

African Catering Restaurant Business

- Program of Study: Certificate in Higher Education Business Skills for the Workplace
- Module Name & Code: Enterprise & Entrepreneurship LCLM4006
- Assignment Title: Business Plan Presentation
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- Student ID:

Business Idea Overview

- Business Name: Maame's Kitchen Catering
 - - Authentic African meals and catering
 - - Event catering: weddings, parties, corporate
 - - Delivery & takeaway meals
- Management: Owner, Head Chef, Assistants, Delivery Staff
- Legal Format: Private Limited Company (Ltd)

Unique Value Proposition

- - Fresh homemade African dishes
- - Affordable catering
- - Cultural food experience
- - Fast and reliable delivery

PESTEL Analysis

- Political: Food safety rules
- Economic: Demand for affordable food
- Social: Growing love for African cuisine
- Technological: Delivery apps to send food
- Environmental: Environment friendly packaging
- Legal: Food and allergen regulations

Target Market

- - African community
- - Students & workers
- - Event organisers
- - People interested in new cuisines

Marketing Strategies

- Online: Instagram, TikTok, Google, delivery apps
- Offline: Flyers, tasting events, venue partners
- Pricing: Affordable meals & event packages

Sales Strategy

- - Weekly special menus
- - Meal plans
- - Loyalty cards
- - Student discounts

Funding Required

- Total Needed: £30,000
- Equipment: £10,000
- Stock: £3,000
- Rent: £8,000
- Marketing: £2,000
- Staff: £5,000
- Licenses: £2,000

Financial Projections

- Break-even in 12 months
- Revenue: £5,000–£7,000/month
- Year 1 Profit: £10,000–£15,000

Conclusion

- Authentic African catering
- High demand & strong market
- Clear marketing & funding plan
- Thank you for listening