	£2,660	£2,994	£3,361	£3,761	£4,194	£4,419
	0	19	72	26	14	03	93	84	76	69	63	58	54	54

	Jan	Feb	Mar	Apr	May	Jun
Sales	75325	95325	96875	99425	102975	107525
(-) Cost of sales	12250	13100	13950	14800	15650	16500
Gross profit	63075	82225	82925	84625	87325	91025
Operating expenses						
Salary of owners	3250	3250	3250	3250	3250	3250
Staff wages	12070	12070	12070	12070	12070	12070
ERE	5320	5320	5320	5320	5320	5320
Advertisements	815	832	832	832	832	832
Accounting and legal expenses	150	167	184	201	218	235
Supplies	250	275	300	325	350	375
Dshwasher lease	153	153	153	153	153	153
Live Entertainment	2500	2500	2500	2500	2500	2500
Lease and rent	0	0	0	0	0	0
Maintenance and repairs	400	400	400	400	400	400
Insurance	2660	2679	2698	2717	2736	2755
Utilities	2261	2284	2307	2330	2353	2376
Licenses and taxes	121	421	721	1021	1321	1621
Miscellaneous expenses	250	250	250	250	250	250
Depreciation and amortization	350	350	350	350	350	350
Net Operating Expenditure	30550	30951	31335	31719	32103	32487
Operating profits	32525	51274	51590	52906	55222	58538

Project Statement of Income for the year ended December 31, 2020						
	Jan (£)	Feb (£)	Mar (£)	Apr (£)	May (£)	Jun (£)
Sales	75325	95325	96875	99425	102975	107525
	5	5				
(-) Cost of sales	12250	13100	13950	14800	15650	16500
	0	0				
Gross profit	63075	82225	82925	84625	87325	91025
	5	5				
Operating expenses						
Salary of owners	3250	3250	3250	3250	3250	3250
Staff wages	12070	12070	12070	12070	12070	12070
	0	0				
ERE	5320	5320	5320	5320	5320	5320

Advertisements	815	832	832	832	832	832
Accounting and legal expenses	150	167	184	201	218	235
Supplies	250	275	300	325	350	375
Dishwasher lease	153	153	153	153	153	153
Live Entertainment	2500	2500	2500	2500	2500	2500
Lease and rent	0	0	0	0	0	0
Maintenance and repairs	400	400	400	400	400	400
Insurance	2660	2679	2698	2717	2736	2755
Utilities	2261	2284	2307	2330	2353	2376
Licenses and taxes	121	421	721	1021	1321	1621
Miscellaneous expenses	250	250	250	250	250	250
Depreciation and amortization	350	350	350	350	350	350
Net Operating Expenditure	3055 0	3095 1	31335	31719	32103	32487
Operating profits	3252 5	5127 4	51590	52906	55222	58538

August	September	October	November	December	Total of all periods	Percentage
116625	121175	125725	130275	134825	1318150	100
18200	19050	19900	20750	21600	203100	35.17187635
98425	102125	105825	109525	113225	1115050	193.0989696
3250	3250	3250	3250	3250	39000	6.753831501
12070	12070	12070	12070	12070	144840	25.08269114
5320	5320	5320	5320	5320	63840	11.05550264
832	832	832	832	832	9967	1.726036886
269	286	303	320	337	2922	0.506017837
425	450	475	500	525	4650	0.805264525
153	153	153	153	153	1836	0.317949606
2500	2500	2500	2500	2500	30000	5.195255
3367	3367	3367	3367	3367	20202	3.498484717
400	400	400	400	400	4800	0.8312408
2793	2812	2831	2850	2869	33174	5.744912979
2422	2445	2468	2491	2514	28650	4.961468525
2221	2521	2821	3121	3421	21252	3.680318642
250	250	250	250	250	3000	0.5195255
350	350	350	350	350	4200	0.7273357
36622	37006	37390	37774	38158	412333	71.405836
61803	65119	68435	71751	75067	702717	121.6931336

August (£)	September (£)	October (£)	November (£)	December (£)	Total of all periods (£)	Percentage (%)
116625	121175	125725	130275	134825	1318150	100
18200	19050	19900	20750	21600	203100	35.17187635
98425	102125	105825	109525	113225	1115050	193.0989696
3250	3250	3250	3250	3250	39000	6.753831501
12070	12070	12070	12070	12070	144840	25.08269114
5320	5320	5320	5320	5320	63840	11.05550264
832	832	832	832	832	9967	1.726036886
269	286	303	320	337	2922	0.506017837
425	450	475	500	525	4650	0.805264525
153	153	153	153	153	1836	0.317949606
2500	2500	2500	2500	2500	30000	5.195255
3367	3367	3367	3367	3367	20202	3.498484717
400	400	400	400	400	4800	0.8312408

2793	2812	2831	2850	2869	33174	5.744912979
2422	2445	2468	2491	2514	28650	4.961468525
2221	2521	2821	3121	3421	21252	3.680318642
250	250	250	250	250	3000	0.5195255
350	350	350	350	350	4200	0.7273357
36622	37006	37390	37774	38158	412333	71.405836
61803	65119	68435	71751	75067	702717	121.6931336

	Jan	Feb	Mar	Apr	May	Jun
Sales	75325	76692	78059	79426	80793	82160
(-) Cost of sales	32662	33512	34362	35212	36062	36912
Operating Expenditure	30550	30951	31335	31719	32103	32487
Cash paid for tax	0	0	0	0	0	0
Net cash inflowing from operations	32525	51274	51590	52906	55222	58538
Interest payments in cash	765	765	765	765	765	765
Cash remaining after cash is paid	31760	50509	50825	52141	54457	57773
Depreciation	650	650	650	650	650	650
Changes in short-term liabilities	0	0	0	0	0	0
Changes in long-term liabilities	226	221	221	221	221	221
Drawings	0	0	0	0	0	0
Net Changes occurring in cash	32184	50938	51254	52570	54886	58202
Starting cash	95891	96141	96391	96641	96891	97141
Net Changes occurring in cash	32184	50938	51254	52570	54886	58202
Ending cash	63707	45203	45137	44071	42005	38939

Project Statement of Cash Flows for the year ended December 31, 2020						
	Jan (£)	Feb (£)	Mar (£)	Apr (£)	May (£)	Jun (£)
Sales	75325	76692	78059	79426	80793	82160
(-) Cost of sales	32662	33512	34362	35212	36062	36912
Operating Expenditure	30550	30951	31335	31719	32103	32487
Cash paid for tax	0	0	0	0	0	0
Net cash inflowing from operations	32525	51274	51590	52906	55222	58538
Interest payments in cash	765	765	765	765	765	765
Cash remaining after cash is paid	31760	50509	50825	52141	54457	57773
Depreciation	650	650	650	650	650	650
Changes in short-term liabilities	0	0	0	0	0	0
Changes in long-term liabilities	226	221	221	221	221	221
Drawings	0	0	0	0	0	0
Net Changes occurring in cash	32184	50938	51254	52570	54886	58202

Starting cash	95891	96141	96391	96641	96891	97141
Net Changes occurring in cash	32184	50938	51254	52570	54886	58202
Ending cash	63707	45203	45137	44071	42005	38939

Jul	Aug	Sep	Oct	Nov	Dec	Total of all periods	Percentage
83527	84894	86261	87628	88995	90362	994122	100
37762	38612	39462	40312	41162	42012	448044	45.06931745
36238	36622	37006	37390	37774	38158	412333	41.47710241
0	0	0	0	0	0	0	0
58487	61803	65119	68435	71751	75067	702717	70.68719936
765	765	765	765	765	765	9180	0.923427909
57722	61038	64354	67670	70986	74302	693537	69.76377145
650	650	650	650	650	650	7800	0.784611949
0	0	0	0	0	0	0	0
221	221	221	221	221	221	2657	0.267271019
0	0	0	0	0	0	0	0
58151	61467	64783	68099	71415	74731	698680	70.28111238
97391	97641	97891	98141	98391	98641	1167192	117.4093321
58151	61467	64783	68099	71415	74731	698680	70.28111238
39240	36174	33108	30042	26976	23910	468512	47.12821968

Jul (£)	Aug (£)	Sep (£)	Oct (£)	Nov (£)	Dec (£)	Total of all periods (£)	Percentage (%)
83527	84894	86261	87628	88995	90362	994122	100
37762	38612	39462	40312	41162	42012	448044	45.06931745
36238	36622	37006	37390	37774	38158	412333	41.47710241
0	0	0	0	0	0	0	0
58487	61803	65119	68435	71751	75067	702717	70.68719936
765	765	765	765	765	765	9180	0.923427909
57722	61038	64354	67670	70986	74302	693537	69.76377145
650	650	650	650	650	650	7800	0.784611949
0	0	0	0	0	0	0	0
221	221	221	221	221	221	2657	0.267271019
0	0	0	0	0	0	0	0
58151	61467	64783	68099	71415	74731	698680	70.28111238
97391	97641	97891	98141	98391	98641	1167192	117.4093321
58151	61467	64783	68099	71415	74731	698680	70.28111238
39240	36174	33108	30042	26976	23910	468512	47.12821968

Personal Survival Budget for 2020

Personal income	Description (as required)	Monthly net income (£)	Annual net income (£)
Employment (net income)		£25,000	£300,000
Benefits payments		£12,000	£144,000
Total income across all sources:		£37,000	£444,000
Personal expenses	Description (as required)	Monthly net expenses (£)	Annual net expenses (£)
Rent or mortgage payments		£300	£3,600
Council tax		£360	£4,320
Utilities		£470	£5,640
Phone and internet		£120	£1,440
TV License		£450	£5,400
Personal and property insurance		£1,350	£16,200
Grocery shopping		£13,500	£162,000
Transport costs		£6,500	£78,000
Car tax and insurance		£1,250	£15,000
Subscriptions		£850	£10,200
Clothing		£6,500	£78,000
Leisure and entertainment		£900	£10,800
Money put into savings		£5,500	£66,000
Total expenses across all areas:		£38,050	£456,600
		YOUR MONTHLY BALANCE	YOUR ANNUAL BALANCE
		-£1,050	-£12,600

Project Statement of cash flows for the year ending December 31, 2020

			MONTHS												
Cash in-flows	Description (as required)	Start	Jan-20	Feb-20	Mar-	Apr-	May-	Jun-20	Jul-20	Aug-	Sep-20	Oct-20	Nov-20	Dec-20	TOT

	required	starting point			20	20	20			20					A L
Anticipated sales		£0	£75,325	£76,692	£78,059	£79,426	£80,793	£82,160	£83,527	£84,894	£86,261	£87,628	£88,995	£90,362	£94,942
Total cash in-flows (A)		£0	£75,325	£76,692	£78,059	£79,426	£80,793	£82,160	£83,527	£84,894	£86,261	£87,628	£88,995	£90,362	£94,942

MONTHS															
Cash out-flows	Description (as required)	Starting point	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	TOTAL
Cost of sales		£203,100	£12,250	£13,100	£13,950	£14,800	£15,650	£16,500	£17,350	£18,200	£19,050	£19,900	£20,750	£21,600	£406,200
Existing assets for business purposes		£20,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£20,000
Rent or premises costs		£30,303	£0	£0	£0	£0	£0	£0	£3,367	£3,367	£3,367	£3,367	£3,367	£3,367	£50,505
Business rates for your business premises		£2,400	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£2,400
Utilities (gas, electricity, water)		£3,174	£2,261	£2,284	£2,307	£2,330	£2,353	£2,376	£2,399	£2,422	£2,445	£2,468	£2,491	£2,514	£61,824
Insurance		£28,650	£2,660	£2,679	£2,698	£2,717	£2,736	£2,755	£2,774	£2,793	£2,812	£2,831	£2,850	£2,869	£61,824
Telephone and		£11,	£345	£470	£595	£720	£845	£970	£1,095	£1,220	£1,345	£1,470	£1,595	£1,720	£23,400

internet		01 0							95	20	45	70	95	20	00
Marketing and advertising expenses		£9,967	£815	£832	£832	£832	£832	£832	£832	£832	£832	£832	£832	£832	£19,934
Vehicle running costs		£40,080	£2,650	£2,830	£3,010	£3,190	£3,370	£3,550	£3,730	£3,910	£4,090	£4,270	£4,450	£4,630	£83,760
Equipment purchase or leasing		£3,600	£420	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£7,320
Postage, printing, stationery		£1,740	£115	£125	£135	£145	£155	£165	£175	£185	£195	£205	£215	£225	£3,780
Transport and delivery		£3,810	£225	£250	£275	£300	£325	£350	£375	£400	£425	£450	£475	£500	£8,160
Professional fees (legal, accounting etc.)		£2,922	£175	£192	£209	£226	£243	£260	£277	£294	£311	£328	£345	£362	£6,144
Own salary for PSB deficit		£10,800	£950	£950	£950	£950	£950	£950	£950	£950	£950	£950	£950	£950	£11,400
Own salary above PSB deficit needs		£12,000	£1,100	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£24,100
Staff costs		£144,840	£12,070	£12,070	£12,070	£12,070	£12,070	£12,070	£12,070	£12,070	£12,070	£12,070	£12,070	£12,070	£289,680
Start Up Loan monthly repayment *		£6,000	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£12,000
Total cash out-flows (B)		£564,33	£36,53	£37,58	£38,83	£40,08	£41,32	£42,57	£43,81	£45,05	£46,29	£47,53	£48,77	£50,01	£1,103,23

	96	6	2	1	0	9	8	4	3	2	1	0	9	31
Your net cash flow (A-B)	£5,643,96	£3,878,9	£3,911,0	£3,922,8	£3,934,6	£3,946,4	£3,958,2	£3,633,3	£3,645,1	£3,656,9	£3,668,7	£3,680,5	£3,692,3	£1,09,109
Your monthly opening business bank account balance	£0	£5,643,96	£5,256,07	£4,864,97	£4,472,69	£4,079,23	£3,684,59	£3,288,77	£2,892,44	£2,496,93	£2,095,24	£1,682,37	£1,270,32	£1,09,109
Your closing cash position	£5,643,96	£5,256,07	£4,864,97	£4,472,69	£4,079,23	£3,684,59	£3,288,77	£2,892,44	£2,496,93	£2,095,24	£1,682,37	£1,270,32	£1,09,109	£1,09,109

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Business Plan for Lebanese Restaurant

*Student 1, Student 2, Student 3 and
Student 4*

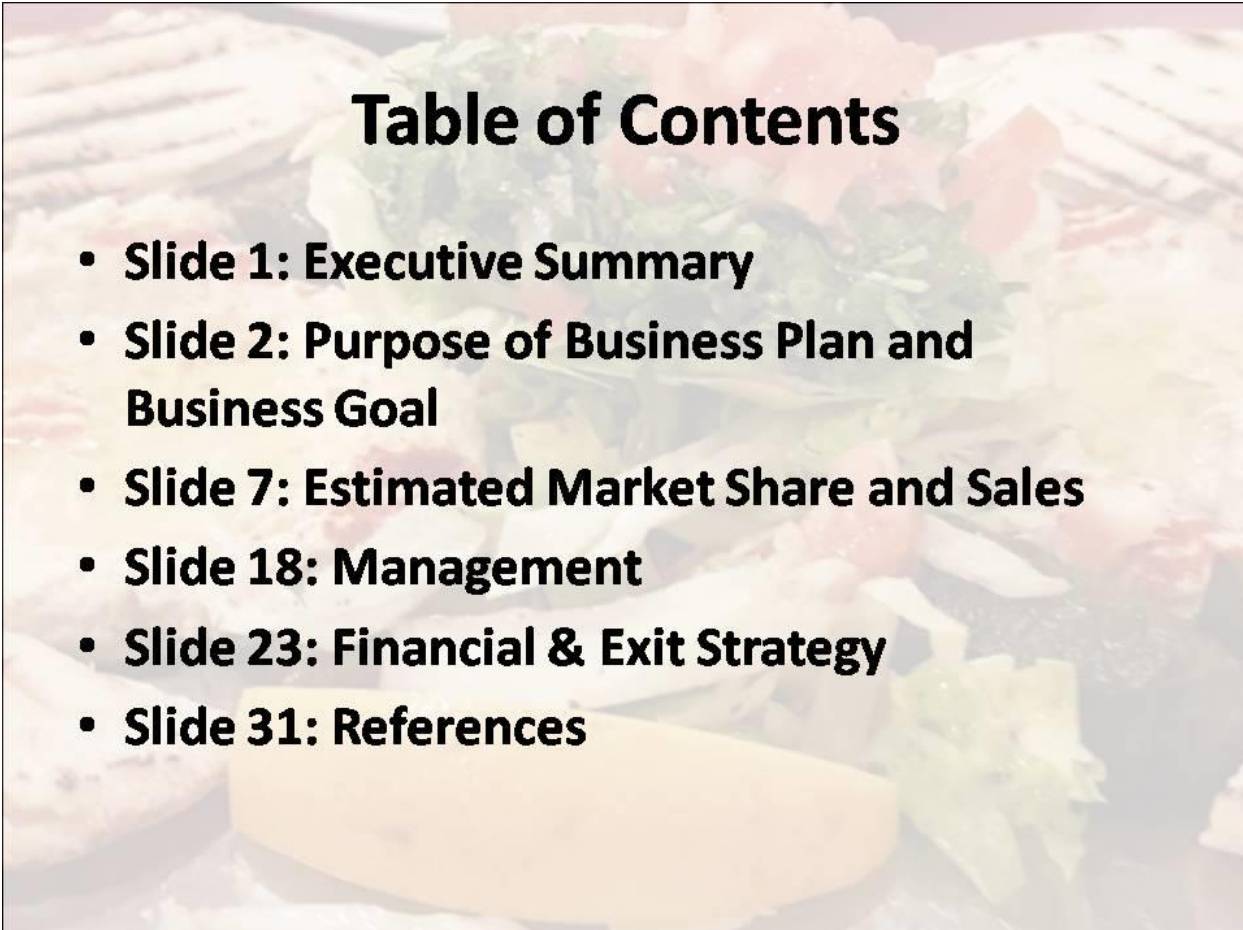


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- **Slide 18: Management**
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- **Slide 31: References**

Executive Summary

- The Lebanese Restaurant will provide adequate Lebanese culture
- consumers are willing to buy Lebanese food products for the taste
- provide main courses, side dishes, snacks as well as drinks for their consumer base
- restaurant will also provide Lebanese food related items at their main course
- provide the most famous as well as complex Lebanese snacks, main course food item
- The organisation will be opened at a 4000 square feet place



Purpose of Business Plan and Business Goal



Mission Statement

The restaurant aims to give exclusive Lebanese foods, which were never tasted by people in London at a homely atmosphere where families can have a great time.

Purpose of Business Plan

This business plan is documented for laying a ground plan for the business of Lebanese restaurant

Business Goal

- *To increase customer satisfaction*
- *To maximise profit*
- *To satisfy employee base*

Description of Business



- The organisation Lebanese Restaurant will be such a restaurant that will be located at 22 Edgware Rd
- The organisation will provide main course, snacks, beverages and side dishes as part of their services
- The restaurant will provide Knefeh, Sweet Manakish, Mouajanet as a part of their Lebanese breakfast item
- provide different forms of soups, both vegetarian as well as non vegetarian as a part of their side dish
- The management of the restaurant are willing to design a comfortable place for their consumers

Opportunity and Strengths

- Exquisite deliciousness of Lebanese food brings in several ***opportunities*** for the restaurant in London
- the chance is ripe for opening a restaurant and harvesting this opportunity is possible
- Lebanese food on palette of London's people is a practical idea and that is a major cause behind this ***opportunity***
- The location chosen for opening this restaurant is ideal, as this is at Westminster
- This place is quite rich and economically higher-class people lives here
- Foods from every region of Lebanon will add up to the ***strength*** of this business
- Items like Hareesch, Maakroun bi Thineh, Makhoulta, Riz bi-Djaj and many other items will be a reason for customers to savour it



Critical Risk and Problems



- Food business can face ***threat*** from economy and due to recent incident of Brexit in U
- Another ***problem*** can come from increase in cost for importing food ingredients from foreign countries due to higher taxes
- Racism can be another ***problem***

Marketing



Goal

The restaurant will generate revenue of 65000 pounds per month for next 16 months after it is opened.

Objectives

- To increase sales up to 16 percent at the end of 2021
- To increment customer satisfaction up to 20 percent by end of 2021
- To reduce waste of this restaurant by 25 percent by 2023
- To open three new outlets in posh areas by 2024
- To become a renowned Lebanese restaurant in UK by 2028

Target Customer

- Main target customers will be people of Westminster and greater London area

A background image of a fresh salad with various vegetables like tomatoes, cucumbers, and leafy greens, partially obscured by the text.

Estimated Market Share and Sales

- Depending upon the Lebanese Restaurant's customer profile, the numbers have been compiled below.
- The report that the Phoenix Real Estate prepared has been utilised for the compilation based upon information obtained from the Facts Report.
- The report had been created utilising the Lebanese Restaurant as the point of focus while delineating numbers by a radius of five, three and one mile.

Cont..

Age Percent	% of Population
21 to 24	7.75%
25 to 29	8.25%
30 to 34	9.65%
35 to 39	7.69%
40 to 49	14.45%
Total	47.79%

Income	% of Population
25000 to 34999	15.50%
35000 to 49999	19.25%
50000 to 74999	20.65%
Total	55.40%

Education	% of Population
Bachelor's degree	25.65%
Graduate	14.25%
Associate degrees	10.50%
Some college	2.65%
Total	53.05%

Occupation	% of Population
Administration executives	18.19%
Technical support employees	12.61%
Specialty services and professors	6.25%
Executives	19.75%
Total	56.80%

Cont...

Occupancy levels

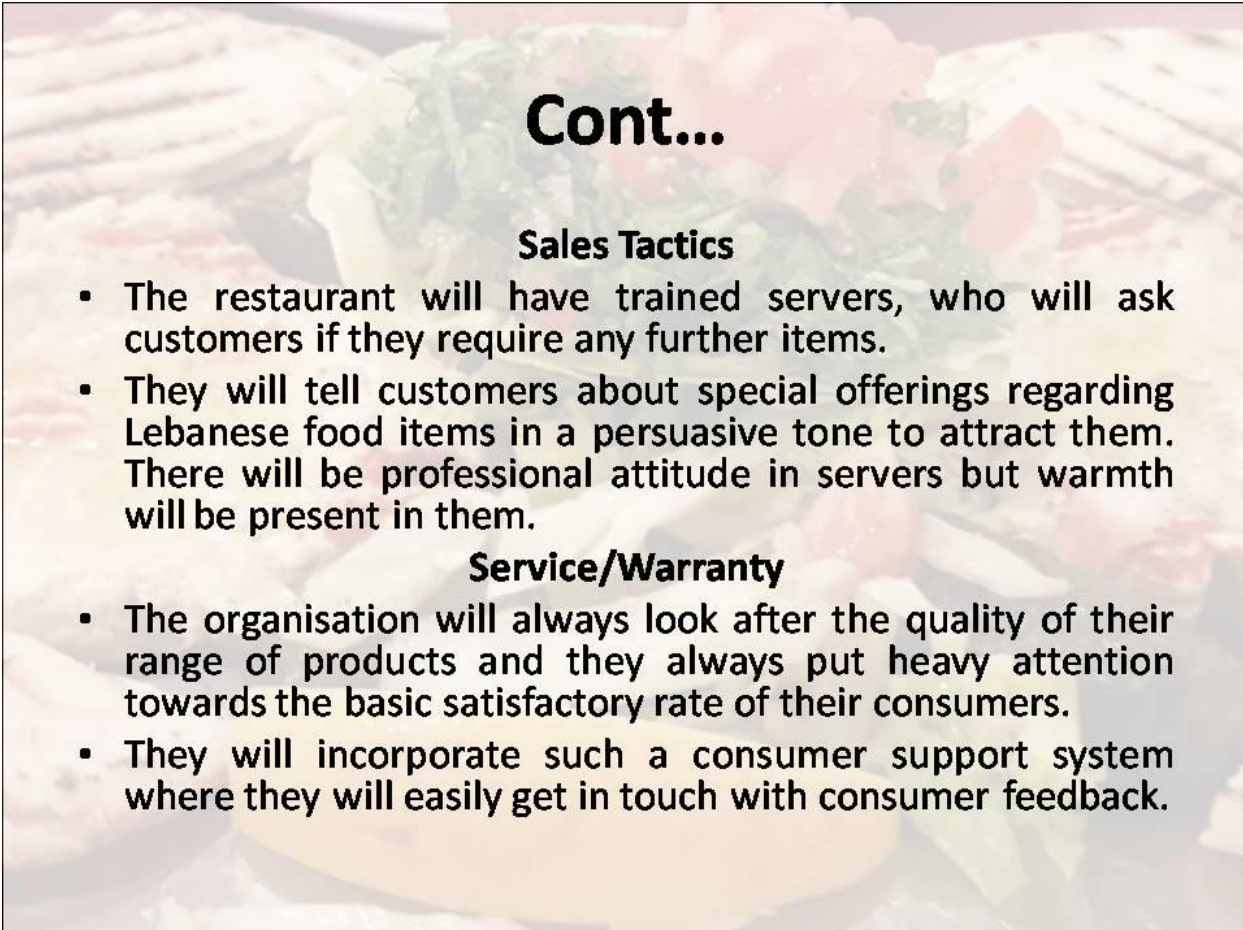
- **Hourly** - Based on hourly estimation, the customer rate is going to be 10% of the occupancy level 13 customers per hour / 130 = 10.0% occupancy each hour
- **Mealtime** - Primarily, there are two turnovers for each meal. Depending upon the projections, percentages would be resulting to 32% for breakfast, 22% for lunch and 25% for dinner.
- **Breakfast** - $84 / 2 = 42 / 130 = 32\%$ occupancy level
- **Lunch** - $56 / 2 = 28 / 130 = 22\%$ occupancy level
- **Dinner** - $66 / 2 = 33 / 130 = 25\%$ occupancy level



Cont...

Promotion & Advertising

- The business will use few methods for promoting about this restaurant in London. **Official website** of this restaurant will be set where information related to various food items and news about special discounts will be given.
- Some **online advertising** will be used and for this **social media** sites like Instagram and Facebook will be main mediums (Kang *et al.*, 2015).
- These mediums will help in finding communities, who are interested in Lebanese food.



Cont...

Sales Tactics

- The restaurant will have trained servers, who will ask customers if they require any further items.
- They will tell customers about special offerings regarding Lebanese food items in a persuasive tone to attract them. There will be professional attitude in servers but warmth will be present in them.

Service/Warranty

- The organisation will always look after the quality of their range of products and they always put heavy attention towards the basic satisfactory rate of their consumers.
- They will incorporate such a consumer support system where they will easily get in touch with consumer feedback.



Cont...

Competition

Competitor 1

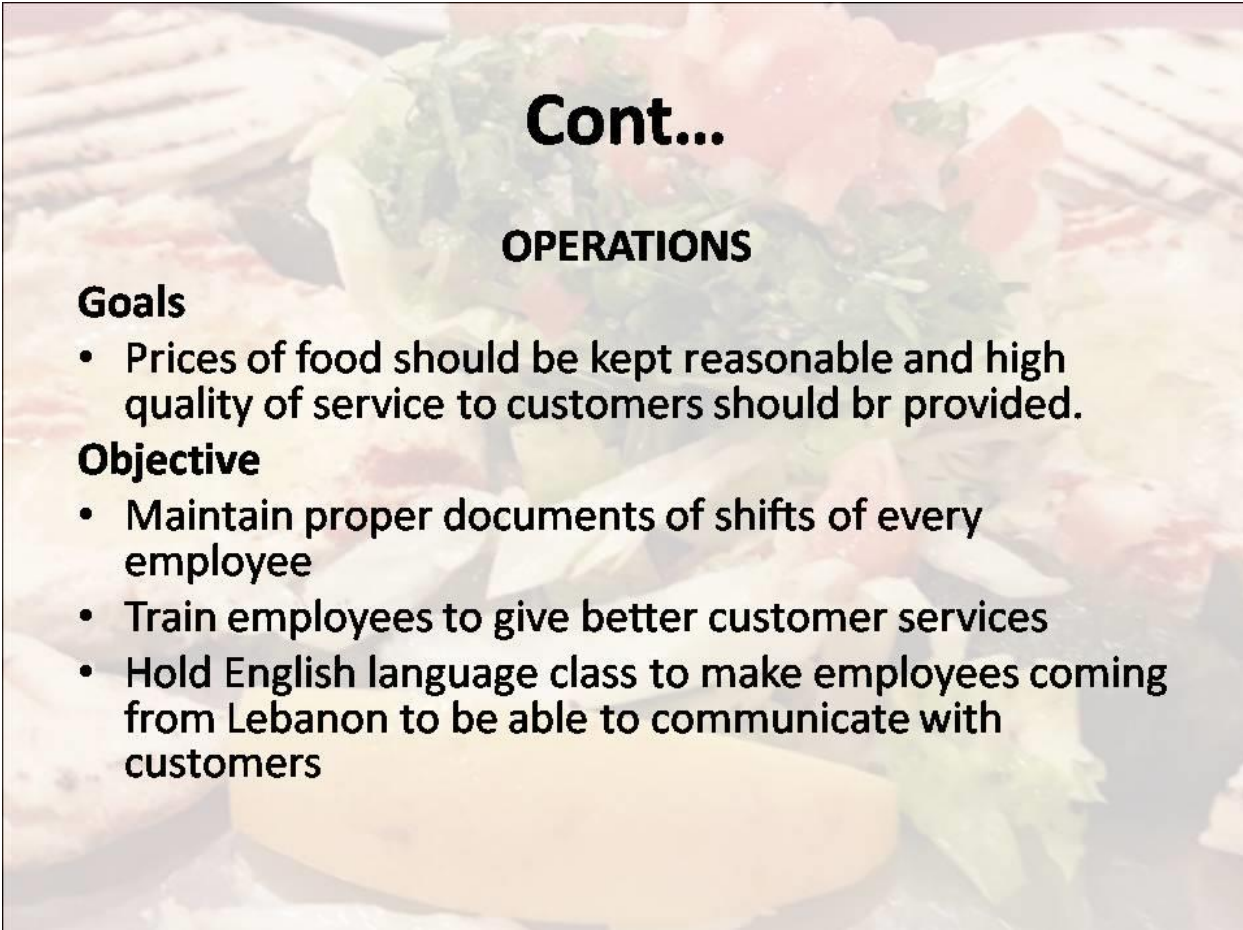
- **Name:** Arabica Bar and Kitchen
- **Location:** Borough Market, 3 Rochester Walk, London SE1 9AF, United Kingdom
- **Website:** <https://www.arabicabarandkitchen.com/>

Competitor 2

- **Name:** Maroush
- **Location:** 21 Edgware Rd, Hyde Park Estate, London W2 2JE, UK
- **Website:** <https://www.maroush.com/>

Competitor 3

- **Name:** Comptoir Libanais
- **Location:** 1-5 EXHIBITION ROAD SOUTH KENSINGTON LONDON SW7 2HE
- **Website:** <https://www.comptoirlibanais.com/>



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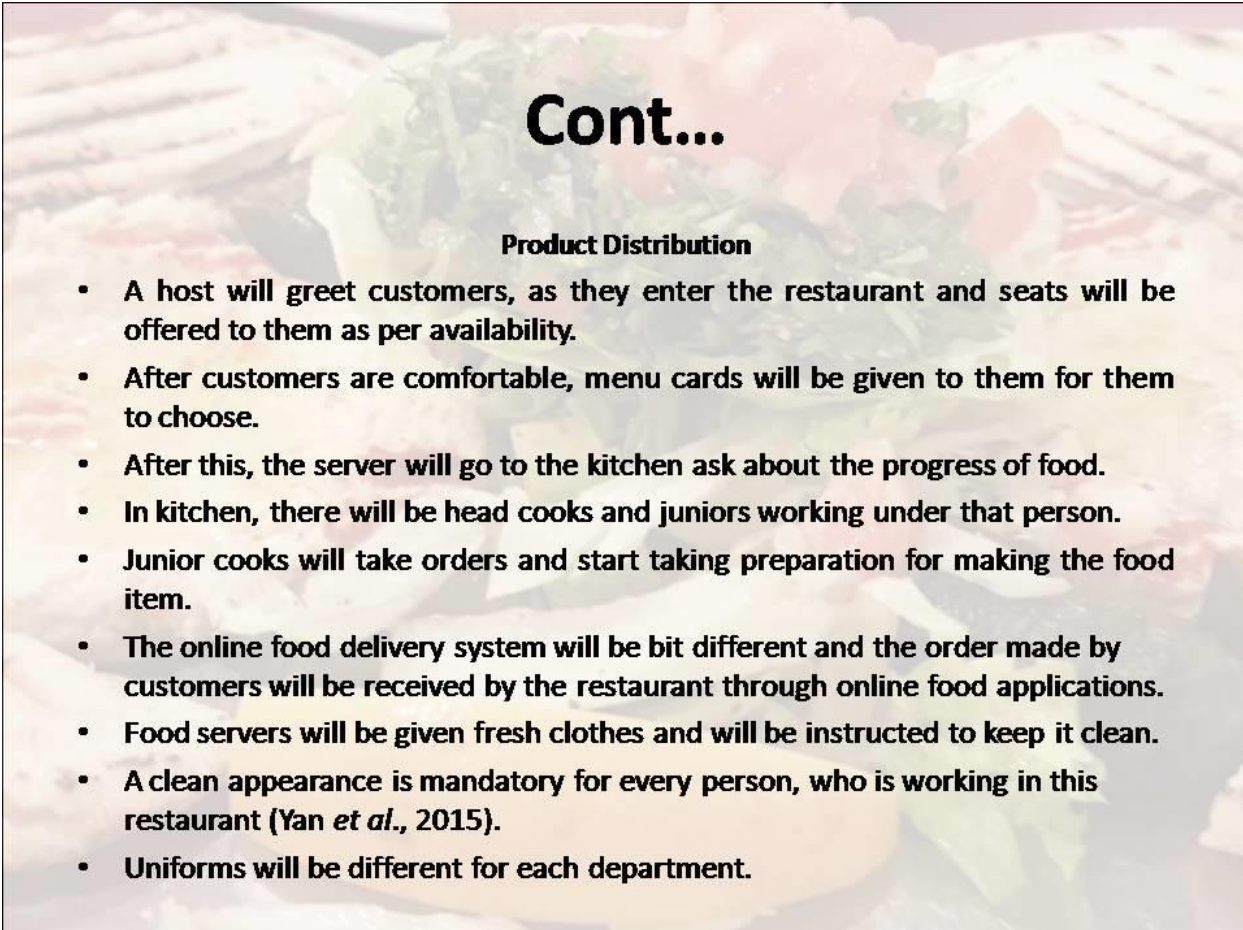
OPERATIONS

Goals

- Prices of food should be kept reasonable and high quality of service to customers should be provided.

Objective

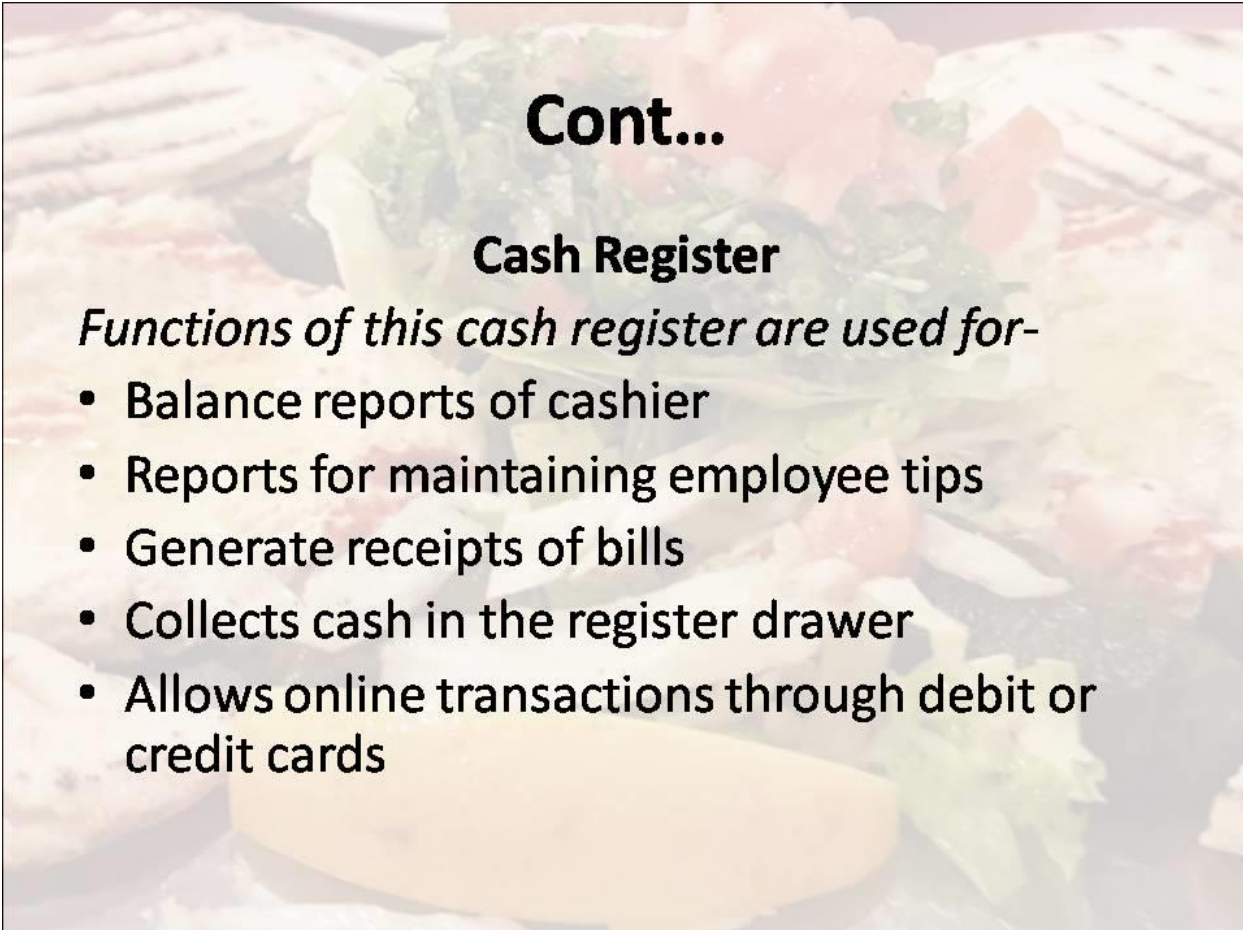
- Maintain proper documents of shifts of every employee
- Train employees to give better customer services
- Hold English language class to make employees coming from Lebanon to be able to communicate with customers

A background image of a fresh salad with green lettuce, red tomatoes, and other vegetables, slightly blurred to serve as a backdrop for the text.

Cont...

Product Distribution

- A host will greet customers, as they enter the restaurant and seats will be offered to them as per availability.
- After customers are comfortable, menu cards will be given to them for them to choose.
- After this, the server will go to the kitchen ask about the progress of food.
- In kitchen, there will be head cooks and juniors working under that person.
- Junior cooks will take orders and start taking preparation for making the food item.
- The online food delivery system will be bit different and the order made by customers will be received by the restaurant through online food applications.
- Food servers will be given fresh clothes and will be instructed to keep it clean.
- A clean appearance is mandatory for every person, who is working in this restaurant (Yan *et al.*, 2015).
- Uniforms will be different for each department.

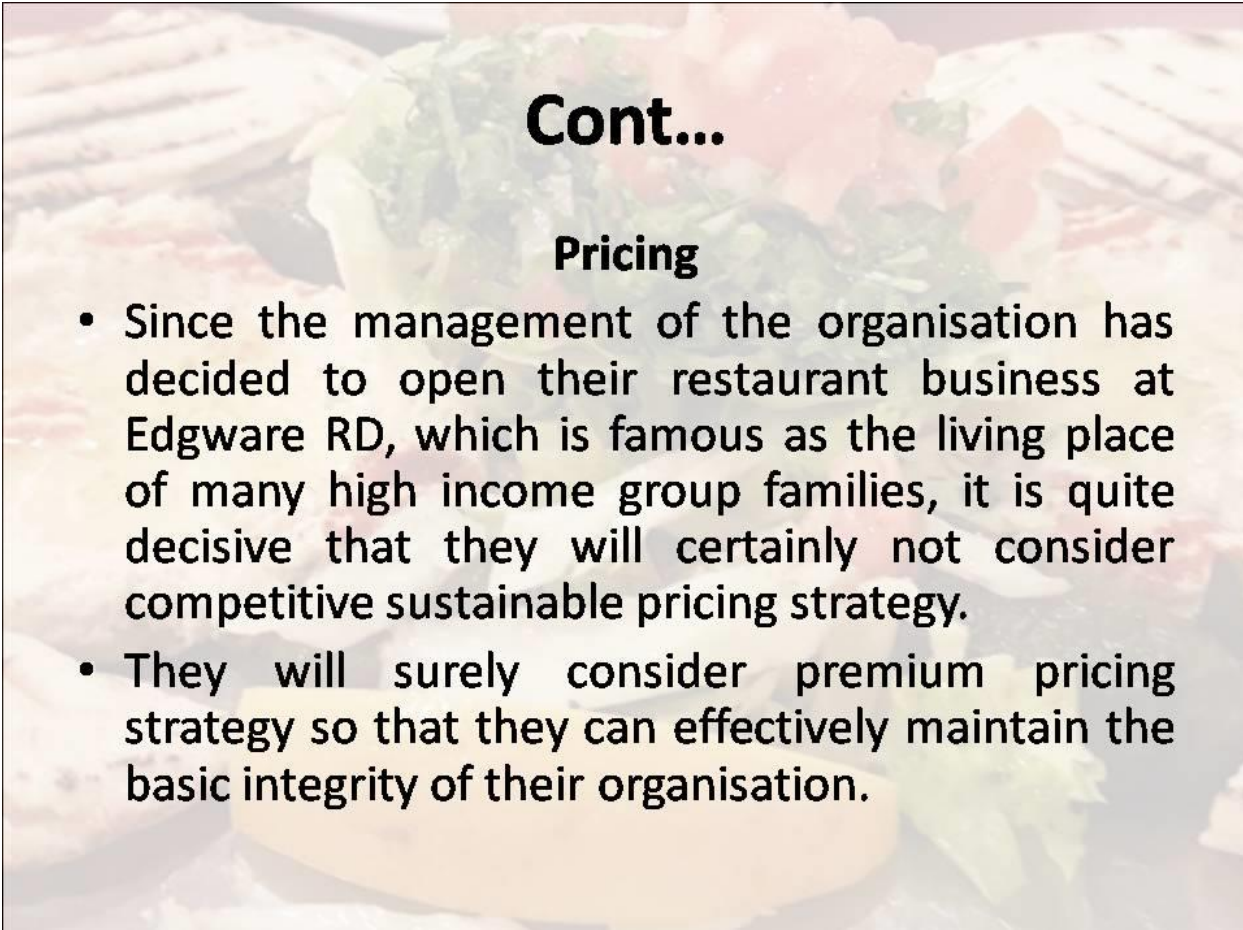


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Cash Register

Functions of this cash register are used for-

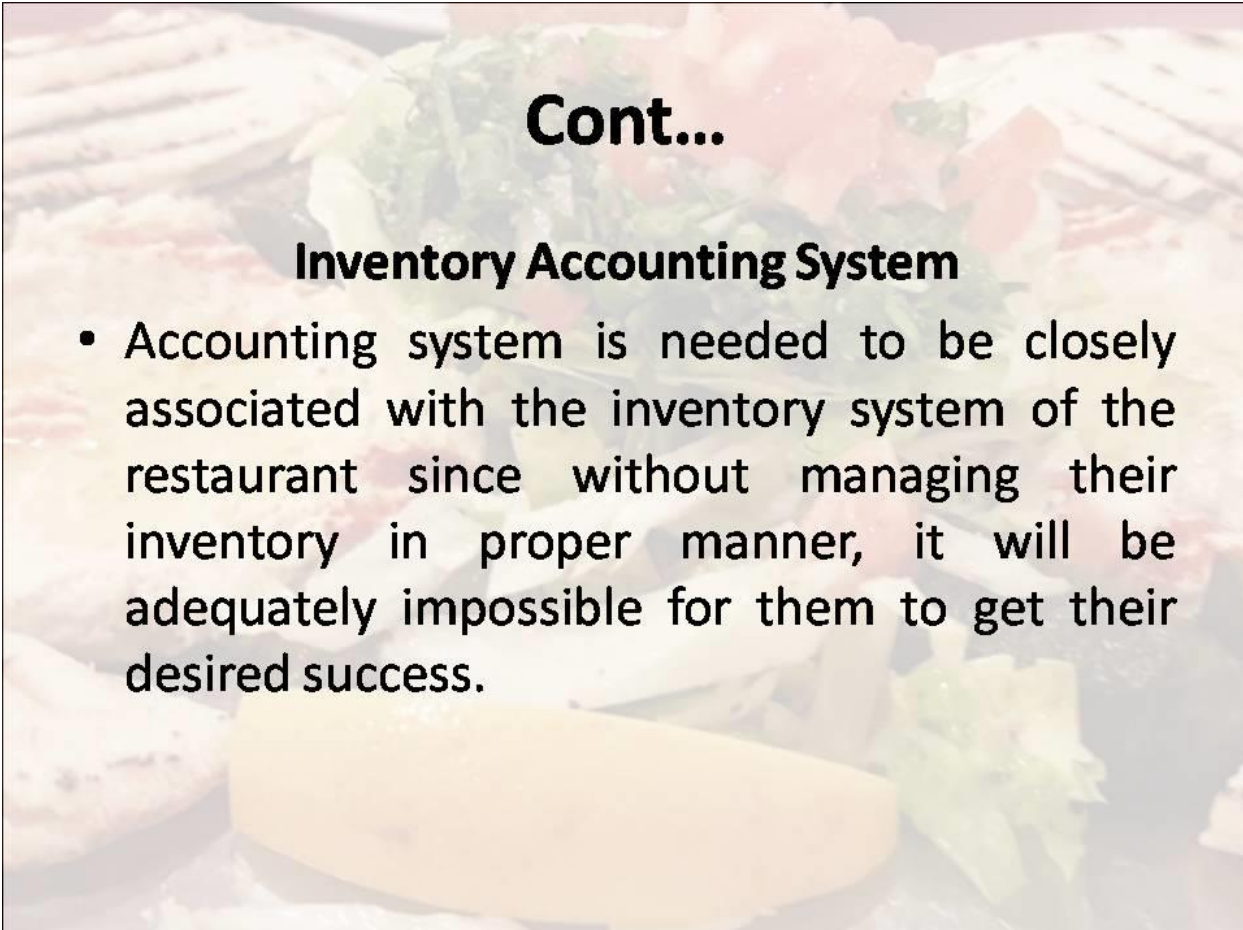
- Balance reports of cashier
- Reports for maintaining employee tips
- Generate receipts of bills
- Collects cash in the register drawer
- Allows online transactions through debit or credit cards



Cont...

Pricing

- Since the management of the organisation has decided to open their restaurant business at Edgware RD, which is famous as the living place of many high income group families, it is quite decisive that they will certainly not consider competitive sustainable pricing strategy.
- They will surely consider premium pricing strategy so that they can effectively maintain the basic integrity of their organisation.



Cont...

Inventory Accounting System

- Accounting system is needed to be closely associated with the inventory system of the restaurant since without managing their inventory in proper manner, it will be adequately impossible for them to get their desired success.



Cont...

Recipe Costing and Sizing

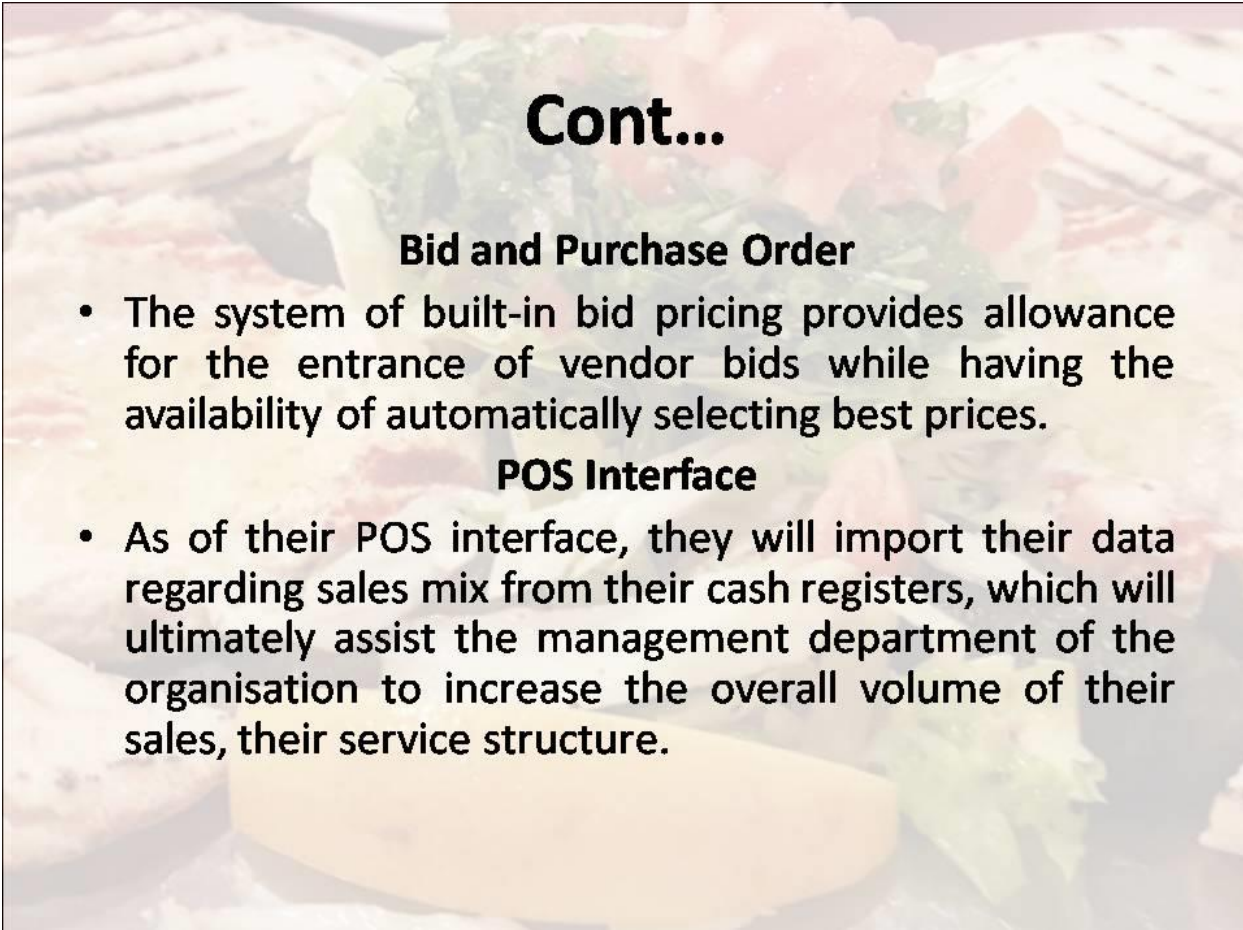
- The overall cost of their products as well as services has been expected to fluctuate greatly due to their extensive premium pricing strategy.

Menu Analysis

- The Lebanese restaurant will always analyse the sales figure of their different products in order to make existing strategy for improving their sales figure at certain extension.

Ideal Use/Perpetual Inventory

- The ideal use or the perpetual inventory is going to be computed with the tightest possible method.



Cont...

Bid and Purchase Order

- The system of built-in bid pricing provides allowance for the entrance of vendor bids while having the availability of automatically selecting best prices.

POS Interface

- As of their POS interface, they will import their data regarding sales mix from their cash registers, which will ultimately assist the management department of the organisation to increase the overall volume of their sales, their service structure.

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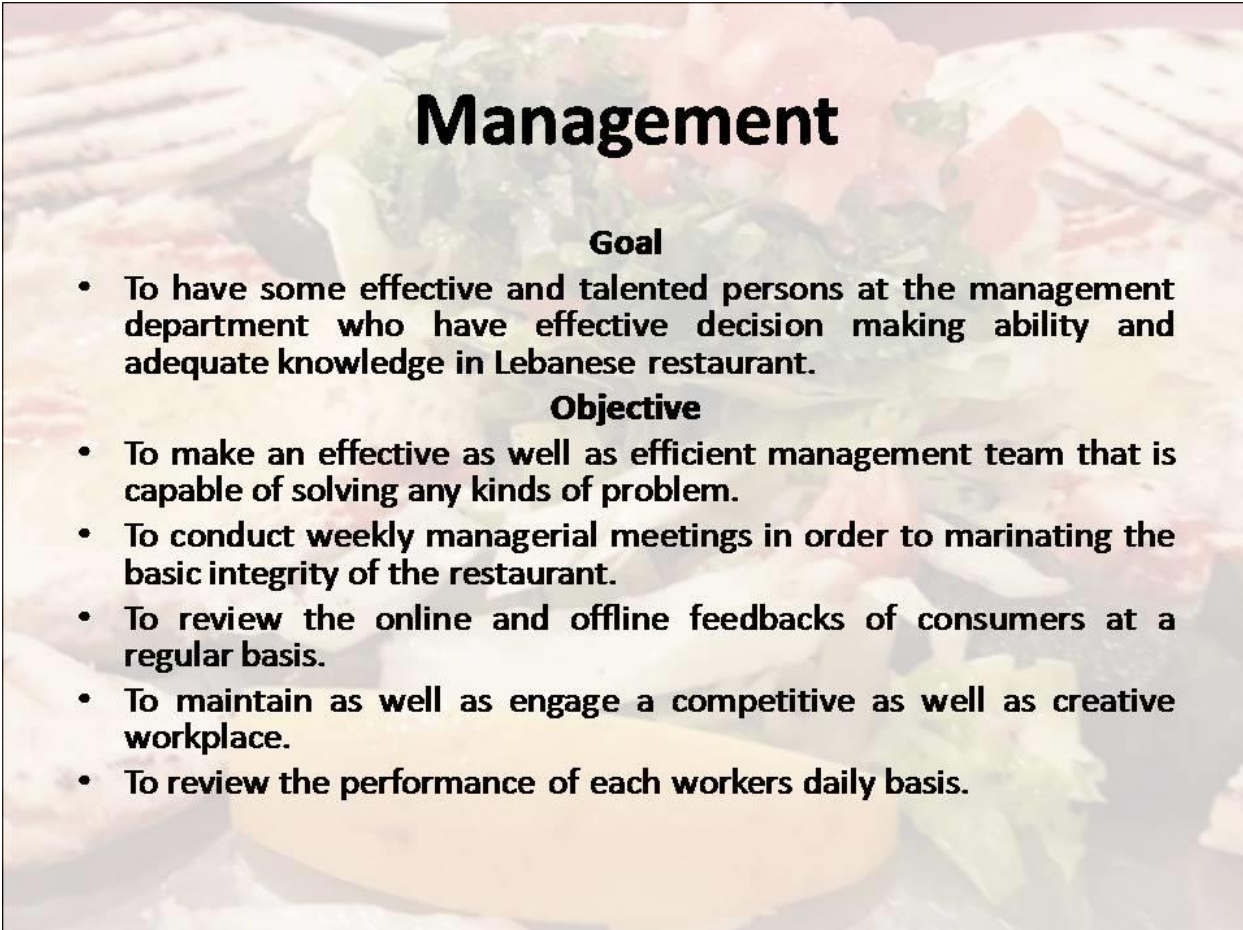
Suppliers

Supplier 1		Supplier 2	
Organisation Kenegrade Ltd	Relationship Status Contract under negotiation	Organisation Kgn London Ltd	Relationship Status No contract/commitment
Service provided They are the supplier of food and flavour related ingredients in respect of the Lebanese restaurant. In addition to that, they also supply food related products.	Key terms of the relationship The supplier will get exclusive rights as well as compensation from the Lebanese Restaurant as of their provided service. In return, the restaurant will gain the opportunity of accessing the entire product list of Kenegrade Ltd.	Service provided This organisation is responsible for being the supplier of different kinds of juices, milk shake, bakery products, frozen goods and spices.	Key terms of the relationship There will not be any direct agreement or contract with this supplier. The restaurant will buy food directly from their store house.

Cont...

Supplier 3	
Organisation Nectar imports Ltd	Relationship Status Contract-based negotiation
Service provided This organisation will supply alcoholic beverages towards the Lebanese restaurant. However, the restaurant will buy Lebanese alcoholic beverages at majority of time in order to maintain the Lebanese culture at their drinks.	Key terms of the relationship Since it will be a contract-based negotiation, the organisation will supply alcoholic beverages until the end of 2021.

Supplier 4	
Organisation Jennor UK Limited	Relationship Status Project base arrangement
Service provided The overall interior design of the Lebanese restaurant will be done by the organisation. The sitting arrangements, loading of kitchen equipments and setting up a Lebanese ambience will also be done by the organisation. Jennor UK is quite famous for their provided service and they have quite goodwill at the present market.	Key terms of the relationship The restaurant will make project based agreements with the organisation. However, their relationship will not over just after finishing the external architecture as Jennor will be given the responsibility of maintaining both external as well internal architecture of the restaurant at a daily basis.



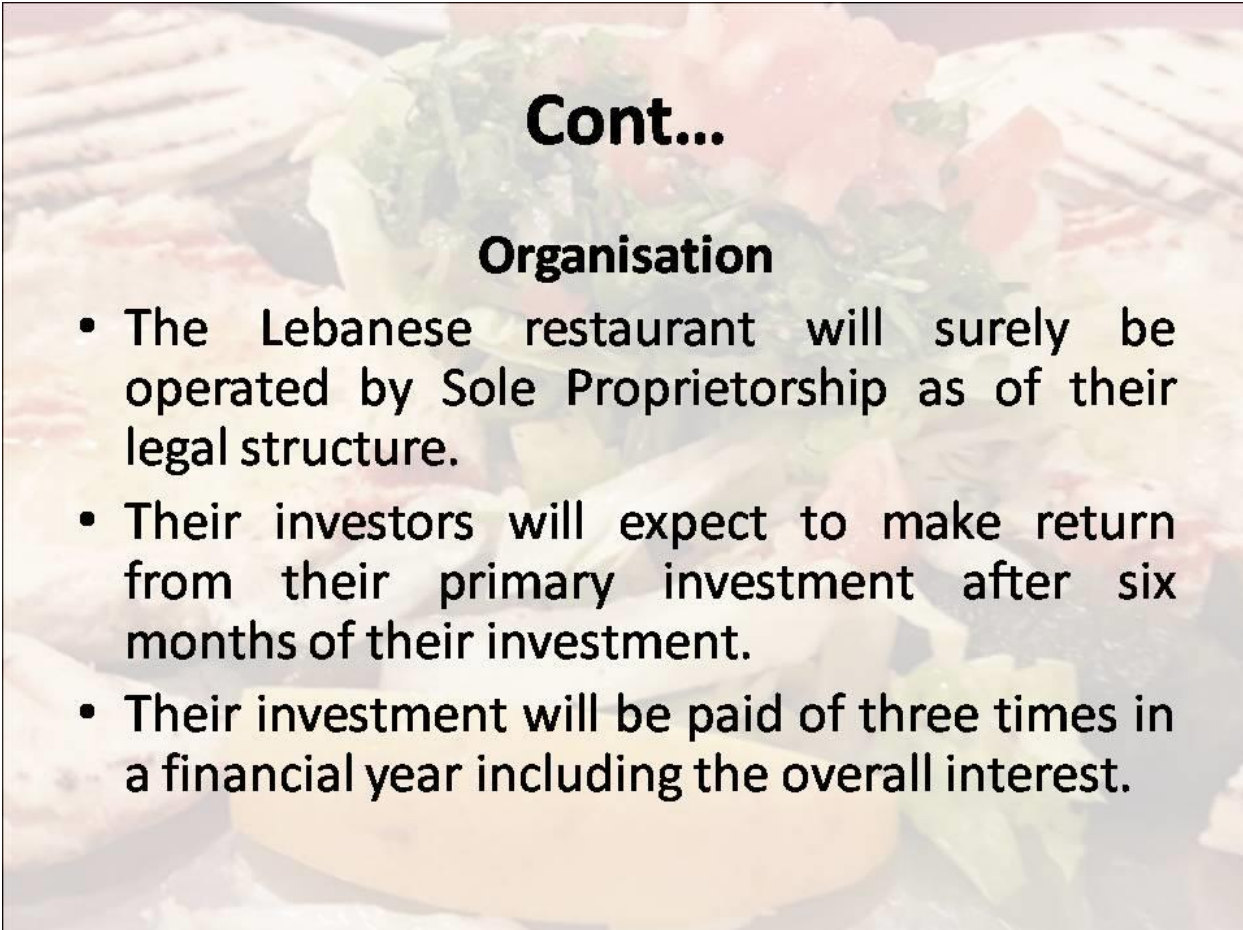
Management

Goal

- To have some effective and talented persons at the management department who have effective decision making ability and adequate knowledge in Lebanese restaurant.

Objective

- To make an effective as well as efficient management team that is capable of solving any kinds of problem.
- To conduct weekly managerial meetings in order to maintaining the basic integrity of the restaurant.
- To review the online and offline feedbacks of consumers at a regular basis.
- To maintain as well as engage a competitive as well as creative workplace.
- To review the performance of each workers daily basis.



Cont...

Organisation

- The Lebanese restaurant will surely be operated by Sole Proprietorship as of their legal structure.
- Their investors will expect to make return from their primary investment after six months of their investment.
- Their investment will be paid of three times in a financial year including the overall interest.



Cont...

Proprietor

- As of the owner of this exact Lebanese Restaurant, Isabella Foster will be able to maintain the key integrity of her organisation by providing some form of varied background.
- In addition to all of these, it has also been experienced that she had been working for three different restaurants at her entire career.
- Moreover, she had also provided adequate attention towards the charity as well as other related works in order to become a good as well as helpful citizen.

Cont...

General Manager

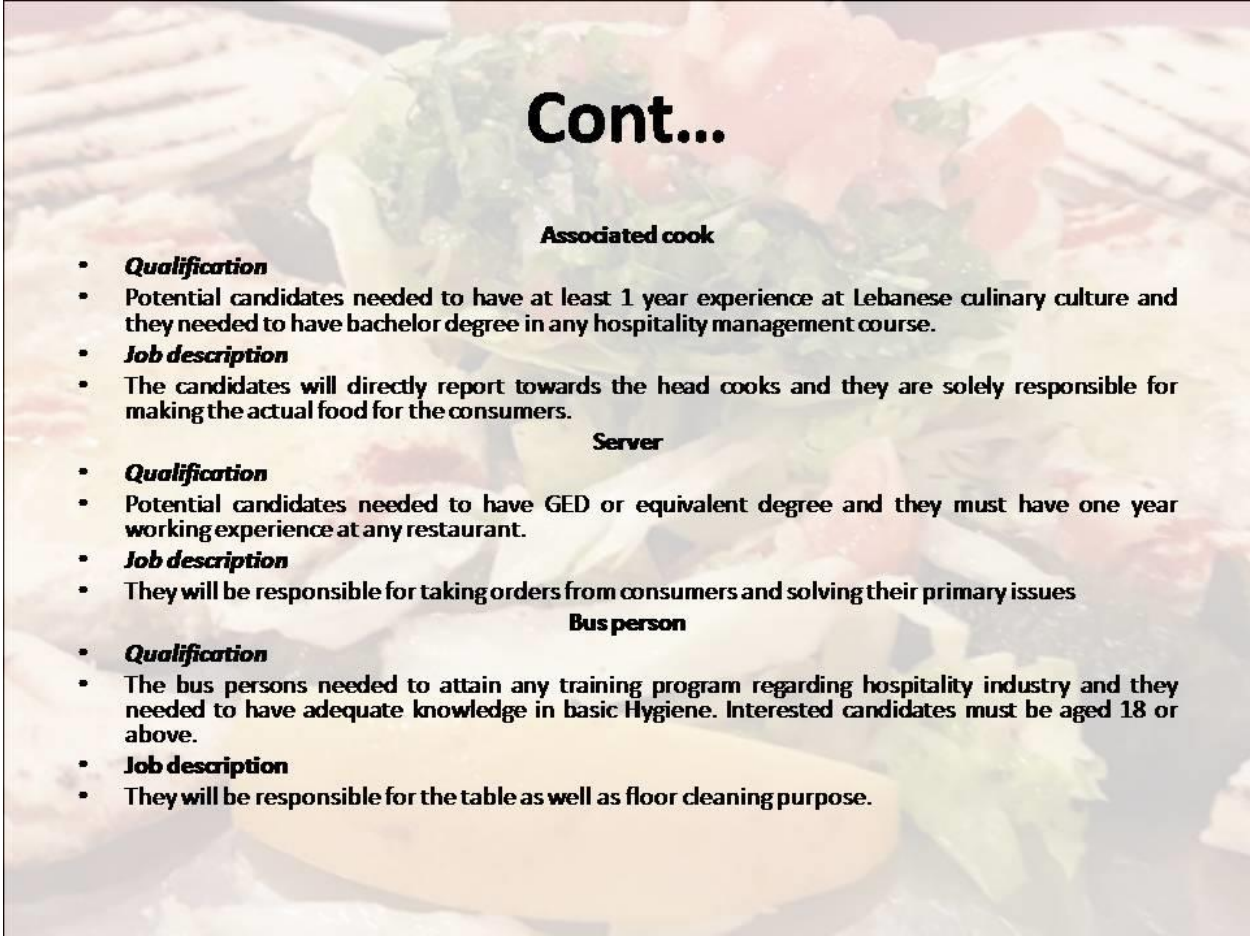
- **Qualification**
- The post of general manager will be empty at the time of opening the restaurant and it can be declared that the post of general manager will require high qualification.
- **Job description**
- The general need to report directly towards the owner of the Lebanese restaurant and he will be responsible for managing the entire working culture as well as architecture of the restaurant at certain extension.

Shift Supervisor

- **Qualification**
- Interested candidates needed to have effective communication as well as leadership traits in order to be shift supervisor.
- **Job description**
- The shift supervisors will directly report towards the general manager of the organisation and they need to submit daily report.

Head Chef

- **Qualification**
- The head cook needed to have at least a bachelor degree in any form of culinary art.
- **Job description**
- The head cook is responsible for overseeing the entire cooking related process of the restaurant.



Cont...

Associated cook

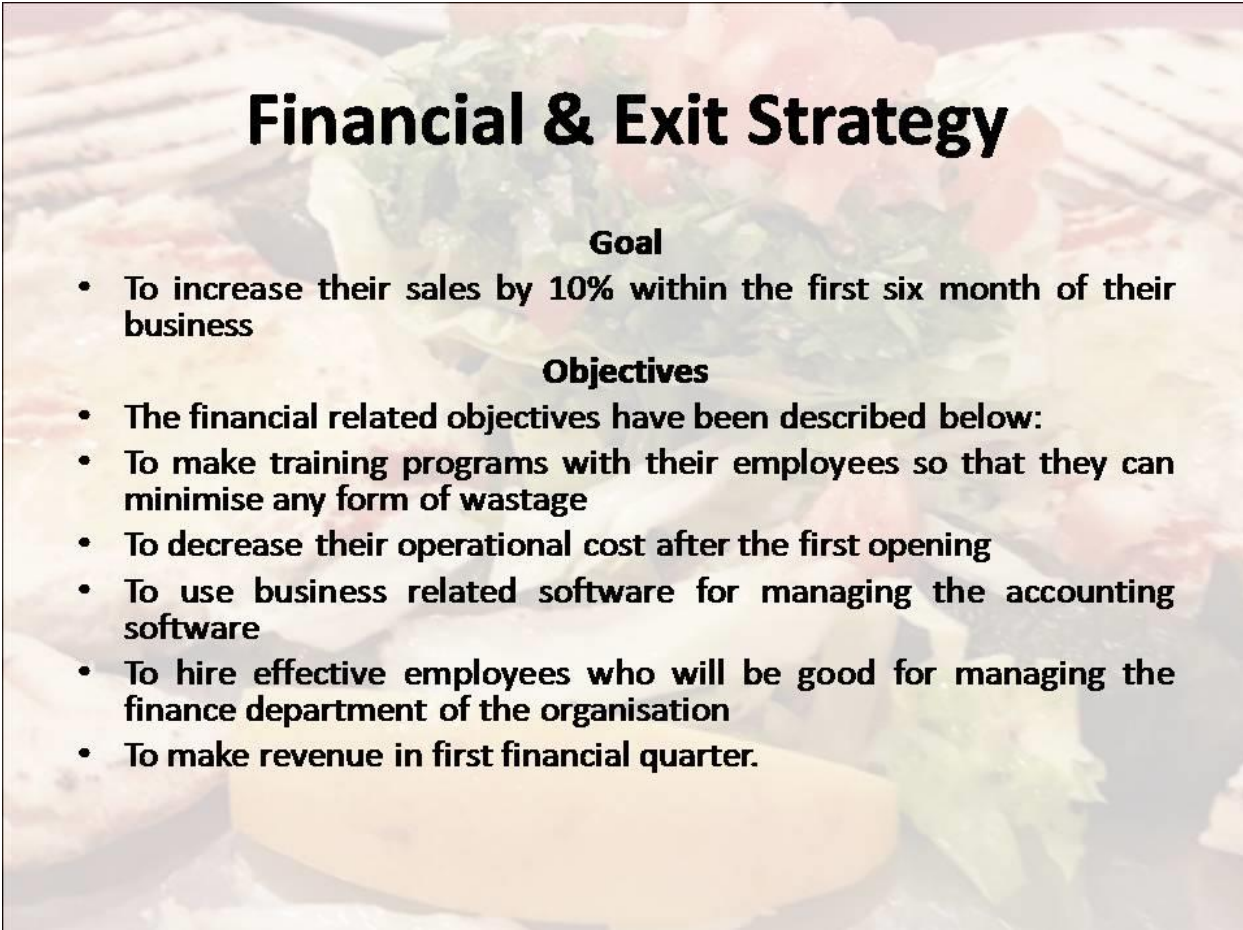
- **Qualification**
- Potential candidates needed to have at least 1 year experience at Lebanese culinary culture and they needed to have bachelor degree in any hospitality management course.
- **Job description**
- The candidates will directly report towards the head cooks and they are solely responsible for making the actual food for the consumers.

Server

- **Qualification**
- Potential candidates needed to have GED or equivalent degree and they must have one year working experience at any restaurant.
- **Job description**
- They will be responsible for taking orders from consumers and solving their primary issues

Bus person

- **Qualification**
- The bus persons needed to attain any training program regarding hospitality industry and they needed to have adequate knowledge in basic Hygiene. Interested candidates must be aged 18 or above.
- **Job description**
- They will be responsible for the table as well as floor cleaning purpose.



Financial & Exit Strategy

Goal

- To increase their sales by 10% within the first six month of their business

Objectives

- The financial related objectives have been described below:
- To make training programs with their employees so that they can minimise any form of wastage
- To decrease their operational cost after the first opening
- To use business related software for managing the accounting software
- To hire effective employees who will be good for managing the finance department of the organisation
- To make revenue in first financial quarter.



Cont...

Exit Strategy

- Before commencing with any business or while preparation of any business plans, it is necessary to develop an exit strategy as well.
- The following part discusses regarding four differing exit strategies –
 - ***Liquidation***
 - ***Selling off the business to managers or employees***
 - ***Acquisition***
 - ***IPO***

Cont...

Advertising Schedule

	1st month	2nd month	3rd month	4th month	5th month	6th month	Total
Newspapers and other print media	£ 123.50	£ 123.50	£ 123.50	£ 123.50	£ 123.50	£ 123.50	£ 741.00
Yellow pages	£ 93.25	£ 93.25	£ 93.25	£ 93.25	£ 93.25	£ 93.25	£ 559.50
Others (newsletters, fliers, church bulletins)	£ 475.70	£ 475.70	£ 475.70	£ 475.70	£ 475.70	£ 475.70	£ 2,854.20
Total for six months							£ 4,154.70

Cont...

Cost Analysis

Start-up expenses

Initial cash contributions from owner	£	12,000.00
Loan for equipment	£	23,900.00
Loan for remodeling	£	23,200.00
Loan for operations	£	29,550.00
Investors' contributions	£	20,000.00
Total amount of cash available	£	108,650.00

Total Costs of Capital Requirement

Starting inventories	£	7,500.00
Lease for building	£	9,525.00
Equipment cost	£	25,650.00
Fees for legal purposes	£	750.00
Fees charged for accounting	£	1,200.00
Permits and licenses	£	13,525.00
Remodeling works	£	19,675.00
Deposits for public utilities and others	£	800.00
Advertisements on newspapers and other mediums	£	1,200.00
Sales promotion (prizes, coupons, and others)	£	1,500.00
Total Start-up Expenditure	£	81,325.00
Starting cash balance	£	27,325.00

Cont...

Capital Equipment

Equipments	Amount
Small kitchen	£ 9,625.00
Large kitchen	£ 2,575.00
Chairs	£ 1,500.00
Tables	£ 1,200.00
Chairs and couches	£ 3,000.00
Lamps	£ 1,600.00
End tables	£ 500.00
Curtains	£ 200.00
Braided rugs	£ 300.00
Sound system	£ 2,150.00
Space planner	£ 1,800.00
POS System for PC	£ 2,200.00
Software	£ 200.00
Dishes	£ 850.00
Signage	£ 2,500.00
Uniforms for employees	£ 500.00
Air condition	£ 2,000.00
Lights	£ 1,600.00
Total Capital Equipment Expenditure	£ 34,300.00



Cont...

Mortgage Schedule

Mortgage schedule

Principal amount	£ 72,500.00
Interest amount	10.75%
Total number of periods	120
Annual payments	£ 16,058.75
Monthly payments	£ 1,338.23

Cont...

Other financial data

Months	Monthly Payments	Interest	Principal	Rem. Principal
				72500
1	1338.229	837.828125	500.400875	71161.771
2	1338.229	837.828125	500.400875	69823.542
3	1338.229	837.828125	500.400875	68485.313
4	1338.229	837.828125	500.400875	67147.084
5	1338.229	837.828125	500.400875	65808.855
6	1338.229	837.828125	500.400875	64470.626
7	1338.229	837.828125	500.400875	63132.397
8	1338.229	837.828125	500.400875	61794.168
9	1338.229	837.828125	500.400875	60455.939
10	1338.229	837.828125	500.400875	59117.71
11	1338.229	837.828125	500.400875	57779.481
12	1338.229	837.828125	500.400875	56441.252
Total		10063.9375	6004.8105	

Project Statement of Income for the year ended December 31, 2019

	Jan	Feb	Mar	Apr	May	Jun
Sales	£ 55,325.00	£ 56,875.00	£ 58,425.00	£ 60,975.00	£ 64,525.00	£ 69,075.00
(-) Cost of sales	£ 12,250.00	£ 13,100.00	£ 13,950.00	£ 14,800.00	£ 15,650.00	£ 16,500.00
Gross profit	£ 43,075.00	£ 43,775.00	£ 44,475.00	£ 46,175.00	£ 48,875.00	£ 52,575.00
Operating expenses						
Salary of owners	£ 3,250.00	£ 3,250.00	£ 3,250.00	£ 3,250.00	£ 3,250.00	£ 3,250.00
Staff wages	£ 12,070.00	£ 12,070.00	£ 12,070.00	£ 12,070.00	£ 12,070.00	£ 12,070.00
RMR	£ 5,320.00	£ 5,320.00	£ 5,320.00	£ 5,320.00	£ 5,320.00	£ 5,320.00
Advertisements	£ 815.00	£ 832.00	£ 832.00	£ 832.00	£ 832.00	£ 832.00
Accounting and legal expenses	£ 150.00	£ 167.00	£ 184.00	£ 201.00	£ 218.00	£ 235.00
Supplies	£ 250.00	£ 275.00	£ 300.00	£ 325.00	£ 350.00	£ 375.00
Dishwasher lease	£ 153.00	£ 153.00	£ 153.00	£ 153.00	£ 153.00	£ 153.00
Live Entertainment	£ 2,500.00	£ 2,500.00	£ 2,500.00	£ 2,500.00	£ 2,500.00	£ 2,500.00
Lease and rent	£ -	£ -	£ -	£ 3,367.00	£ 3,367.00	£ 3,367.00
Maintenance and repairs	£ 400.00	£ 400.00	£ 400.00	£ 400.00	£ 400.00	£ 400.00
Insurance	£ 2,660.00	£ 2,679.00	£ 2,698.00	£ 2,717.00	£ 2,736.00	£ 2,755.00
Utilities	£ 2,261.00	£ 2,284.00	£ 2,307.00	£ 2,330.00	£ 2,353.00	£ 2,376.00
Licenses and taxes	£ 121.00	£ 121.00	£ 121.00	£ 1,021.00	£ 1,321.00	£ 1,621.00
Miscellaneous expenses	£ 250.00	£ 250.00	£ 250.00	£ 250.00	£ 250.00	£ 250.00
Depreciation and amortization	£ 350.00	£ 350.00	£ 350.00	£ 350.00	£ 350.00	£ 350.00
Net Operating Expenditure	£ 30,550.00	£ 30,951.00	£ 31,352.00	£ 35,086.00	£ 35,470.00	£ 35,854.00
Operating profits	£ 12,525.00	£ 12,824.00	£ 13,140.00	£ 11,089.00	£ 13,405.00	£ 16,721.00

			MONTHS													
Cash in-flows	Description (as required)	Starting point	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	TOTAL	
Anticipated sales		£0	£55,325	£56,875	£58,425	£60,975	£64,525	£69,075	£73,625	£78,175	£82,725	£87,275	£91,825	£96,375	£875,200	
Value of your Start Up Loan		£76,650	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£76,650	
Initial cash contributions from owner		£12,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£12,000	
Investors' contributions		£20,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£20,000	
Total cash in-flows (A)			£108,650	£55,325	£56,875	£58,425	£60,975	£64,525	£69,075	£73,625	£78,175	£82,725	£87,275	£91,825	£96,375	£983,850

Cash out-flows	Description (as required)	Starting point	MONTHS												TOTAL	
			Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19		
Cost of sales		£0	£12,250	£13,100	£13,950	£14,800	£15,650	£16,500	£17,350	£18,200	£19,050	£19,900	£20,750	£21,600	£203,100	
Existing assets for business purposes		£20,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£20,000	
Rent or premises costs		£0	£0	£0	£0	£3,367	£3,367	£3,367	£3,367	£3,367	£3,367	£3,367	£3,367	£3,367	£30,303	
Business rates for your business		£0	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£2,400	
Utilities (gas, electricity, water)		£0	£2,660	£2,679	£2,698	£2,717	£2,736	£2,755	£2,774	£2,793	£2,812	£2,831	£2,850	£2,869	£33,174	
Insurance		£0	£2,261	£2,284	£2,307	£2,330	£2,353	£2,376	£2,399	£2,422	£2,445	£2,468	£2,491	£2,514	£28,650	
Telephone and internet		£0	£230	£355	£480	£605	£730	£855	£980	£1,105	£1,230	£1,355	£1,480	£1,605	£11,010	
Marketing and advertising expenses		£0	£815	£832	£832	£832	£832	£832	£832	£832	£832	£832	£832	£832	£9,967	
Vehicle running costs		£0	£2,350	£2,530	£2,710	£2,890	£3,070	£3,250	£3,430	£3,610	£3,790	£3,970	£4,150	£4,330	£40,080	
Equipment purchase or leasing		£0	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£3,600	
Postage, printing, stationery		£0	£90	£100	£110	£120	£130	£140	£150	£160	£170	£180	£190	£200	£1,740	
Transport and delivery		£0	£180	£205	£230	£255	£280	£305	£330	£355	£380	£405	£430	£455	£3,810	
Professional fees (legal, accounting etc.)		£0	£150	£167	£184	£201	£218	£235	£252	£269	£286	£303	£320	£337	£2,922	
Your salary (if PSB is in deficit)*		n/a	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	
Your salary (over and above your PSB needs)*		n/a	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£12,000	
Staff costs		£0	£12,070	£12,070	£12,070	£12,070	£12,070	£12,070	£12,070	£12,070	£12,070	£12,070	£12,070	£12,070	£144,840	
Start Up Loan monthly repayment*		n/a	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£6,000	
Total cash out-flows (B)			£20,000	£35,056	£36,322	£37,571	£42,187	£43,436	£44,685	£45,934	£47,183	£48,432	£49,681	£50,930	£553,596	
Your net cash flow (A-B)			£88,650	£20,269	£20,553	£20,854	£18,788	£21,089	£24,390	£27,691	£30,992	£34,293	£37,594	£40,895	£44,196	£430,254
Your monthly opening			£0	£88,650	£108,919	£129,472	£150,326	£169,114	£190,203	£214,593	£242,284	£273,276	£307,569	£345,163	£386,058	£430,254
Your closing cash position			£88,650	£108,919	£129,472	£150,326	£169,114	£190,203	£214,593	£242,284	£273,276	£307,569	£345,163	£386,058	£430,254	£430,254

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THANK YOU