

Entrepreneurship

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INTRODUCTION

Business plan can be explained as a blue print in which the business function, design are laid for running the business it briefs us about the aims and objectives which will be undertaken in order to achieve the vision and mission of a company. Moreover it also give an idea related to the finance and marketing the product and service of a organisation. The roadmap of business is the essential tool for any organisation for their internal sources as well as for their external sources . It is important and necessary to build the business blueprint as it bring the clarity to a business enterprise project and makes the work more cost-effective and effective. In earlier time period you need business plan for attracting and explaining the capitalist as they will invest in the organisation. To start the business it is essential to be clear about the certain operation , resources requirement to perform in skilled way(Langworthy, M. and Warnecke, T., 2021). This report is based on the creating the brand and position in a market of a newly start-up Deli Divine. This report aims for developing the full fledged plan for business, market and analysis of industry , product and design and lastly operational plan .

MAIN BODY

Business Details

Deli divine is the modern restaurant in the heart of Nottingham. It is the most interesting and happening place which will offer the best attribute of food and friendly service which encompasses the mixture of two countries cuisines , beverages and authentic dishes and many more . It is single ownership organisation which is owned by a individual. The decision regarding to the business , operations and marketing is taken by the individual person and with the team members opinions. The staff members falls in the range of 20 to 30 in which the 15 are serving and rest are executive, managers and advertising and digital team . The objective of the organisation is provide the best quality with luxurious feeling whereas in the business side retaining and drawing the attention the customers to raise their profit margin and revenues. The technology has been involved which reduces and decline the efforts of manual work(Ratten, V. and Usmanij, P., 2021). The Deli Divine is famous for their premium taste and design. After the post pandemic the design has farmed in a way where it incorporates the greenery and the high precedence is given to hygiene not only for the internal structure but the external factors which hampers the cleanliness as it taken into consideration after hit of covid and improvement is also

made. The restaurant may need the significant amount for performing the operations such as for hiring the staff and buying the advanced machines, furniture and interior designing.

The Deli Divine is the best place who loves the multi cuisine and enjoys the cultural diversity and authentic beverages . The target of customer will be the young and middle as they enjoy the experimental taste and delicacies and wants to know the deeper insight and knowledge about cuisines and about origin cultured further the management has added attractive authentic dishes which totally serves the people. The beautiful and distinct features about menu is the images and pictures of a dishes which plays with customer behaviour and will make them taste every sort of dishes.

Location

The Deli Divine is located in a attractive monumental places in Nottingham . This serves the purpose and gives the amazing architectural view with delicious food. The location adds the beauty as many people comes from different city, states or the countries can experience the beauty(Omri, A. and Afi, H., 2020). They can have their family time and relax at the place . The location adds one more feather in their cap for receiving the exquisite golden light which makes the place picture worthy.

Industry Analysis

Market analysis can be explained as the quantitative and qualitative analysis of a market . To make any business successful market analysis is required by doing the evaluation it tells u about the target areas and customers. By knowing all these it can tell about what innovation is needed and what alteration can happen . The porters forces can be applied which can gives ample information about the industry and what alteration is required. Through this model we insight knowledge about the industry. Moreover this model tells about the industry weakness and strength.

- **Competition in the industry :** It tells about the numerous competitions available in the market. When in the industry the competition is intense the business declines the price for attracting the customers as the few organisation leaves the market. Whereas when the rivalry is very less it leads to the huge and tremendous power as well increase the profits.
- **Supplier Power :** The power of supply is extremely important as the supplier can cost high amount of money if there are less supplier in a industry where if there is a huge

margin of supplier it becomes easier to choose the suppliers and the organisation has the option to switch. As they have the strong position they have chances to charge more .

- **Power of customer** : the consumer is necessary part and it is important to cater the need and wants of consumer they can easily switch to the cheaper commodities .
- **Threat of substitute** : in this the organisation has the threat as any company can come with similar functioning products .
- **Threat of new entry** : the position can be affected as any other organisation can enter and to sustain the money and technology is needed to compete effectively .

Operational Plan

The Deli Divine performs its business operating by offering the numerous variety of food and authentic beverage . The organisation perform by using the advance technology using the automated service machine for serving the people . All these really helps in operating working efficiently and it saves the time whereas in the kitchen the technology has been incorporate with the advance technology products(Tornikoski, E. and Maalaoui, A., 2019) . The restaurant has classified and categorically evaluate and examined the task to the staff in a organised way and efficaciously . The business uses the authentic recipes to make the organic and local dishes as well as the beverages are also made by local methods .

Risk and contingency plan

It can be explained the steps that management teams and the employees take in order to identify and address the potential risk acquirable for the organisation . The risk encompasses numerous things for instance pandemics , employee problem and the supply chain distributions . The business emergency response plan is a blue print that outlines that the team and employee has to follow the administration instruction in order to overcome the disaster and consequence occurred(Claire, C., Lefebvre, V. and Ronteau, S., 2020).Whereas the many organisation fails to make a plan b and later it affects when the situation happen . The steps are taken by Deli Divine while creating the plan .

Consider major risk The management of deli divine has evaluated several risks which can hamper the productivity for instance the probability of restaurant staff, inventory and technology

- **Prioritise risks:** Once the risk listed has been made now it is time to prioritise the risk which can be a major threat to it .
- **Develop the contingency plan for each risk:** After following all the steps it is necessary for management to come up with separate action plan . This plan should include what they will do and action will take to solve the plan .and what steps can be taken to resolve the damage .
- **Share and modify the plan :** the holder of business organise the meeting for management and employee to come up with queries and problems . By sharing this deli divine owner can look for the ideas and insight how it can be improved .

Marketing strategy

The word itself suggest marketing it can defined as where restaurant can Marketize . The marketing plan should be calculative and relevant with company . The marketing plan is the staring point where merchandising the plan and encompassing the target to set up it all includes the decision making when and how it will be done . The digital team is hired for the organisation which overlooks all the online marketing from social media to website . By following all these they can be aware about exclusive discounts (Ratten, V. and Usmanij, P., 2021). The marketing p will define the position in the market . Marketing mix can be defined as the how the market can be priced and positioned by taking the consideration of external and internal factors.

- **Product:** It can be defined as the product and services which satisfy the consumers . It ia bundle of things which comes in many forms it encompasses all the volume and brand image . The organisation has the right to change entire deign as if they want to cater to a new market or entry in a complete different market .
- **Price :** The price of a product has a direct impact in sales, volume and business profits. The demand , cost and competition in a market is the most crucial and essential factor in deciding factor . The prices has to be analysed by keeping the discount all terms in a mind .
- **Promotion :** It is important for any organisation to make people know about the company and the major role is played by including the promotion such as it encompasses the advertising , public relations and marketing plan of action.

- **Place :** The place is crucial for any enterprises to sustain the business . The main motive of a managing trade channels is to know and ensuring the product which is ready and available for a customer to consume . It includes all the sort regarding to the places and outlets .

Finance Plan

It can be describes as the document which contains all the plan of action regarding the money and also contains the money situation to achieve the objectives(Jena, R.K., 2020)(. The proper planning and blue print of finance is always helpful as it helps to achieve long term goals

SALES UNITS	1 Month	2 Month	3 Month
Total Sales Units (@100 per unit)	1000	1200	1320
Revenue	100000	120000	132000
Loan Funds	25000	25000	27500
Funds from Owners	15000	15000	16500
INCOME	140000	160000	176000
COST OF SALES			
opening stock	30000	20000	22000
Purchases	90000	110000	121000
Closing Stock	20000	10000	11000
EXPENDITURE			
Accountancy	500	500	550
Bank Fees	50	50	55
Contractors	1500	2000	2200
Electricity	1000	1100	1210
Interest	100	110	121
Insurance	1000	2000	2200
Maintenance	2000	2000	2200
Marketing and Promotions	7000	8000	8800
Motor Vehicle Expenses	5000	5000	5500
Postage, Printing, Advertising	1500	1600	1760
Salaries and Wages	8000	9000	9900
Superannuation	2000	2000	2200
Workers Compensation	1500	2000	2200
Telephone	700	800	880
Training costs	1500	2000	2200
TOTAL EXPENSES	33350	38160	41976
Cost of sales	133350	158160	173976
CASH SURPLUS/DEFICIT	6650	1840	2024

of finance. There are several strategies which is included in the financing.

- **Create the blue print of a plan :** Doing this it helps you to know about what are goals you need to accomplish how your expenses will be spent.
- **Create financial projections:** This portion should be focused on expenses and sales forecasts in this you need to evaluate the goals the and objectives .
- **Plan for contingencies:** In this the cash flow statements and assets in this the cash reserves is considered as the substantial line of credit .
- **Monitor and compare goals :** In your cash flow statement look for the actual results and income projections .

There are various and numerous ways to generate the funds for any organisation. First most funding will be brought by angel investing and taking the work capital loan from banks . There are partners and venture capital which can raise the significant amount of capital to start the business(Kostakis, I. and Tsagarakis, K.P., 2022).

Market Research

The intense study has been done and analysed by pestle

- **Political factors :** The organisation has to go through tariffs and tax policy of united kingdom .
- **Economic factors:** The factors company has been affected by interest rates and inflation happen in Britain.
- **Social factors:** The organisation has taken the advantage of cultural barrier as well keeping the health in mind after pandemic.
- **Technological factors:** The organisation has installed and upgraded with high tech available in market .
- **Legal factors:** The company has kept the legal factors in their mind such as labour and licenses and permits requirement.
- **Environmental factors:** The business enterprises has taken the responsibility of corporate sustainability responsibility and also contributed in environment .

CONCLUSION

From the above report it can be summarised that business blueprint includes all the necessary elements which will help the business growth . It involve the financial, market and industry analysis as well as the competent analysis. The most important factor is to develop the solid and strategical plan to make the things functions .the sustainability is also kept in the mind and contribution towards environment . However the market is analysed and appraised with efficiency and efficaciously by using the methods such as porter five forces and external favour are examined by using pestle method and stp.

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