

Tbilisi Takeaway

An authentic Georgian Food

Course: Enterprise and Entrepreneurship

Module code: LCLM4006

Lecturer: Charles Oham

Student: Mariam Kostanashvili

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Presentation Overview

- Business overview
- Business structure and management
- Market opportunity and value proposition
- Three key PESTEL factors
- Marketing strategies
- Funding requirements and start-up costs
- Financial forecast
- Conclusion/why should people invest



Business overview

Tbilisi Takeaway is a small takeaway business offering authentic Georgian food in Shepherd's Bush, London. Benefit of this business is Ready-made food from commercial kitchen, Affordable prices, Fast takeaway, Delivery, Walk-in customers and excellent location

Business structure & management

- Legal structure: Sole trader
- Business owner: Manages daily operations and financial decisions
- Full-time employee: Supports customer service, order preparation and daily operations
- Commercial kitchen partner: Supplies prepared Georgian food
- External accountant: Manages bookkeeping, payroll and tax records

Market opportunity & value proposition

- Limited availability of authentic Georgian cuisine in the area.
- High foot traffic in Shepherd's Bush and Georgian community
- Authentic Georgian food.
- Affordable prices.
- Fast and convenient service.
- Consistent quality from a trusted commercial kitchen.
- Delivery and walk-in options.



Three key pastel Factors



Economic factors:

Affordable takeaway meals.

Using a commercial kitchen reduces operating costs.

Delivery platforms increase sales opportunities.

Social factors:

Growing interest in international cuisines.

Busy lifestyles increase demand for convenient food.

Georgian cuisine offers a unique cultural experience.

Technological factors:

Online ordering through Uber Eats, Deliveroo and Just Eat.

Google Business Profile and social media improve visibility.

Digital payment systems provide fast and convenient transactions.

Market strategies

Digital Marketing:

**Increase brand awareness and attract new customers.
Instagram and TikTok food content**

Google Business Profile

Customer reviews/Paid social media advertising

Multi-Channel Sales Strategy:

Word ofMouth, Walk-in customers/Telephone orders

Uber Eat/Deliveroo/Just Eat

Funding Requirements & Start-up Costs

Estimated funding required:

Total initial funding available: £17,000

Funding sources:

- Owner's savings – £5,000
- Start-up loan from Lloyds Bank – £12,000

Main start-up cost:

Rent deposit - £7,100

Kitchen and storage equipment - £2,500

POS system - £500

Branding & signage - £390

Initial stock - £250



Financial Forecast

- Estimated annual revenue: £229,689
- Estimated total annual cash outflows: £185,399
- Positive cash flow throughout most of the year
- Temporary cash flow reductions occur during quarterly rent payments
- Closing cash position: approximately £44,290

Estimated break-even point: approximately 2,340 items per month, or 78 items per day.



Conclusion

Why should you invest?

- Growing demand
- Prime location
- Low operating costs
- Authentic cuisine
- Scalable business model
- Opportunity to open additional locations

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Thank You for your time!