

MODULE: MANAGING ENTERPRISE

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BMSW4011

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Company name and concept

1. Chilli Express, an Indian Takeaway.

My story

2. - As someone of South Asian heritage, food has always been an important part of my culture and identity. Indian and South Asian cuisine is rich in flavour, tradition, and history, and it plays a central role in bringing families and communities together. My motivation for creating Chilli Express is to bring these authentic dishes to my local community and allow people to experience the flavours and traditions of South Asian cooking. I want customers not only to enjoy great food but also to feel connected to the culture and hospitality behind it. By combining traditional recipes with modern takeaway convenience, Chilli Express aims to create a welcoming food experience for everyone.

Mission statement

3. - To bring authentic South Asian cuisine to our community through high-quality ingredients, skilled chefs, and cultural hospitality, while supporting those in need by working with local charities to help provide meals for the homeless.

Business Aims

4. The overall aim of Chilli Express is to become a recognised and trusted Indian takeaway within the local area.

5. Business Objectives

- Recruit and train a Head Chef and two Assistant Chefs by 15 August 2026, two weeks before opening, ensuring all staff are certified in food hygiene (Level 2) and trained on Chilli Express's core menu of 20 dishes.
- Achieve average daily sales of 18 orders (≈£13,000 monthly revenue) within the first month of trading, rising to 25 orders/day (≈£18,000/month) by month 6, through targeted social media marketing and delivery-platform listings.
- Establish partnerships with 3 local suppliers (meat/poultry, fresh produce, spices/dry goods) by 1 August 2026, securing agreements that guarantee weekly delivery and consistent ingredient quality.

- Partner with at least 1 local charity or food bank by month 3 of trading, donating a minimum of 10 surplus meals per week to support the mission statement's community commitment.

6. Legal Identity

Chilli Express will operate as a Private Limited Company (Ltd). Reasons for Choosing a Limited Company A limited company structure separates the business finances from the owner's personal finances, which provides protection against personal liability (Companies House, 2024).

Advantages-

- Limited liability: Owners are not personally responsible for business debts.
- Professional credibility: Customers and suppliers often trust limited companies more.
- Tax efficiency: Corporation tax rates may be lower than personal income tax (HM Revenue and Customs, 2024).
- Business continuity: Ownership can transfer through shares.

Disadvantages-

- More paperwork: Companies must file annual accounts and reports.
- Higher administrative costs: Accountants and legal services may be required.
- Public disclosure: Financial information is available on Companies House.

Despite these disadvantages, the protection and credibility of a limited company make it the most appropriate structure.

7. Marketing and PR Plan

The primary target market for Chilli Express consists of local residents who regularly purchase takeaway meals. This includes young adults and students who frequently order affordable takeaway food, working professionals who prefer convenient dinner options after work, and families who enjoy sharing takeaway meals together. In addition, the South Asian community represents an important segment, as many customers look for authentic dishes that reflect traditional cooking styles. These customer groups will be segmented based on age, lifestyle, and purchasing behaviour (Kotler and Keller, 2016). For example, students may be more responsive to discounts and meal deals, while families may prefer larger portion sizes or combination offers.

Social media will play a major role in promoting the business. Platforms such as Instagram, Facebook, and TikTok will be used to share visually appealing images of

food, highlight special offers, and engage with customers online. Social media advertising will also allow the business to target local users within a specific geographic area, increasing the likelihood of reaching potential customers nearby. Introductory promotions will be used to encourage customers to try the business during its launch phase. Special opening offers such as 20% off collection orders or free side dishes with certain meals will help attract first-time customers. Once customers have tried the food, the aim is to convert them into repeat customers through consistent quality and good service. Loyalty schemes, such as a free meal after a certain number of purchases, may also be introduced to encourage repeat visits.

Online delivery platforms will also form an important part of the marketing strategy. Chilli Express will partner with services such as Just Eat, Uber Eats, and Deliveroo, which allow customers to discover the business while searching for takeaway food in their local area. These platforms provide significant exposure because many customers now rely on delivery apps when deciding what to eat (Mintel, 2026). Positive customer reviews on these platforms will be particularly important in building trust and attracting new customers.

Pricing Strategy

8. To remain competitive and appealing, Chilli Express will price its products according to nearby takeaways and competition in the area (Statista, 2026). The business will also differentiate itself through Authentic recipes, fresh ingredients and stellar customer service.

9.7 P's

- Product: Authentic Indian and South Asian dishes including curries, biryanis, rice dishes, naan bread, and sides.
- Price: Affordable takeaway prices with meal deals and promotions.
- Place: A physical takeaway shop supported by delivery platforms.
- Promotion: Social media advertising, discounts, and local marketing.
- People: Experienced chefs and friendly customer service staff.
- Process: Efficient order processing through online platforms and in-store ordering.
- Physical Evidence: Clean restaurant environment, professional packaging, and branded materials.

PESTLE analysis:

Political

The UK government's National Living Wage increases directly raise Chilli Express's staffing costs, since the business relies on part-time delivery drivers and front-of-house staff paid near minimum wage (GOV.UK, 2026). Post-Brexit immigration policy also affects the availability of skilled chefs from South Asia.

Economic

Rising inflation and the cost-of-living crisis affect both input costs and customer spending power, as takeaway food is often one of the first discretionary expenses households cut (Mintel, 2026). The UK foodservice delivery market remains resilient, with value projected to reach £14.8 billion in 2026 (Statista, 2026).

Social

Growing demand for diverse, authentic cuisine and increased consumer interest in supporting independent, ethnically-owned businesses works in Chilli Express's favour (Kotler and Keller, 2016).

Technological

The dominance of delivery platforms (Just Eat, Uber Eats, Deliveroo) makes technological integration essential for customer discovery (IBISWorld, 2026).

Legal

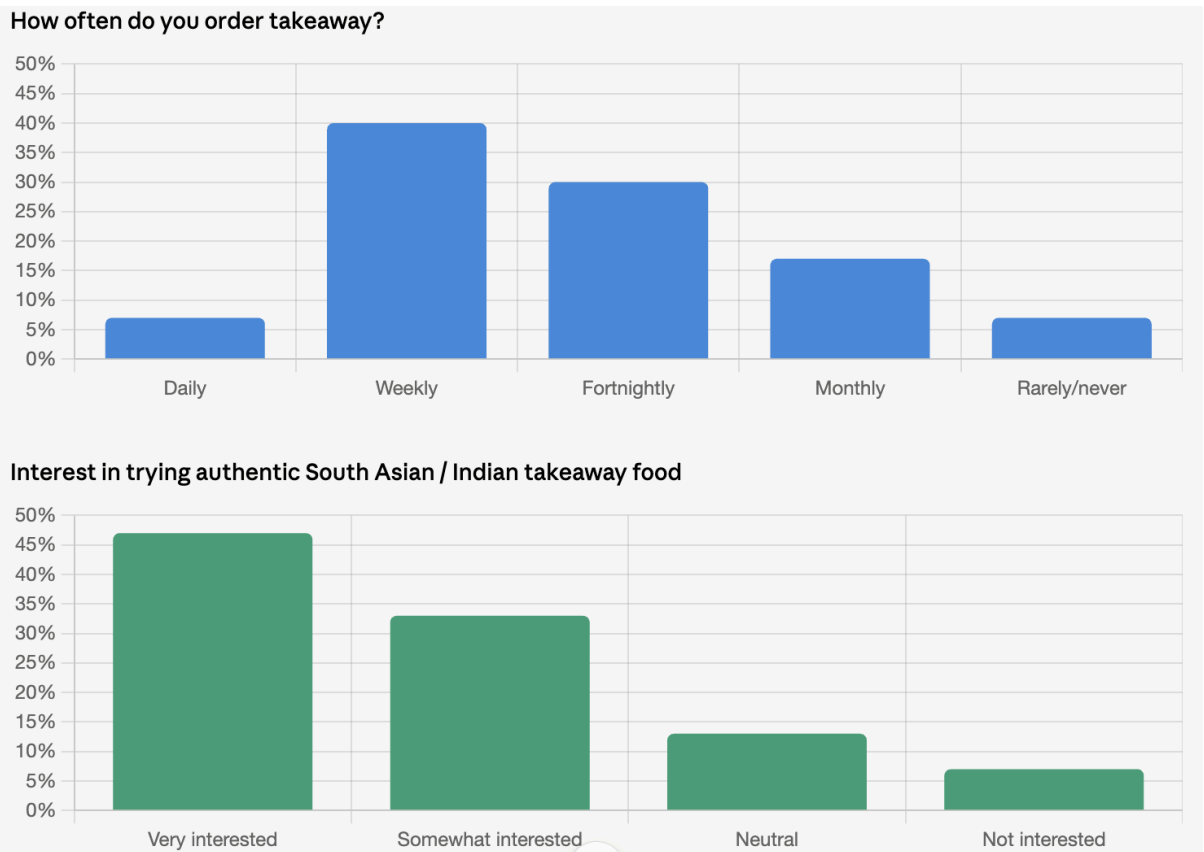
Chilli Express must comply with UK food hygiene regulations, allergen labelling under Natasha's Law, and employment law on minimum wage and right-to-work checks (Food Standards Agency, 2024).

Environmental

Increasing pressure around single-use plastic packaging means Chilli Express must budget for biodegradable alternatives, which typically cost more (Department for Business and Trade, 2023).

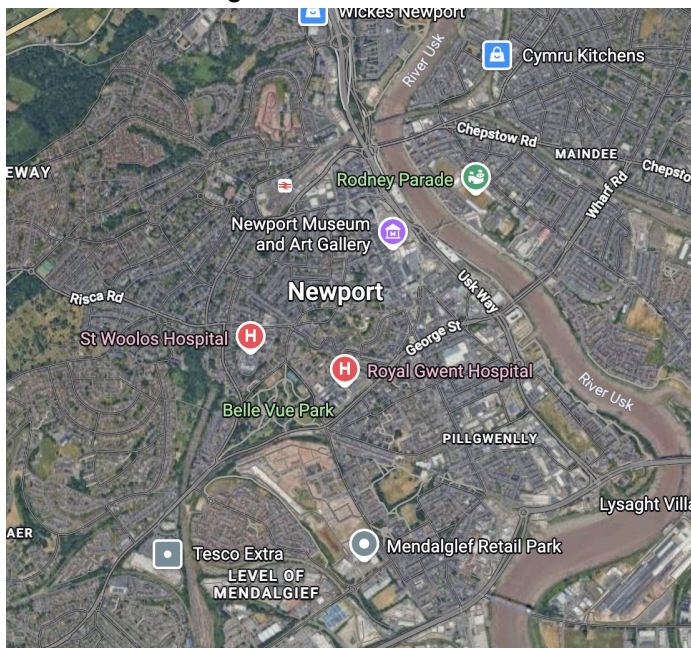
10. Market research

- Primary research was conducted using a questionnaire survey distributed online to 30 local residents: The results revealed that 40% of people ordered a takeaway meal every week. This information allows us to predict how often to expect a customer to order from us (Office for National Statistics, 2024).



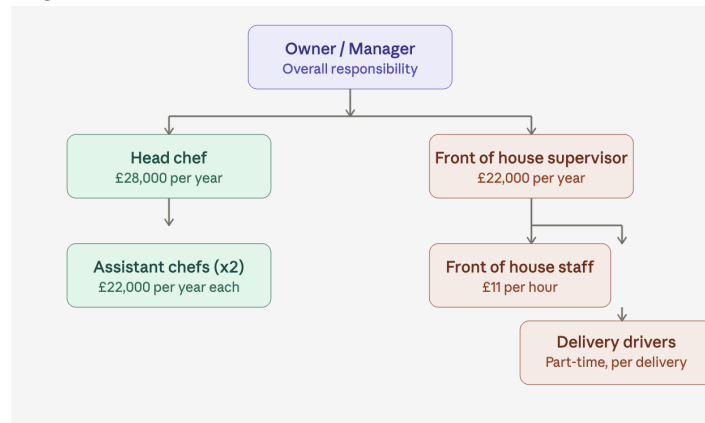
11. Physical Location

- We will be based in Newport due to low rent costs, low competition and a large customer base.



12. Human Resource Strategy

- Staff Required: Head Chef, Two Assistant Chefs, Two Front-of-House Staff, Delivery drivers (part-time).
- Recruitment: Staff will be recruited through: Online job boards, Social media advertisements, Word-of-mouth, recommendations.
- Salaries: Head Chef – £28,000 per year Assistant Chefs – £22,000 per year Front Staff – £11 per hour Delivery drivers – per delivery payment.
- Organisation Structure Owner/Manager, Head Chef, Kitchen Staff, Front of House Staff & Delivery Drivers.
- Organisation Chart:



13. Sources of Finance and costs

Estimated start-up costs: Kitchen equipment – £15,000 Shop renovation – £10,000 Initial stock – £3,000 Marketing – £2,000 Licences and permits – £1,000 Total start-up cost: £31,000.

This will be sourced from loans and personal savings.

14. Cash flow forecast

The cash flow forecast helps ensure the business can:

- Pay suppliers
- Cover wages
- Manage expenses during slow periods

It is essential for financial planning.

Month	Opening Balance	Cash In (Sales)	Rent	Wages	Ingredients	Utilities	Delivery App Fees	Marketing	Other Costs	Total Out	Closing Balance
Month 1	£31,000	£10,000	£1,200	£6,000	£2,500	£500	£1,000	£800	£500	£12,500	£28,500
Month 2	£28,500	£12,000	£1,200	£6,000	£3,000	£500	£1,200	£500	£500	£12,900	£27,600
Month 3	£27,600	£14,000	£1,200	£6,000	£3,500	£550	£1,400	£400	£500	£13,550	£28,050
Month 4	£28,050	£16,000	£1,200	£6,200	£4,000	£550	£1,600	£300	£500	£14,350	£29,700
Month 5	£29,700	£17,500	£1,200	£6,200	£4,200	£600	£1,750	£300	£500	£14,750	£32,450
Month 6	£32,450	£18,500	£1,200	£6,200	£4,400	£600	£1,850	£300	£500	£15,050	£35,900
Month 7	£35,900	£19,500	£1,200	£6,400	£4,600	£650	£1,950	£300	£500	£15,600	£39,800
Month 8	£39,800	£20,000	£1,200	£6,400	£4,800	£650	£2,000	£300	£500	£15,850	£43,950
Month 9	£43,950	£21,000	£1,200	£6,400	£5,000	£650	£2,100	£300	£500	£16,150	£48,800
Month 10	£48,800	£22,000	£1,200	£6,600	£5,200	£700	£2,200	£300	£500	£16,700	£54,100
Month 11	£54,100	£23,000	£1,200	£6,600	£5,400	£700	£2,300	£300	£500	£17,000	£60,100
Month 12	£60,100	£24,000	£1,200	£6,600	£5,600	£700	£2,400	£300	£500	£17,300	£66,800

15. SWOT Analysis

SWOT Analysis

Strengths

- Authentic South Asian recipes developed using traditional family methods, offering genuine differentiation from generic "Indian-inspired" competitors
- Skilled, experienced chefs trained in regional cooking techniques (tandoor, slow-cooked curries)
- Strong founder-community connection through South Asian heritage, supporting authentic brand storytelling and word-of-mouth marketing
- Clear ethical/community mission (charity meal partnerships) that differentiates the brand and appeals to socially-conscious consumers

Weaknesses

- New business with zero existing brand recognition in Newport
- High initial start-up costs (£31,000) relative to limited initial cash reserves
- Reliance on a small core team (single Head Chef) creates a single point of failure if that staff member is unavailable
- No previous trading history to reassure suppliers or secure favourable credit terms

Opportunities

- Continued growth in the UK online food delivery market, particularly post-pandemic behavioural shifts toward ordering in
- Growing consumer interest in authentic, ethnically diverse cuisine over Westernised alternatives
- Potential to expand into catering for South Asian community events (weddings, religious festivals) as a secondary revenue stream
- Local council small business grants/start-up loan schemes in Newport that could supplement funding (IBISWorld, 2026).

Threats

- Established competitors with existing customer loyalty and brand recognition
- Rising food and energy costs squeezing profit margins
- Delivery platform commission fees (typically 20-30% per order) reducing net margins (Barrow, Barrow and Brown, 2018)
- Economic downturn reducing discretionary spending on takeaway food

Biggest Weakness: The biggest weakness is low brand recognition combined with reliance on a single Head Chef, since both create vulnerability in the critical early trading months when reputation is being established.

Strategy to Overcome This: Chilli Express will counter low brand recognition through a structured launch campaign (20% opening discount, social media advertising, local press outreach) combined with a loyalty scheme to convert first-time customers into repeat

business. To reduce key-person dependency, the Assistant Chefs will be cross-trained on the full menu within the first month, ensuring service can continue uninterrupted if the Head Chef is absent.

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Reflection

Throughout the lecture series and while compiling my business plan assessment, I developed several entrepreneurial skills and strengthened my understanding of how businesses operate in practice. The process required me to think critically about market opportunities, financial planning and strategic decision-making. Although I had some existing knowledge of business concepts, applying them to a realistic business idea helped me develop a more practical entrepreneurial mindset. The areas that had the greatest impact on my learning were market segmentation, financial planning through cash flow forecasting and critically analysing a business opportunity using a SWOT analysis.

Markets and Market Segmentation

One of the most important skills I developed was understanding how to analyse a market and segment potential customers. Market segmentation allows businesses to divide a larger market into smaller groups based on shared characteristics such as age, lifestyle, purchasing behaviour or income. This is important because it enables businesses to target their marketing efforts more effectively. While developing the marketing section of my business plan, I identified several potential customer groups for the Chilli Express takeaway. These included students, working professionals, families and members of the South Asian community who may be interested in authentic cuisine. Each group has different motivations when purchasing takeaway food. For example, students may prioritise affordability and discounts, whereas families may focus more on portion sizes and variety. This exercise helped me understand that businesses must tailor their marketing strategies to suit the needs of different customer groups rather than assuming that all customers behave the same way.

Cash Flow and Finances for a Business

Another key skill I developed was financial planning, particularly through creating a twelve-month cash flow forecast. Before completing this assessment, I understood that businesses needed revenue to survive, but the process of forecasting income and expenses helped me understand how complex financial management can be. In the cash flow forecast, I had to estimate expected monthly sales and compare them with operational costs such as rent, wages, ingredients, utilities and marketing expenses. This helped me understand the importance of ensuring that a business has enough cash available to cover its costs each month. I also learned that businesses may experience periods where expenses exceed income, especially during the early stages of operation, which makes financial planning essential.

SWOT and Critical Analysis of Business Opportunities

The final skill I strengthened during this assessment was critical analysis through the use of a SWOT analysis. SWOT analysis involves evaluating a business idea by identifying its strengths, weaknesses, opportunities and threats. This framework helped me assess the viability of the Chilli Express concept more objectively. For example, strengths of the business include authentic cuisine and strong community engagement, while weaknesses include being a new brand with limited recognition. Opportunities include the growing popularity of food delivery platforms, while threats include competition from other takeaway restaurants. Conducting this analysis encouraged me to think critically about both the advantages and challenges of the business. Overall, completing this assessment improved my ability to evaluate business opportunities in a structured way. The combination of market analysis, financial planning and strategic evaluation helped me develop important entrepreneurial skills that will be useful in future academic and professional contexts.