



# Managing Enterprise in the 21st Century (BMSW4006\_LON)

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## **Introduction**

My name is Ionela Grab, the CEO and Financial Officer of the Vegan's House restaurant.

The departments covered in our company are: Production department managed by Sasha Galster, production manager. Marketing department managed by Plamena Koleva, marketing manager. Human Resources department managed by Rex Amu, HR manager.

The restaurant has been found on a blazing summer of 2019 which is equally owned between CEO and the managers of the company.

Our purpose is to provide healthy and fresh vegan meals made with love from sustainable newly harvested ingredients.

The main aim is to expand our inhouse vertical farming production in order to improve quality products, reduce costs on a long-term basis and decrease wastage. Another goal that we would like to achieve is to implement an online ordering system to increase the sales and attract more customers. Lastly, an introduction to EPOS system software would be beneficial to minimize the incorrect orders and to help our staff provide a quicker and efficient customer service.

The funding target we are looking to obtain is £1,000,000, this is to cover all the costs of the above goals.

As discussed between the partners we are willing to give up 5% each of our shares which is a total of 20% of the company in exchange of the founding target.

All shareholders understand that this is a big investment, however, the return will increase massively, therefore every shareholder is willing to give up 5% to see their goals moving forward in the right direction.

**Sasha Galster 2029866**

**Lecturer: Hossein Shokri**

### **Business description and history**

There are many different types of business and any enterprise that seeks to make a profit is referred to as a business (Valentin, 2014). Having an idea of how to create a business plan might be difficult. First, we know that a business plan is an official written document that will provide what a company wants to achieve. It summarises the operations of the organisation and the company's goals, its strategy. Sales and marketing approaches and financial forecasts are also included. It is a brief explanation that persuades a potential investor, customer, supplier, or even co-worker to buy into your concept and it aims to achieve the purposes mentioned above.

Most of the businesses do not survive and fail, because many of them have not developed an effective plan. Many of them do not have worked out a sound analysis of the environment and internal factors. (Haag, 2013)

Understanding the external environment and the micro-environment are the key factor for success, the most important

element for creating a business plan. It is easy having an idea. What does it transform into a successful one? Understanding what the customer wants is the basic to everything else.

As a group of four entrepreneurs, we have decided to create something for which in London and the United Kingdom, the request is already present and even increasing. Through the direct contact with many customers and through numerous press articles we know that many people in U. K prefer to choose healthy food because in recent times they feel invaded by fast food or deep-fried food which is not healthy. The habits are changing as well as the lifestyle of people in general is changing. This is the reason why we have decided to establish the 'Vegan's House'.

Vegan's House is a vegan restaurant which from our point of view is going to be an innovative place for people interested in finding and trying something new. Surely, it is very easy to find any kind of restaurant in London but at the same time there is not a big offer for vegetarian and vegan people, and if there is any, there is only a very limited one. The mission of this company is to increase the offer for vegan and vegetarian eaters, creating a plant-based restaurant where they can find a safe place without the risk of cross-contamination, regarding meat or food of animal origins. We are sure that many people share our belief that plant-based alimentation is better and more sustainable with respect to the good of the world. In the last decades, the meat

industry is increasing too much and often the products are not good or at least not such healthy as they used to be. Because for to satisfy a bigger market you need an enormous quantity of products within less time, and together with many other people we believe that the modern way of producing meat is creating problems for the world. This is the reason why we want to create also a temper house which will provide 0 Km vegetable and other natural products, the way as it is already used to a certain extent in the Mediterranean area. In fact, creating products from our soil will be our advantage because we do not need any more to import a major part of the products. Indirectly we will sustain labour market creating local jobs in the country. The restaurant will have opening hours during daytime as well as the temper house. For the company it is also important to assure the genuineness of the product. The business will be divided into two parts: one will belong to the hospitality market and the other one to the farming business. The business has best chances to be profitable on a long run because British people are known as good outside consumers. And this is one of the reasons why we will deliver our products to other smaller companies too. The necessity of consuming food and the demand for it is always a big field which as far as it concerns us, will never end. Especially because people nowadays are realizing that a healthier alimentation is better than trash food. Nowadays we are all more

concerned about the way we will age and about our wellness in general.

## **Mission and vision**

Our mission is to create something which is useful for the specific target of our customers but also to the society and of course to our company too. We will offer healthy food and teach a culture that pays attention to the alimentation. In this way we contribute also to the reduction of food wastage which is a huge problem in England and not only. We would like to connect technology with nature. How to do that? Firstly, our products will be free from any chemicals, and they will be just organic. Moreover, we are going to do recycling, which is relevant for the environment and the country. The greenhouse as a vertical temper house will be modern and technological. Our wastage, as mentioned above, will be less respect the other restaurants so we will have no time vegetable in our restaurants. Saying restaurants means that our vision is to create more than one restaurant and as well more than one greenhouse which will provide all our restaurants with the vegetables and other natural products they need. In the future, they also will provide other locations where healthy vegetables are needed. Therefore, as a company we will help the internal economy as well and, following this strategy over the years the chain which will arrive in other cities and provide the

same service. All that does not regard just us but also the country as the nation which hosts us. A better world with healthy food for a good economy and a sustainable environment. First it will be the greenhouse opening which will provide the necessary quantity of goods for the restaurant which we are going to open after a while. From here to five years, we see Vegan's House in more corners of the city and all around the Nation too. Our products coming from the green house will be known by many other actors, such as the supermarkets, small companies and other restaurants delivered by us. We will not just be doing business in the hospitality market but also in the farming sector. In fact, with our healthy products coming from the U.K. we will be very competitive. Because of the innovations we introduce we will be among the first comers in our field connecting more than one sectors.

### **Business structure**

Since we are few people the legal form, we are going to use is a L.T.D. (Private Limited company), in which every member will have limited liability for business debts and claims. The business will have separate entities and every single Entrepreneur will give a contribute for the start-up. Our idea is to ask a loan to the bank for our project and after a while we will share the property with other companies or create new affiliates. Our idea is big and for a big project we do need help from outside, but without weakening our values which are firstly the attention to the

environment and secondly the healthy food. This is the reason why we want to have agreements with other companies in order for creating an effective network.

Our business structure, in the beginning will be horizontal with a C.E.O. at the top and then with five functional departments: Marketing will promote the product and will be responsible for advertising, social media and communication via Internet. Production is responsible to provide the products assuring efficiency and assuring quality. Sales will be responsible for all direct interactions with the customers, building relationships and trust with them. Human Resources will be responsible for the recruitment of new workforce and the vocational development of all members of the staff since we are going to have more than one type of job from the restaurant to the greenhouse. Finance will be responsible for accounting, all monetary movement, and all administrative activities. Every department will have a senior manager who will create a team that contributes to the growth the company. Since we think our company will grow very fast after a while, the business structure is destined to change and new departments will be opened. Growing the company, the structure will become more vertical but, in any case, it will maintain its horizontal values and culture.

## **Product and service description**

Cabbage, Cauliflower, Purple Sprouting, Broccoli, Kale, Sprouts, Carrots, Onion, Shallot, Leek, Lettuce, Pea, Parsnip, Radish, Spinach, Swede, Tomatoes are just examples of vegetables which can grow in our greenhouse. Our greenhouse is going to be innovative and technological as well. It will help the growing of vegetables and it is designed to assure an efficient and effective harvesting. Reducing the waiting time and avoiding chemical products. We shall create a unity between the local food and the global one, through social connection in certain circumstances denominated 'fusion'. The first restaurant will be the storefront of our company. It will show all our products coming originally from our greenhouse and people can consume them ordering the dishes. Our dishes are not just vegetables, but they are also based on different cereals and rice which can be prepared in many variations according to the respective season also. Our restaurant pays attention to what environment means and following this value we will just have an environmental equipment as wooden tables or wooden chairs or recycled ones. We will try to avoid as much as possible anything that is related to plastic because this material is one of the biggest problems in the world, and we don't want to increase a problem which we are fighting against. We will set up our restaurant with various types of plants to decorate the internals. It is important to have an outside space as well with a garden where our customer can have dining. Families are more than welcome in our places

because for us family matters and create a sense of unity. This is the reason why we will have kids' spaces where the little ones can have fun for themselves and where a kids' menu with appropriate dishes for them is available. Our employees will not be just normal servers, instead of that they will act as a friend and as a consultant of the guest. Especially, we want to create an atmosphere where our staff knows what they are doing: providing good advice and helping our customer to have good experience.

We want to create some agreement with actors in the area of the Greater London and also outside, in order to enhance the value of the national products. We will try our best to use all the products originally from the UK but since we are in an island in the north of Europe, for sure we cannot have certain products even with our innovative green house. For sure we will need to do some trading with external countries for providing more exotic products which here in England do not exist, for example, certain kinds of fruit. With this importation we will create a network which will help us to create new bases and new relations in other countries, since it is our project from the beginning on to export our philosophy of business.

Our objective of the first year is to become known as a company, do some interaction on the local market, do some advertising and show samples of our product. We believe that in the first two years our restaurant will reach the economic breakeven.

Through the increasing sales of the products of our greenhouse our incomings will increase too, contributing to cover the fixed costs. The future increase of our incomings will be bringing the profitability beyond the mentioned breakeven point. Our service will be unique, and the competitive advantage will be based on the fact that the products will be prevalently OKM and always fresh.

Rex Amu 2028603

## BUSINESS PLAN

### Introduction

A Business plan is formal written document in which a business opportunity already under way It is identified, describe and analysed, examining its technical, economic and financial feasibility. This plan should explain your business strategy and your key goal to get from where you are now to where you want to be in future.

Our business is a ltd which is register name as (vegan house).it is a green house restaurant and located in the middle of London and we dedicated providing good services for all our customer and it is just in time system delivery and fresh vegetable all year round.

### Cover letter.

The vegan house restaurant is owned by four group of people and each members contribute the minimum of £20,000 each. The purpose was to develop the best service to our customers and for the society with our new strategy in the market and how to achieve our goals for the future. The vegan house restaurant got new varieties of foods which are fresh vegetable, and our prices are comparable to others restaurant and our location are easy driveway and access to free parking. Are long the line we got the financial secretary. our marketing operations, sale sector. All these members are the business management. Part of the funding was loan from the bank for a safety method of our business.

## **Executive summary.**

Our main aims in the market were to bring people mind the important of vegetable in our daily home. Workplace and our community. We know most people don't know the important of vegetable in the body in our life today. the nutrition of the body need vitamin which are generated from vegetable, our restaurant are open seven days a week, which is another way to encourage our customer our operation time and to compete with our third party on the market, also to deliver our products and service just in time. This strategy was to encourage our customer and to encourage them to order online which also help the increase in our sale and the space limit of the restaurant. the online method was a strategy for the age group (elderly) customers and was free delivery after your second orders and free fresh juice alongside with the meals. Our focus was the online orders which was a target for the business to raise more sale to archive another business location in central London and busy area where people can locate our products and services. Our online staff are well trained to deliver the best service to our customers

Another strategy for the business plan was to introduce a system call archive vegan bonus card, it was to draw more attention to the customers because we have many competitive on the market. This was when a customer introduces any two persons, he or she will receive a £5 bonus on the archive bonus card. this system was to make the cash flow into the business because it will help the business to raise more cash so that we can get more raw material from our supplies so that we can meet our demand from our customers which is another key to avoid shortage of our products which will make the business grow so quickly, in a business when the product are not available at the right time it also disturb a business .especially for new starter in business the customers start Losing more interest. This strategy was for the long term of the business to bring more staff and to have more restaurant all over England and the countryside which we have more age advantage. We know more old people love more fresh vegetable and it is opportunity for the business to get more customers and to give them some of the guideline of vegan restaurant products. One strategy of our business was to advertise our restaurant in social media like the Facebook, Instagram, this was to let people on social media to know more about our products it was a strategy to catch up more social viewer, it will help the business to reduce the cost of spending on advertisement and it is free for all our customers to view different varieties of our products. This idea was to get more young people and to explain to them, all about vegan house restaurant and the types of products they are buying which is fresh fruits and fresh vegetable and the important to the body and which it make help to reduce fast food in future. The printing of business leaflet and sharing it out to the masses was another way of bringing the spending cost of the business down, it's our first time and we must try bringing down spending cost. We all know that the more we lay our hand on people the success of a business, advertising is a key of a business, and this is the best way to bring people attention to know more about our restaurant and products and the important of restaurant to the society. Because we have more challenges from different third party in the business in the society, we must make our business different from other restaurant and our product too.

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Our service and food prices are affordable. List of some of our product  
Vegan Chilli £10.50, Avocado on to toast £7.50, Vegan meatballs £10.00, vegan nuggets £6.99, Mushroom & potato curry £11.00, Spinach sweet potato & lentil dhal £12.00, Falafel Burgers £8,70 and many more, our prices are low to compete with other restaurants within the environment.

SWOT Analysis.



Image source <https://www.latestquality.com/wp-content/uploads/2017/12/SWOT-analysis-for-restaurant.jpg>.

The strengths of our business were the online orders which was 69% of our sale was online due to train online staffs, it was one of the best strategies for business to raise sale, and just in time order delivery, and fresh vegetable. The idea was to make the name and the product brand to know in everyone, it will enable us to open new restaurant on the countryside.

Another strength of our business was the funding was available for all our supplies to deliver their goods on time to avoid shortages of our products to the customers.

The Weaknesses of the business was the location of the restaurant and new into the business .it was difficult to gain new customers, the easy way was to cut our price down, but our standard quality remain unbeatable. The site location was small and the capacity of the customers small and limitation of parking space. It's one the issue the business was facing and how to resolve the problem was to make social media advertising to gain customer and raise more sale and open other branchers across the country.

**Student name: Plamena Dimitrova Koleva**

Student number: 2028810

Lecturer Name : Hussein Shokri

## **Introduction**

Veganism is a life philosophy in which people refrain from consuming animal products in order to eliminate the exploitation and abuse of animals. People who follow this philosophy are called vegans. In addition to avoiding meat, these people avoid dairy products, eggs, clothing, and other animal-derived accessories. The vegan lifestyle is based on the belief that all living things have the right to live and be free. Therefore, vegans decide to oppose the consumption of animal foods. In addition, there are health benefits related to the vegan lifestyle, such as diabetes, Alzheimer's disease, and a low risk of weight. In addition, livestock has a significant impact on greenhouse gas emissions and CO2 footprint, which can be significantly reduced by the vegan lifestyle (Alvaro, 2017). In the UK, the vegan population will reach an estimated 1.5 million in 2020, and that number is steadily increasing (Sentient Media, 2021). Following this trend, it is proposed to open a vegan house restaurant in the UK. The restaurant serves freshly prepared vegan dishes made with organic vegetables to suit your needs. In this regard, market analysis and trend reports are proposed in this report along with operational and technical plans to lay the foundation for this business plan.

## **Market Analysis and Trends**

This section of the Business Plan investigates market conditions and investigates the various factors that affect the products or services introduced by your organization. In this section, market research is conducted, target segments are identified, marketing strategies consisting of marketing mixes are defined, the strengths and weaknesses of the products and services introduced, and the market

potential and positioning are defined. (Whittington et al., 2019). These market analyzes and trends for vegan houses are described below.

## **PESTEL Analysis**

**Political**-it is factors affecting or are likely to affect vegan houses include a wide range of regulations

**Economic**-The most relevant economic factors affecting the Vegan house include growing disposable incomes as well as constantly increasing cost of the labor market.

**Social** -this factor affecting this vegan include continuously increasing health consciousness and other dietary restrictions.

**Technological**-increased rate of automation in the food industry is the most relevant factor influencing vegan house

**Environmental**-health danger of consuming meat is the most important point to consider in this case.

**Legal**-Safety standard is the most relevant legal factor to consider as far as the innovations of the vegan house are concerned

## **Market research**

Market research acts as a marketing management consultant. It is used not only to collect and analyze data, but also to recommend management how to deal with marketing issues. In particular, market research includes product development, market identification, proper sales methods, distribution, advertising, pricing, and customer service (Ayuba and Kazeem, 2015). The purpose of market research is to identify market trends, customer requirements, and competitors for sustainable business performance.

For vegan house restaurants, market research shows that the most popular vegan foods, their market prices, sustainable organic vegetable suppliers, the best alternatives to animal foods, and the best place to set up a restaurant. Need to be identified. Entrepreneurs also need to investigate the profitability and growth rate of vegan restaurants. In particular, this information helps teams understand the basic vegan

restaurant development requirements that form a strong foundation for their business plans.

## **Marketing strategy and marketing mix**

The company's marketing strategy aims to promote its products and services and achieve ultimate customer satisfaction. The 4p strategy is one such marketing strategy for business growth by improving product, price, location, and promotion of the company's products and services (Thabit and Raewf, 2018). Below is a 4P analysis for a vegan house restaurant. Product: To sell a restaurant effectively, you need to provide your own service. This may include a vegan international menu, sustainable vegetable sourcing, and nutritious meals to get the customer's attention. Price: You need to evaluate your competitor's pricing strategy. In addition, the restaurant is open to everyone, regardless of economic conditions. Don't let the price be too high or too low. Location: The location of the restaurant should be carefully chosen to maximize the frequency of visitors. For example, you can select a shopping district or shopping center as the location of your restaurant. Advertising: Social media channels can be used in combination with traditional marketing tools such as promotional signs and print media.

### **Target Market**

Market segmentation is the process of dividing a market into different subsets of customers, one of which is selected as the target market. Simply put, a company evaluates its customer segments according to a market segmentation process, analyzes the identified market segments, and then determines the most profitable target market for the company (Aghdaie and Alimardani, 2015). The three most important market segments for vegan house restaurants are high-income individual or lifestyle customer segments, young customers, and parents of small children (Schmidt, 2020). In particular, high-income and lifestyle segments tend to prefer high-quality products and brand labels. Therefore, it is relatively difficult to acquire this customer group at first. Young consumers are more focused on innovation and budget-friendly foods. Therefore, they are the most promising customer segment for new restaurants. After all, parents of young children are looking for a healthy diet and a nice environment for quality family time, so they can also be the target segment of the organization.

## **Strengths and weaknesses**

SWOT analysis is the best way to identify the strengths, weaknesses, opportunities and threats of a business idea or organization (GÜREL, 2017). The strengths of the Vegan House Restaurant include innovative cuisine, healthy cuisine, reasonable prices, a wide range of vegan cuisine, excellent customer service and business ethics. Procurement of organic vegetables from sustainable farms is costly, which is a disadvantage to the company. In addition, the number of cafes and restaurants in the vegan market has increased significantly as the trend towards vegan food has increased. Therefore, there is fierce competition in this industry. However, this market is still in the growth stage and is a useful area to invest in. Nonetheless, threats to environmental sustainability and food safety continue to exist and need to be properly planned for successful business operations.

## **Market Potential and Positioning**

Market Positioning addresses marketing strategies that help companies establish a unique market position that can contribute to their sustainable competitive advantage. Specifically, you can use three strategies: cost leadership, product differentiation, and focus groups to define your position in the market (Adıgüzel, 2020). Vegan House can take advantage of focus group and product differentiation to establish a unique market position. Focus group strategies are perfectly aligned with the business plan, as the organization is primarily targeted at the vegan population. It will help the firm to develop a niche market for business propagation. Similarly, the strategy of product differentiation can be achieved through sustainable sourcing, the use of organic vegetables, and trying innovation in vegan cuisines. These factors are likely to create a competitive advantage for the firm as the young customer segment is attracted by these factors.

## **Operations and Technology Plan**

This section of the business plan explores the underlying principles of business operations and organisational technology needs. The basic requirements for the business operations are identified and planned in this section. Similarly, planning of an organization's technology needs is done in this section of the business plan (Whittington et al., 2019). The details of the operation and technology of the vegan house restaurant are shown below.

Operations Business operations are categorized as organizational processes and practices that help a company achieve excellence and productive results. In particular, operations determine the day-to-day

functions of an organization and support business success (Lewis, 2020). Here are the basic elements of a vegan house business.

**Facilities:** Determines the space required for the restaurant. An average area of 1820 square meters. Feet per person (Lightspeed, 2020) required for fine dining. Based on this minimum requirement, you can estimate the total space requirement for the restaurant.

**Location:** The location needs to be selected keeping in mind customer footfall, ease of supply and distribution, and cost budget. A cost effective location with high footfall and with supply chain connectivity will be beneficial for business growth.

**Operating Costs:** It will include the capital investment including the cost of space, investment in the interior, raw material, labour cost, marketing cost, and food disposal cost, which must be analysed.

**Manufacturing Capability:** Calculations regarding the maximum number of customers that can be attended to at a time with different food orders must be done.

**Processes:** Processes concerning employee management, customer payment, reservations, customer service, inventory management, and supply chain must be developed to ensure business efficiency.

**Supply Chain:** You need to find a sustainable organic vegetable and spice supplier. To ensure regular supply of raw materials and maintenance of the restaurant, suppliers of restaurant furniture, kitchen equipment and cutlery should also be identified.

**Workforce:** Restaurants need a team of skilled chefs, restaurant staff, front office staff, managers, inventory staff, and valet parking to run their business effectively.

**Research and development** Achieving a sustainable competitive advantage requires research and development in the areas of plant-based alternative foods, vegan food innovation, and business activities.

**Quality Control:** To ensure the overall quality of our business operations, we need to establish standards for quality control, quality inspection, food hygiene, food safety and customer relationships.

**Contingency Plans:** You need to establish an emergency response plan to deal with natural or man-made disasters to ensure the safety and well-being of your customers, employees, and organizations.

**Customer Satisfaction Feedback:** You need a registration or forum to collect customer satisfaction feedback. This helps companies better understand their customer requirements.

## **Technology Plan**

In this current age of digitalisation, technology is one of the fundamental needs for efficient business operations. It helps the organisation to automatise its processes and optimise its resource utilisation. It improves process efficiency and contributed to increased productivity. Therefore, careful planning about the organisation's technology resources is important (Whittington et al., 2019; Wilburn and Wilburn, 2018). In this regard, some of the critical aspects of the technology plan of the Vegan House are discussed below.

**Function:** A technology within the organisation must have a dedicated function to perform. For example, there must be a payroll system to calculate the employee salaries and compensations. Similarly, there must be a restaurant website, where customers can explore the menu and make reservations. Also, an inventory system must be there to keep track of stocks and raw materials.

**Ease of Use:** The technology implemented at the organisation is been used by the people; therefore, the system must be user-friendly so that restaurant staff can easily use it to optimise their work. Besides, provision for training must also be made so that employees can learn the technology.

**Cost:** A budget-friendly technology installation is desirable to ensure that the organisation has enough capital to invest in other organisational processes. Besides, the maintenance cost of the installed technology solutions must not be too expensive as it may impact the profitability of the firm.

**Security:** The technology solution implemented at the restaurant must be safe and secure. The threat of data theft always lingers concerning technology implementation. Therefore, adequate safety measures must be taken beforehand to ensure that critical business data, employee data, and customer data remain protected.

**Upgradation and Expansion Ability:** While implementing a technology solution it must be taken care of that the implemented technology has adequate room for upgrade and expansion to ensure that it does not get obsolete after a few years as the technology keeps changing and the organisations need to keep pace with this continuous change process. With the timely update, the technology solution can be used for a longer time.

**Integration with Existing Systems:** Every time a new technology is installed it becomes necessary to align the current technology with the new technology for ease of work. Therefore, during technology planning the compatibility of the current technology with the new technology must be assessed to ensure consistency.

## **Conclusion**

The business plan of the Vegan House Restaurant covers the Marketing Analysis and trends and the operations and technology plan. Under marketing analysis and trends, it is suggested that adequate marketing research, marketing mix, positioning, and SWOT analysis be conducted to identify the business market prospects. Likewise, under the operations and technology plan the facilities, location, operational cost, supply chain, technology function cost, security, and related elements were explored. Overall, the business plan explains the prominent marketing, operations, and technological aspects that the business needs to consider before initiating any new business project for ensuring long-term success and growth.

**Rex Amu 2028603**

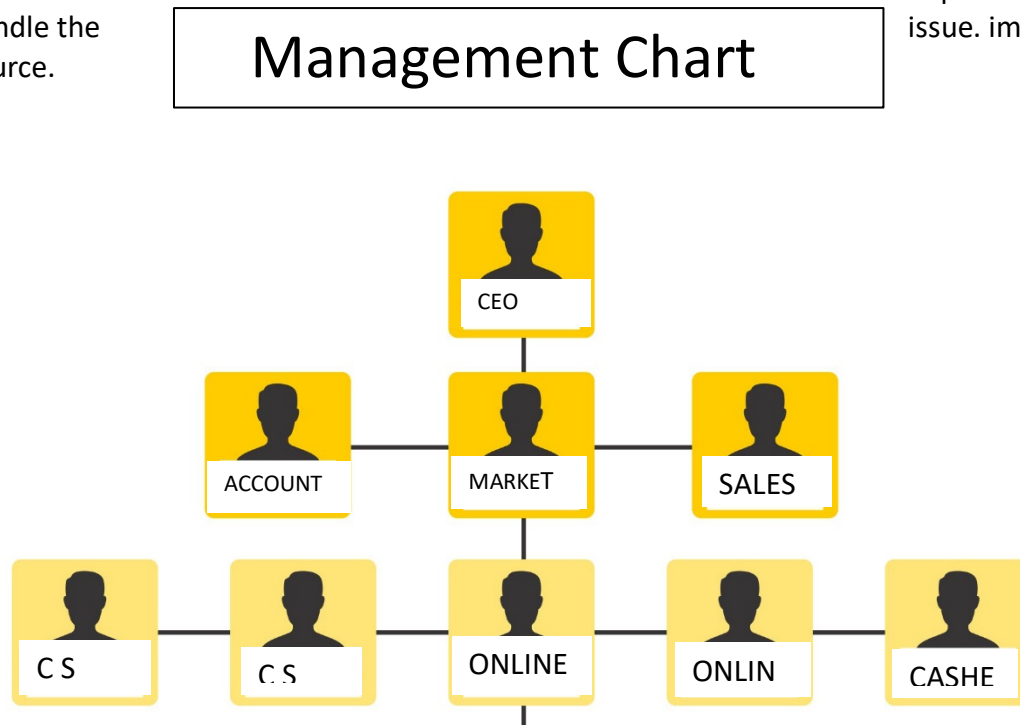
## **Management and Organization.**

Our business is a small business with five staff and four owner, our location is another problem we are facing in the market and a qualify staff with knowledge of customer services ,the only way to resolve this problem was to borrow more fund to finance the problem, another idea for the business was to employs more staff to promote our product and service to help with their qualify skill in the business sectors.it was big challenge for the business .the reason was to invest their knowledge into the business for more new brand

of our products and the new services from our staff. The business got different role and the departments that operate on their field.

The organization was design to the suit the type of business we want to start which figure out how many workers will need and the layout of the business and what are expecting in the next two year, and if the business is capable of the salary for the next two years.

Basically, we must think about our resource are supply in time and if the delay on supply what department to handle the source. image



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According to the management chart of our business. The CEO is the Boss of the business, and he is the one that try and bring investors into the business and the business goal in future Also how to raise funding for the business either from loan form Bank or investors. Follow by the accounting sector which tell the CEO the direction of the business account and handle all the playout of all the business supplies and the salary of the business staff. the accounting sector also look after the cash flow in and out of the business. The next sector is the marketing this look after the new brand of products and the feedback from the customers. He or she try and convince the customer about the business brand and any innovation of any new brand .the marketing deal with external customers feedback and how to tackle any challenge from other competitors .the stage was the sale sectors which deal on the daily business sale and also the type of product the customers are high demand and get feedback from the customers, the sale deal with customer internal feedback and the online orders feedback and how to promote the business product and how to render good service to the customers. The business got 5 staff, the customers service which render good service to our customer and look after all our customers, the next is the online department which deal on the online service which are specialist train staff on the business .the online order is where the 69% of the business profit are raise

from, Next follow by cashier attendant , this person play the daily sale of the business ,he or she handle the cash from the customer.

Social Responsibility and Sustainability.

As the business continue to grow day by day , we have come with the business idea strategy on how to make our products on our own, the reason was to avoid the shortage of supply and the business is targeting of having more restaurant in a different city, the business has to practice farming ,the business we need to employ more staff in other to execute this farming system, it will be all year out without no stop, this is the way the can make more profit for business in future so that we can remain in the business. With this system of farming and creating more restaurant in different city will play impact for the community by getting people been employed, also all our customer will benefit from fresh vegetable and no season stop. All our fruit drink products will be available for just in time and the business are also planning to sell our farming products out to some of the restaurant and in the market for more profit for the business and for the future as the business continue to grow. But the ongoing farming system the business requires more funding to sustain the project for the business to compete in the market.

## **Development, milestones and exit plan**

### **Development**

A business development plan describes what a business's objectives are and how it intends to achieve them.

Our Vegan's House restaurant objectives are:

**Vertical farming** – is a sustainable way of growing crops in vertical stacked layers and the best yield for the business. The crops are resistant to weather disruption as these are grown indoors, which helps to increase food production, reduce water usages and save energy. The growing process is done by machinery with in less human intervention, allowing them to grow until harvesting time at the same speed with organic and pesticide-free production.

We currently own a vertical farming cabinet inhouse which is producing 300 crops each day and we are willing to buy another 5 cabinets.

**Online ordering system** – this enables ordering freshly made food from the comfort of your home for delivery or collection.

We are planning to implement an online ordering system, delivery or collection to increase our sales and offer customers satisfaction. A simple and convenient way for customers to purchase food online without having to go to the restaurant.

**EPOS system software**- stands for Electronic Point of Sale which is a combination of hardware and software recording transactions automatically in the system.

The system we are planning to introduce to our staff will also include portable tablets to each waiter/waitress. This will help with inventory management providing a quicker service.

## **Milestones**

Vertical farming is one of the biggest milestone that Vegan's House has accomplished and continuously developing to grow various ingredients.

This will make us stand out and make us very competitive in the industry market.

## **Exit Plan**

In case we have to pack up, we have to come up with an exit plan, first to sell to third party, possible family, refinance or investor.

Vertical farming is growing globally and will be a high interest for an external potential buyer would be secure.

Business owners can make a substantial profit if they generate a successful exit strategy.

## **Financial Data**

Financial statements are important to investors because they can provide enormous information about a company's revenue, profitability, debt load and the ability to meet its short-term and long-term financial obligations.

## **Profit and Loss Statement**

A profit and loss statement or income statement is a financial report that provides a summary of a company's performance which includes details of the revenue, expenses, and profits/losses over a period of time.

Looking at Vegan's House statement of profit and loss, (please see below figure 1 for reference) it confirms that for the current year have made £250,000 worth of sales, which is shown in the Revenue section of the statement. Our sales are directly to our customers, therefore, the revenue shows a cash basis transaction and no credit customers involved.

From the revenue mentioned above, we deduct our cost of sales of £90,000 (calculated by using our opening inventory plus our purchases and deducting the closing inventory), which gives us our gross profit for the year of £160,000.

The operating expenses for this year, including the purchase of direct materials (ingredients), payment of direct labour and the overheads incurred, have been calculated as £95,000, which are deducted from the gross profit showing a profit from operations of £65,000.

From this profit, the finance costs of £500 (interest charges) and tax charges of £35,000 (corporation tax) have been deducted in order to obtain our profit for the year from counting operations of £29,500.

Overall, we have now accomplished a profit of around 13% out of the revenue ( £29,500/ 250,000 -£29,500) for this year, which makes Vegan's House a profitable company.

Considering the investment for our stated and planned goals is agreed as confirmed, we are expecting the profit to grow substantially in the next 3 to 5 years, with minimal increase in costs due to harvesting our own crops in a rapid and efficient manner.

The forecasted profit in 2024 is presumed to reach £118,000 (in 3 years time ) and following a consistent and continuous increase in 2026 to a forecast profit of £177,000 (in 5 years time).

This will also allow Vegan's House to potentially open up another restaurant and expand gradually throughout the years, due to the investment planned and therefore, improve this profit even further.

| <b>Profit &amp; Loss Statement</b>                      |                |  |
|---------------------------------------------------------|----------------|--|
|                                                         | <b>£</b>       |  |
| <b>Revenue</b>                                          | <b>250,000</b> |  |
| Cost of Sales                                           | -90,000        |  |
| Gross Profit                                            | 160,000        |  |
| Operating Expenses                                      | -95,000        |  |
|                                                         |                |  |
| <b>Profit from Operations</b>                           | <b>65,000</b>  |  |
| Finance costs                                           | -500           |  |
|                                                         |                |  |
| <b>Profit before tax</b>                                | <b>64,500</b>  |  |
| Tax                                                     | -35,000        |  |
|                                                         |                |  |
| <b>Profit for the period from continuing operations</b> | <b>29,500</b>  |  |

### **Calculating selling price**

Selling price can be calculated by dividing the sales revenue by the output

### **Calculating total profit**

To calculate the company's total profit or loss you subtract the total costs from the sales revenue.

### **Balance sheet**

The statement of financial position, also called a balance sheet, shows the position of a company and gives out details of what it owns to others.

The statement lists out all the assets and liabilities of the company as well as the capital/equity investment made by shareholders.

Current assets are assets which can be converted into cash within one year (by being sold, used or consumed).

By looking at the Vegan's House balance sheet, we can see its current assets value is £289,800 in the current year of 2021 and £243,000 the previous year 2020. This is due to an increase in cash (as sales have improved since last year) and a slight increase in our prepayments account.

Fixed assets are tangible assets that are being held for use in a company for a long-term (usually more than one year).

Vegan's House does not currently own a property, however, if the investment is accepted, the company will increase its profit and it will be able to afford buying the building currently rented and potentially, buy other properties for expansion.

Although, properties are not owned by Vegan's House, our restaurant owns all the equipment that are being held for use in preparation of the meals and the daily running of the business assets that are being used (fridges, ovens, etc.). As per the balance sheet, a few fixed assets have been acquired throughout the year, to help meet the sales demands. These have been depreciated as per our policy of 20% of the useful life, each year.

Our inventory this year, 2021, shows a decrease of £4,000 worth of stock compared to last year, which appears to give a better control of the stock management. This is due to reduced wastage and less stock bought since the vertical farming cabinet has been introduced later this year.

Liabilities are debts owned to others, such as suppliers, lenders, bank etc.

Same as assets, liabilities are divided into two categories: current (within one year) and non-current (longer than one year).

Vegan's House owns a non-current liability due to the a bank loan obtained later in the year for the purpose of investment into our future goals, however, this will be paid off within 3 years (possibly less).

Accounts payable, being a current liability, has been reduced since last year, since we are now growing crops in-house, therefore, less ingredients have been bought from our suppliers.

Although, the balance sheet shows a negative figure, this does not have a fair and true view of the actual situation as the bank loan has been taken later in the current financial year. This loan is currently being used to invest into our discussed goals as mentioned above, therefore, the outcome of this investment will show next year under the assets section and this will contribute to run the business smoothly.

## **Break-even point**

Break-even analysis is a simple attempt to estimate the volume point at which a business can break-even, earn no profits but make no losses on a product.

The point is at which a company has sold enough product to have covered all their costs is known as the break-even point.

As shown on the Breakeven slide, our fixed costs are calculated as £22,279. These costs are not affected by the level of sales, these will remain the same whether the sales are dropping or increasing.

However, the variable costs will increase or drop in accordance to the sale made, therefore, the average variable cost per unit has been worked out as £7 per unit.

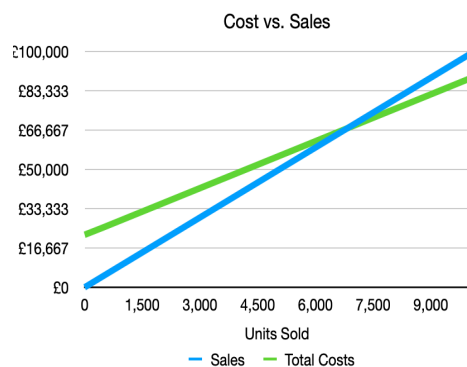
Additionally, we have calculated an average unit price of £10 due to the various meals prices on our menu where Rex has spoken above.

The breakeven point in this instance, has been determined using the formula: fixed costs divided by sales price per unit less variable cost per unit. Following on, our breakeven point of sales in units is £6,824 units, which gives us the breakeven revenue of £68,240.

This means that in order to cover all the costs and make no profit or loss, we need to sale an average of £6,824 meals. All sales made from this point is declared as profit.

Further details are mentioned below in the breakeven analysis section.

|                        |         |
|------------------------|---------|
| Fixed Costs            | £22,179 |
| Variable Cost per Unit | £7      |
| Unit Price             | £10     |
| Unit Increments        | 30      |
| Break-Even Point       | 6,824   |



| Units Sold | Sales   | Total Costs | Profit/Loss |
|------------|---------|-------------|-------------|
| 0          | £0      | £22,279     | -£22,279    |
| 500        | £4,940  | £25,494     | -£20,554    |
| 1,000      | £9,880  | £28,809     | -£18,929    |
| 1,500      | £14,820 | £32,124     | -£17,304    |
| 2,000      | £19,760 | £35,439     | -£15,679    |
| 2,500      | £24,700 | £38,754     | -£14,054    |
| 3,000      | £29,640 | £42,069     | -£12,429    |
| 3,500      | £34,580 | £45,384     | -£10,804    |
| 4,000      | £39,520 | £48,699     | -£9,179     |
| 4,500      | £44,460 | £52,014     | -£7,554     |
| 5,000      | £49,400 | £55,329     | -£5,929     |
| 5,500      | £54,340 | £58,644     | -£4,304     |
| 6,000      | £59,280 | £61,959     | -£2,679     |
| 6,500      | £64,220 | £65,274     | -£1,054     |
| 7,000      | £69,160 | £68,589     | £571        |
| 7,500      | £74,100 | £71,904     | £2,196      |
| 8,000      | £79,040 | £75,219     | £3,821      |
| 8,500      | £83,980 | £78,534     | £5,446      |
| 9,000      | £88,920 | £81,849     | £7,071      |
| 9,500      | £93,860 | £85,164     | £8,696      |
| 10,000     | £98,800 | £88,479     | £10,321     |

## **Conclusion**

Vegan's House, a fully fresh made to order restaurant has already reached the breakeven point and we are making a profit of 13% out of the revenue made for the year.

Although we have made a profit, we are looking to raise £1,000,000 in exchange of 5% in shares, which makes 20% of the company in order to achieve our goals to extend our vertical farming that my colleagues and I already mentioned above.

With the increase inflation each year, the ingredients costs will constantly raise and the suppliers will charge a higher rate every year which will affect our costs.

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## Appendix

### Managing Enterprise in the 21st Century (BMSW4006 LON)



Team Leader: 2029742- Ionela Grab  
2028603- Rex Amu  
2028810- Plamena Koleva  
2029866- Sasha Galster

Lecturer : Hussein Shokri



### Overview

- ▶ Cover letter
- ▶ Executive summary
- ▶ Table of content
- ▶ Business descriptions and History
- ▶ Business Structure
- ▶ Product or Service Description
- ▶ Market and Analysis and Trends
- ▶ Operations
- ▶ Technology Plan
- ▶ Management and Organization
- ▶ Social Responsibility and Sustainability
- ▶ Development, milestones and exit plan
- ▶ Financial Data
- ▶ Appendix
- ▶ References

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## Business Plan

## Vegan's House Menu

- ▶ Avocado on toast £ 7.50
- ▶ Vegan Chilli £10.50
- ▶ Falafel Burgers £8.70
- ▶ Spinach sweet potato & lentil dhal £12.00
- ▶ Vegan meatballs £10.00
- ▶ Carrot & coriander soup £9.50
- ▶ Mushrooms & potato curry £11.00
- ▶ And many more ...

### EXECUTIVE SUMMARY



Image Source: [executive summary template](#)

## Table of contents

- ▶ Executive Summary
- ▶ Business description and history
- ▶ Business Structure
- ▶ Product or service description
- ▶ Technology plan
- ▶ Management and organization
- ▶ Financial data.

## Business descriptions and History



VEGAN'S HOUSE



LTD



MISSION: SUSTAINABILITY

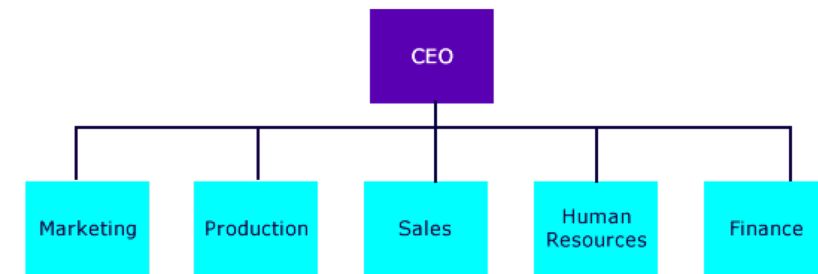
## Business structure

RESTAURANT + INNOVATIVE  
GREENHOUSE

LTD (PRIVATE LIMITED COMPANY)

LOAN IN THE BANK

## Business structure



Functional structure chart

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enviroment

Product and  
service description

Not just a Restaurant



Green House

Fresh and on time  
vegetables

Plant based save  
for anyone

Market and analysis and trends



## Pestel Analysis



## Marketing Mix 4p



## Operation

- ▶ Facilities
- ▶ Location
- ▶ Operations cost
- ▶ Process
- ▶ Research and development
- ▶ Quality control
- ▶ Customer feedback

## Technology plan

- ▶ Functions
- ▶ Easy for use
- ▶ Cost
- ▶ Security
- ▶ Upgradation and Expansion Ability
- ▶ Integration with Existing Systems

## Management and Organization

- ▶ Duties and responsibilities
- ▶ Salaries
- ▶ Resources

## Social responsibility and sustainability

- ▶ Zero waste philosophy
- ▶ Compostable cardboard boxes for our box delivery
- ▶ Vertical farming  
<https://youtu.be/QzDHAgzYiY>
- ▶ Food security

## Development, milestones and exit plan

- Implementing an Online ordering system- EPOS system software
- Vertical farming
- Freshly made
- Introducing a loyalty card
- Exit strategies- sell to a third party, partneres, family member, refinance, go public or liquidate.

## Financial data

- ▶ Profit And Loss Account
- ▶ Balance Sheet
- ▶ Cash Flow Statement
- ▶ Break Even

## Profit And Loss Account

| Profit & Loss Statement                                 |                |  |
|---------------------------------------------------------|----------------|--|
|                                                         | £              |  |
| <b>Revenue</b>                                          | <b>250,000</b> |  |
| Cost of Sales                                           | -90,000        |  |
| Gross Profit                                            | 160,000        |  |
| Operating Expenses                                      | -95,000        |  |
| <b>Profit from Operations</b>                           | <b>65,000</b>  |  |
| Finance costs                                           | -500           |  |
| <b>Profit before tax</b>                                | <b>64,500</b>  |  |
| Tax                                                     | -35,000        |  |
| <b>Profit for the period from continuing operations</b> | <b>29,500</b>  |  |

## Balance Sheet-Summary

| Balance Sheet                                     |                |                |
|---------------------------------------------------|----------------|----------------|
| Asset Type                                        | FY-2020        | FY-2021        |
|                                                   | Previous Year  | Current Year   |
| Current Assets                                    | 243,000        | 289,800        |
| Fixed Assets                                      | 9,000          | 10,800         |
| Other Assets                                      | 0              | 0              |
| Current Liabilities                               | 140,000        | 125,000        |
| Long-term Liabilities                             | 0              | 200,000        |
| Owner Equity                                      | 35,000         | 65,000         |
| <b>Total Assets</b>                               | <b>252,000</b> | <b>300,600</b> |
| <b>Total Liabilities &amp; Stockholder Equity</b> | <b>175,000</b> | <b>390,000</b> |
| Balance                                           | 77,000         | (89,400)       |

## Assets

| Description                                    | FY-2020       | FY-2021      |
|------------------------------------------------|---------------|--------------|
|                                                | Previous Year | Current Year |
| Cash (sales)                                   | 200,000       | 250,000      |
| Investments                                    | 0             | 0            |
| Inventories (stock)                            | 40,000        | 36,000       |
| Accounts receivable                            | 0             | 0            |
| Pre-paid expenses                              | 3,000         | 3,800        |
| Property and equipment                         | 10,000        | 12,000       |
| Leasehold improvements                         | 0             | 0            |
| Equity and other investments                   | 0             | 0            |
| Less accumulated depreciation (Negative Value) | (1,000)       | (1,200)      |
| Charity                                        |               |              |
|                                                | 252,000       | 300,600      |

## Liabilities

| Description                   | FY-2020       | FY-2021      |
|-------------------------------|---------------|--------------|
|                               | Previous Year | Current Year |
| Accounts payable              | 110,000       | 90,000       |
| Accrued wages                 | 0             | 0            |
| Accrued compensation          | 0             | 0            |
| Income tax payable            | 30,000        | 35,000       |
| Unearned revenue              | 0             | 0            |
| Bank Loan                     | 0             | 200,000      |
| Investment capital            | 0             | 0            |
| Accumulated retained earnings | 35,000        | 65,000       |
|                               | 175,000       | 390,000      |

## Cash Flow Statement

### Cash Flow Statement

|                                        |          |        |        |        |        |         |         |         |         |         |         |         |         |           |
|----------------------------------------|----------|--------|--------|--------|--------|---------|---------|---------|---------|---------|---------|---------|---------|-----------|
| Fiscal year begins:                    | 7/1/21   | JUL    | AUG    | SEP    | OCT    | NOV     | DEC     | JAN     | FEB     | MAR     | APR     | MAY     | JUN     | Total     |
|                                        | Start-up | 01     | 01     | 01     | 01     | 01      | 01      | 01      | 01      | 01      | 01      | 01      | 01      | Item: 637 |
| Cash on hand (beginning of month)      | 20,000   | 100    | 20,533 | 35,533 | 61,140 | 81,979  | 102,806 | 123,639 | 133,639 | 154,472 | 180,305 | 207,808 | 228,641 | 228,641   |
| Cash Receipts                          |          |        |        |        |        |         | 125     |         |         |         |         |         |         |           |
| Cash Sales                             | 0        | 20,833 | 15,000 | 25,833 | 20,833 | 20,833  | 20,833  | 10,000  | 20,833  | 20,833  | 27,503  | 20,833  | 20,833  | 250,000   |
| Collections from CR accounts           |          |        |        |        | 0      | 0       |         |         |         |         |         |         |         | 0         |
| Less: Other cash receipts              | 0        | 0      | 0      | 0      | 0      | 0       |         |         |         |         |         |         |         | 200,000   |
| Total                                  | 0        | 20,833 | 15,000 | 25,833 | 20,833 | 20,833  | 20,833  | 10,000  | 20,833  | 20,833  | 27,503  | 20,833  | 20,833  | 450,000   |
| Total Cash Available (before cash out) | 20,000   | 20,933 | 35,533 | 61,366 | 81,979 | 102,806 | 123,639 | 133,639 | 154,472 | 180,305 | 207,808 | 228,641 | 249,474 | 678,641   |
| Cash Position (end of month)           | 20,000   | 20,533 | 35,533 | 61,140 | 81,979 | 102,806 | 123,639 | 133,639 | 154,472 | 180,305 | 207,808 | 228,641 | 249,474 | 678,635   |

### Cash Flow Statement

|                                |          |        |        |        |        |        |        |        |        |        |        |        |        |           |
|--------------------------------|----------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|
| Fiscal year begins:            | 7/1/21   | JUL    | AUG    | SEP    | OCT    | NOV    | DEC    | JAN    | FEB    | MAR    | APR    | MAY    | JUN    | Total     |
|                                | Start-up | 01     | 01     | 01     | 01     | 01     | 01     | 01     | 01     | 01     | 01     | 01     | 01     | Item: 637 |
| Cash Paid Out                  |          |        |        |        |        |        |        |        |        |        |        |        |        |           |
| Purchases (Inventory)          | 3,000    | 1,000  | 4,000  | 4,000  | 3,000  | 3,000  | 1,000  | 3,000  | 4,000  | 3,000  | 3,000  | 3,000  | 3,000  | 36,000    |
| Purchases (specify)            |          |        |        |        |        |        |        |        |        |        |        |        |        | 0         |
| Gross wages (least withdrawn)  | 6,400    | 6,400  | 6,400  | 6,400  | 6,400  | 6,400  | 6,400  | 6,400  | 6,400  | 6,400  | 6,400  | 6,400  | 6,400  | 76,800    |
| Payroll expenses (wages, etc.) | 1,066    | 1,066  | 1,066  | 1,066  | 1,066  | 1,066  | 1,066  | 1,066  | 1,066  | 1,066  | 1,066  | 1,066  | 1,066  | 12,792    |
| Outside services               |          |        |        |        |        |        |        |        |        |        |        |        |        | 0         |
| Supplies (office & operations) | 800      |        |        | 800    |        |        | 800    |        |        |        | 800    |        |        | 1,600     |
| Repairs & maintenance          | 400      | 400    | 400    | 400    | 400    | 400    | 400    | 400    | 400    | 400    | 400    | 400    | 400    | 4,800     |
| Advertising                    | 100      | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 1,200     |
| Car, delivery & travel         | 100      | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 1,200     |
| Accounting & legal             | 800      | 800    | 800    | 800    | 800    | 800    | 800    | 800    | 800    | 800    | 800    | 800    | 800    | 9,600     |
| Rent                           | 30       | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 360       |
| Telephone                      |          |        |        |        |        |        |        |        |        |        |        |        |        | 0         |
| Utilities                      | 316      | 316    | 316    | 316    | 316    | 316    | 316    | 316    | 316    | 300    | 316    | 316    | 340    | 3,800     |
| Insurance                      |          |        |        |        |        |        |        |        |        |        |        |        |        | 0         |
| Taxes (income tax, etc.)       | 125      | 125    | 125    | 125    | 125    | 125    | 125    | 125    | 125    | 125    | 125    | 125    | 125    | 1,500     |
| Interest                       |          |        |        |        |        |        |        |        |        |        |        |        |        | 0         |
| Other expenses (specify)       |          |        |        |        |        |        |        |        |        |        |        |        |        | 0         |
| Other (specify)                |          |        |        |        |        |        |        |        |        |        |        |        |        | 0         |
| Other (specify)                |          |        |        |        |        |        |        |        |        |        |        |        |        | 0         |
| Miscellaneous                  |          |        |        |        |        |        |        |        |        |        |        |        |        | 0         |
| Total                          | 12,837   | 10,937 | 13,937 | 13,937 | 12,937 | 12,937 | 11,137 | 12,937 | 13,821 | 12,937 | 12,937 | 12,937 | 12,961 | 149,258   |

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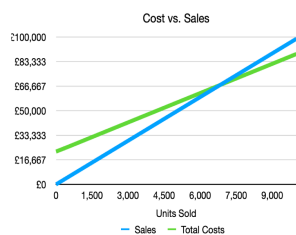
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## Break Even

|                        |         |
|------------------------|---------|
| Fixed Costs            | £22,179 |
| Variable Cost per Unit | £7      |
| Unit Price             | £10     |
| Unit Increments        | 30      |
| Break-Even Point       | 6,824   |



| Units Sold | Sales   | Total Costs | Profit/Loss |
|------------|---------|-------------|-------------|
| 0          | £0      | £22,179     | -£22,179    |
| 500        | £4,940  | £25,494     | -£20,554    |
| 1,000      | £9,880  | £28,809     | -£18,929    |
| 1,500      | £14,820 | £32,124     | -£17,304    |
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| 4,000      | £39,520 | £48,699     | -£9,179     |
| 4,500      | £44,460 | £52,014     | -£7,554     |
| 5,000      | £49,400 | £55,329     | -£5,929     |
| 5,500      | £54,340 | £58,644     | -£4,304     |
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| 8,000      | £79,040 | £75,219     | £3,821      |
| 8,500      | £83,980 | £78,534     | £5,446      |
| 9,000      | £88,920 | £81,849     | £7,071      |
| 9,500      | £93,860 | £85,164     | £8,696      |
| 10,000     | £98,800 | £88,479     | £10,321     |