



MODULE: MANAGING ENTERPRISE

MODULE CODE: BMSW 4011

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Chilli Express Indian Takeaway

Business Plan



Chilli Express, 2024

Contents

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-

Overview & My story

[Barringer and Ireland, 2022]

Mission Statement

“Our mission is to bring authentic South Asian cuisine to the community through high-quality ingredients, skilled chefs, and excellent service”

Reward gateway, 2024





Business aims and objectives:

Recruit staff

- Chefs
- Drivers
- Front of house staff
- Managers

Build customer base

- Use marketing plans to build an initial customer base
- Retain these customers

Develop relationships

- Connections with suppliers
- Local Community
- Charity

USP - Unique Selling proposition

1. Authenticity: Recipes are based on traditional South Asian cooking techniques.
2. Community Focus: Partnerships with local charities help provide meals to those in need.
3. Fast and Modern Service
 - Orders available through: Collection, Delivery apps, Online ordering
4. Value for Money: Affordable meal deals designed for students, families and professionals.



Legal Structure and Location

Legal Structure:

The business will operate as a **Private Limited Company**, which protects the owner from personal liability and increases credibility with suppliers and investors.



Mint Formations, 2026

Location:

A high-footfall high street location near residential areas and student housing to maximise customer access.



WCCFTECH, 2024

Human Resource Strategy

Staff for year 1:

1. one head chef
2. one sous chef
3. two delivery drivers
4. one front-of-house team member
5. and one manager — initially myself.

Source: Indeed, local job boards, and community networks.

[Armstrong, Kotler and Opresnik, 2023]

We will offer competitive wages, a clear induction programme, and staff meals.



(Oriel Partners, 2022)

Financial Overview

Costs:

Start up costs: £35,000

Monthly running costs: £12,500

Revenue:

Month 6: £13,500

By month 12: £15,000 - £18,000



[Forbes, 2022]

[Finch, 2022]

- Authentic Cuisine
- Skilled Chefs

- Increasing popularity of South Asian culture
- Growing Market



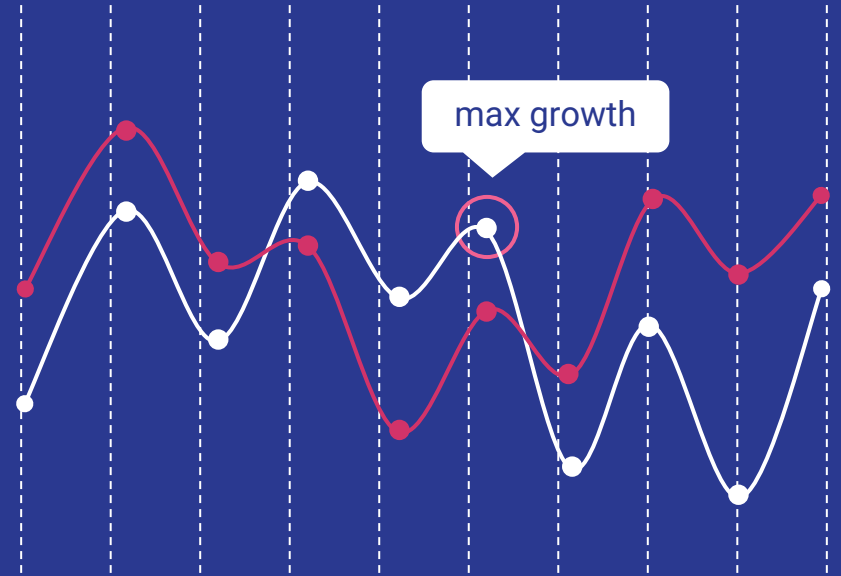
Visualparadigmguides,2026



- New Brand
- High Marketing costs

- Competition from established restaurants
- Inflation

Marketing Strategy



Postal Marketing

- Flyers distributed locally
- Branded packaging
- Loyalty offers



Webdesignagency,2025

Social Media

- Food photography
- Customer reviews
- Limited-time offers
- Instagram, Tiktok.



Webdesignagency,2025.

100K Investment Plan:

1. Second Location (£50k) Open a second takeaway location to increase revenue and brand reach.
2. Professional Marketing Campaign (£15k) Invest in professional social media advertising, influencer partnerships and high-quality brand content.
3. Technology and Online Ordering (£10k) Develop a dedicated ordering website and mobile ordering system to reduce reliance on delivery apps.
4. Kitchen Expansion (£15k) Upgrade equipment to improve efficiency and increase production capacity.
5. Staff Recruitment and Training (£10k) Hire additional chefs and delivery staff to support growth.

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