

Cover letter

Mrs/Miss Zainab Atta

Winchester house,11 Cranmed road, London SW9 6EJ

z.atta@uwtsd.ac.uk

Dear Mrs/Miss Atta,

We are writing to express our interest that we are a group of restaurant professional with over a year of experience. In our current role as gourmet and Balkan food restaurant we prepare and cook a wide selection of meals for our customers.

We are skilled at preparing a variety menu including national Bulgarian and Romanian food. In addition, we enjoy the early hours for preparation and always arrive promptly for our shift. We enjoy the creativity gourmet offers and can truly offer some very intricate recipes while also adhering to opening out new venture. We have been commended on our beautiful and delicious meals by past clients. We would love the chance to bring our skills to the market by introducing our own recipes to our valued customers.

We are confident that we would be able to make a real difference in the gourmet taste with our talent and customer orientation. Please feel free to contact us at your earliest convenience to set up an interview and to view our business plan. We look forward to hearing from you in advance for your consideration.

Sincerely

The "Danube" Team.

Name: Ana Maria Voicu

Student Number: 2030161

Module code and title: BMSW4006- Managing Enterprise in the 21st Century- Business plan

Lecturer: Zainab Atta

Managing Enterprise in the 21st Century- MAE (BMSW4006)

I. Introduction

In this essay I will bring to your attention, first of all, a small part of what I have learned in this module. Even if I did not understand the name of the module and the first slides of the presentation in the first weeks of the course, over time, I learned what it means and how to make a presentation and an essay based on this very useful information.

In this course I learned what a business means, what its definition is, what its functions are; Governance, Strategy, Finance, Marketing etc. I even learned what the barriers and strategies for a better business can be. We have learned what will help us in the future, what we will need someday.

“A big business starts small.”- Richard Branson

There are many things that this course has helped me, I have learned more than I thought, and I have come to have great knowledge of almost everything that business means. I found useful slides in which we talked about *Marketing* (Market Research, Promotion, Selling Products) *Operations* (Production of Goods or Services, Control of Quality) *Finance* (Preparing Final Accounts) and *Organizational Structure* (Vertical, Vertical and Horizontal and Boundary-less).

Therefore, all this information will help me now and will help me in the future. These slides and how the teacher presented them made me better understand this field.

“Teaching is more than imparting knowledge; it is inspiring change. Learning is more than absorbing facts, it is acquiring understanding.”- William Arthur Ward

II. Business Description

Now it's time to talk about my PowerPoint presentation. First of all, I will talk about our little project, how the parts of the task were divided and how we managed it.

Our project is to talk about our small business, Danube. Our Danube restaurant is very well described in every way, each of us has made a commitment and all of us have met the requirements.

Our Danube Restaurant is a hospitable restaurant, very comfortable and a good career for having great options from customers. Our products and services also offer an excellent taste of East European food.

In the managing and enterprise course, I learned a lot of things. A lot of slides and presentations made me better understand what a business plan should be like and what I should write in a PowerPoint presentation. I provided a lot of information from the presentations demonstrated by the teacher.

First of all, we chose the members of the group. From the previous modules we already had a group formed and we chose to continue in this position, because we did a good job last time. A colleague did not attend classes and we had to replace her; it was the only change we made to the group. Each of us worked hard and contributed a lot of information, we helped each other where we needed to, and we encouraged each other. We knew what it meant to be a group and

we respected the decisions of the leader, who above all is a very understanding and helpful person.

After that, we talked to the teacher about the members of the group and everything was fine. Therefore, we chose the parts for the PowerPoint presentation. Each member agreed at first without discussion or quarrel. I chose student 1, I had many sub points to write, it was not so easy, but I gave my best. I made a PowerPoint, which I personally am proud of.

That being the case, I will begin to present my presentation. I will start from the first slide to the last, and I hope that in the end, it will be good.

“Together, ordinary people can achieve extraordinary results”- Beeka Schoettl

I started with my first slide in the presentation, in which I wrote some general information.

What do I mean by general information? For example, in the first slide, I wrote the name of the restaurant which is Danube E-gourmet food and its location, being in Edgware, Burnt Oak.

I'll tell you about the restaurant's location soon.

After that, I wrote the requirements for a PowerPoint presentation, that is the person's name; in my case my name. I wrote my student number, which is unique for each student. with this student number you represent yourself at the university, it is very fundamental from what I saw.

Finally, I wrote the name of the course and the course code and the name of the lecturer.

In the same slide I inserted a photo with a traditional Romanian menu. In that image is the polenta, also known as semolina and traditional sarmale. There are several types of sarmale recipes, it often depends on where you come from. In that picture are the stuffed cabbage rolls like Moldovans, and the recipe is not very difficult to make. As far as I know, the Arab people also have recipes for extraordinary sarmale, but I did not dare to give up my grandmother's recipe.

III. Company Summary

Now, I'm going to talk a little bit about Burnt Oak, Edgware. Especially considering that I live in this area, I will also write from my knowledge and information from articles or newspapers.

Burnt Oak is a residential city to the south of Edgware, in the Borough of Barnet, North London. It is an approximately disadvantaged section, dominated by the London Country Council's "Watling Estate".

Burnt Oak is a disadvantaged section, because the inhabitants feel that their area is forgotten and does not have a clear and distinct identity. However, support is growing and residents are hoping to raise the profile of Burnt Oak.

Edgware is an interwar middle-class suburb with a strongly Jewish personality, situated three miles north-west of Hendon and given away between two boroughs along the course of the first Watling Street.

Edgware is recognized as a commercial and residential area, identified in the London Plan, being one of the 35 major centers of London and one of the northern ends of the North Line.

IV. Personal Information

Leaving aside the first slide in the presentation, we move on to what we delved into more. Before discussing our products and services we offer in the restaurant, I will first talk about some of the experience I had and some skills, including gap skills.

Therefore, I start with my experiences. I did not work at all until I was 18 years old. I come to England and I wanted to start something new, to be pound of something.

I started working at an international store in Burnt Oak, Edgware a year ago. Its name is Tigris Food Centre. Being a very big store, where a lot of people came shopping there, it was very hard and I did not have time at all. There was always something to do. But I'm not complaining, due to the experience gained from the store, I've learned a lot of things that I'm going to list right now. For example, I learned how to place the goods, where to put them if there is no more space in the store. I study how to design products on shelves. I learned how to order the necessary goods and how to control them. I learned some tricks used in stores, and last but not least, I learned by heart how to sell products. Being my first job, I was very proud because I learned things that in the future will, possibly, help me. New experiences and wonderful colleagues are what I had.

After that, I worked at a Stanmore restaurant. I don't remember the name well because I only worked as much as the staff needed. The working hours were not very long, but I liked it because I worked at the bar and it was a job that attracted me. The restaurant was Arabic but also had English specialties. I worked with great pleasure in the place, I met new people and even there, I learned many things that I didn't even know about. That restaurant made the most exceptional bread, according to their recipe. In time, I learned to make their bread, but it doesn't always work out. As I said, I worked at the bar, I learned to make certain alcoholic or non-alcoholic drinks. I learned what to do in the restaurant when I have free time and how to prepare Take Away. Even here it was a beautiful experience, even though I didn't work with them much, I felt extraordinarily good.

And lastly, I want to talk about what I learned in school. I lived in Germany for 2 years. There at the age of 17, I was in the 11th grade. My schedule consisted of several hours, including a few hours of cooking. At first, I didn't know what to do, but from the first lessons he taught us what to write in a notebook and what and how to practice. I learned how to make cookies, pizza, pasta, cakes, wafers, traditional dishes and more. It has helped me a lot even now. I still have the

recipe book and sometimes I still remember those times. What I learned in cooking classes helped me a lot even now. I didn't expect to like it so much.

Regarding transferable skills, I've written what I think is best for me. In addition to those listed in my PowerPoint presentation, I will introduce a few more in this essay.

Teamwork and communication are essential in any field. In my opinion, it helps you to develop better, to understand your working partners and to maintain a pleasant atmosphere.

About time management, I can say that I learned very helpful information in the previous module in Academic and Employability skills. I can say that it was very useful for me, even now it is a very useful technique not only for work, but also for daily activities.

Being patient and attitude helps you, of course, at work but not just there. Wherever you go, these skills will help you at any time, because there are few people with these qualities and it will always be appreciated.

What I would like to add are some of the transferable skills I possess. For example, other skills can be creativity, because I really like to make anything out of nothing, even the simplest object. I like to come up with new ideas.

Critical thinking is one of my main problems, sometimes I am very grateful for this skill but sometimes it is unappreciated.

And when it comes to doing a search, I always enjoy it. I may like technology; I am very attracted to research.

Now it's time to move on to gap skills. I didn't write much but what I wrote is the most important. First of all, I want to talk about writing proficiency because from my point of view, correct grammar, the correct use of verbs, and well-used punctuation, is a very important step. This gap in skills helps you a lot because a lot of people are based on a general culture, on a person with potential.

Public speaking is one of my fears. I never speak unanswered and I'm always afraid to speak. Even if I'm at work or at school, this fear still exists. That's why I would like to improve this. A very good piece of advice that I received in my turn was, for example, if you go to an interview to prepare in advance. Think about what questions they might ask you, analyze the most common questions. Another thing is to be very careful with body language, very useful and this, because that way you can figure out what person you are facing.

Lastly, we have leadership which is also a very good skill. I want to improve it because everyone needs it. Knowing how to be a leader is a big thing, not everyone is capable. You have to know how to coordinate things, be motivated, know how to behave with the rest of the group and make them feel accepted. It is a great responsibility that I am willing to fulfill.

So, this is what I wrote about myself.

V. Executive Summary

Now it's time to go back to our wonderful restaurant. In the executive summary we wrote about our products and services, which as you well know, we are talking about the Danube restaurant. It is an exceptionally hospitable restaurant, very comfortable and very caring with our customers. Our products and services offer an excellent taste of East European food.

In the same slide I wrote our schedule which is from Monday to Saturday from 9.00am to 10.30pm and on Sunday it is open from 10.00am to 9.00pm.

VI. Market Strategy

I have also listed a few lines about competitors and competitive advantage. For example, added value which consists of introducing products where the quality is better. In this category we can even add the hiring of more experienced staff for more special services.

The atmosphere should be as pleasant as possible for the customers and the prices should be set for everyone with any budget.

About the competition I wrote which could be the biggest competitors.

First of all, I think that the traditional restaurants are in direct competition because our restaurant presents Eastern European food and many of our customers can always prefer their specific traditions.

And secondly, I have listed the English restaurants that are indirectly competing because even though the menus are different, there are many restaurants of this kind in the Burnt Oak area.

VII. Market Analysis

Finally move on the third slide. Here I have listed more information about Danube and a bit of History. Danube is primarily located in Burnt Oak, Edgware. In this village, there are many groups of different ethnicities; 34-44% are mixed European. Danube is a European/ Central and Eastern European restaurant and its cuisine enclose the countries along the Danube River such as Hungary, Romania, Czech, Poland and Germany. Some traditional dishes are chicken paprika, beef goulash, wiener schnitzel, stuffed cabbage and much more.

Eastern European cuisine is a mix of hearty country food.

The idea of opening the restaurant was conceived in September 2009, but due to the budget I had to wait a little longer to saving more money. We managed to open in February 2010 by investing £70,000.

United Kingdom has grown a lot be to international trade.

Before I talk about the diagram I made, I have one last thing to add. These are short-term objectives that can increase daily net restaurant sales and improve employee productivity. Medium-term objectives which are to decrease risk of theft and improve your top-selling items. And finally long-term objectives which are to increase monthly net value restaurant sales and improve new revenue streams.

VIII. Team Building

I finally got the last one. On the last slide I made a Diagram with the role of each employee. In this Diagram I have Owners, Bookkeeper, General Manager, Assistant Manager, Kitchen Manager, Serves, Hosts, Bussers, Bartenders, Bar Backs, Line Cooks, Dishwashers and Panty.

IX. Conclusion

In conclusion, this was my PowerPoint presentation. I am convinced that there can be many more beautiful presentations than mine, but I am proud of myself because I did not have any help and all I achieved so far was with my ambition and my silence.

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Managing Enterprise in 21st Century

Danube Restaurant business plan

BMSW4006_LON

Student name: Mihaiu Ana Maria Larisa

Student ID-2030038

2. PRODUCTS AND SERVICES

The Danube Restaurant is a welcoming, comfortable restaurant designed to make our customers feel as if they are receiving premium services while also providing them with a great taste of East European food.

The restaurant is open from 9:00 am to 10:30pm Monday to Saturday and from 10:00am until 9:00 on Sunday . The business will also provide home delivery services to customers collaborating with online food delivery services.

Restaurant Danube is responsible for purchasing, obtaining, and maintaining appropriate supply to meet production needs. Freshness will be maintained by delivering perishable products on multiple occasions during the week (Blackwell, 2017). There are 32 seats available at the restaurant. Our main point of difference from other East European restaurants in North London is that we have an internationally trained chef on staff who will be able to prepare fresh, light, and healthy meals every day, as well as develop new menu items to fulfil the demands and tastes of people who actually care about what they eat. Diners in restaurants will have the option of ordering off the menu or from a set lunch menu of the day, giving them plenty of time to get back to work. In-vogue melodies that complement a faster-paced environment will be used as background music. With candlelit tables and softly lunge background music, the evening environment will be little more intimate, resulting in a soothing, laid-back dining experience. The interior design of Danube Restaurant will include wood accentuated structure with paintings and props, as well as an East European atmosphere.

2.1 SAMPLE MENU

To share:

White bean dip - 7.25

Vegetable dip - 6.80

Fish roe dip - 5.25

Eggplant salad dip - 6.80

Bread basket - 1.99

Soups:

Tripe soup - 9.95

(From Montenegro to Armenia, this East European meal is popular. It's made with whole hog tripe that's been simmered for a few hours, then cut up and returned to the broth. The soup is seasoned with ground red paprika that has been briefly sautéed, as well as a tiny amount of milk. The soup is traditionally served with mashed garlic in vinegar and a sprinkling of spicy red pepper).

Meatball soup - 9.95

(Tender east European meatballs, chopped veggies, and pasta boil in a delicious and flavourful tomato broth seasoned with dried herbs and sweet paprika. Finish with fresh parsley and a generous amount of grated Parmesan cheese.)

Bean soup with smoked ham hock - 10.25

(Perfect for a wintry day, this hearty ham and bean soup! This tasty ham and bean soup is made with white beans, ham shanks, onions, celery, carrots, garlic, Chili, and herbs.)

Starters

Shopska salad - 12.95

(With rich red tomatoes, green cucumbers, red or green bell peppers, and onions, this salad showcases the colours of the Bulgarian flag. A light red wine vinaigrette is typically served on the side, but a large amount of crumbled sirene cheese, which is comparable to feta, is sprinkled on top.)

Lamb haggis with boiled egg - 8.95

(Minced lamb innards (heart, liver, lungs, kidneys), green onions, eggs, fresh dill, and parsley are used to make this dish. All of this is wrapped in a caul (or pasta sheet) and baked in the same way as a meatloaf.)

Pork rinds-greaves with onions - 8.25

Cheese pastries - 8.25

Mains

Romanian Cabbage Rolls (Sarmale) served with polenta and sour cream - 14.25

(Made with sour cabbage stuffed with pork, beef, and little bit of bacon.)

Grilled trout - 16.95

Fish stew with vegetables - 16.85

Kebabche - 12.95

(Contain minced meat, spices, and herbs rolled into a long sausage-like roll.)

Moussaka - 12.35

Duck leg served with red cabbage - 12.95

Desserts

EE donut topped with sour cherries - 8.90

Salami biscuit - 8.20

Marble cake - 9.20

Fried dough with sweet cheese - 9.25

Apple pie - 6.25

Danube menu for drinks-wine, beer & spirits

More and more wine enthusiasts seeking for new grapes and flavours are turning to Central and Eastern Europe, where native grape species and traditional production practises are available. Our goal is to bring the best East European spirits and wines to the forefront. Tuica and Rakia are excellent spirits that complement our cuisine.

Tuica

traditional Romanian spirit that contains ~ 24–65% alcohol by volume (usually 40–55%), prepared only from plums.

Rakia

*The most emblematic of all Bulgarian alcoholic drinks is **Rakia**, the strong plum, grape, or other fruit brandy. The alcohol content of rakia is normally 40%*

2.3 LOCATION ANALYSIS

The proposed location for Danube Restaurant was chosen due to market similarities between the proposed location and the concept's target market. **Burnt Oak** is a suburb in the Edgware district in northwest London, England. It lies to the west of the M1 motorway between Edgware and Colindale, in the London Borough of Barnet.

Burnt Oak area is well-known for its multi ethnic shops, which reflect the area's established Indian, Turkish, and Nigerian communities. It has increasingly gained an Eastern European community, primarily from Romania, Poland, and Bulgaria. UK population for Eastern Europeans - based on the Annual Population Survey/Labour Force Survey, ONS (estimated overseas-born population resident in the UK from January to December 2013) –is about 1.25 million. Burnt Oak census showed that for the Burnt Oak ward in Barnet, 47% of the population was white (30% British, 14% Other, 3% Irish). 13% was Black African and 12% Other Asian. Religiously, 50% was Christian, 18% Muslim, 7% Hindu, 2% Buddhist and 1% Jewish. The residential population in the area is comprised of a mixture of single family and multi-family housing.

2.4 TARGET MARKET

We anticipate that Danube Restaurant will appeal to a wide and varied clientele. Our target market will be growing renaissance for East European food, independents and families within 30 miles of Danube Restaurant. Our clients will spend between **25 GBP** and **40 GBP** per visit /per person.

2.5 COMPETITIVE ANALYSIS

The table below lists restaurants that may be considered direct competition for our target market customers. Because the restaurants listed have similar concepts to Danube Restaurant and serve East European cuisine, we believe we are competing for a similar customer base.

Competition	Features	Average price
Gurmandu' Restaurant -Burnt Oak,57B Burnt Oak Broadway, Edgware, England, United Kingdom	• East European cuisine • No delivery • Outdoor seating • Takeaway	25-35 GBP per visit\customer
Bella Restaurant -24-26 Watling Avenue, Edgware HA8 0LR England	• European cuisine • Takeout • Outdoor Seating • Highchairs Available • Wheelchair Accessible • Accepts Credit Cards, Family style	22-33GBP per visit /customer

2.6 SWOT ANALYSIS

The Danube Restaurant is a restaurant in North London, United Kingdom. The company's main strengths are its excellent interior design, market position, and emphasis on safety, while being new on the market is a source of concern. However, the growing foodservice sector in the UK, strategic initiatives, and the growing restaurants, clubs, and bars segment in the UK are likely to provide the company with growth opportunities. In the future, a coronavirus outbreak, an increase in manpower costs in the United Kingdom, and competition in the Restaurants market could all have a consequence on the company's performance. Throughout the coronavirus (COVID-19) pandemic, one of the industries most affected by lockdowns and government restrictions has been hospitality (restaurants). Brexit may have had an impact on the sector as well, but because the end of the transition period coincided with the start of the latest lockdown, it is difficult to separate the effects of the two. Now that the sector has had time to adjust to these changes, their long-term potential is clearer. Many of these changes will last long after the pandemic has passed. Overall, the restaurants industry will prioritise cleanliness and will take a proactive approach to disease control. In the United Kingdom, the cost of labour has risen. Increasing labour costs may be detrimental to the business. Labour costs are rising as a result of tight labour markets and a higher proportion of full-time employees. The UK National Living Wage increased by 6.2 percent to GBP8.72 per hour for workers aged 25 and up beginning in April 2020. The minimum wage has also been raised by 6.1 percent to GBP8.20 per hour

for adults aged 21 to 24. Miming increased 4.8 percent to GBP6.45 per hour in the age group of 18 to 20 years.

Strength Great interior design, Focus on Safety, Market Position	Weakness New on the Market
Opportunity growing foodservice sector in the UK	Threat Increase in Manpower Cost in UK , Competition in Restaurant Market , Coronavirus (COVID-19) Outbreak, Brexit

Competitive SWOT Analysis:

Gurmandu' Restaurant

Strength Guests loyalty	Weakness Poor online presence
Opportunity Increase loyal guests	Threat Lack of differentiations

Bella Restaurant

Strength Pricing power	Weakness Limited menu items
Opportunity Offering online orderings	Threat Bad rating and reviews online

2.7 MARKETING STRATEGY

Overview

Danube Restaurant's popularity will be achieved by serving great food, providing great customer service, and implementing an aggressive marketing plan to increase customer base. According to statistics, nearly 90 percent of restaurants fail within their first year of existence. In actuality, only approximately 17% of businesses survive their first year. To attract clients and increase revenue, we will leverage all available marketing strategies. Our competition will put us out of business if we don't. The following are some of the strategies we will adopt to increase sales.

Customers database

Danube Restaurant will work hard to build a database of our customers. Guests will have the option of being added to the database in order to participate in promotional offers such as birthday or anniversary cards and the frequent diner programme. The database will be collected and maintained on a yet-to-be-determined system. Danube Restaurant will respect our guests' privacy by keeping personal information collected confidential.

Social Media

Instagram is a simple yet great platform to help boost our restaurant popularity.

We'll be able to publish tempting photographs of our food if we create an **Instagram account** for our restaurant. It will also provide an area for us to interact with our consumers both before and after they leave. Also we will create Instagrammable dishes. We will pay attention not only to the appearance of the food, but also to the architectural aspects of the restaurant, to make a meal more Instagram-worthy.

We understand how important client feedback is! A quarter of consumers said they research restaurants online before making a decision. Customers frequently use **TripAdvisor**, **Yelp**, and **OpenTable** to find restaurants. We can comment to reviews that have been posted on these sites, but we can't remove or promote them. In this situation, the greatest approach to manage what people say about us online is to provide excellent food and service. In order to optimise our social media marketing, we'll also add information about our location, hours of operation, food and drink menu, and phone number to all our social media accounts.

Get on a delivery platform or invest in order&pay technology

We will collaborate with delivery platforms including Deliveroo, Uber Eats, and Just Eat. We will integrate order and payment technology into our website and social media profiles. For the restaurant industry during the Covid-19 outbreak, this technology was critical since it allowed clients to order takeout directly from business website.

Focus on customer loyalty

Loyalty: One of the most important aspects of Danube restaurant marketing will always be getting customers to keep coming back. Simply having a fantastic eating experience can result in loyalty: great food, enjoyable interior, consumer sense of value, and so on. With apps and websites, we will aggressively foster loyalty through loyalty programmes and award schemes for returning clients.

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Daniel Genev
Student Number- 2030037

BMSW4006- Managing Enterprise in the 21st Century

Lecturer's name: Zainab Atta

Business Plan for restaurant 'Danube

Supplier / Relationship 1

Organisation: Nasons Poultry Suppliers	Relationship Status: Good Relationships
Service Provided: Providing chicken, eggs, etc.	Key Terms of Relationship: Long term relationship

Supplier / Relationship 2

Organisation: Bewley's Tea & Coffee	Relationship Status: Good Relationships
Service Provided: Providing Tea and Coffee	Key Terms of Relationship: Solid Relationship, Trustworthy, Reliable

Supplier / Relationship 3

Organisation: AA Catering Disposables Ltd	Relationship Status: Good Relationships
Service Provided: Providing disposable crockery	Key Terms of Relationship: Reliable Relationship

Other Operational Considerations

Employing Staff

'Danube' currently has 10 employees all together but need more due to increase of work and extending the business. We have successfully finalized negotiations with people next door to rent their house so that we can provide more capacity for the customers. Yes we are currently employing competent staff who must be proficient in their respective job roles to deliver the best services for Danube. The staff needs to be efficient and skillful in dealing with customers and menu items of Gourmet and Balkan foods.

Key Staff Roles for Danube

- Managers

- Responsibilities

In several restaurants, the manager has to be the most valuable employee (HAN and Kang, 2020). If I intend being an absentee operational manager, I would therefore hire a manager to undertake all obligations of Danube. The operational manager must be proficient enough to deal with its operations such as buy ingredients, operate the payment register(s), monitor inventory, educate and supervise the personnel, interact with vendors, establish appropriate a marketing approach, and perform other activities as needed (Tipu, 2014). Aside from these duties, the manager should embody the manner and culture of the business.

Key Skills

In relation to multiple periods of management experience, a successful manager must possess at least 3 years of non-managerial food experience (Ekanem, 2017). This is frequently preferable skill to recruit a manager having experience in local restaurants since such an individual understands how to handle a non-corporate diner.

- Chefs

- Responsibilities

A top chef produces cuisine delights for restaurants to offer, and have even been designed to possess or ruin a restaurant's business (Xu, 2020). Chefs are classified into numerous sorts, and their pay is determined by expertise. Chefs' responsibilities should be assuring that every food is of top standard and is delivered on schedule (Alonso-Vazquez, del Pilar Pastor-Pérez, and Alonso-Castañón, 2018). Menu planning should take into account the budgets as well as the accessibility of fresh ingredients. In charge of all culinary activities, other staff members must be trained to cook and serve all food items.

- Key Skills

Being a chef could be hands-on teachable qualities, and as the saying goes, practice makes perfect. Chefs must learn the flavours and procedures of many meals, which could also take a long period and a lot of determination. Becoming a great chef, one must be willing to learn new things on a regular basis (Cristancho Triana et al., 2021). It takes much more than reading the instructions of recipies to become a chef. A chef would be innovative in hopes of establishing a cuisine for Danube, how the food tastes on the platter, as well as how the dish feels to the clients.

- Kitchen porters
 - Responsibilities
- Kitchen porters at Danube must understand how and when to clean the entire kitchen, but also how to correctly wash up and arrange unclean crockery. Across the work, he or she must also keep the floor area clean. Polishes, arranges, and organises items correctly are also responsibilities of Kitchen porters
 - Key Skills
- Kitchen porters in restaurant settings are required to use business dishwashing equipment to rinse big loads of plates at once (Alonso-Vazquez, del Pilar Pastor-Pérez, and Alonso-Castañón, 2018). The perfect candidate ought to have sufficient expertise with commercial equipment and be able to describe the types of machines.
- Delivery Boy
 - Responsibilities

Food Delivery Boys distribute food from meal cooking sites of Danube to customers. Main responsibilities for this employment include loading food, conveying it to the location, ensuring food hygiene requirements are followed, collecting money, and notifying any automobile significant impediment.

- Key Skills

Good communication skills and etiquettes of dealing with customers are two of the most important skills which a delivery boy should have (Alonso-Vazquez, del Pilar Pastor-Pérez and Alonso-Castañón, 2018). Moreover, delivery boy should be a good time management person and he/she should also be careful that food must be delivered in fresh and good condition.

-Business Operations Location

- Business operations for Danube are executed as a retail location in Edgware Burnt Oak, London. The restaurant has two portions; the upper portion of the house is set completely for this business so that a comfortable and cozy environment could be provided for customers. We have always dreamed of opening up our own restaurant but due to the matter of fact that there are ample of resources and investment needed for opening a restaurant, we thought to take small steps for heading towards big destiny. We have planned few months back that how we could be able to take a start towards our dream and then we

thought of delivering meals from home as well as serving it in site. We cleaned up the entire upper portion of the retail location and set the entire inventory there to make it look like a small restaurant where all employees could easily work in the professional setting. We have asked one of the developers to make a website for us where we could show up our menu, new offers, deals, as well as beverages etc. Therefore, we have taken a first step towards our dream with the money we had in our pocket and our journey has been started without worrying about huge investment on location or construction of restaurant building. We have started posting job vacancies on social media for hiring chefs, manager, kitchen porters, and delivery boys due to the extending of business.

Law and Regulations we have considered for our Business

A restaurant venture is similar to some other business in which it may be pushed to greater levels if managed properly, although it is fraught with difficulties (Mugo and Macharia, 2021). Any legislation, act, rule, decision, mandate, order, judgement, rule, guideline (or perception of some of the preceding) of any Authority in respect, as well as the conditions of any license or permit granted by the UK Government, are examples of Legal Requirements (Mugo and Macharia, 2021). While having a food safety standards certificate is not really a legal necessity, understanding best practices for preparing food can help make sure that our restaurant meal of gourmet and Balkan food is fit for consumption. I would complete training and obtain a certification online. I also would look into the government's available supplementary meal safety courses, including nutrition labelling and allergies training.

Insurance in Business

Liability Insurance for restaurant owners will cost roughly £69.10 per annum. According to Tom's research, 21.7 percent of Hospitality funds are just under £55 monthly for Public Insurance coverage, while 52.1 percent pay around £56 and £75 each month (Klein, and Weston, 2020). Insurance covers are required for a restaurant to handle personal harm or accidental damage complaints resulting from events such as tripping and falling. The section also covers products liability coverage, which shields the business from potential conflict from food-borne infections. A business owner's policy (BOP) costs roughly £175 monthly, or an average yearly cost of £2,080 for restaurateurs. The median number removes extremes at the lower and higher end of the scale, offering a more accurate picture of regular restaurant insurance rates than the overall average (Klein, and Weston, 2020).

We would also go for commercial insurance plan. If we work from home, our resident's or house insurance probably won't replace for business-related incidents. Thus, if a client enters to the home office, stumbles on the child's toy car, then decides to sue business for a fractured ankle, we might be out of good fortune if we rely on the home insurance.

Commercial insurance is designed to cover situations like this. We can be safeguarded from the start (Klein, and Weston, 2020).

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DANUBE RESTAURANT

Gheorghe Trifoi 2030295

BMSW4006- Managing Enterprise in the 21st Century

- Technology plan
- Management and organisation
- Social Responsibility and Sustainability

Technology plan

It is essential for Danube restaurant to plan technology efficiently since updated or latest technology assists in the performance of restaurant operations and results in the achievement of the goals and objectives set. In addition, the organisation will be able to serve their consumers more effectively with the use of cutting-edge technology.

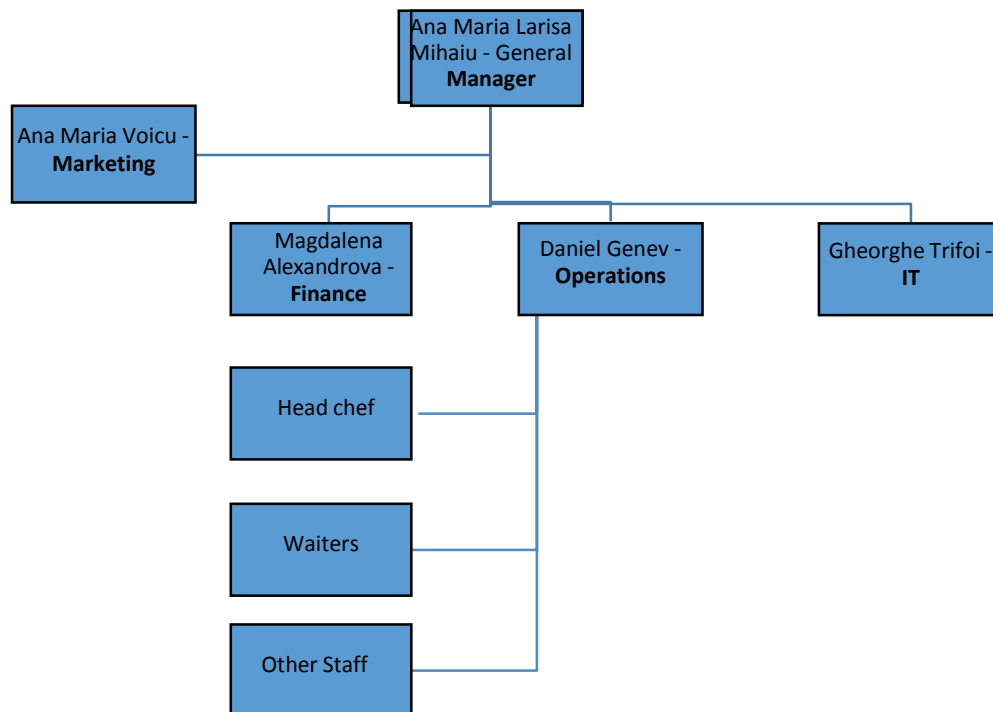
Williams (2019) argues that technology affects the restaurant industry and has a great impact on the running of a restaurant as this is constantly changing. From apps such as Just Eat, to contactless payments, to even booking a table online, technological advances have helped make restaurants more accessible and profitable, improving customer service, and customer experience and business management. While Haag (2013) explains the fact that there are some factors that must be considered when it comes to technology: ease of use, affordability, security, and the ability to upgrade or extend.

The management of Danube restaurant understands this aspect is very important in the running of the business which is why is investing in Up-to-date technology to help with the good functioning of the restaurant. A very common system that Danube restaurant is going to use is EPOS (electronic point of sale) which is a hardware and software altogether that has touch screens and wireless and holds the data either in servers, cloud, or the premises of the restaurant. They help with orders and process payments. This system comes with a receipt printer, barcode scanner, tablet, PDQ (a card payment terminal) and cash drawer (Edmonds, 2021). The website is the most important tool for Danube restaurant as here customers have access to an **online booking system** which enables easy table bookings by clicking on the relevant tab, this helps to keep track

of every reservation. **Card machine** offers a safe and cashless payment option for customers to pay for their food.

The POS system also offers inventory management to help reduce food waste, monitor inventory levels, and increase profitability. This software is a good investment that will have a positive impact on financial performance as it helps the restaurant to monitor food and drink stock levels that is based on real time data (Carson, 2021). Partnerships with Trip Advisor to earn good ratings and reviews are made. Also while the pandemic is still an issue, food deliveries through UberEats and Deliveroo are already in plan to boost sales. Danube Restaurant will be advertised on social media and respond to connect with customers and reply to their comments and experience.

Management and organisation



The management team is part of a group within the business who collaborates to achieve the company's common goals and objectives. It is the manager's responsibility to build a strong team within the organisation so that objectives and targets can be met successfully. When members' abilities and skills are properly aligned, the team will be able to achieve greater things towards the success of the business. The management or partnerships' personal histories, their work experience in a relevant area, the roles and responsibilities they have, together with their pay scales and access to the company's resources are areas of consideration when it comes to

operating the business as this has an impact on its success especially if experience of the management team is not related to the business (Haag, 2013).

There are various types of group classifications in relation to the Danube restaurant:

Functional group - A functional group is a permanent group in a business enterprise that consists of employees from the same office who have different responsibilities. Managers who are responsible for each team movement and who lead the group make up a productive group.

Virtual group - In this group, employees operate in diverse regions, sharing data with one another and accomplishing tasks in the group in a timely manner using common tools.

Project group - This is a group of people who work on the inside in a holistic way. This group expects the involved team to offer support with the different activities carried out and help in the completion of a task or objective sales.

Problem-solving group - In a company, the occurrence of a few growing challenges will necessitate the development of an adequate game plan for better managing things. In addition, the restaurant has a critical thinking group structure based on the importance of the outcome of the organisation in bringing up concerns that require an appropriate plan of action to address them.

Each group plays an important role in successfully performing the activities within the company as well as meeting the organization's objectives and goals. Furthermore, a functional group that performs a basic task promotes a positive dominant culture within the organisation (Alvesson, 1996).

The Danube Restaurant relies on the involvement of the members that form the partnership in running the restaurant. One of the reasons of opening this restaurant was not necessarily related to the background of each of the partners involved but more an interest to serve the community of Romanians and Bulgarians from Edgware Burnt Oak area and surroundings traditional food from their home countries. To offer a taste of home-made food. For this reason each member will work to help with the running of the restaurant having a different role where they are most suited because of their knowledge and experience or qualification attained.

The general manager of the Danube restaurant is Ana Maria Larisa Mihaiu who has over 5 years' experience of managing in the hospitality industry. She holds a BA in Hospitality management and currently attending a Business management course. Ana Maria Voicu works in marketing and

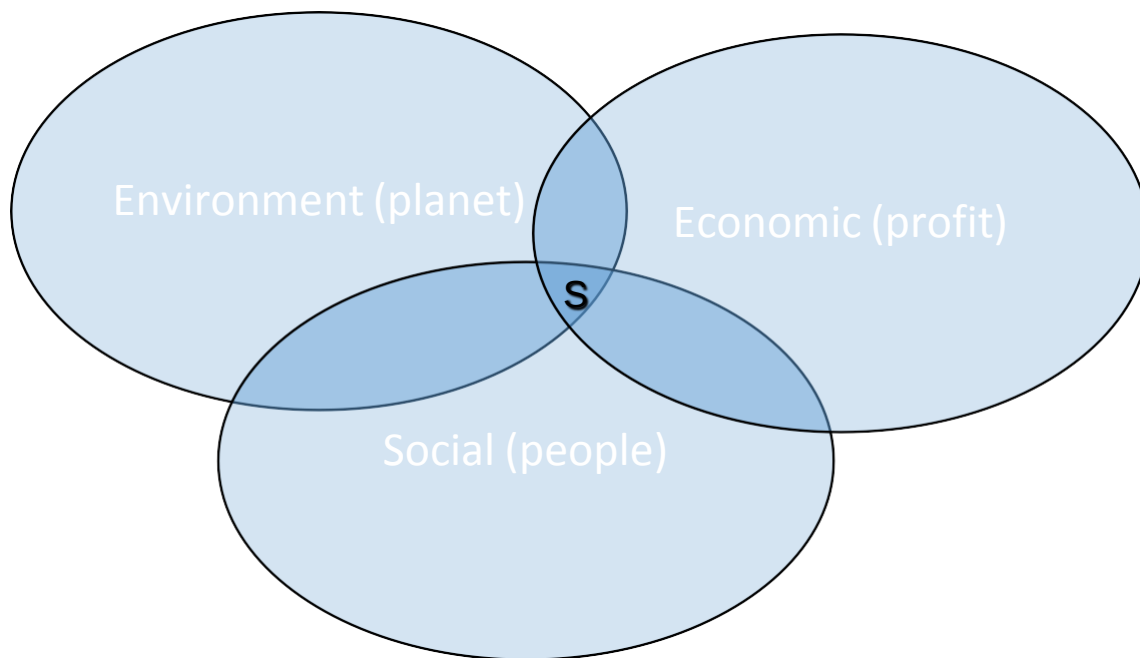
her experience as a market analyst and sales manager will make our restaurant stand out in the face of competitors when it comes to market needs and trends. She has great communication skills and attained degrees in business and marketing, communication and advertising. Daniel Genev is our operations manager, he holds a degree in hospitality and has previous experience within the food and beverage industry working as a facilities manager in a food factory. His hospitality degree will help him in his position in the restaurant and train new staff, oversee the everyday operation of the restaurant and the overall running of the restaurant. The restaurant's means of technology are run by the IT freshmen student Gheorghe Trifoi. His knowledge of computers and technology will help the restaurant and the partners to take decisions of investment into new technology trends that will keep the restaurant running and at the same time connected to the latest trends in technology. He will help implement the information systems and information technology in our operations as they are important in the restaurant's development and success and also adjusting to the changes in the business environment and keep up with the competitors. Last but not least is Magdalena Alexandrova who will be in charge of the financial sector. She worked in the last 5 years as a financial advisor in a bank and will use her experience to deal with the finances of the Danube Restaurant. Each of the partners will be offering their share of investment and time to work in the restaurant. This will help reduce the costs in hiring more people to do all this work. Although there is still the need of hiring a qualified chef and waiters.

Social responsibility and Sustainability

A company's corporate social responsibility is defined as the activities or actions undertaken that benefit the environment and society. This allows a company to successfully increase its reputation and value in a competitive market. These practices are required by law and must be followed and implemented by any company or business. Being responsible and sustainable is a company's social obligation, doing the right thing for employees, the community, and the environment is essential and is not only helping the business be profitable but also making a difference as well (Perkins, 2021). Haag (2013) agrees that being socially responsible has numerous advantages for a business adding that "people, planet and profit" are factors that influence performance in a company and managers should be focusing on how their business affects people, the environment and also find ways to be financially sustainable and make profit at the same time.

Intense work, food waste, significant employment number, sustaining diversity, aiding local communities and many others are just a few of the examples that represent the restaurant sector.

Reason why to add value to the restaurant business, the theory of triple bottom line can be considered by any company that wants to be socially responsible.



Triple bottom line theory. Note: S = sustainability

The triple bottom line is a strategy for a sustainable development business model that prioritises profit, the environment, and people over generating financial gain. Companies accomplish sustainable management when they make a balanced commitment to their communities and the environment, as well as their profits. **Economic CSR** (corporate social responsibility) in the restaurant industry could take the form of community employment or greater meals at lower rates. **Environmental CSR** refers to a company's policies and/or actions aimed at reducing harm to the environment (for example, use recycled materials and reducing emissions and waste). Restaurants can use recycled cups, napkins, and other materials, as well as reduce food waste. Finally, **social CSR** is concerned with supporting social equality and human rights. Having a labour union or trying to remove workplace discrimination based on gender, skin colour, or age are just some examples restaurants can use. As a result it can be suggested that restaurant owners and managers should put more effort into charitable giving, education and housing support, presenting accessible prices, and managing product quality in order to achieve financial gain, and contribute to the environment at the same time (Shim et al. 2021).

Danube restaurant will show that it cares for the environment and the communities by respecting diversity, donating to charitable causes, promoting sustainability initiatives, and encouraging healthy lives.

Some of the practices conducted by the Danube Restaurant are:

Promote the 3 R's practises – In this sense, the restaurant will adopt the 3 R's practises of the eco-friendly environment, Reduce, Reuse, and Recycle, as this will assist them in sustaining and also saves money.

Support local communities - Following this practise of corporate social responsibility, the restaurant might look after the local community in the area in order to get local support as well as boost market value. Gluten-free menu options are another way to meet the dietary demands of the customers while also generating revenue for the restaurant. Donating food to local food banks, assisting with school renovations, and assisting with waste management in agriculture are other projects that the restaurant will be involved.

Adopt equality in the workplace - In addition to these activities, Danube restaurant will encourage equality at work because it will contribute to the formation and maintenance of a positive working culture. The restaurant management may empower women to work, hire disabled people, teach them on the job, and pay them equally.

The restaurant will not only support the environment and the community by following these practices but will make sure the food served comes from sustainable farms. The products used to prepare the meals are coming from local farms and markets that the restaurant has partnered with. Part of the objectives of the restaurant is the fact that it aims to deliver high quality home-made meals inspired from the Bulgarian and Romanian kitchens which are made with sustainable and great quality products. This way is possible only by following the culture that we believe in and the high ethical standards that will be shown in the policies put in place.

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Magdalena Kovacheva

Student Number- 2030039

BMSW4006- Managing Enterprise in the 21st Century

Lecturer's name: Zainab Atta

Business Plan for restaurant 'Danube

Financial Plan

This report emphasis on the financial stability and plan of the business and how it manages to arrange capital or financial resources; *sources of finance, designing a personal survival budget plan, cash flow statement, balance sheet, sales forecast, and business ratio/break even analysis* for its new startup.

Sources of finance

There are various through which a business can attain financial assistance. There are some factors that need to be considered before a business reaches out to financial institutions for its plans because not every business is capable of attaining large amount of financial assistance (Wiesenberg et al., 2020). Every business can attain financial assistance on the basis of its ability to return it back with additional interest payments. If the lender or financial institute is not confident in the business' ability to pay back the loans or the business expansion plan is not attractive to them; there are low chances that they will lend financial assistance to the new business (Wiesenberg et al., 2020). To save from the difficulties, uncertainty, and payback issues, new startups can get financial assistance from other sources, following are the sources of finance that can be adopted by Danube to access finance;

1. Personal investment or personal saving. The owners can adopt this way of increasing financial inflow in the business as it is a very safe of financial source. There is no need to pay it back, no deadlines to return the money, no additional interest payments to be made on the finance. Even if the business did not make well use to faced loss, the owners will not be accountable to someone to return back the money (Wiesenberg et al., 2020).
2. Financial bootstrapping is another option. This idea is emphasized on building a strong business force where 'less employees are more' because of their skills and ability to yield goals. This strategy saves the business for reaching out to any external body for financial assistance because its costs are controlled by the business in the first place (Edelman, Manolova, Shirokova and Tsukanova, 2016). Different forms of financial bootstrapping include personal financing, joint utilization, reducing the accounts payable, delaying its payments to supplies, or investing the required amount of financial sources in inventory.

3. Another way is to attain financial assistance through financial institutions like banks loans or bank overdrafts. Over draft can be adopted for a short term period while loans can be attained for a longer period of time. However, the business will have to make interest payments along with the principal amount and if it fails to do so, it can be held accountable (Edelman, Manolova, Shirokova and Tsukanova, 2016).

Personal survival budget

A personal survival budget plan details information about a business' financial monthly income like the cash inflows or outflows. It's basically an estimation of the amount of money a business earns after subtracting its expenses and outflows (Wiesenberg et al., 2020). But according to the title of this budget, the plan is personal one and not business'. This method is usually adopted by new business startups to assess whether they have enough amount of money to invest in the new start-up. It helps in identifying a business' ability to start a new business and pay back the loans taken from financial institution. Personal survival budget is also useful for financial institutions to assess whether the owners of the business are liquid or financial strong enough to pay the loans taken by it (Wiesenberg et al., 2020).

The personal survival budget comprises of three main sections;

1. The personal income of the owners which is the money inflowing. This lists down the sources of personal finance inflow of the owners for the month. For instance, return from investments.
2. The items are dependent on the personal situation of the owners (Edelman, Manolova, Shirokova and Tsukanova, 2016).
3. The second part is expenses. This section includes any expenses in the form of outflow of the business in a month. It can also include payments like rent payments, mortgage payments, university fees or grocery expenses (Wiesenberg et al., 2020).
4. The last part identifies the total surplus or deficit that whether the balance is positive or negative. It's attained by subtracting (B) the total personal expenses from (A) the total personal income. If the difference is positive, it means the personal income is greater than personal expenses and, if it's negative it means the personal expenses are greater than personal income (Edelman, Manolova, Shirokova and Tsukanova, 2016).

Business income	Monthly Net income
In site income payments	£25074
Delivery income payments	£22300
£47374	

Business expenses	Monthly Net expenses
Rent Payments	£2900
Utilities	£1500
Phone and internet	£500
Property insurance	£1900
Grocery shopping	£3500
Delivery costs	£650
Credit commitments (loans, credit cards etc.)	£1200
Staff Wages	£20000
£32150	

MONTHLY BALANCE 15224

A cash flow statement is another financial measure that needs to be considered by a new start up. It helps in identifying a business' cash inflows and outflows and by the end, the owners are able to assess the amount of cash available to them to run the daily expenses and obligations of the business (Wiesenberg et al., 2020). Cash flow only includes a business' cash transaction and excludes any non-cash inflows or outflows like depreciation expense, accounts receivable, accounts payables, and profit on disposal of an asset. The income statements portray an image

about the earnings and expenses of a company and also include non-cash transactions like depreciation expenses, credit sales and etc. income statements tell about the amount of finances a company has but not necessarily in the form of cash (Edelman, Manolova, Shirokova and Tsukanova, 2016).

This is because; the income statement accounting is based on accrual basis. The accrual basis proposes that incomes and expenses should be recorded as soon as they take place in the organization no matter if the business has not paid those expenses or receive those payments (Edelman, Manolova, Shirokova and Tsukanova, 2016). The cash flows are based on the cash accounting method where transactions are only recorded when they are made in the form of cash. This means if an income is stated in the cash flow statement it means it was in the form of cash inflow in to the business and an expense was paid in the form of cash therefore, it is mentioned in it (Wiesenberg et al., 2020). A positive cash flow portrays a positive image of the company as it has enough cash available to fulfill its daily obligations while a negative cash flow shows a bad financial or liquidity position of the company. Following is the cash flow statement for 'Danube'.

'Danube'

Cash Flow Statement

For the Year Ending 12/31/2021

Cash at Beginning of Year

Operations

Cash receipts from

Customers

36,000

Other Operations

52,000

Cash paid for

Inventory purchases (25,000)

General operating and administrative expenses (15000)

Wage expenses (5000)

Interest (0)

Income taxes (500)

Net Cash Flow from Operations 37,500

Investing Activities

Cash receipts from

0

Sale of property and equipment

Collection of principal on loans

Sale of investment securities

Cash paid for

Purchase of property and equipment (12000)

Making loans to other entities

Purchase of investment securities

Net Cash Flow from Investing Activities (25,500)

Financing Activities

Cash receipts from

Cash paid for

Net Cash Flow from Financing Activities (0)

Net Increase in Cash 25,500

57,874

Cash at End of Year

Balance Sheet

A balance sheet lists down the financial situation and stability of the business including its assets, liabilities, capital, equity, and total debt. To assess the reliability of the business finances; the balance sheet must tell an equal balance between its liabilities and assets. Assets = liabilities + equity. Balance sheet is more about the business' financial status snapshot (Wiesenberg et al., 2020). One part of the balance sheet comprises of assets where both shortterm and long-term assets are listed on their net present value after deducting accumulated depreciation. The other part is about the liabilities and capital of the business where both short and long term liabilities are listed and the capital part lists down the revenues, nonprofit, and shares or debentures issued (Edelman, Manolova, Shirokova and Tsukanova, 2016).

Balance Sheet

'DANUBE'

Assets	
Current assets:	Current Year
Cash	15000
Investments	0
Inventories	25000
Accounts receivable	1500
Pre-paid expenses	6500
Other	-
Total current assets	61,500.
Fixed assets:	Current Year

Property and equipment	12000
Leasehold improvements	0
Equity and other investments	15000
Less accumulated depreciation	(1200)
Total fixed assets	25,800
Other assets:	Current Year
Goodwill	-
Total other assets	-
Total assets 87300	
Liabilities and owner's equity	
Current liabilities:	Current Year
Accounts payable	16000
Accrued wages	0
Accrued compensation	0
Income taxes payable	500
Unearned revenue	1500
Other	-
Total current liabilities	18,000
Long-term liabilities:	Current Year
Mortgage payable	0
Total long-term liabilities	0
Owner's equity:	Current Year
Investment capital	40,000
Accumulated retained earnings	29,300

Total owner's equity

69,300

Total liabilities and owner's equity

87,300

Balance 87,300

Sales forecast

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
NUMBER OF UNITS SOLD	500	550	600	650	610	600
PRICE PER UNIT	£ 4.00	£ 4.00	£ 4.00	£ 4.00	£ 4.00	£ 4.50
TOTAL SALES	£ 2,000.00	£ 2,200.00	£ 2,400.00	£ 2,600.00	£ 2,440.00	£ 2,700.00
PERCENT OF TOTAL	6%	7%	7%	8%	7%	8%
PERCENT CHANGE	—	10%	9%	8%	-6%	11%

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL
680	715	730	630	610	625	7,500
£ 4.50	£ 4.50	£ 4.50	£ 5.00	£ 5.00	£ 5.00	
£ 3,060.00	£ 3,217.50	£ 3,285.00	£ 3,150.00	£ 3,050.00	£ 3,125.00	£ 33,227.50
9%	10%	10%	9%	9%	9%	100%
13%	5%	2%	-4%	-3%	2%	

Above is the sales forecasting of one year for the restaurant. Sales forecast help in identifying what amount of cash the firm will be able to earn. It's not necessary that the business will end up earning the same amounts they can vary in positive or negative figures but it's an estimation to take further financial decisions (Edelman, Manolova, Shirokova and Tsukanova, 2016). The more accurate the sales forecasts are, the better the finances of the company can be managed. Sales focused also help in identifying the production quantity all level of activity to be carried out because otherwise the business would end up producing less or more units. In both cases it's a loss for the business because producing more means there's no customers to buy the product and producing less means the business was not able to satisfy its customers fully. There are several methods of achieving a sound sale forecast, if the owners of the business have an experience regarding this field they will be able to identify the amount of revenues the business will be earning in the upcoming year. The sales forecasting is also based on the market size, the previous year sales performance, the demand for the business product or service in market, and the response of customers towards this particular business (Edelman, Manolova, Shirokova and Tsukanova, 2016).

Break even analysis

Breakeven point is another important measure which helps in identifying at what production level or what point the business cost will be equal to its revenues. Identifying the breakeven point helps in carrying out the business activity accordingly because it's important to at least break even in its first year or first few months of business. Breakeven is a point where the business is at no profit or no loss, the amount invested or the expenses are covered but the owners are left with no excess money to keep as profits (Edelman, Manolova, Shirokova and Tsukanova, 2016).

The formula to calculate breakeven point = $\text{fixed costs} / (\text{revenue per unit} - \text{variable costs per unit})$. The revenue per unit or sales price per unit minus variable cost per unit is also called contribution of a single item. The contribution per unit is divided by fixed costs because a business cannot avoid its fixed costs. If Danube is able to cover its fixed cost in its first year of business or initial months, it can be a positive indicator that the business will operate under profits in upcoming months.

The break-even of Danube is =

Fixed costs = £ 30,000

Selling price per unit= £ 4

Variable cost per unit= £ 1.75

Break even units= $30,000 / (4 - 1.75)$

= 13,334 units per month.

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Presentation slides copied as pictures:

Danube E-gourmet food Edgware- Burnt Oak

- Name: Ana Maria Voicu
- Student number: 2030161
- Course name: Managing Enterprise in the 21st Century- BMSW4006
- Lecturer: Zainab Atta



Experience:	Transferable skills:	Gap skills:
Employment contract at the international store, Tigris, in Burnt Oak, Edgware. (Selling products, arranging goods, ordering the necessary goods, etc.)	Teamwork and communication- we will help each other, are essential in any field	Writing proficiency- grammatically correct writing is very important
I worked at a restaurant in Stanmore. (Make some cuisine, their traditional bread and alcoholic drinks)	Time Management- helps you organize things	Public speaking- learn some common questions, pay attention to body language and be relaxed
At the age of 17 I did cooking hours in the school in Germany.	Patient and attitude- it helps you succeed at work	Leadership- motivated others, successful and result

Executive summary

Products & Services

Our Danube Restaurant is a hospitable restaurant, very comfortable, well career for having great options from customers. Our products and services also offer an excellent taste of East European food.

Open: Monday to Saturday
8.00am to 10.30pm
Sunday
10.00am to 8.00pm

Competitive Advantage:

- **Added Value**- The introduction of products where the quality is better and hiring experienced chefs for a special meal.
- The **atmosphere** should be as pleasant as possible for the customers and the **prices** according to everyone's budget.

Competition:

- Traditional restaurants- **direct competition**
- English restaurants- **indirect competition**

Description & History



- Danube Restaurant is situated in Burnt Oak, Edgware
- In Burnt Oak, there are many ethnic groups: 34-44% mixed european
- Danube is a European/Central and Eastern European Restaurant
- The cuisine enclose the countries along the Danube River: Hungarian, Romanian, German, Polish and Czech.
- Chicken paprikas, beef goulash, wiener schnitzel, stuffed cabbage are traditional cuisine.
- The cuisine of Eastern Europe is a blend of hearty peasant dishes.
- Concept idea September 2009, realisation after savings and invest (£70000) February 2010
- United Kingdom has grown a lot due to international trade.

Short Term Objectives:

- Increase Daily net restaurant sales
- Improve Employee productivity

Medium Term Objectives:

- Decrease Risk of Theft
- Improve Your Top-Selling Items

Long Term Objectives

- Increase Monthly Net restaurant sales
- Improve new revenue streams

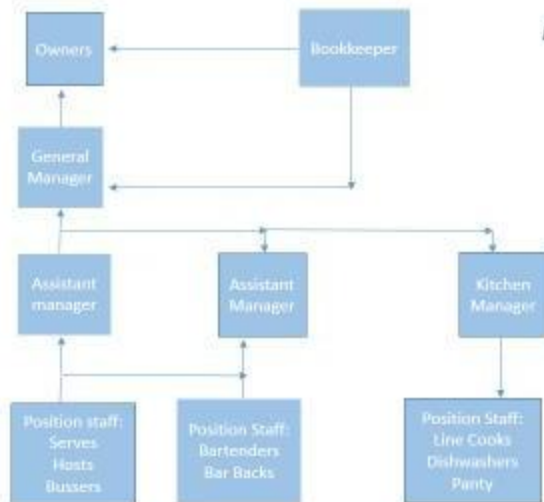


Diagram of the role



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Managing Enterprise in 21st Century(BMSW4006_LON) Danube Restaurant -business plan

Student name:Mihaiu Ana Maria Larisa
Student ID-2030038

PRODUCTS AND SERVICES

The Danube Restaurant is a welcoming, comfortable restaurant designed to make our customers feel as if they are receiving premium services while also providing them with a great taste of **East European food**.

The restaurant is open from **9:00 am to 10:30pm** Monday to Saturday and from **10:00am until 9:00** on Sunday .

Key products offerings :



Market Summary

• Location Analysis

- The proposed location for Danube Restaurant was chosen due to market similarities between the proposed location and the concept's target market.

- **Burnt Oak** area is well-known for its multi ethnic shops. It has increasingly gained an **Eastern European community**, primarily from Romania, Poland, and Bulgaria.

- **Target Market** :Our target market will be growing renaissance for East European food ,independent and families within 30 miles of Danube Restaurant .Our clients will spend between 25 GBP and 40 GBP per visit /per person

Competitive Analysis

Gurmandu' Restaurant-SWOT Analysis

Strengths	Weakness
Guest loyalty	Poor online presence
Opportunity	Threats
Increase loyal guests	Lack of differentiation

Bella Restaurant SWOT Analysis

Strengths	Weakness
Pricing power	Limited menu items
Opportunity	Threats
Offering online ordering	Bad rating and reviews

Danube Restaurant –SWOT Analysis

Strengths	Weakness
Great interior design focus on safety	Company is new on the Market
Opportunity	Threats
growing foodservice sector in the UK	increase in manpower cost in UK , coronavirus outbreak

MARKETING AND SALES PLANS

SOCIAL MEDIA-INSTAGRAM-Creating Instagrammable dishes

We will pay attention not only to the appearance of the food, but also to the architectural aspects of the restaurant, to make a meal more Instagram-worthy.

Partner Up With Delivery Services

Partnering with : Deliveroo, Uber Eats, Just Eat Uk

Customer Database

Danube Restaurant will work hard to build a database of our customers.

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Daniel Genev

Student Number- 2030037

BMSW4006- Managing Enterprise in the 21st Century

Lecturer's name: Zainab Atta

Business Plan for restaurant 'Danube

- About the Business Plan

- Staff
 - Employing new staff
 - Key rolls



- Business Operations Location



- 3 key suppliers

<table><tr><td>Organisation:</td><td>Nasons Poultry Suppliers</td><td>Relationship Status:</td><td>Good Relationships</td></tr><tr><td>Service Provided:</td><td>Providing chicken,</td><td>Key Terms of Relationship:</td><td>Long</td></tr></table>	Organisation:	Nasons Poultry Suppliers	Relationship Status:	Good Relationships	Service Provided:	Providing chicken,	Key Terms of Relationship:	Long	<table><tr><td>Organisation: AA Catering Disposables Ltd</td><td>Relationship Status: Good Relationships</td></tr></table>	Organisation: AA Catering Disposables Ltd	Relationship Status: Good Relationships
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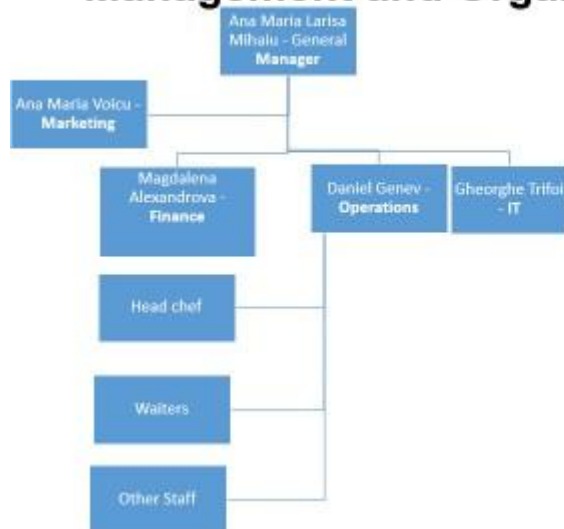
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Georghe Trifoi
Student Number- 2030295
BMSW4006- Managing Enterprise in the 21st Century
Lecturer's name: Zainab Atta
Business Plan for restaurant 'Danube

Technology Plan

- Technological advances have helped make restaurants more accessible and profitable, improving customer service, and customer experience and business management (Williams,2019).
- Investing in up-to-date technology to improve performance
- An online booking system through the website
- Card machines
- EPOS (electronic point of sale) system which is a hardware and software altogether containing a receipt printer, barcode scanner, tablet, PDQ (a card payment terminal) and cash drawer
- Offers inventory management to help reduce food waste, monitor inventory levels, and increase profitability
- Use of social media platforms to attract customers

Management and Organisation

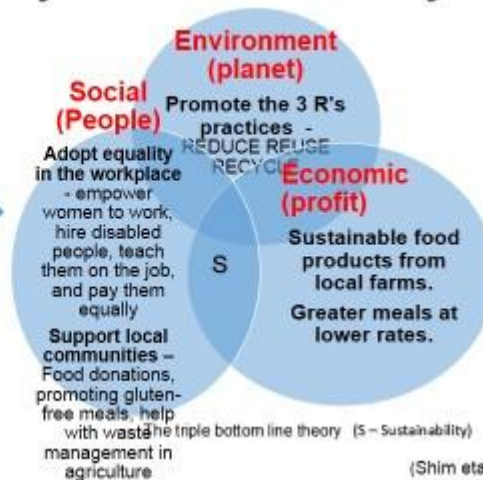


- The management team is part of a group in the business who collaborates to achieve the company's common goals and objectives (Alvesson, 1996).
- Personal histories, work experience in a relevant area, the roles and responsibilities they have, together with their pay scales, abilities and skills are considered
- member will work to help with the running of the restaurant having a different role where they are most suited because of their knowledge and experience or qualification attained.
- This will help reduce the costs of hiring more people to do all this work

Social Responsibility and Sustainability

Danube Restaurant practices:

= Being responsible and sustainable is a company's social obligation, doing the right thing for employees, the community, and the environment is essential and is not only helping the business be profitable but also making a difference as well (Perkins, 2021)



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Magdalena Kovacheva

Student Number-2030039

BMSW4006- Managing Enterprise in the 21st Century

Lecturer's name: Zainab Atta

Business Plan for restaurant 'Danube'

Sources of finance

- Personal investment or personal saving
- Financial bootstrapping
- Financial institutions like banks (used in "Danube")



Survival Budget

Business income	Monthly Net income
In site income payments	£25074
Delivery income payments	£22300
£47374	
Business expenses	Monthly Net expenses
Rent Payments	£2900
Utilities	£1500
Phone and internet	£500
Property insurance	£1900
Grocery shopping	£3500
Delivery costs	£ 650
Credit commitments (loans, credit cards etc.)	£1200
Staff Wages	£20000
£32150	
MONTHLY BALANCE £15224	

Cash Flow Statement

For the Year Ending 12/31/2021
Cash at Beginning of Year 32,374

Operations	
Cash receipts from	
Customers	36,000
Other Operations	52,000
Cash paid for	
Inventory purchases	(25,000)
General operating and administrative expenses	(15,000)
Wage expenses	(5,000)
Interest	(0)
Income taxes	(500)
Net Cash Flow from Operations	37,500
Investing Activities	
Cash receipts from	
Sale of property and equipment	0
Collection of principal on loans	
Sale of investment securities	
Cash paid for	
Purchase of property and equipment	(12,000)
Making loans to other entities	
Purchase of investment securities	
Net Cash Flow from Investing Activities	(25,500)
Financing Activities	
Cash receipts from	
Cash paid for	
Net Cash Flow from Financing Activities	(0)
Net Increase in Cash	25,500
Cash at End of Year	57,874

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