

MANAGING ENTERPRISE IN THE 21ST
CENTURY

BMSW4006

BUSINESS PLAN

ROSETTA RESTAURANT

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Cover letter For the Proposed Business Plan

Respected Sir/Madam

This is to inform you that this letter will discuss the various opportunities of the business and it will focus on the further improvement of the business. The business plan is regarding the new services that shall be launched via Rosseta restaurant. This is a new service that is going to be launched and the individuals who are involved within this particular project will be able to gain the maximum benefits. Further, the funds for the overall business shall mainly be collected through the bank loans and the business shall follow the legal structure of sole proprietorship. Further, this would also help in maintaining the overall work within the competitive environment.

Thanking You,

Executive Summary

The following report has discussed about the business plan of Rosseta Restaurant. In this report, all the legal strategies and legal steps have been discussed that can be undertaken by the new restaurant. To establish a business, they have learned about the operations, and technology part and maintained the market analysis. Additionally, the report has discussed sustainability in the competitive market and found out their strengths to overcome their weakness. According to the restaurant business has maintained their food quality and prices as well. Through this report, all the business owner has written down their business missions and tried to achieve them authentically.

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INTRODUCTION

Business is the word which is self explaining itself as the process of having the ideas in the mind and then using it to have some sort of profit in the company. The term "business" literally refers to the state of being busy. However, business has a very broad definition because it encompasses all human activities. The production and exchange of goods and services with the goal of making money is what business is all about. By producing and selling commodities and services to meet human needs, business produces utilities. Business is a form of commerce. Two or more persons trade something of value, such as goods or services, for mutual gain or profit. It is a structured or systematic activity that involves the fulfilment of human desires. The purchase and sale of goods and services on a regular or recurring basis with the goal of earning profits through satisfying human wants is what business is all about.

The following report will discuss the different aspects of managing a restaurant business in the 21st century. The business plan shall effectively describe the different aspects that are related to the new business management. The idea that shall be presented in the following section would consist of different services that would be provided by the Rosseta Restaurant. Further, based on the concept the description of the business shall be provided including the financial data required for the restaurant.

Whether you are starting a small business or exploring new ways to expand a business you already have, a business plan helps you make consistent decisions and track their implementation in a timely manner. Whatever your business plan is, think of them as a roadmap or your GPS for success, which gives you more clarity on all aspects of your business, from operations and details of products or services to finance, operation and marketing.

BUSINESS DESCRIPTION

Rosetta is a company whose main business is services, respectively a restaurant. It is intended to be open in London and will offer services of a special quality from those of competing restaurants. In the atmosphere of the restaurant, one of the points of attraction, the interior design will compete, distinguishing itself by the special furniture and the way of decoration.

The proposed menu will be varied, including all the dishes offered by the directly competing restaurants.

The prices charged will be similar to those of the competitors. What will be different in the menu will be the specialities of the house, in general, specific to Italian cuisine. The dishes will contain natural ingredients of the highest quality.

Customers willing to spend will be target and will give a prestigious image to the restaurant.

Another characteristic of the business will be the staff, who will stand out through their behavior and "etiquette".

All of this will lead to the formation of a positive image about the company.

Attending this distinct restaurant through its atmosphere, menu and staff will give to its customers the certainty of a special service.

With its crowd-pleasing cuisine, shared feasts and a shop stocked with local delights, the Rosetta restaurant offers something for everyone.

Rosetta will operate as a sole proprietorship.

The main goal of the business is to succeed in attracting a loyal customers even if it requires time and high investments.

The potential market is represented by people of all ages, children from 5 years to the elderly. However the target market of the company is people aged 15-40.

According to studies, the market in which the company will operate is a growing market, characterized by a strong demand for such product.

Visitors, small or large owners, successful entrepreneur and other people, all of them must form that group of loyal customers for the restaurant.

Rosetta should be a special restaurant by itself, by what it offers and by its customers.

The capital necessary to start the business is estimated at £150.000, lunch costs, the cost of machinery, equipment, furniture, transport and expected expenses to be made in the first month of the activity.

The products offered will generally have an Italian specific. Other dishes will be considered, special in quality, aroma and flavor.

The restaurant through which the services will be offered, named Rosetta, will be located in Brentford. The quality, the way of presenting the dishes, the service and the friendliness of the staff and last but not least the location will be the strengths of the restaurant.

Rosetta will be open in London, Brentford on Hight Street road, number 202.

The restaurant will serve the nearby area:

- Ealing;
- West Ealing;
- Chiswick.

Rosetta will do delivery via the deliveroo application.

Restaurant operating hours:

Monday : 18pm - 22pm.

Tuesday-Saturday : 12am – 15pm.

Saturday : Closed.

The business requires 15 employees:

1 manager, 6 waiters/waitress, 1 head chef, 1 sous chef, 2 line chefs, 2 pizza chefs (1 full time and 1 part time) and 2 kichen porters(1 full time and 1 part time)

As training they will need knowledge of economics, accounting specific to each position and the rest of the employees do not require special training.

The necessary staff will be identified and recruited through announcements or applications.

BUSINESS STRUCTURE

- **Sole proprietorship** : It is the type of business where a single person has some form of startup plans and a sufficient amount of funds to put in the firm. In this sort of business, an individual is the only owner and employee of the firm who is accountable for all of the company's activities and events, and even if the company suffers a loss, that individual is the only one who will be held responsible for the entire loss.
- **Partnership**: This is the type of business that is organised and capitalised when two or more people decide to form a partnership by investing an equal amount of money and sharing the company's future losses or profits. There are also some different partnerships

in which the profit sharing and other duties and responsibilities between all of the company's partners change..

- **Restricted liability company:** In this type of business, the partners' liability is limited, which means that if they are unable to handle the loss, they can leave and do not have to risk their own property, which is an advantage of this type of company. Spreading risk, leveraging individual abilities and knowledge, and establishing a division of labour are all advantages of having business partners.
- **Corporations:** It is the legal entity that consists of the many rights and responsibilities regarding the business and it also helps with the contract, loan, taxes and recruitment of the employee of the business

Rosetta will operate as a sole proprietorship because is the simplest and most common structure for beginning a business. It's an unincorporated business run by a single individual, with no distinction made between the business and the owner. You are entitled to all earnings and are responsible for the restaurant's debts, losses, and liabilities. Because it is easy to start a business and involves no legal documentation, a sole proprietorship is usually chosen. It's especially useful if you're going to start a one-person business with no aspirations to expand. A sole proprietorship is an unincorporated business owned and operated by one person (no partners), with no separation between the business and the owner. As a sole proprietor, you are entitled to all profits and are responsible for your company's debts, losses, and liabilities. The simplest and least expensive business structure to establish is a sole proprietorship. You are in complete command. Because you are the sole owner of the company, you have complete control over all decisions. Preparing taxes has never been easier. You have infinite accountability for debts because there is no legal distinction between private and commercial assets, which is one of the disadvantages of sole trading. Your ability to raise funds is restricted. You are solely responsible for making day-to-day company choices.

The amount of money a lone entrepreneur can invest into the firm, as well as loans from family and friends and third-party credit, are limited. Forming partnerships allows you to split the financial and operational burden. You give up ownership of your company in exchange for access to additional resources that can help it expand quickly.

Products and services

It refers to the unique features of the business that provides competitive advantages. In the restaurant business, the owner should identify the product quality and the services of their competitor's restaurants. Through this process, they improve their food quality and services. They maintain some strategies such as-

Catering for a crowd- Rosetta Restaurant shall have the core group recipes and have a licensed commercial kitchen then they can feed the group of people at the parties or events. Catering brings an extra advantage to this restaurant business and it also helps in the marketing process day today.

Innovative items- In the restaurant business Rosetta Restaurant would add the new items to their restaurants and build good marketing plans for making more profit.

Prospects- To establish the new restaurant business Rosseta Restaurant will provide some discount amount or coupon to the customers and the restaurant can provide their website on social media. The Rosseta restaurant can provide their contact list on their website.

Innovation in the service- This is the most important part of the restaurant and through this process, they attract the customer's mind and make a positive ambience from the other restaurant. This Rosseta Restaurant should maintain its quality food and its quantity along with its prices and its behaviour should be polished towards the customers.

Rosetta will offer special services and a high quality food. The menus are produced and its gonna be frequently changed based on the greatest sources and ingredients like caramelized onions, chilli, mixed grilled vegetables, spinach, two types of mushrooms, available at the moment.

The restaurant will have pasta, pizza, soup, salads, fish, meat fried or grilled and other dishes.

As a starters Rosetta will sell :

- **Insalata Tricolore** – avocado, mozzarella di bufala and fresh tomatoes.
- **Insalata Caprese** – mozzarella di bufala, fresh tomatoes and basil.
- **Antipasto Pugliese** – grilled marinated aubergines, courgettes, roasted peppers and mozzarella di bufala.
- **Affettato Misto** – selection of Italian cured meats, mix grilled vegetables and parmesan.
- **Prosciutto** – parma ham and melon.
- **Calamari** – fried squid served with tartare sauce.
- **Bianchetti** – whitebait fried in breadcrumbs served with tartare sauce and lemon.
- **Avocado Con Gamberetti** – avocado, prawns and a special sauce.
- **Cozze** – steam cooked mussels with white wine and onions or white wine, garlic and tomato sauce.
- **Arancini** – 6 rice balls, parmesan, mushroom, trufffle oil, covered in breadcrumbs and deep fried served with tomato dip.

- **Bruschetta** – chopped fresh tomatoes with garlic, onions and basil over toasted homemade bread.
- **Garlic Pizza** – with or without tomato sauce.
- **Garlic Pizza with mozzarella.**

The menu contains six types of pasta: spaghetti, linguine, rigatoni, penne, fettuccine and ravioli cooked with different recipes.

- **Linguine Aglio Olio** – with garlic, olive oil and chilli.
- **Linguine Don Pietro** – with semi dried cherry tomato pesto, tiger prawns and pine kernels.
- **Linguine Amorosi** – with garlic, onions, broccoli and Italian sausage.
- **Linguine Marina** – with garlic, chilli and mixed seafood.
- **Spaghetti Napoli** – with tomato sauce and herbs.
- **Spaghetti Bolognese** – with minced beef sauce.
- **Spaghetti Carbonara** – done in the traditional way with egg and pancetta.
- **Spaghetti Ancho** – with tomato sauce, garlic, chilli, anchovies, olives and capers.
- **Spaghetti Alle Molluschi** – with tomato sauce, garlic, chilli and fresh clams.
- **Penne Arrabbiata** – with tomato sauce, garlic and chilli.
- **Fettuccine Benevento** – with garlic, olive oil, onions, courgette and porcini mushrooms.
- **Fettuccine Crema** – with cream, ham and mushrooms.
- **Rigatoni Pancetta** – with tomato sauce, chilli, onions and pancetta.
- **Rigatoni Salsiccia** – with tomato sauce, chilli, Italian sausage and peas.
- **Ravioli Ragu** – fresh pasta filled with beef and veal in a mince beef sauce.

Specials pasta of the day:

- **Ravioli with spinach and ricotta in butter and sage sauce.**
- **Ravioli with crab in tomato, cream and prawns sauce.**

Pasta baked in the oven:

- **Lasagna** – beef.
- **Canneloni** – pasta filled with minced chicken and veal.
- **Pasta al forno** – penne baked in the oven with cream, gorgonzola and fresh asparagus.

Pizza:

- **Margherita** – with mozzarella and tomato sauce.
- **Funghi** – with mozzarella, mushrooms and tomato sauce.
- **Napolitana** – with mozzarella, capers, black olives and tomato sauce.
- **Romana** – with mozzarella, ham, mushrooms and tomato sauce.
- **Calabreze** – with mozzarella, spicy salami and tomato sauce.
- **Diavola** – with mozzarella, pepperoni and tomato sauce.
- **Rosetta** – with mozzarella, spinach, fresh tomatoes, black olives and tomato sauce.
- **Florentina** – with mozzarella, egg, green olives and tomato sauce
- **Tuna** – with mozzarella, tuna, sweet corn, onions and tomato sauce.
- **Calzone** – with mozzarella, ham, pork, mushrooms, tomato sauce and parmesan.
- **Gardiniera** – with mozzarella, fresh chopped tomatoes, grilled courgette, aubergine, artichoke, peppers and tomato sauce.
- **Capriciosa** – with mozzarella, ham, peppers, capers, black olives, onions, egg and tomato sauce.
- **Brindi** – with mozzarella, Italian sausage, wild broccoli, parmesan and tomato sauce.
- **Parma** – with mozzarella, parma ham, rocket and tomato sauce.

Soups:

- **Minestrone.**
- **Onion.**
- **Leek and potato.**

Salads:

- **Chicken salad** – mixed lettuce, fresh tomatoes, cucumber, carrots, avocado, onions and strips of chicken breast.
- **Tuna salad** – mixed leaves, tuna fish, cannellini beans, red onions, cherry tomatoes and cucumber.

- **Seafood salad** – mixed leaves, cherry tomatoes, cucumber, mussels, squid and octopus.
- **Prawn salad** – mixed leaves, pan fried prawns, pine nuts, avocado and cherry tomatoes.

Risotto:

- **Risotto seafood** – with squid, mussels and prawns.
- **Risotto Porcini** - with wild porcini mushrooms.

Meat:

- **Pollo Alla Valdosa** – chicken breast with ham and cheese topping.
- **Pollo Alla Milena** – chicken breast in breadcrumbs.
- **Pollo Alla Pietra** – strips of chicken breast with white wine and porcini mushrooms.
- **Saltimboca Alla Roma** – veal escalopes topped with parma ham, sage and white wine sauce.
- **Scalopa Milena** – veal escalope in breadcrumbs.
- **Scalopa Rosetta** – veal escalope with wine, onion, cream and mushroom sauce.
- **Fegato burro and salvia** – pan fried calves liver with butter and sage.
- **Fegato Alla Venezia** – thinly sliced calves liver pan fried with wine, onions and pancetta.

Special meat :

- **Veal chopped** – cooked in gravy sauce.
- **Pollo sorpresa** – chicken kiev with garlic.
- **Pollo balsamico** – chicken cooked in balsamic sauce.

On the grill:

- **Chicken breast**
- **Veal**

- **Lamb chops**
- **Fillet steak**

Sauces: **pepper sauce, butter and garlic sauce, lemon and butter sauce, rosemary and garlic sauce, tomato sauce, red wine and mushrooms sauce.**

Fish:

- **King prawns** – with garlic and white wine sauce.
- **King prawns** – with garlic and lemon sauce.
- **Scampi** – fried scampi in breadcrumbs.
- **Scampi** – with tomato sauce, wine garlic sauce and oregano.
- **King scallops** – grilled with garlic, butter served with or without fresh asparagus and pancetta.

Special fish:

- **Sea bass**
- **Sea bream**
- **Swordfish**
- **Monkfish**

Sides:

- **Mixed salad**
- **Rocket and parmesan salad**
- **Green Beans**
- **Broccoli**
- **Saute Potatoes**
- **Spinach**
- **French Fries**
- **Fried courgette**
- **Green salad**

All the mains are coming with vegetables : carrots, potatoes, green beans and broccoli.

Executive Summary

This particular report has highlighted all the core factors of effectively managing a business in the 21st century. The report has also described a business operation of Rosetta Restaurant. Along with this, the report has also included a SWOT and PESTEL analysis to understand the external and internal factors that highly include the business operations of the business in the market. A detailed description of the technologies required for starting a business has also described here.

Market analysis and Trends

It is very much mandatory for the management of any enterprise to conduct a thorough analysis of the market, before starting the business. Analysis of the market ensures the survival of the enterprise in the competitive market of the 21st century. To conduct a market analysis for the chosen case of opening an Italian "Rosetta Restaurant" the business executives of the concerned business must conduct a survey among the locals. The survey should include the demand for Italian food among the locals and along with that determine some information about the current restaurant trends that are circulating in the market (Borowski, 2021, p 381). By implementing certain strategies, a thorough study of market analysis is elaborated below.

This part is responsible for showcasing the competition and other factors in the market where the entrepreneur is willing to open the restaurant. Starting from the basics, the marketing plan of Rosseta Restaurant that should be applied to execute the plan should be a mix of several things like quality of products, affordable prices, promotion, advertising, and a suitable place. These things should be in focus for the next 5 years. The factor should have to keep in mind that marketing is a key role in generating revenue for the company. Coming product, as it is a tangible product, it needs extra care because the food does not last for a long time.

Clients always demand fresh, well cooked and not overcooked, quality and quantity of food, service of the staff, the ambiance of the place, cleanliness and tidiness of place that resembles

the quality of people working there. In addition, the price for the product should be justified and logical to customers. In case of promotion, the nature of activities that will be included within Rosetta Restaurant should include advertising online on various social media, public areas like bus stops, banners, and much more. With this, distributing pamphlets regarding the restaurant, and ads in a newspaper can act as good marketing.

Under this column, it reflects the day-to-day activities that Rosetta Restaurant will do to run the business. It will vary with the time regularly. Like, in the summer season, the food items will be fully different from that of the winter season. Along with this, it will also include the collection of raw materials, marinating them, etc. Simply, it covers all the aspects of storing products, transportation of goods from the market to the respective restaurant, and preparing materials for cooking, selling, and delivering. For the restaurant business, the quality of the product should have to be never less than perfect. These sections always need a person who has adequate knowledge to understand the difference between rotten or bad quality and good quality products. The dealer should be knowledgeable enough to handle this section because this is the only section that promotes almost ninety percent of the restaurant business. The process of operation always needs an extra eye for cost-cutting also. Only collecting good quality products, having transportation done is not enough. Though cutting costs over those parts can also save expense. The labor has to acquire respective knowledge regarding the field he is assigned so that he could use his efficiency perfectly.

4p's of the Marketing mix

The strategy of analysing the market needs of an Italian restaurant will be implemented with the help of 4p's of the marketing mix. This will ensure the restaurant survives in the competitive environment of the 21st-century market. Along with this maximum profitability will also be ensured with the help of these strategies (Morrow 2021).

Product

The product which will be sold by the "Rosetta Restaurant" must include more variants of Italian foods which are unavailable to the locals or completely new to them like they must include more variants of pizza or pasta. They should try giving complimentary drinks to their customers or give free Italian ice creams after every order which would attract more customers. All of this should be done by maintaining the quality of the food (Wang, 2022, pp 692-709).

Promotion

The restaurant should adopt appropriate means of promotion. It should try to advertise itself by giving proper hoardings on streets or start distribution of leaflets in the locality. Social media is nowadays a great tool for advertising, posting ads on Facebook, and Instagram is also an efficient way of promoting their business (Wang, 2022, pp 692-709).

Place

The management team of the restaurant should pick a suitable place for setting up "Rosetta Restaurant". A proper place for a restaurant is in the heart of a city where people tend to hang out or go shopping. Also, the marketing team should keep in mind that the place they choose should not have any other Italian restaurant in its vicinity, which will increase the chances of the restaurant is a hit.

Price

This is one of the most important key factors which determines the survival of any business. Related to this context the owners of "Rosetta Restaurant" should keep the price of their food within a budget range which will attract more customers from every background to their business. The market researchers should conduct a survey on the price of the other restaurants. Accordingly, price range for foods should be set which will be acceptable to both customers and the management team of the restaurant (Wang, 2022, pp 692-709).

SWOT Analysis

Before conducting thorough research on swot analysis, the need for swot analysis must be understood and when it should be applied. Swot analysis can be simply described as the Strengths, Weaknesses, Opportunities and Threats (SWOT) which are associated with a particular business. The main aim of SWOT analysis is to assist a business management team to develop a full consciousness of all the factors related to business making decisions (Jonibek, 2021, pp 131-139). A SWOT analysis evaluates all the strengths weaknesses opportunities and threats which are related to the business. In this case of "Rosetta Restaurant," the SWOT analysis is evaluated below.

<u>Strengths</u>	<u>Weaknesses</u>
1 - The Economical background of the owner will be a major point of strength in this kind of business. Because in the restaurant business proper funding is required. 2 – Budget-Friendly price tagging of the food product which will be sold will be a plus point in this food business (Jonibek, 2021, pp 131-139).	1 – Improper brand management or inappropriate advertising is a weakness factor in a new start-up business. Also if the marketers reach a less number of audience through improper promotion the business should not achieve its goals (KENTON 2021). 2 – The availability of inexperienced market researchers is a drawback in this restaurant business. Marketers should have enough knowledge about Italian food before approaching people.
<u>Opportunities</u>	<u>Threats</u>
1 – Creation of innovative ways to advertise their business. Or trying other different ways to improve the promotion of business 2 – Selling various variants of Italian foods or rolling out complimentary offers can provide a boost in attracting customers (Schooley 2022).	1 – Quality of the food is a major threat to any food business. The quality along with the quantity of the food sold must be maintained, otherwise, customers will lose interest in the restaurant. 2 – The recent trend of online food ordering is also a threat to the business because it can damage the sovereignty and beauty of the place. 3 – The presence of a similar Italian restaurant in the vicinity also contributes to the threat of a restaurant.

Evaluation

A SWOT analysis is a simple tool for evaluating the business strategy which gives a comprehensive outlook of any business. To run a business smoothly we must analyse the processes regularly and ensure the effective running of the business as smooth as possible.

PESTEL Analysis

A strategic or analytical tool is used to measure the external factors of a business by breaking down the business into various factors such as Political, Economic, Social, Technological, Environmental and Legal factors. This type of analysis is called PESTEL analysis. It is an effective tool to determine the advantage and the disadvantage of a business. The 6 key external factors which control a business are broken down below.

Political Factors

This is the most important and initial factor of any business which determines the setting up of any business and its survival. Businesses in the UK are administered by the monarchy under the Parliamentary system. The UK government has set up many laws which are associated with the starting up of any business within the country. Further, the government also has advised the food industry to maintain the food quality. The key factors which regularise the political factor are Trade Restrictions, Tariffs, Tax policies and Bureaucracy (Thomas, 2021, p 110872).

Economic Factors

As the name suggests these factors determine the various economic factors of a business. The UK is the 5th largest economy in the world, with diversified people living among the nation with different income levels. So the marketing people of "Rosetta Restaurant" should plan out a diversified economic budget for their restaurant to survive in the market of UK. Furthermore, the labour costs for setting up the restaurant should also be kept in mind as it is rising day by day. Along with these the economic factors depends on a number of factors such as Interest rates, Inflation, Exchange rates, and Economic growth rates. These factors regulate the economic factors of a business (Reding 2021).

Social Factors

People of the UK are food-loving. They love to try out new foods or explore new places. This analysis of the market evaluates the social factors which are directly linked to a business. The UK people besides loving food are also health-conscious (Denning 2020). So in order to survive in the market and attract more customers "Rosetta Restaurant" should try selling quality hygienic foods to their customers. Apart from health considerations Cultural aspects, Age distribution and population growth rates all determine the social factors of any business.

Technological Factors

The business of "Rosetta Restaurant" should keep up with the changing technologies these days. Not up to date is a serious blow to the business. The management team should try out more innovative state of the art technology in expanding or promoting their business in a technologically advanced country like the UK.

Environmental Factors

These are the key factors of a business which regulate the ecological impact of a business on the environment. "Rosetta Restaurant" must try sustainable ways of cooking foods and use biodegradable bin bags for their business. They should also try to minimise waste production. An environment-friendly restaurant is a favourite of the majority of the people (Thomas, 2021, p 110872).

Legal factors

Various business policies have been introduced by the government of the UK which contributes to the setting up of a new business. Legal factors define the limitations of any business. Legal factors of a business are Licenses or permits, Labour laws, and Industry Regulations.

Operations to follow for starting new business

Assessing costings for investment

Starting a business cost a lot, so it is important to determine prior the way of investing in the business. The start-up business will be successful when the finances will be analysed and

estimated properly. The owner can conduct a break-even analysis for this purpose. This analysis will state the minimum cost it needs to make for avoiding loss. Besides, it will evaluate the cost of making the product and serving cost comparing to others, the source from where it is possible to make profit (Stowers, 2022).

Building teams

When there is a planning for starting a service based business, it is important to build teams or departments for taking responsibility of various activities. In the beginning, it is important to build marketing team who will analyse the market trends and promote the business. For delivering the food products a shipping team is needed to be built. There should be an accounting department who will be responsible for managing the costings. Along with that, there should be skilled employees for production department and the suppliers for procuring raw materials (GREGORY, 2019).

Legal operations

Initiating a new business, it is important to abide the respective business laws, income tax regulations, registering with government, license and permits for starting business and others. There are some rules from the government's side when to start a business. Even there are specific laws and rules when the business is service based. The business need to have a license and permit for running it. The entrepreneur needs to know these laws and abide them before starting (Prater, 2019).

Technologies to follow for starting new business

Business website

It is important to develop an own business website for a start-up business. It is the most important technology-based tool to provide information about the product, service it is offering to the customers. For opening a restaurant, it is necessary to include the type of foods that are being offered, the price of it, location, delivery information, opening hours and other important information. For generating new customer base website is valuable. Besides, the business will look more organised and professional in nature which will attract a large amount of customers (Fallon, 2021).

E-Commerce technology

Start-up businesses can opt for e commerce technology for the business. E-commerce platforms are used for selling products. For opening a new restaurant this technology will be very helpful for taking online orders and delivering foods. This technology can be linked up with the business website of the restaurant. More customers will be attracted when they will see there is online food delivery system linked with the restaurant. Besides, for procuring raw materials e commerce technology is also helpful.

Payment processing system

The start-up business which is planning for online service, it is very important to have a payment processing system besides cash payment. For the case of e-commerce business there should be either own payment procedure or some other platforms to make the payment. For running the business smoothly, the restaurant owner can implement various trendy payment system in the business. Customers will find it reasonable if the payment procedure is effortless (Martins, 2021).

Managing an enterprise is the procedure of conducting the business with proper control of the process, system and other resources. A business enterprise is managed by an effective leader and delegation of responsibilities. Understanding the organisation's structure can create a full-proof management system. This report talks about the business plan for opening a restaurant named, Rosetta. The restaurant business can be opened with proper location availability, proper budgeting and targeting efficient customers (Vanclay, 2020). The main thing to remember while opening the business is that the customers are the main and integral part of the formation of a restaurant business. The management and the organisational structure should ensure effective utilisation of the resources and channelising them into a different functional area. Enhancing the value to the customers is a great approach to managing an enterprise in the food business (Fisher et al., 2021). The enterprise to be established should have a responsibility toward the society to obtain sustainability for the organisation. A plan has been developed for the achievement of the goals for the proposal. The plan may sometimes backfire, so it will be required to go for some alternatives which are also discussed in the report.

Planning of Technology

The restaurant industry is greatly helped by technology in this 21st century. Online ordering to take-way delivery through various applications is much more popular. Rosetto needs to use some technology for the smooth functioning of the business and cater excellent service to the customers which are its USP. In the restaurant business ordering food through customised digital apps has grabbed the e-commerce market the environment (Thamaraiselvan et al., 2019). Rosetta should follow the order and pay technology at the table, where the customers can order the food by scanning the QR Code presented in the table menu. They can even pay the bill by scanning the code. This will bring a win-win situation for both the customers and for Rosetta. The customers need not have to pay cash, which often they did not carry-on time. Moreover, the labour cost of Rosetta will also get decreased. Both the customers and the owners can be benefited from cost as well as time savings. It will give the guests mental peace and the restaurant can have time to better understand their needs. The wait time of the customers for the waiter to write down the menu will also be eliminated making the delivery speed. The order history saved by the customers in the app can help the owners to suggest and upgrade the items. The feedback form provided in the system will help Rosetta to improve the menu as well as the ambience of the restaurant. The restaurant should arrange for self-ordering kiosks which are more convenient in the 21st century. The adoption of the newer technology can often hamper the operational management resulting in more expenses for hiring the human resources (Najib and Fahma, 2020). The technologies like inventory management systems, software analytical tools and software for payroll can be used by Rosetta. Even the delivery systems should be structured in such a way that both the cook and the customers can assess the delivery schedule. Slowly adopting the technologies, the restaurant can go for artificial intelligence (robot technology), where machines can play the role of the waiter to take a menu, make bills and serve food to the customers at different tables. It will make the delivery of fast food faster where the order can be made mentioning minute details such as to send or not to send cutlery with the delivery. Order and pay through mobiles and kicks for self-order will change the technology of the restaurant business.

Like other businesses, Rosseta Restaurant also needs technology to run their business smoothly internally as well s externally. The owner of the respective restaurant should know what technology should be used in which department so that it could become beneficial for customers and the business also. Like, at the counter, the owner can use electronic devices for billing, thus it will reduce the workload from the shoulder of the person sitting at the counter,

especially when there will be a huge crowd. CCTV cameras can also be used to promote safety.

Planning of Management and Organisation

Planning of a restaurant business helps to create the guidelines and the map for the restaurant proposed. It is important because it in turn helps to set u the benchmarks for the operations of the functional areas and the progress. The demand for the customer can be predicted based on the revenue generated estimation of the restaurant to be opened (Tyagi and Bolia, 2022). The restaurant business plan requires certain steps:

- **Executive Summary:** It will help to get the full idea of the restaurant business which can be placed before the investors for funding requirements.
- **Description:** the description of the company should be mentioned in the plan along with its name, locations, contact numbers and other related information.
- **Analysis of the market:** it is one of the main parts before setting up the business. Th ended for the restaurant with the customers, areas to be targetted all should be analysed. The macro and microenvironment with its advantages and disadvantages are to be noted down.
- **Menu:** It is the main service to be rendered to the customers. A customised menu based on the target customers and the region is to be finalised.it is to make sure that the menu is much more lucrative than the other competitors available in the market. A proper logo or symbol should be used to attract the customers generating curiosity among them.
- **Employees:** Description with the owners and number of persons working along with the chef, everything should be mentioned for the investment opportunities.
- **Finance:** Professionals should be hired to make a proper budget for the business. Every cost to be incurred and revenue to be generated should be mentioned minutely for future planning.
- **Marketing:** The marketing of the restaurant with its publicity can only make the business flourish.
- **Location:** The choice of location should be done with excellent market research.

To make the business shine with an efficient strategy for its development, proper planning is necessary (Postavaru et al., 2019). The restaurant management should plan a written proposal on how and where the restaurant should be set up. It will help to convert the ideas

of the entrepreneur or the partners to jotted down on pen-paper for better understanding. It will include every minute detail as mentioned in the planning steps. The structure of the restaurant should be broken down into parts as the in-house or the front desk. It will make the delegation of all the responsibilities smoothly.

Social Responsibility and Sustainability Strategy of Business

While planning for a restaurant business under the name of Rosetta restaurant, it has been found to chalk out reliable planning for the sustainability of the business. Similarly, to create the brand image on a positive note on the societal platform, exclusive planning on CSR needs to be fermented. In the case of CSR, the management can look out for the below matters:

- **Minimal Wastage:** The restaurant can produce the food based on the requirement or placed orders (Font and Lynes, 2018). At the same time, they can store the ingredients as a necessity to avoid spoilage. In both ways, the volume of wastage can be controlled.
- **Energy Efficiency:** The management of Rosetta restaurant may install solar panels to use solar energy for electrification (Lee et al., 2018). It will be cost-effective and environmentally friendly too.
- **Go-Green attitude:** GMO-free products or ingredients can be used in cooking to avoid excessive use of biologically modified or hybrid products to ensure a healthy lifestyle and promote a go green attitude (Font and Lynes, 2018).
- **Contact with food bank:** Being ethically responsible, the restaurant management may keep in contact with the food banks to provide food to the needy people which is considered to be one of the biggest CSR (Lee et al., 2018).

Apart from the planning of the Corporate Social Responsibilities, the management needs to be equally prepared with its sustainable strategies listed below:

- **Minimise carbon emission:** In the present day, people are more concerned about the environmental role of the organisation (Martínez-Navalón et al., 2019). Therefore, Rosetta restaurant may place additional focus on the control of carbon emissions in the sustainable strategy.
- **Recycling:** it is one of the effective processes of being sustainable as recycling the materials not only reduces the wastage of the products but also increases the profit margin of the restaurant.

- **Gradual Expansion:** Rosetta restaurant management may have prospects to expand themselves in the other localities as well but it is advised to stand at first and expand the organisation gradually along with the learning experiences (Martínez-Navalón et al., 2019).
- **Vegan Options and Less Oily foods:** Rosetta restaurant may add vegan options to their menu to keep the dining more up-to-date and contemporary as per the client's requirements (Karagiannis and Andrinis, 2021). On the other hand, they may prepare foods with minimal consumption of oil to encourage a healthy lifestyle.
- **Publicity:** Publicity with all positive efforts can bring success to the restaurant (Karagiannis and Andrinis, 2021). Therefore, the management may look after the publicity of the Rosetta restaurant in social media, newspapers, magazines and television channels.

Development and Milestones Achievement Plan

To develop a business organisation like Rosetta restaurant, several stages are involved. Below are the categorical stages depicted:

- **Funding:** For the development of the restaurant, funding gets the first and foremost priority. While executing a development plan into reality, without funding is impossible (Spillan et al., 2021). Therefore, adequate investors and sponsorship are needed to be present in the pipeline.
- **Stakeholders Participation:** A restaurant considers its investors, employees and clients as its primary stakeholders. To satisfy the customers based on their feedback, a development plan is initiated by the management (Shaikh and Dahad, 2019). As the employees are directly in contact with the clients, their contribution to the menu designing, pricing and other factors matter a lot. The Rosetta restaurant board can discuss the development plans with the stakeholders such as investors and sponsors for the successful implementation.
- **Choice of Territory:** For the expansion and development of the Rosetta restaurant, it is mandatory to emphasise the choice of the location where the restaurant set-up will be done (Spillan et al., 2021). If a good location is not selected, it may hamper the business and stop developing the expansion.
- **Attractive Menu:** A restaurant runs based on menu design. Therefore, Rosetta restaurant people can prioritise attractively designing the menu so that many international cuisines can be covered and unique dishes can be made available in the city (Shaikh and Dahad, 2019). On the other hand, milestone achievement planning is also necessary to be prepared by Rosetta restaurant. Following are the techniques that can be followed by the management:
- **Profitable Discount Offers:** Rosetta restaurant can initiate different discount offers on the billing such as weekend discounts, bulk order discounts, festive offers and many more which may attract more footprints to the restaurant (Chua et al., 2020).
- **Introduction of new revenue System:** Rosetta restaurant may go for public advertisements of different beverage companies in the restaurant and get an attractive amount

for the same on a monthly or per annum basis (Gadelrab and Ekiz, 2019). They may push that specific beverage to each table for selling purposes.

- **Suggestive Selling:** The service associates may be instructed by the top management to sell the products on a suggestion basis to the clients (Chua et al., 2020). During the suggestive selling, the employees must look after the increase of the billing or maintain at least at par cover charge.
- **Experimental menu:** The restaurant may organise food festivals with untasted cuisines where different experimental signature dishes can be placed to increase the revenue (Gadelrab and Ekiz, 2019). The food festival doesn't need to be successful but for the testing purposes, many cover charges can be added at a glance.

Exit Plan of the Restaurant Business

While running the restaurant business year after year, it is very much mandatory to keep track of the development of the business. It can be tracked by keeping a book that lists down the increasing number of clients visiting the restaurant and the number of times they are visiting. Keeping a record over accounts as increasing revenue can also be a part of development. Having said that, the business should target certain milestones as achievements that they need to plan to get executed after a certain period, say 5 years. Increasing the standard of a restaurant in terms of surroundings, the opening of new branches, providing extra services to customers at minimal cost, providing quality product products, giving extra benefits to customers visiting for the first time can help the restaurant to grow its brand image in this competitive market more rapidly with positive feedback

An exit plan is necessary to prepare before leaving the platform. This plan is considered the preparation stage before closing the business. Following are the necessary involvement in the exit plan strategy:

- **Right direction:** The management needs to choose the right direction of involvement with the stakeholders and other participants before closing the ceremony.
- **Value to Due Commitment:** While developing the exit plan, a critical analysis needs to be set along with the finance department to figure out if any dues are left (Misra et al., 2022) Before closing the business, the management needs to pay all the dues.

- **Smooth Transition:** The management of Rosetta restaurant needs to check whether all the licences, registration papers and other official documents are ready and up-to-date so that it cannot be an obstacle to a smooth transition to the new owner.
- **Legal Process:** Involvement of typical financial and legal processes in selling the business should take up the call (Misra et al., 2022). A perfect deal to sell the business needs to be executed in front of the lawyers.
- **Prior Information to Employees:** While the planning of selling out the business and changes in the management is decided, the employees need to be informed before this regard. It is to ensure them that after the changes in the management. The employees need to negotiate everything with the new management from the early stage.

Financial Data

In this section, the records and data that should be kept under focus will be statements of income and expenses, bills of profits and loss, cash flow statements, balance sheets, and much more. These data are the standards that are required to check whether the company is running profitably or at loss. For this, the owner can learn the techniques to develop the documents for respective information. Computerized spreadsheets can help in understanding the finances more clearly as it has a proper breakdown of all form of payments like costs, taxes, and other charges. We can say that this column has the heart of any business.

PROFIT & LOSS FORECAST FOR THREE YEARS															
Particulars	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL	Year 2	Year 3
Sales / Income	£ 30,000	£ 37,000	£ 43,500	£ 44,000	£ 56,780	£ 59,820	£ 62,100	£ 65,980	£ 64,250	£ 65,260	£ 57,840	£ 69,850	£ 6,56,380	£7,50,000	£ 8,50,000
Less Materials Cost	£ 5,500	£ 5,750	£ 5,750	£ 4,250	£ 6,000	£ 6,250	£ 615	£ 675	£ 625	£ 635	£ 635	£ 675	£ 37,360	£ 8,250	£9,750
Less Direct Wages	£ 800	£ 850	£ 875	£ 900	£ 925	£ 1,125	£ 12,500	£ 13,000	£ 14,500	£ 17,700	£ 11,000	£ 13,000	£ 87,175	£ 1,40,000	£1,52,500
GROSS PROFIT	£ 23,700	£ 30,400	£ 36,875	£ 38,850	£ 49,855	£ 52,445	£ 48,985	£ 52,305	£ 49,125	£ 46,925	£ 46,205	£ 56,175	£ 5,31,845	£ 10,39,990	£20,49,580
Operating Expenses															
Staff Salaries	£ 5,000	£ 5,000	£ 5,000	£ 5,000	£ 5,000	£ 5,000	£ 5,000	£ 5,000	£ 5,000	£ 5,000	£ 5,000	£ 5,000	£ 60,000	£ 6,250	£6,750
Staff wages	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 12,000	£ 1,250	£1,500
Rent & Rates	£ 2,150	£ 2,150	£ 2,150	£ 2,150	£ 2,150	£ 2,150	£ 2,150	£ 2,150	£ 2,150	£ 2,150	£ 2,150	£ 2,150	£ 25,800	£ 2,750	£3,150
Gas & Electricity	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 12,000	£ 1,250	£1,250
Insurances	£ 7,000	£ 7,000	£ 7,000	£ 7,000	£ 7,000	£ 7,000	£ 7,000	£ 7,000	£ 7,000	£ 7,000	£ 7,000	£ 7,000	£ 84,000	£ 8,550	£8,800
Postage & Stationery	£ 1,000	£ 1,010	£ 1,010	£ 1,000	£ 1,100	£ 1,020	£ 1,030	£ 1,010	£ 1,110	£ 1,210	£ 1,200	£ 1,210	£ 12,910	£ 1,299	£1,320
Repairs & Maintenance	£ 2,500	£ 2,300	£ 2,500	£ 140	£ 250	£ 260	£ 420	£ 620	£ 120	£ 620	£ 410	£ 2,450	£ 12,590	£ 627	£ 628
Travelling & Motor Expenses	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 12,000	£ 1,200	£ 1,200
Loan Installment	£ 12,000	£ 12,000	£ 12,000	£ 12,000	£ 12,000	£ 12,000	£ 12,000	£ 12,000	£ 12,000	£ 12,000	£ 12,000	£ 12,000	£ 1,44,000	£ 14,400	£14,400

Telephone Expenses	£ 510	£ 520	£ 510	£ 520	£ 530	£ 520	£ 550	£ 500	£ 510	£ 520	£ 510	£ 520	£ 6,220	£ 636	£654
Professional Fees	£ 2,250	£ 2,260	£ 2,240	£ 2,250	£ 2,260	£ 2,140	£ 2,360	£ 2,140	£ 2,520	£ 2,620	£ 2,410	£ 2,010	£ 27,460	£ 2,789	£2,985
Advertising & Promotions	£ 2,250	£ 2,250	£ 2,250	£ 2,250	£ 2,250	£ 2,250	£ 2,250	£ 2,250	£ 2,250	£ 2,250	£ 2,250	£ 2,250	£ 27,000	£ 2,700	£ 2,700
Miscellaneous Expenses	£ 240	£ 260	£ 250	£ 260	£ 250	£ 210	£ 210	£ 240	£ 290	£ 280	£ 270	£ 280	£ 3,040	£ 319	£326
TOTAL EXPENSES	£ 37,900	£ 37,750	£ 37,910	£ 35,570	£ 35,790	£ 35,550	£ 35,970	£ 35,910	£ 35,950	£ 36,650	£ 36,200	£ 37,870	£ 4,39,020	£ 8,40,140	£16,42,530
Net Profit (Loss) Before Tax	-£ 14,200	-£ 7,350	-£ 1,035	£ 3,280	£ 14,065	£ 16,895	£ 13,015	£ 16,395	£ 13,175	£ 10,275	£ 10,005	£ 18,305	£ 92,825	£ 1,99,850	£4,07,050

Cash flow statement

<u>Cash flow Statement</u>															
Particular	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Year 2	Year 3
A.Cash flow from operating activities:-															
Sales/ Revenue	£ 30,000	£ 37,000	£ 43,500	£ 44,000	£ 56,780	£ 59,820	£ 62,100	£ 65,980	£ 64,250	£ 65,260	£ 57,840	£ 69,850	£ 6,56,380	£ 60,000	£ 65,000
Payment of salary	£ 5,000	£ 5,000	£ 5,000	£ 5,000	£ 5,000	£ 5,000	£ 5,000	£ 5,000	£ 5,000	£ 5,000	£ 5,000	£ 5,000	£ 60,000	-£ 33,000	-£ 33,000
Rent Paid	£ 2,150	£ 2,150	£ 2,150	£ 2,150	£ 2,150	£ 2,150	£ 2,150	£ 2,150	£ 2,150	£ 2,150	£ 2,150	£ 2,150	£ 25,800	-£ 2,592	-£ 2,592
Staff Wages	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 12,000	-£ 12,000	-£ 12,000
Payment of Utilities	£ 2,500	£ 2,300	£ 2,500	£ 140	£ 250	£ 260	£ 420	£ 620	£ 120	£ 620	£ 410	£ 2,450	£ 12,590	-£ 1,200	-£ 1,200
Phones	£ 510	£ 520	£ 510	£ 520	£ 530	£ 520	£ 550	£ 500	£ 510	£ 520	£ 510	£ 520	£ 6,220	-£ 120	-£ 120
Fright and postage	£ 1,000	£ 1,010	£ 1,010	£ 1,000	£ 1,100	£ 1,020	£ 1,030	£ 1,010	£ 1,110	£ 1,210	£ 1,200	£ 1,210	£ 12,910	-£ 60	-£ 60
Stationary	£ 1,000	£ 1,010	£ 1,010	£ 1,000	£ 1,100	£ 1,020	£ 1,030	£ 1,010	£ 1,110	£ 1,210	£ 1,200	£ 1,210	£ 12,910	-£ 14	-£ 16
Promotion and advertisement	£ 2,250	£ 2,250	£ 2,250	£ 2,250	£ 2,250	£ 2,250	£ 2,250	£ 2,250	£ 2,250	£ 2,250	£ 2,250	£ 2,250	£ 27,000	-£ 18,000	-£ 18,000
Legal Expenses	£ 2,250	£ 2,260	£ 2,240	£ 2,250	£ 2,260	£ 2,140	£ 2,360	£ 2,140	£ 2,520	£ 2,620	£ 2,410	£ 2,010	£ 27,460	-£ 50	-£ 50
Transport	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 12,000	-£ 600	-£ 600
Vehicle running	-£ 250	-£ 250	-£ 250	-£ 250	-£ 250	-£ 250	-£ 250	-£ 250	-£ 250	-£ 250	-£ 250	-£ 250	-£ 3,000	-£ 3,000	-£ 3,000
Insurance	£ 7,000	£ 7,000	£ 7,000	£ 7,000	£ 7,000	£ 7,000	£ 7,000	£ 7,000	£ 7,000	£ 7,000	£ 7,000	£ 7,000	£ 84,000	-£ 220	-£ 220
	£ 2,500	£ 2,300	£ 2,500	£ 140	£ 250	£ 260	£ 420	£ 620	£ 120	£ 620	£ 410	£ 2,450	£ 12,590	-£ 1,200	-£ 1,200
Misc. Expense	£ 240	£ 260	£ 250	£ 260	£ 250	£ 210	£ 210	£ 240	£ 290	£ 280	£ 270	£ 280	£ 3,040	-£ 220	-£ 220
Setup cost	-£ 14,600	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	-£ 14,600	£ -	£ -
Net cash flow from operating activities:-	£ 43,550	£ 64,810	£ 71,670	£ 67,460	£ 80,670	£ 83,400	£ 86,270	£ 90,270	£ 88,180	£ 90,490	£ 82,400	£ 98,130	£ 9,61,900	-£ 12,276	-£ 7,278
B.Cash flow from financing activities:-															
	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -

Net Cash flow from financing activities:-	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
C. Cash flow from Investing activities:-															
Initial investment made	£ 20,000	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ 20,000	£ -	£ -
Net cash flow from investing activities:-	£ 20,000	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ 20,000	£ -	£ -
Total cash inflow/ outflows (A+B+C)	£ 63,550	£ 64,810	£ 71,670	£ 67,460	£ 80,670	£ 83,400	£ 86,270	£ 90,270	£ 88,180	£ 90,490	£ 82,400	£ 98,130	£ 9,81,900	-£ 12,276	-£ 7,278

Forecasted Balance Sheet.

Statement of financial Positon for the year ended			
Particular	Year 1	Year 2	Year 3
Shareholders' Funds:-			
Net Profit for the year ended	£ 15,000.00	£ 25,000.00	£ 32,000.00
Capital	£ 20,000.00	£ 20,000.00	£ 20,000.00
Non-Current Liability:-			
Long term liabilities	-	£ 10,000.00	£ 25,000.00
Current Liability:-	£ 15,000.00	£ 25,000.00	£ 35,000.00
Total (A)	£ 50,000.00	£ 80,000.00	£ 1,12,000.00

Non-Current Assets:-			
	£	£	£
Other Non Current Assets	25,000.00	47,000.00	60,000.00
Current Assets:-			
	£	£	£
Inventory	10,000.00	15,000.00	32,000.00
	£	£	£
Cash and Cash Equivalent	15,000.00	13,000.00	20,000.00
	£	£	£
Total (B)	50,000.00	75,000.00	1,12,000.00

Break-Even Point

Break-even Point = Fixed cost / (Revenue per unit – variable cost)

$$\begin{aligned}
 \text{In First Year} &= \text{£}4,39,020 / (65.36 - 12) \\
 &= 439020 / 45.36 \\
 &= 9679 \text{ units}
 \end{aligned}$$

Margin of Safety

Margin of Safety (In percentage) = (Current sales level – Break-even point) / Current Sales level * 100

$$\begin{aligned}
 &= (10000 - 9679) / 9679 * 100 \\
 &= (321 / 9679) * 100 \\
 &= 0.03316 * 100 \\
 &= 3.32\%
 \end{aligned}$$

Margin of Safety (In units) = Current Sales units – Break Even Sales

$$\begin{aligned}
 &= 10000 \text{ units} - 9649 \text{ units} \\
 &= 321 \text{ Units}
 \end{aligned}$$

Conclusion

The report has been discussed keeping an idea of the restaurant business and managing it in the current time when there is a lot of competition and rivalry. Further discussion has been made a part of this report with many other aspects that include a business description and the motive to start such a business, structure over which the business is going to run. Apart from that all the details regarding the product and service as well as, understanding of market and trends has also been discussed in the above business plan.

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Presentation Group

A dimly lit restaurant interior with several tables set with white cloths and chairs. The lighting is warm and ambient, with large windows in the background showing a view of the outdoors.

Managing Enterprise in the 21st Century

BMSW4006

ROSETTA RESTAURANT BUSINESS PLAN

- SEBASTIAN MARIAN MATEI – 2111128
- LOREDANA ANDREEA ZSOFI – 2111130
- FLORENTA ALEXANDRA STAN – 191632
- MARINELA ROXANA LICA – 2115486
- GEORGIANA ANDREEA MATAACHE – 2111127

▪ LECTURER: AFZAL MUNNA

A close-up, high-angle shot of a silver fountain pen with a gold-colored nib, resting on a white sheet of paper. The pen is angled diagonally across the frame, and a single line of ink is visible on the paper.

Cover Letter

Cover letter For the Proposed Business Plan

Respected Sir/Madam

This is to inform you that this letter will discuss the various opportunities of the business and it will focus on the further improvement of the business. The business plan is regarding the new services that shall be launched via Rosseta restaurant. This is a new service that is going to be launched and the individuals who are involved within this particular project will be able to gain the maximum benefits. Further, the funds for the overall business shall mainly be collected through the bank loans and the business shall follow the legal structure of sole proprietorship. Further, this would also help in maintaining the overall work within the competitive environment.

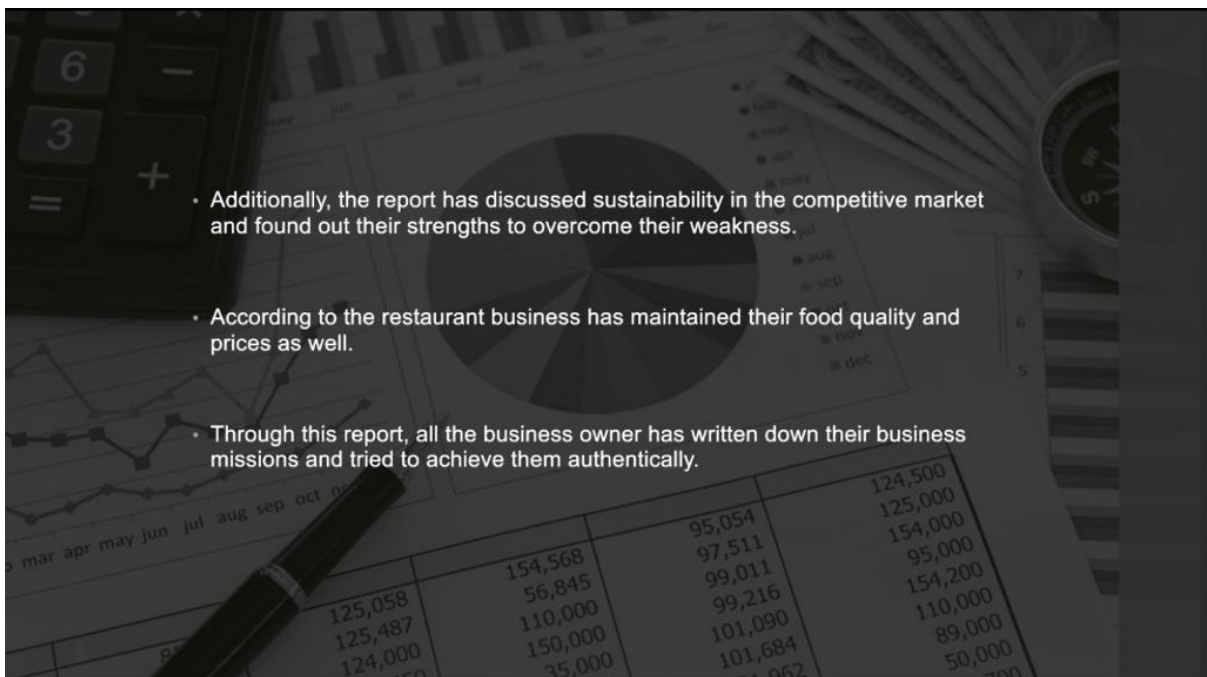
Thanking You,

Executive Summary

- The following report has discussed about the business plan of Rosseta Restaurant.
- In this report, all the legal strategies and legal steps have been discussed.
- To establish a business, they have learned about the operations, and technology part and maintained the market analysis.



- Additionally, the report has discussed sustainability in the competitive market and found out their strengths to overcome their weakness.
- According to the restaurant business has maintained their food quality and prices as well.
- Through this report, all the business owner has written down their business missions and tried to achieve them authentically.



Business Description

Rosetta is a company whose main business is services, respectively a restaurant.

The restaurant will offer services of a special and unique quality.

The mission of the company



The main goal of the business is to succeed in attracting a loyal customers even if it requires time and high investments.



Visitors, small or large owners, successful entrepreneur and other people, all of them must form that group of loyal customers for the restaurant.



Rosetta should be a special restaurant by itself, by what it offers and by its customers.



Business location

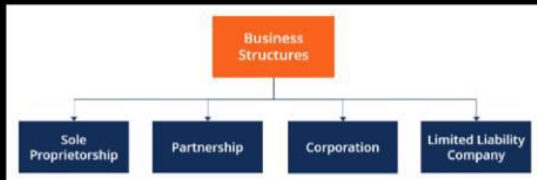
- Rosetta will be open in London, Brentford on Hight Street road, number 202.
- The restaurant will serve nearby areas:
Ealing;
West Ealing;
Chiswick;

Staff

- The business requires 15 employees.
- As training they will need knowledge of economics, accounting specific to each position and the rest of the employees do not require special training.
- The necessary staff will be identified and recruited through announcements or applications.



Business Structure



Rosetta will operate as a sole proprietorship.

Sole proprietorship :

- It is the type of business where a single person has some form of startup plans and a sufficient amount of funds to put in the firm.
- In this sort of business, an individual is the only owner and employee of the firm who is accountable for all of the company's activities and events, and even if the company suffers a loss, that individual is the only one who will be held responsible for the entire loss.



Products and services

- The products offered will generally have an Italian specific.
- Other dishes will be considered, special in quality and flavor.



Market analysis and Trends

- Market analysis is very important for any enterprise when they are starting a new business.

4p's of the Marketing mix

- Product**

The Italian foods which are partially unavailable in the market should be included in the food list of the restaurant such as more variant of Pizzas and Pastas.

- Promote**

The restaurant need to promote its services and by giving hoardings on street or local market or any local public places or start distributing leaflets to the local people

- Place**

The place where the start-up restaurant should be located is the heart of the city where people can access the restaurant easily while shopping or hanging out.

- Price**

The restaurant owner need to put the price of the foods in the range of budge of general people.

SWOT analysis

Strengths

The economical background of the restaurant owner is a strength for investing in the business in the beginning.

Weaknesses

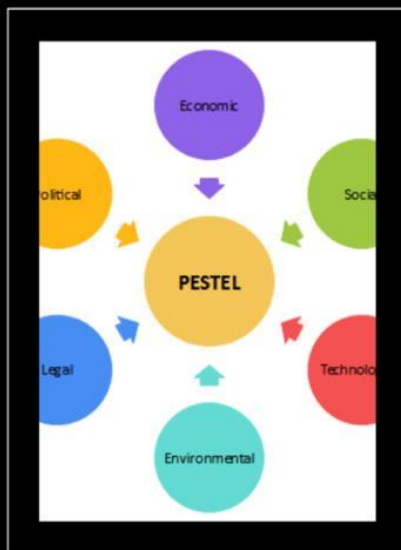
Wrong advertisement and brand management will be a weakness for start-up business like this one

Opportunities

Innovative ways of advertising will be an opportunity of promoting the business.

Threats

Quality of the Italian foods according to the quantity will be threat to the business as it may loss customers.



PESTEL analysis

• Political factors

UK businesses are administered by the monarchy under parliamentary system.

• Economic factors

The inflation rate will determine the price of the foods it serves to the customers.

• Social factors

Social trends of foods affect the restaurant and the culture of the locality need to be kept in mind when starting a new restaurant.

• Technological factors

The recent technological innovations in the food delivery system such as online food delivery, promotion in social media will be benefitted for the restaurant.

• Environmental factors

Food wastages is the important environmental factor when opening a business.

• Legal factors

Starting a new business is crucial for entrepreneurs as they have to abide the laws and regulations and other policies.



Operations to follow for starting new business

- **Assessing costings for investment**

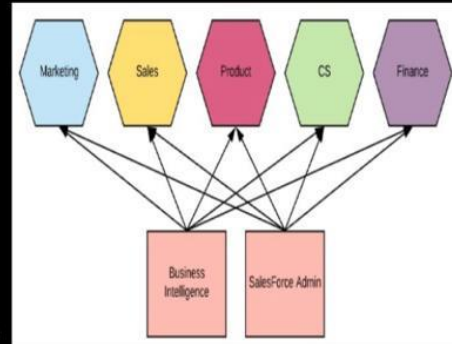
Start-up business will be successful when the finance for the business will be properly analysed.

- **Building teams**

For initiating a restaurant, it is important to build various departments such as accounting team, marketing team, production team, suppliers and other necessary departments.

- **Legal operations**

Start-up business like this restaurant need to abide by the rules and regulations of the government such as income tax, labour laws, registration with government, license and permits



Technologies to follow for starting new business

- **Business website**

It is important for a start-up business to build a business website for providing information about the organisation, the food products they are offering, price, delivery information and others to the customers for attracting them

- **E- Commerce technology**

In this modern era, it is important for service-based business such as restaurant to use e-commerce technology for its business operations.

- **Payment processing system**

Start-up business should have reliable payment processing system which can be own or other trendy payment system.



- Management and organisational planning are required.
- Planning on social responsibility and sustainability is mandatory.
- Strategic planning on development, milestone achievement and exit of the business is needed (Kamaluddin, 2020).



Management and Organisation Planning

- Human Resource management to be present for the workforce planning (Bajpai and Sharda, 2022).
- The efficiency of the finance department is of utmost required.
- Positioning of leadership will be helpful for team efficiency.



Strategic Planning of Social Responsibility and Sustainability



- Use of renewable energy to be implemented.
- Connection with the food banks can be created.
- Efficiency to reduce wastage to be enabled (Lee et al., 2018)
- Attractive menu planning to be done.
- Adoption of healthier food on the restaurant menu may be the USP.

Development Planning and Milestone Achievement Plan

- A good relationship with the stakeholders is mandatory.
- The flow of funding is to be taken care of.
- A suitable location needs to be chosen.
- Discount offers with the balance of profit margin to be initiated in the competitive market.



Exit Plan

- Clearing all the dues of the vendors will be the priority.
- Employees need to be informed about the changes in the management.
- All the legal procedures should be involved to set up a fair deal (Pinkovetskaia et al., 2020).



Particulars	Year 1
Sales / Income	£ 656,380
Less Materials Cost	£ 37,360
Less Direct Wages	£ 87,175
GROSS PROFIT	£ 531,845
Operating Expenses	
Staff Salaries	£ 60,000
Staff wages	£ 12,000
Rent & Rates	£ 25,800
Gas & Electricity	£ 12,000
Insurances	£ 84,000
Postage & Stationery	£ 12,910
Repairs & Maintenance	£ 12,590
Travelling & Motor Expenses	£ 12,000
Loan Installment	£ 144,000

Profit and Loss

Telephone Expenses	£ 6,220
Professional Fees	£ 27,460
Advertising & Promotions	£ 27,000
Miscellaneous Expenses	£ 3,040
TOTAL EXPENSES £	£ 439,020
Net Profit (Loss) Before Tax	£ 92,825

Cash Flow Statement

Particular	Year 1		
A. Cash flow from operating activities			
Sales/Revenue	£ 6,56,380	Insurance	£ 84,000
Payment of salary	£ 60,000		£ 12,590
Rent Paid	£ 25,800	Misc. Expense	£ 3,040
Staff Wages	£ 12,000	Setup cost	-£ 14,600
Payment of Utilities	£ 12,590	Net cash flow from operating activities	£ 961,900
Phones	£ 6,220	B. Cash flow from financing activities	£ -
Fright and postage	£ 12,910	Net Cash flow from financing activities	£ -
Stationary	£ 12,910		
Promotion and advertisement	£ 27,000	C. Cash flow from Investing activities:-	
Legal Expenses	£ 27,460	Initial investment made	£ 20,000
Transport	£ 12,000	Net cash flow from investing activities	£ 20,000
Vehicle running	-£ 3,000	Total cash inflow/outflows(A+B+C)	£ 981,900

Statement of financial Position for the year ended

Particular	Year 1
Shareholders' Funds	£ 15,000.00
Net Profit for the year ended	£ 20,000.00
Capital	
Non-Current Liability	
Long term liabilities	-
Current Liability	£ 15,000.00
Total (A)	£ 50,000.00
Non-Current Assets	
Other Non Current Assets	£ 25,000.00
Current Assets	
Inventory	£ 10,000.00
Cash and Cash Equivalent	£ 15,000.00
Total (B)	£ 50,000.00

APPENDIX

- Letters of intent
- Key contact
- Contracts
- Marketing materials

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THANK YOU!

