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Enterprise and Entrepreneurship

BUSINESS PLAN

Lebanese Kabab

London

Executive Summary

Lebanese Kabab is a proposed Lebanese-style restaurant based in London, offering fresh, healthy, and authentic Middle Eastern cuisine. The business will focus on high-quality grilled meats, wraps, mezze, and vegetarian options, available for both dine-in and takeaway customers. The concept aims to provide a modern and premium alternative to traditional fast-food kebab shops by emphasizing freshness, authenticity, and excellent customer service.

The target market includes young professionals, students, and health-conscious consumers who are looking for quick but nutritious meal options. With the growing demand for international cuisine and healthier fast food alternatives in London, Lebanese Kabab aims to position itself as a competitive and attractive option within the food market.

The business will use social media marketing, competitive pricing, and a strong brand identity to attract customers. Financially, the startup will require initial investment for equipment, rent, and marketing, with expectations to break even within the first year of operation.

Business overview

Lebanese Kabab is a food business that will operate as a small restaurant and takeaway service in London. The business will specialize in authentic Lebanese cuisine, including grilled

meats such as chicken and lamb kebabs, fresh wraps, mezze dishes like hummus and tabbouleh, and a variety of vegetarian options.

The main aim of the business is to offer a healthier and higher-quality alternative to traditional fast-food kebabs, which are often seen as greasy and low quality. Lebanese Kabab will differentiate itself by using fresh ingredients, traditional recipes, and modern presentation to create a premium customer experience.

The target customers include students, office workers, tourists, and local residents who are looking for convenient, affordable, and healthy food options. London is a diverse city with a strong demand for international cuisine, making it an ideal location for this type of business.

The business will likely operate as a sole trader or a limited company, depending on funding and legal considerations. The restaurant will aim to create a welcoming and modern atmosphere, encouraging repeat customers and building a strong local reputation.

Business Description

- Business Name: Cedar Grill London (example)
- Location: Central or West London (high foot traffic area)
- Type: Fast-casual restaurant (eat-in + takeaway + delivery)
- Cuisine: Lebanese / Middle Eastern

The restaurant will combine traditional Lebanese recipes with a modern dining experience.

PESTEL

Political:

Food businesses in London must follow strict regulations regarding food safety, hygiene, and licensing. The business will need to comply with government standards to operate legally.

Economic:

The cost of living in London is high, which may affect customer spending. However, affordable takeaway food remains in strong demand, especially among students and workers.

Social:

There is an increasing trend toward healthier eating and trying international cuisines. Lebanese food fits well into this trend as it is often seen as fresh and nutritious.

Technological:

Technology plays an important role in food businesses, including online ordering systems, delivery apps, and social media marketing. Platforms like Uber Eats and Deliveroo can help increase sales.

Environmental:

Customers are becoming more environmentally conscious. Using eco-friendly packaging and reducing food waste can improve the brand image.

Legal:

The business must follow food hygiene laws, employment regulations, and health and safety standards. Failure to comply could result in fines or closure.

Market Analysis

- Lebanese and Middle Eastern food is growing rapidly in the UK, especially in London
- London alone has over 300 Lebanese restaurants, showing high demand but also strong competition
- Customers like this cuisine because it offers:
 - Healthy options
 - Vegetarian choices
 - Fresh ingredients

This shows the market is popular but competitive, so quality and branding are very important.

Target Customers

- Young professionals
- Students
- Families

- Tourists
- Health-conscious customers

Typical customer needs:

- Quick, tasty food
- Affordable prices
- Healthy options

. Products & Menu

Main Items

- Chicken shawarma wraps
- Lamb kebabs
- Mixed grill platters

Sides

- Hummus
- Falafel
- Fries

Extras

- Fresh salads
- Garlic sauce & tahini
- Drinks

Around 30–40% of the menu can be vegetarian, which is popular in London

Unique Selling Point (USP)

What makes your restaurant different:

- Authentic Lebanese recipes
- Freshly grilled food (not processed)

- Healthy kebab concept
- Fast service + modern design
- Good customer experience

Many kebab shops focus on cheap food — you focus on quality + experience

Lebanese Kabab's unique selling point is its combination of authentic Middle Eastern Flavors with a modern, health-focused approach. Unlike typical fast-food kebab shops, this business prioritizes using fresh, high-quality ingredients and traditional Lebanese recipes to offer a healthier, more flavourful dining experience.

Additionally, Lebanese Kabab offers a diverse menu that includes not only grilled meats but also a wide variety of vegetarian and vegan options, catering to different dietary preferences. The focus on excellent customer service and a welcoming atmosphere further differentiates the business by creating a premium experience that appeals to both dine-in and takeaway customers.

This blend of authenticity, quality, health consciousness, and customer care makes Lebanese Kabab stand out in the competitive London food market.

Location Strategy

Best areas in London:

- Busy high streets
- Near universities
- Near offices
- Shopping areas

Why?

High foot traffic = more customers daily.

Marketing Plan

Online Marketing

- **Social Media:** Instagram, TikTok, and Facebook will be used to share high-quality photos of dishes, customer reviews, and promotions. Regular posting and

engagement will help attract young professionals and students who frequently discover food options online.

- **Food Delivery Platforms:** Listing on platforms like Uber Eats, Deliveroo, and Just Eat will increase visibility and convenience, making it easy for customers to order takeaway.
- **Website & SEO:** A simple, mobile-friendly website with online ordering and clear menu details will improve accessibility. Basic SEO techniques will ensure the restaurant appears in local searches for Lebanese and healthy fast food.
- **Digital Promotions:** Online campaigns such as discounts, limited-time offers, and loyalty programs can be targeted through social media ads to reach local customers effectively.

Offline Marketing

- **Local Advertising:** Posters, flyers, and leaflets distributed near universities, offices, and busy streets to inform potential customers about the restaurant.
- **Grand Opening Events:** Hosting tasting events or offering opening discounts can generate initial buzz and encourage first-time visits.
- **Partnerships:** Collaborations with local businesses, gyms, or student groups to create special offers and attract new customers.
- **Branding & Visual Appeal:** Clear signage, attractive interior design, and a welcoming atmosphere will help the restaurant stand out and encourage repeat visits.

Operations Plan

Staff Needed

- Manager
- Chefs (2–3)
- Cashier
- Kitchen assistant

Opening Hours

- 11:00 AM – 11:00 PM

Equipment

- Grill machine
- Refrigerators
- POS system

Financial Plan

Startup Costs

- Rent: £20,000–£50,000/year
- Equipment: £15,000
- Renovation: £20,000
- Stock: £5,000

Total: ~£60,000–£100,000

Revenue (Estimate)

- Average order: £8–£12
- 100 customers/day = £800–£1,200/day

Risks & Challenges

- High competition in London
- Rising costs (rent, staff, food)
- Need to maintain quality

Many restaurants fail due to costs and competition

Growth Plan

- Expand to multiple locations
- Offer delivery-only kitchens
- Build a strong brand

Lebanese Kabab aims to grow steadily by first establishing a loyal local customer base through quality food and strong marketing. After breaking even, the business will expand its menu with new dishes and extend opening hours to increase sales.

In the next 1–2 years, the plan includes opening a second location in another busy part of London to reach more customers. Partnering with food delivery services and offering catering for events will also help boost revenue.

Long-term growth may involve franchising the brand or selling branded products, allowing wider reach without losing quality control. The focus will always be on sustainable growth while maintaining the authentic, fresh food experience that sets Lebanese Kabab apart.

Conclusion

In conclusion, Lebanese Kabab presents a strong and realistic business opportunity within the highly competitive London food market. The concept combines the growing demand for convenient takeaway food with an increasing consumer preference for healthier, high-quality, and culturally diverse meals. By focusing on authentic Lebanese cuisine, fresh ingredients, and excellent customer service, the business is well-positioned to stand out from traditional fast-food kebab shops and attract a wide customer base.

The market analysis highlights that London is an ideal location due to its diverse population, busy lifestyle, and openness to international cuisines. While competition is high, there is a clear gap in the market for a kebab business that prioritises quality, freshness, and a modern dining experience. Lebanese Kabab aims to fill this gap by offering a premium yet affordable alternative, appealing particularly to students, young professionals, and health-conscious consumers.

The marketing strategy, which includes strong use of social media, promotional offers, and partnerships with delivery platforms, will play a key role in building brand awareness and attracting customers. Additionally, creating a visually appealing and welcoming restaurant environment will help encourage repeat visits and customer loyalty.

From a financial perspective, although the business requires initial investment, careful cost management and multiple revenue streams (dine-in, takeaway, and delivery) will support long-term sustainability. With steady growth and effective planning, the business has the potential to reach its break-even point within the first year and continue to expand.

Overall, Lebanese Kabab demonstrates clear potential for success due to its strong concept, strategic planning, and alignment with current market trends. With dedication, effective

management, and consistent quality, the business can establish itself as a recognised and trusted brand within London's competitive food industry.