

Entrepreneurship Assignment

Module: Entrepreneurship and New Venture Creation

Module Code: LCLM4006

Assignment Title: Business Plan – “BURGERI Express”

Submitted by: Aklak Ahmed Bokul

Student Number: 2425612

Submitted to: Charles Obinwa.

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Introduction

My name is Aklak Ahmed Bokul, and I am the founder of BURGERI Express, a premium-quality burger restaurant based in Central London. As a hospitality professional currently working in the food industry, I have gained valuable experience in customer service, food preparation, and restaurant operations. Over the past few years, I have worked with teams, handled deliveries, managed staff schedules, and dealt with customer feedback, which has strengthened my understanding of how to operate a successful food business.

My passion for burgers and creating unique flavours inspired me to start my own burger restaurant. I have always believed that good food brings people together, and London's fast-paced lifestyle demands quick, high-quality meals made with care. BURGERI Express aims to provide freshly prepared gourmet burgers, handcrafted sides, and refreshing drinks in a friendly and modern environment. My motivation is to combine my hospitality experience with entrepreneurial creativity to build a brand that stands out for its quality, service, and innovation in the burger industry.

Section 1 – Overview of the Business Idea

BURGERI Express is a new burger restaurant designed to serve freshly made gourmet burgers using high-quality ingredients sourced from local suppliers. The restaurant's concept is inspired by BURGERI Express UK, focusing on premium taste, modern presentation, and exceptional customer service.

The business will operate in Central London, near Oxford Street, targeting both local workers and tourists. The menu will include a variety of beef, chicken, and vegetarian burgers, along with signature sides such as loaded fries, onion rings, and house salads. To stand out, BURGERI Express will also introduce limited-time seasonal specials and combo deals.

The restaurant's mission is to deliver happiness through quality food while maintaining a balance between affordability and excellence. Sustainability will also be a key focus, using eco-friendly packaging and reducing food waste. The long-term vision is to expand across multiple London locations and eventually develop a delivery-only "cloud kitchen" model for efficiency.

Section 2 – Legal Format and Management Structure

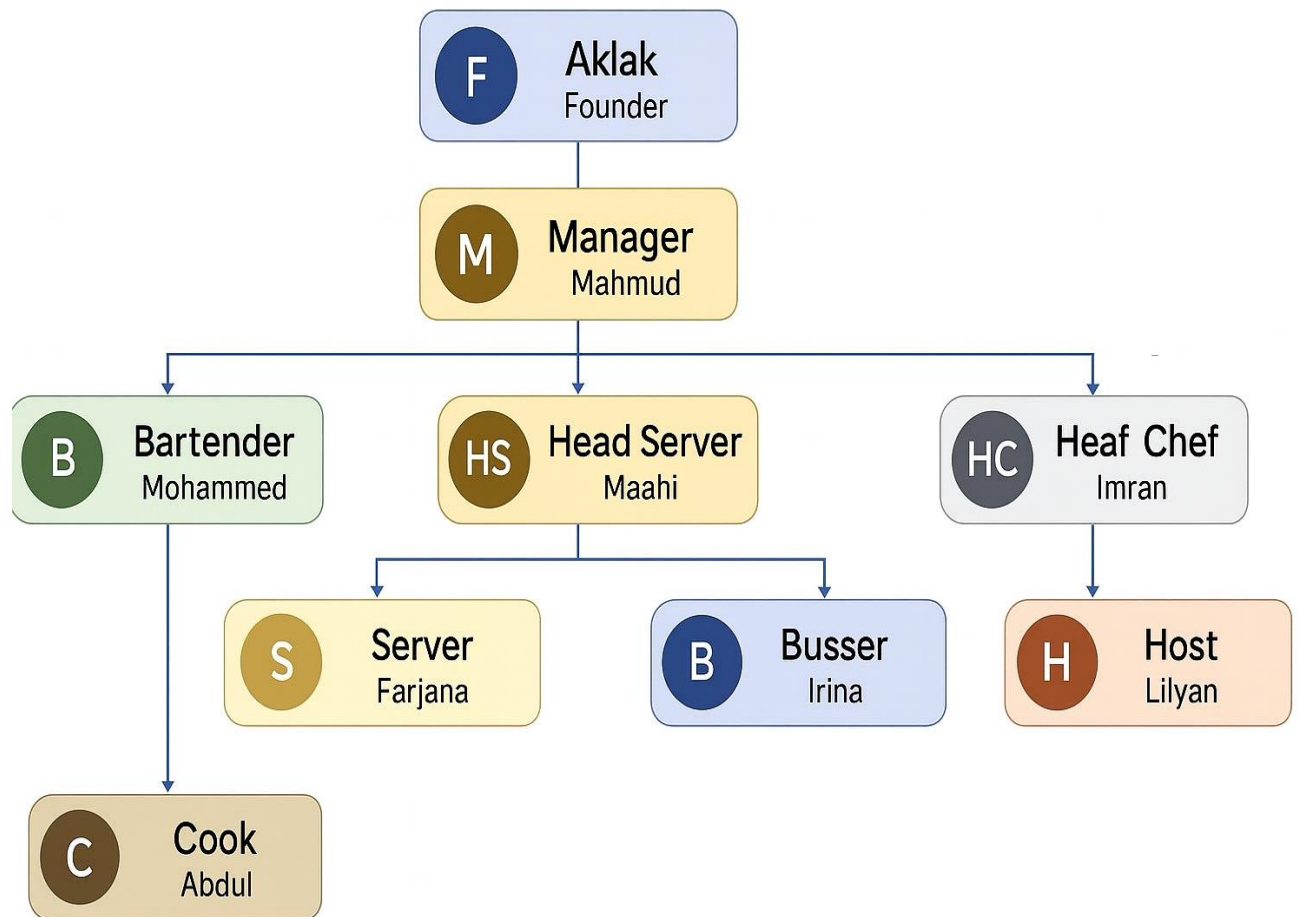
Legal Structure

Burgeri Express will operate as a Private Limited Company (Ltd). This legal format is suitable for several reasons:

- It limits the owner's personal liability, protecting personal assets if the business faces losses or debts.
- It enhances credibility and professionalism when dealing with suppliers and investors.
- It allows for easier expansion and the possibility of adding new shareholders in the future.

According to the UK Companies Act (2006), limited companies also provide tax advantages through corporation tax rather than personal income tax, making it financially beneficial for growth (Gov.uk, 2024).

Management Structure



Management Structure

Burgeri Express will follow a flat management structure, focusing on teamwork and flexibility.

Organisational Chart:

- Founder / Managing Director (Aklak Ahmed Bokul): Oversees business strategy, financial management, and supplier coordination.
- Restaurant Manager: Handles daily operations, staffing, and customer satisfaction.
- Kitchen Supervisor: Ensures food quality, hygiene, and kitchen efficiency.
- Service Crew: Responsible for customer service, cleaning, and orders.
- Accountant / Consultant: Provides financial advice and bookkeeping support.

This structure supports efficient communication and faster decision-making, ideal for a small startup business.

Section 3 – PESTEL Analysis

Industry Identification

The business operates in the UK fast-food and casual dining industry, a highly competitive market valued at over £22 billion (Statista, 2024).

Political

Government regulations on food hygiene, employee welfare, and health and safety directly affect operations. Brexit-related import changes could influence meat and packaging prices. However, government support for small businesses and entrepreneurship grants creates opportunities.

Economic

Inflation and fluctuating ingredient costs are current challenges. However, consumer spending on dining out remains strong, especially among young professionals. Competitive pricing and high-quality offerings will help maintain profitability.

Social

Modern consumers seek convenient yet healthy food options. There is a growing trend toward halal-certified and sustainable fast food, which aligns with Burgeri Express's values. Social media marketing also shapes dining trends, making brand image essential.

Technological

Technology plays a crucial role in modern restaurants. Burgeri Express will use digital ordering systems, social media advertising, and food delivery apps such as Uber Eats and Deliveroo. These tools improve customer engagement and operational efficiency.

Environmental

Consumers expect eco-friendly practices. The restaurant will use recyclable packaging, reduce plastic use, and manage food waste responsibly. This not only supports sustainability but also attracts environmentally conscious customers.

Legal, Compliance with food hygiene laws (Food Standards Agency, 2024), employment rights, and GDPR for customer data is essential. Meeting these legal requirements ensures a positive reputation and operational stability.

Section 4 – Target Market and Marketing Strategies

STP Model (Segmentation, Targeting, and Positioning)

Segmentation:

The market is segmented based on age, lifestyle, and income. Primary groups include:

- Young professionals (ages 18–35)
- Students and tourists
- Families seeking casual dining options

Targeting:

BURGERI Express will target urban professionals and students who want high-quality fast food with quick service. These customers value taste, cleanliness, and modern restaurant aesthetics.

Positioning:

BURGERI Express positions itself as a premium yet affordable gourmet burger brand. The slogan “Freshly Crafted, Boldly Served” reflects its focus on freshness, bold flavour, and customer satisfaction.

Marketing Strategies

- Digital Marketing: Use Instagram, TikTok, and Google Ads for promotions and influencer collaborations.
- Loyalty Programmes: Offer discounts or free sides for repeat customers.
- Delivery Partnerships: Collaborate with Uber Eats, Deliveroo, and Just Eat to reach wider audiences.
- Community Engagement: Sponsor local student events and food festivals.
- Customer Experience: Emphasise friendly service, clean interiors, and fast delivery times.

These strategies will help Burgeri Express build a loyal customer base and increase brand visibility in central London.

Section 5 – Funding Requirements and Allocation

Total Funding Required: £25,000

Startup Costs

<i>Item</i>	<i>Cost</i>
<i>Furniture & Equipment</i>	£8000
<i>Kitchen Accessories & Appliances</i>	£4000
<i>Renovation & Interior</i>	£5000
<i>Licenses, Permits, & Branding</i>	£1000
<i>Toiletries & Initial Supplies</i>	£1000
<i>Total Startup Cost</i>	£19000

Operational Costs

Fixed Monthly Costs:

<i>Item</i>	<i>Cost Per Month</i>
<i>Rent</i>	£1500
<i>Business Rate</i>	£300
<i>Gas & Utilites</i>	£150
<i>Two Staff Salaries</i>	£3500
<i>Accountant</i>	£100
<i>Total Fixed Cost</i>	£5550

Variable Costs (Monthly Forecast):

Month	Electricity	Raw Materials	Hourly Staff	Total
January	£300	£400	£0	£700
February	£400	£600	£500	£1500
March	£500	£650	£500	£1650
April	£700	£800	£600	£2100
May	£700	£800	£600	£2100
June	£750	£1000	£700	£2450

Financial Forecast (First 6 Months)

Month	Total Cost	Revenue	Profit/Loss
<i>Jan</i>	£6250	£3000	-£3250
<i>Feb</i>	£7050	£4500	-£2550
<i>Mar</i>	£7200	£6000	-£1200
<i>Apr</i>	£7650	£8000	£350
<i>May</i>	£7650	£8600	£950
<i>Jun</i>	£8000	£9500	£1500

Break-even Point: Between April and May.

Investment Needed: £19,000 (startup) + £7,000 (loss until breakeven) = £26,000 total investment.

References

- Gov.uk (2024) Set up a private limited company. Available at:
<https://www.gov.uk/set-up-limited-company>
- Food Standards Agency (2024) Food hygiene and safety regulations.
- Statista (2024) UK fast food market overview.
- Kotler, P. & Keller, K. (2016) Marketing Management, 15th ed. Pearson.
- Johnson, G. et al. (2017) Exploring Strategy, 11th ed. Pearson.

Appendix

BURGERI EXPRESS

FOUNDED BY AKHLAK AHMED BOKUL

BURGERS

Classic Beef Burger Angus beef patty, melted cheddars, brioche bun	9.99
BBO Bacon Burger Smoked bacon, BBQ sauce, crispy onions	10.99
Chicken Deluxe Grilled chicken breast lettuce, tomato, mayo	10.49
Veggie Burger Plant-based patty, avocado, lettuce, vegan mayo	9.49
Spicy Jalapeno Burger Angus beef patty, jalapenos, pepper jack	11.49
Mushroom Swiss Burger Sautéed mushrooms, Swiss cheese, garlic aioli	11.99

SIDES

French Fries Duck-cut, lightly seasoned	3.49
Onion Kings Crispy breaded onion rings	4.49

SALADS

House Salad Mixed greens, cherry tomatoes	6.99
Grilled Chicken Caesar Romaine, grilled chicken Caesar dressing	8.99

DRINKS

Soft Drinks Cola, lemon-lime, orange	2.49
Iced Tea Sweetened or unsweetened	2.99
Lemonade Freshly squeezed, served over ice	3.49

DESSERTS

Chocolate Brownie Rich and fudgy, served w/ vanilla ice cream	5.49
New York Cheesecake Creamy, cheesecake with a graham cracker crust	5.99