

Managing Enterprise 21st Century

MODULE CODE: BMSW4006

LECTURE NAME: DR ALFRED MENSAH

BUSINESS PLAN: **PARADISELUX RESTAURANT.**

Group Members:

Alessandro Rosano: 1917560

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Cover letter

Alessandro Rosano 1917560

Our business is based on providing a varied gastronomy and attracts prospective customers by offering an exciting and unique restaurant experience. We specialize in Italian, Spanish, Latin, and English gastronomy. High quality food, friendly and professional service, and an entertaining, fun-filled environment differentiate ParadiseLux from its competitors.

Moving from the fragile and indisputable kinds of Italy, to be vanquished by the most solid and most strong kinds of Spain, travel over the sea and relish the bona fide kinds of the Latin America lastly get to the customary and evergreen tastes of our darling England.

It is a restaurant with a menu divided into countries:

- ▶ ITALY
- ▶ LATIN AMERICA
- ▶ SPAIN
- ▶ ENGLAND

We believe that it is a creative thought that can call our future clients' consideration, having numerous dishes from various pieces of the world in a solitary menu. This makes it appealing as we will have ordinary clients from various nations, with various mores and traditions .



Executive summary

- ▶ ParadiseLux restaurant is a new and innovative type of business based on a multiethnic menu
- ▶ Our motivation of this business is to bring nations that have various tastes and uses together in one place, and what better thing that food can assist us with accomplishing this.
- ▶ Our customers will experience a remarkable culinary experience, thanks to the meticulousness with which our products will be selected and the international expertise of our staff
- ▶ ParadiseLux quality is and will be the desire that will lead us to the nonstop quest for novelties to draw in an ever-increasing number of premium clients who will frequently come to eat in our eatery.



Business description and history Business structure



LOCATION.



The location must undoubtedly be in a reasonably central point in London



RESTAURANT DESCRIPTION



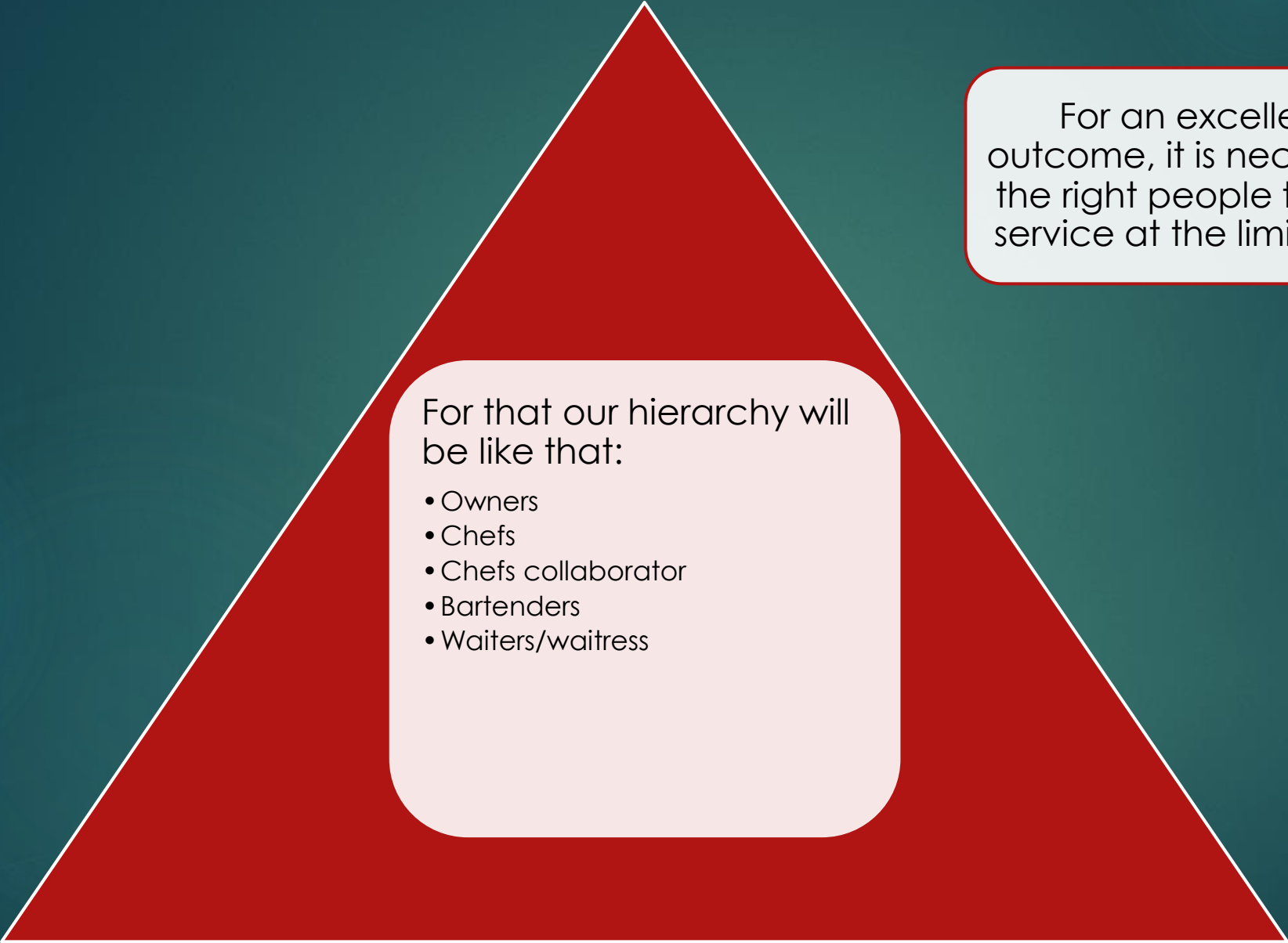
ours will be a luxury restaurant, so as such, starting from the esthetic aspect, it will be up to par.



Starting from the outside, there will be a person to welcome all customers , after that will be accompanied to the table that will be 'placed in a large and welcoming room.



For those who want to meet new people and get to know new cultures, there will be a room dedicated to knowledge, where everyone can feel free to make themselves known.



For an excellent business outcome, it is necessary to select the right people to guarantee a service at the limit of perfection.

For that our hierarchy will be like that:

- Owners
- Chefs
- Chefs collaborator
- Bartenders
- Waiters/waitress

Product or service description

Dariana Soria 1914783

The products sold by ParadiseLux restaurant fall into the following categories:

- ▶ Italian dishes:
 1. Roasted loin of lamb in a pistachio & fine herb crust: £17
 2. Seared scallops on courgettes & red rice: £16
 3. Lasagna: £15
 4. Pizza Sant Angelo with mozzarella, funghi, roast ham, grilled chicken, rocket salad and black olives: £14
 5. Pasta Carbonara: £14

Every Friday we have the option of customers choosing two Italian dishes with a free wine, the best in the house from 9pm.





► Spanish dishes:

1. Paella Valenciana: £17
2. Roast Suckling Pig: £17
3. Galician octopus: £17
4. Garlic prawns: £16
5. Spanish omelet: £15

► Latin dishes:

1. Fried beef tenderloin: £17
2. Ceviche: £16
3. Cheesy beef quesadillas: £16
4. Fejoada: £16
5. Arepas: £13

► English dishes:

1. Roast Beef with Mushroom Sauce: £17
2. Fish and chips: £15
3. Steak and kidney pudding: £14
4. English Shepherd's Pie: £14
5. Yorkshire pudding: £10



Market analysis and trends

- ▶ Our great restaurant website can attract new customers, maintain loyal ones, and raise the overall profile of the establishment outside of the physical location. In ParadiseLux we make it easy for customers to find and browse our menu(s). We have an ideal web page format to make it easy to click and search for our menu items. Today having online ordering options and capabilities available and prominent on your website is an important piece that grows our business.
- ▶ Social media is one of the best ways to interact with your customers and share great photos and updates from our restaurant. We make sure to link to our social accounts directly from our website and even include a feed of your recent updates and photos, so this way we make the content of our website more interesting! ParadiseLux has a big section of their homepage dedicated to their Instagram account, and we also link to a bigger gallery of photos we have taken.



► To improve our services and quality of our business we:

- We ask for feedback: We ask our clients and employees for their opinions about our company, food, attention, and services. Because if they are satisfied, we are too. Your differentiator must be relevant to them, and it must be true. We do not assume the differentiator; it can be difficult to be objective about our own business but that is what we do and sometimes we see what we want to see and hear.
- Analyze our menu: Food is one of the primary way's restaurants differentiate themselves, so an analysis of our current menu may be needed. Discovering the “stars” (high-selling, high-profit items) and “dogs” (low-selling, low-profit items) on our menu can shine a light on what your customers really think of your food.
- Survey our market: Determine what our competitors are doing to differentiate themselves. We do not want to position ourselves as the family-friendly pizza parlor if somebody else in town has already staked that claim—unless they are doing it badly, which can be an opening for us. Just avoid mentioning the competition by name; that can be more trouble than it is worth. Do not stop with the current competition either. We keep our ears on the ground to obtain primitive information about who else could become our new competition.

Management and organization

Arteom Poleacov 1917562



Positions in the ParadiseLux Restaurant

- ▶ Arteom (General Manager) → The General Manager needs to do the advancement and advertising for the business, managing and setting and controlling spending plans.
- ▶ Alessandro (Assistant Manager) → Our Assistant Manager obligations incorporate requesting kitchen utensils and hardware-dependent on our necessities, overseeing agreements and finance, and directing eatery staff execution.
- ▶ Dariana (Supervisor) → The supervisor has a full scope of obligations in everyday tasks, overseeing everything from food requesting to representative calendars.
- ▶ Skarlin (Kitchen Leader) → This job incorporates preparing kitchen staff, making menu things, sourcing and buying equipment.
- ▶ Carol (Floor Leader) → They must manage little issues and decisions that ought to be made through the course of the organization.

Takeaway management



- ▶ **Takeaway area** → we have considered that having a different counter or parking territory for take-out clients will be better for us to separate the stuff and orders.
- ▶ **Monitor accuracy** → Use an exact request passage framework, for example, Point of Sale (POS) programming.
- ▶ **Staff for takeaway duty** → Our Customer-contact team ought has to set up to address questions and worries, as to encourage on the best way to store and warm food.
- ▶ **Maintain food safety** → To ensure the best help, we need to observe the principles holding the food at safe temperatures until the client gets it.

Operations Technology plan



► Digital Menu and ParadiseLux app

We decided to include an application where group staff and costumers can get to effectively through a smartphone. In this application, you can discover our menu with the elements for the allergy. Food safety is becoming increasingly important, so our Restaurant has to start planning for their future success in the business by making food and beverage safety a high priority.

► Kitchen Systems

Kitchen show frameworks have supplanted the dated strategies for kitchen printers and request passes to bring simplicity, exactness, and profitability to the kitchen. These innovation arrangements are intended to coordinate with retail location frameworks to smooth out business tasks in both front and back-of-house.

Social responsibility and sustainability

Skarlin Salazar 1917558

- ▶ Social responsibility is an institution that have different aspects this help in our restaurant in accountability and group. In this part we explain how that contributes in human rights, environment and the welfare society
- ▶ The most important social responsibility are:
 - Human rights
 - Labour practices
 - Consumer issues
 - Administrative governance
 - Environment
- ▶ Sustainability is the impact that causes our restaurant, the relations economic and the transformation. It puts our company in risk to lose everything or win

Milestones and exit plan

- ▶ Milestones are our goals as a restaurant first is establish a strong business plan to make clear our ideas. The second one it is achieve costumer loyalty that is really important because they are our future.
- ▶ Developing marketing strategies is really important, our restaurant can grab the attention of new costumers. The most important is paying attention and our brands and new dishes that our chefs could include in the menu.
- ▶ Our exit plan is based on have our finances in order.

Set-Up Costs

Carol Velez 1917561

ITEM	AMOUNT
Facilities	£2,500
Initial Rent	£6,500
Deposits (security, utilities, etc.)	£13,000
Improvements/Remodelling	£4,000
Tables, Furniture and Tableware	£12,000
Kitchen & Cooking Equipment	£80,000
Computers/software	£888
Cash registers	£1,058
Card Terminal Machine	£86
Telephone/telecommunications	£75
TV/Digital Menu/Sound Equipment	£1,235.66
Materials/Supplies	£140
Food/Beverage	£2,000
Licenses/permits	£885
Accountants	£120
Insurance	£180
Marketing/management consultants	£1,200
Advertising/Promotional activities	£400
TOTAL	£126,268

Sales Forecast

SALES	1st quarter	2st quarter	3st quarter	4st quarter	TOTAL
Italian Food	£63,400	£76,960	£86,992	£89,288	£316,640
Spanish Food	£56,080	£65,890	£73,360	£78,675	£274,005
Latin Food	£32,180	£37,026	£42,224	£44,799	£156,229
English Food	£33,902	£37,052	£39,159	£39,282	£149,395
Beverage	£23,700	£26,450	£28,970	£29,500	£108,620
TOTAL	£209,262	£243,378	£270,705	£281,544	£1,004,889

Break-Even Point

1 st quarter	2 st quarter	3 st quarter	4 st quarter	TOTAL
£59,112	£50,628	£50,291	£50,467	£204,392

Appendix

► Financial Data

Break-Even Point

	1 st quarter	2 st quarter	3 st quarter	4 st quarter	TOTAL
FIXED COSTS	£47,040	£47,040	£47,040	£47,040	£188,160
VARIABLES COSTS	£14,590	£16,700	£16,690	£18,240	£66,220
TOTALES SALES	£71,440	£235,650	£258,150	£268,590	£833,830

TS - TVC

1 st quarter	2 st quarter	3 st quarter	4 st quarter	TOTAL
£56,850.00	£218,950.00	£241,460.00	£250,350.00	£767,610.00

(TS-VC)/TS

0.79577268	0.92913219	0.93534767	0.9320898	0.92058333
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FC/[(TS-VC)/TS]

£59,112.36	£50,627.89	£50,291.46	£50,467.24	£204,392.14
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TS = Total Sales

TVC = Total Variable Cost

TFC = Total Fixed Cost

MANAGING ENTERPRISE 21ST CENTURY (MAE)

MODULE CODE: BMSW4006

Lecturer: Dr Alfred Mensah

Group members:

Alessandro Rosano 1917560

Dariana Soria 1914783

Arteom Poleacov 1917562

Skarlin Salazar 1917558

Carol Velez 1917561

ParadiseLux Restaurant

Cover letter - Alessandro rosano (1917560)

Our business is to offer gastronomy of different nationalities in a single restaurant, where customers can enjoy different flavours from other countries of the world without having to travel.

Moving from the delicate and unmistakable flavours of Italy with the timeless pizza to the very famous and tasty Tiramisu ', to be conquered by the most reliable and most durable flavours of Spain such as the delicious Paella, take a trip across the ocean and savour the authentic flavours of the Latin America and finally get to the traditional and evergreen tastes of our beloved England.

And why the idea of a restaurant with products from different places?

The idea came out of our minds between colleagues who are from all over the world.

So, we believe that it is an innovative idea that can call our future customers' attention, having many dishes from different parts of the world in a single menu. This makes it attractive as we will have everyday customers from different countries, with different mores and traditions and our goal would be for customers to advise themselves that they would show other people their mores, to spread the food of their country and maybe show others that there are many things worth trying.

And why, London?

We chose London because it is a competitive city of business and it is the ideal city to open our first business. We believe that we can grow fast as a company and open more franchises and expand our business because that is our plan.

In our opinion there is no city better suited to accommodate such a multiethnic place because London is undoubtedly one of the cities with the most significant cultural differences in the world, here are n form of racism and social prejudice.

The fact of feeling at home for our customers will be one of the fundamental pillars of the structure of our Restaurant.

Executive summary

ParadiseLux Restaurant is a new and innovative type of business based on a multiethnic menu; if you can define it like this, we are talking about an Italian, Spanish, Latin, and English restaurant.

The idea came out of our mind in an evening with friends in which the proposal to open a rather particular restaurant.

We are talking about a place with a divided menu of international dishes (those mentioned above).

Our purpose of this business is to bring countries that have different tastes and uses together in one place, and what better thing that food can help us achieve this.

Our customers will experience a remarkable culinary experience, thanks to the meticulousness with which our products will be selected and the international expertise of our staff. People will be involved with us and in the hypothetical success of the Restaurant for their opinion in terms of feedback and fees that we will kindly ask them to do.

ParadiseLux strength is and will be the ambition that will lead us to the continuous search for novelties to attract more and more premium customers who will often come to eat in our Restaurant.

In summary, our Business proposal is aimed at a large clientele looking for an extraordinary experience in the food and social fields because, in addition to good food and service, we aim at

a search for well-being and to get to know new people and cultures in our way which will then be described later in the following paragraphs of the business plan.

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Business description and history Business structure

LOCATION.

The location must undoubtedly be located in a reasonably central point in London, possibly in a neighbourhood full of shops and tourist, such as Soho, where we can indeed find different ethnic groups and ways of being, this location would very much reflect the philosophy of our business. It would add value to the whole environment.

RESTAURANT DESCRIPTION

As already said before, ours will be a luxury restaurant, so as such, starting from the aesthetic aspect, it will be absolutely up to par.

It will be a very welcoming and at the same time exquisite and refined environment, made up of processed and elegant materials.

Starting from the outside, there will be a person to welcome all customers who want to enter, this person will ask the customer what nationality it is, of course, if the customer agrees to the question, once asked this question will be accompanied to the table that will be 'placed in a large and welcoming room, the schedules will be arranged in such a way as to allow customers to have their own privacy during their stay.

For those who want to meet new people and get to know new cultures, there will be a room dedicated to knowledge, where everyone can feel free to make themselves known.

This "special room" it is not like all traditional restaurant rooms, it will consist in a single large table placed in the centre of the room in a circular shape to facilitate the conversation between customers. Moreover, it will be proposed to put their smartphone in a basket in the centre of the table and not to touch the device until the end of dinner or lunch. This method will undoubtedly encourage dialogue between people in a more free and natural way, without interruptions due to notifications and social media that often put a filter between the listener and us.

The fact of placing the telephone in the centre of the table will be an optional choice of the customer; all this is only one thing that we offer.

Our Restaurant will be within everyone's reach, adult people, who may be looking for a quiet place to dine and live an evening in the Company of their family or partner, or young people who are looking for an evening of fun, perhaps with friends or your girlfriend or boyfriend.

The key to success in a restaurant, in our opinion, is the quality of the products that are cooked on the premises.

Every single ingredient will be selected and chosen to ensure the best possible quality of the finished product.

Naturally, we will try to find products directly from the country of origin of the dish treated, for example, the recipes that come from Spain will be produced with ingredients from the same country, and the same goes for all the other dishes from Italy, Latin America and England.

We will do all this with absolute transparency and demonstrating everything to our future customers because we believe it is right that if a person pays for a sure thing, it is necessary to provide a product that is suitable for what the customer expects.

We realise that importing products directly from their countries of origin involves a slight increase in the total cost. Still, we also believe that going to a restaurant is a pleasure and a moment of absolute relaxation, so quality must be put first. And we are sure that our future customers will appreciate all of this.

Our customers will be residents of the city and tourists, also thanks to the multi-ethnicity of London and the fact that it is well connected with all of Europe.

We will aim to ensure that a customer is not just passing through.

The accomplishment of the system to hold eatery clients, notwithstanding, without a doubt, relies upon the experience that a restaurant can offer. To construct a healthy relationship, it isn't sufficient to depend on innovation. However, functioning and everyday responsibility is required.

The proficient administration of creation forms, stockrooms, staff and organisation is reflected in the quiet air, in a situation where it is lovely to remain, however not for a long time! The timeliness of the administration and the decrease of holding up times are in certainty, one of the critical components to improve consumer loyalty. Furthermore, this is undoubtedly one of the perspectives for which innovation offers help that ought not to be belittled, impeccably by the desires for the most requesting clients.

ADDITIONAL SERVICES

BAR:

In addition to being a restaurant, our business will also have the ease of receiving customers even if a customer is not eating and just wants to taste our drinks.

Practically the bar will have a function of collaboration with the Restaurant, and its autonomy, in such a way that it has the highest possible influx of customers within the business.

Bar and kitchen will work collaboratively but without relying on each other. The bar will be open from Thursday to Sunday until 2 am.

We will offer a great variety of drinks, starting from the classics of the respective countries that we will treat in our Restaurant, up to the classic international and European beverages.

As for the food, we will provide a high quality of drinks, selecting the best products from all over the world.

Being a luxury restaurant, the bar will also be of a high standard. Our baristas will be ready to fulfil every customer's wish in a professional manner.

BUSINESS STRUCTURE

For an excellent business outcome, it is necessary to select the right people to guarantee a service at the limit of perfection. We are starting from the chefs to the waiters who will be the key people in our Restaurant, as they will be in close contact with the customer throughout the culinary experience.

Going in order, in the "hierarchy" of the Restaurant it will be exactly like this, the owners would be us who should be present for the entire duration of the lunch and dinner services, we will take care of welcoming customers, collecting feedback, organising events and general organisation, followed by the chefs who will be 2, one with experience in Spain and Latin America, and the other from Italy but with decades of experience in the London restaurant.

Our chefs have been selected for their international experience and because they can learn something from each other to work in the best possible way.

Then we find the barmen; they too have been selected in such a way as to guarantee international coverage in the field of drinks and cocktails, they will also be fundamental in the overall success of the business.

Then we find the waiters who will manage the service and manage the various rooms and activities; we would have a sufficient number of waiters and waitresses to have an efficient and fast coverage of all the service and complete availability with customers.

We care that our employees are kind, welcoming and that they can guarantee an impeccable overall service, starting from the kitchen up to the waiters, we prefer knowledge first of all of the English language as we are in London. Of course, our employees will come from the countries we will cover in our menu.

Being a restaurant located in central London, we believe it is right and obligatory that every member of staff, from the chef to the waiters, is fluent in English.

The fact of speaking English may seem obvious, but it is not.

For example, if we examine a restaurant or any activity in which there are employees of a particular nationality, it will be evident that among them they will always and exclusively speak

their language and this, unfortunately, does not help to increase knowledge and command of the English language.

That said, although our staff will mainly come from Italy, Spain and Latin America, we will try to communicate everyone in English, to speak without creating misunderstandings and as a matter of respect for others.

Product or service description – Dariana Soria 1914783

Our business is based on providing varied gastronomy and attracts prospective customers by offering an exciting and unique restaurant experience. We specialise in Italian, Spanish, Latin, and English gastronomy. High-quality food, friendly and professional service, and an entertaining, fun-filled environment differentiate ParadiseLux from its competitors.

ParadiseLux is open for lunch, dinner, and drinks.

You will discover our international dishes with the best chef and attention with the best seasonal ingredients and carefully crafted cocktails in the most innovative Restaurant in Western Europe. Our spectacular space features floor-to-ceiling glass windows offering 360-degree views of London.

Our market can be divided as:

Prospects: Anyone who has received a first-timer discount coupon or who has otherwise provided their contact information (via raffle, website, or a mailing list).

Customers: At least one meal enjoyed at ParadiseLux restaurant. They have added their name to our mailing list and anticipate returning to dine with us again.

Premium Customers: They come in several times a year, bring friends and/or extended family, and plan to attend theme nights. They take part in the ParadiseLux restaurant program and refer to others. So, for them, we have a high enough threshold for a free meal or a discount to make it worthwhile for you. Also, it is advantageous to get the guests to opt-in quickly with the use of restaurant loyalty technology.

The products sold by ParadiseLux restaurant fall into the following categories:

Italian dishes:

1. Beef fillet with green pepper £35
2. Spaghetti with Seafood £28
3. Pizza white with white truffle and Porcini Mushrooms £25
4. Pasta Carbonara: £20
5. Lasagna: £18

Every Friday we have the option of customers choosing two Italian dishes with free wine, the best in the house from 9 pm.

Spanish dishes:

1. Paella Valenciana: £30
2. Roast Suckling Pig: £30
3. Galician octopus: £28
4. Garlic prawns: £25
5. Spanish omelette: £18

Latin dishes:

1. Fried beef tenderloin: £17
2. Shrimp: £16
3. Cheesy beef quesadillas: £16
4. Feijoada: £16
5. Arepas: £13

English dishes:

1. Roast Beef with Mushroom Sauce: £17
2. Yorkshire pudding: £16
3. Fish and chips: £15
4. Steak and kidney pudding: £14
5. English Shepherd's Pie: £14

In our Restaurant we have a variety of drinks:

Hot drinks:

1. Cappuccino: £3
2. Macchiato: £3
3. Latte: £2.50
4. Hot chocolate: £2.50
5. Mocha: £2.50
6. Espresso: £2
7. Hot tea: £2

Soft drinks:

1. Coke: £5
2. Diet coke: £5
3. Coke zero: £5

4. Sprite: £4
5. Fanta: £4

Alcoholic drinks:

1. Brandy Alexander: £13
2. Tom Collins: £12
3. Pina Colada: £11
4. Zombie: £11
5. Gin & Tonic: £10
6. Mojito: £10

Red wines:

1. France: £29
2. Italy: £19
3. Spain: £18
4. Georgia: £15
5. Argentina: £14

White wines:

1. Sauvignon: £29
2. Chardonnay: £19
3. Lux Chardonnay: £18
4. Pinot cris: £15

We have more than fifty waitresses for the entire Restaurant, which means that we can provide a recommended service. Your attention will be immediate and pleasant because our staff is trained.

ParadiseLux will be conceived as a multi-purpose restaurant: that apart from being a restaurant with international food, it will also be a bar with global drinks and cocktails. ParadiseLux will be connected to the transport lines to make it easy to get to, and we will also have a spacious parking spot with adequate security.

What our business makes different from the others is that apart from having international dishes also we ask customers and employees for their opinions. Our differentiator must be relevant to them, and it must be true. We do not assume the differentiator you have identified is either of those things.

Analyse our Menu

Food is one of the primary way's restaurants differentiate themselves, so an analysis of your current menu may be needed. Discovering the "stars" (high-selling, high-profit items) and

"dogs" (low-selling, low-profit items) on your menu can shine a light on what your customers think of your food.

-What innovative features does your product or service offer?

As soon as we finish one product concept, there is no time to sit back and enjoy the ride. We keep moving onto what is next, always creating the next great thing that no one else has thought of.

Our excellent restaurant website can attract new customers, maintain loyal ones, and raise the overall profile of the establishment outside of the physical location. In ParadiseLux, we make it easy for customers to find and browse our menu(s). We have an ideal web page format to make it easy to click and search for our menu items. Today having online ordering options and capabilities available and prominent on your website is an important piece that grows our business. Our innovative Restaurant attracts the attention of customers only if you pass outside you can observe our entire elegant place, with professional inns taking the food to our customers.

Social media is one of the best ways to interact with your customers and share incredible photos and updates from our Restaurant. We make sure to link to our social accounts directly from our website and even include a feed of your recent updates and photos, so this way we make the content of our website more interesting! ParadiseLux has a significant section of their homepage dedicated to their Instagram account, and we also link to a more giant gallery of photos we have taken.

How does your product or service distinguish itself from other products or services already existing on the market?

The differentiation rather than the mere fact of seeking to excel in the face of competition is based on being unchecked at all costs, that is, that immediately the difference between one Company and another is made, and not based exclusively on the service or product they sell, but on the whole concept of the Company they manage.

The differentiation rather than the mere fact of seeking to excel in the face of competition is based on being unchecked at all costs, that is, that immediately the difference between one Company and another is made, and not based exclusively on the service or product they sell, but on the whole concept of the Company they manage.

Most restaurants generally focus on differentiating the difference by their cuisine and atmosphere, there are restaurants that one attends because of the atmosphere in which he is located since perhaps this one is cosy, maybe they have a touch of distinction or only by their long tradition. At the same time, in ParadiseLux we not only have that excellent side but also focus on excelling for their food and dishes, always trying to innovate in food or the presentation of the word, but what many companies, including restaurants, forget is that if they want to differentiate themselves, they must excel at all costs, they must make their name

pronounce on everyone's mouth and that going to that place or buying that product is simply a new experience.

Our business is distinguished from the other restaurants because we offer a variety of gastronomy from various parts of the world in one place, which makes it exciting and attracts the attention of our customers.

Guests can enjoy a variety of wines brought from Italy and Spain.

Also, to enjoy the best Latin and English desserts.

In ParadiseLux we think of the smallest in the house too. We have decided to make a special menu for children.

Not only do we use organic ingredients, but we also use the best ingredients nature has to offer, such as Salba, pre- and pro-biotics, vegan DHA, and choline, to name a few. This way, parents know that their child is getting the best food for their growing body.

How will your product or service satisfy client needs and expectations?

Providing excellent service to our customers can make all the difference for them to come back and make our business successful.

ParadiseLux has important three rules for customers to meet their expectations:

1.- Quality:

When it comes to service, the main goal of our Restaurant is to provide high-quality service in a style that is related to the type of business and the clientele. For ParadiseLux, the staff tries to make diners feel like VIP customers by treating them formally. Our team is trained in the concept and services of the Restaurant, from the atmosphere to the price differences and menu content.

2.- Accuracy:

After customers place an order, the request is expected to arrive so that any mistake will be an imperfect reflection of the Restaurant. The coffeemakers are very perceptive, and they approach each table with the tools they need to collect the specific orders of customers: a pencil, notebook, digital ordering devices or a large memory.

Accuracy is especially crucial for diners who have food allergies or intolerances, as mistakes can cause a severe health problem.

In ParadiseLux, we have the ease that our customers can make their reservations online instead of having to call the Restaurant and wait for them to respond. This way, guests can easily see what times are available and how many people will be in the Restaurant without having to talk to a host that is trying to hear you over the din of the Restaurant.

3.- Attitude:

The attitude of our employees has a substantial impact on the customer experience in a restaurant. Our staff approaches each situation with a positive and helpful attitude, will be able to create a pleasant atmosphere.

Although the coffee makers are not responsible for the quality of the food, they are the ones who must apologise for the mistakes and appease the customers. In many cases, a waiter's attitude can be the difference between a positive and negative user experience.

Market analysis and trends

To improve our services and quality of our business we usually:

- We ask for feedback: We ask our clients and employees for their opinions about our Company, food, attention, and services. Because if they are satisfied, we are too. Your differentiator must be relevant to them, and it must be true. We do not assume the differentiator; it can be challenging to be objective about our own business, but that is what we do, and sometimes we see what we want to see and hear.
- Analyse our menu: Food is one of the primary way's restaurants differentiate themselves, so an analysis of our current menu may be needed. Discovering the "stars" (high-selling, high-profit items) and "dogs" (low-selling, low-profit items) on our menu can shine a light on what your customers think of your food.
- Survey our market: Determine what our competitors are doing to differentiate themselves. We do not want to position ourselves as the family-friendly pizza parlour if somebody else in town has already staked that claim—unless they are doing it badly, which can be an opening for us. Just avoid mentioning the competition by name; that can be more trouble than it is worth. Do not stop with the current game either. We keep our ears on the ground to obtain primitive information about who else could become our new competition.

Trend ideas

Flavour innovation

Consumers who try our item with an innovative flavour and enjoy it are highly likely to return for the same thing. Forty-one per cent say new flavours can influence their dining decisions.

Crave ability

According to Technomic's most recent Menu Positioning & Occasion Driver Consumer Trend Report, customers say cravings are the main reason they purchase food away from home at

least once a month. Cultivate crave ability, Technomic advises, by developing and refining "unique signature items that have the power to transform guests into regulars

Authenticity

Diners want the menus to thoroughly describe the dishes, list the ingredients, where they came from and how they were prepared. That is why in our business, we inform our customers how and why we use authentic recipes and local ingredients, imported or unique. This is also why we have a complete menu, and our staff is well informed about the dishes that come out of the kitchen.

Sustainability

In addition to eco-friendly ingredients and practices, the way we treat our employees and their communities is essential. There is vast marketing value in being a great place to work and a real differentiator of business goals.

Technology

We make our customers use technology, particularly smartphones and tablets, as it positions our business as more progressive, more efficient and more customer-friendly.

Meal customisation

In addition, we can communicate clearly and easily to the differentiators, through our menu, staff, decor, and marketing vehicles. Customers should be able to "get it", just as they would from a few words on a billboard as they speed past.

Each operator cannot be the first or the biggest. But each operator can offer something unique and different.

Management and organisation - Arteom Poleacov 1917562

Positions in the ParadiseLux Restaurant

Arteom (General Manager)

Alessandro (Assistant Manager)

Dariana (Supervisor)

Skarlin (Kitchen Leader)

Carol (Floor Leader)

Our Restaurant has quite specific staffing needs, and the organisational structure must be following those necessities to work well. We have opened this Restaurant to have various types of menus from different countries. Having different kinds of dishes, we have calculated that we will have an increase in customers based on nationalities

Role of the General Manager

The head supervisor is answerable for the everyday activities of the business, including employing, preparing, and administering the staff, ensuring that the Restaurant is kept up unacceptable working conditions and guaranteeing that things run in the right way when the Restaurant is open.

They likewise are answerable for totalling up the everyday receipts, ensuring that the Restaurant holds fast to every lawful necessity and speaking with the eatery proprietor. In the medium to large foundations, head supervisors regularly have associate directors to support them. Be that as it may, the proprietor or leader culinary expert frequently assumes the head supervisor's job in littler activities.

Like we said previously, to be more explicit, the head supervisor needs to do the advancement and advertising for the business, managing, enlisting, and preparing the staff, and setting and controlling spending plans. He likewise will, in general, direct the kitchen stock levels and request supplies. He handles the entirety of the issues related to authorising and cleanliness. As a rule, restaurant supervisors are responsible for the menu arranging also. They're the individuals who are maintaining these entangled organisations.

Role of the Assistant Manager

Our Assistant Manager obligations incorporate requesting kitchen utensils and hardware-dependent on our necessities, overseeing agreements and finance, and directing eatery staff execution. To be effective in this job, you ought to be comfortable with café tasks and have a decent comprehension of what makes extraordinary client care. You ought to likewise be accessible to work inside opening times, including ends of the week and occasions. Our

assistant manager is also in charge of organising the rota for the staff to do the business and the stuff going well.

Role of the Supervisor

The supervisor has a full scope of obligations in everyday tasks, overseeing everything from food requesting to representative calendars. It is a relentless occupation, and one that requires a wide assortment of aptitudes and information. An eatery administrator could be arranging a refined menu one moment and assisting with settling a stewing question between workers. Other than full details and involvement in food, these chefs must be sorted out and equipped for dealing with complex coordinations. Information on bookkeeping or the nuts and bolts of cash the board is useful also, as eatery managers might be required to help screen the week after week income of the Restaurant, just as covering extraordinary tabs.

Role of the Kitchen Leader

The leader or head gourmet expert is liable for back-of-house activities. This job incorporates employing and preparing kitchen staff, making menu things, sourcing and buying nourishments, and deciding the costs the Restaurant should put on its dinners. Contingent upon the size of the Restaurant, he may answer to the food and drink supervisor, the senior supervisor, or the proprietor straightforwardly.

Restaurant front and back of the house; Floor Leader

At the activities level, eatery obligations can be categorised as one of two zones: front of house and back of the house. The front-of-house staff is liable for the Restaurant's feasting territory, including setting up administration, looking out for clients, and interfacing with the kitchen staff. If the Restaurant serves liquor, they are additionally liable for the refreshments and bar territory.

Little foundations may have a solitary food and refreshment administrator who deals with the two regions. In any case, more prominent foundations, or the individuals who serve a lot of liquor, ordinarily split the administrative obligations between the bar chief and food administrator. Any dinner or cooking tasks likewise fall into this territory of duty.

Floor Leader is the last degree of the supervisory group for a Restaurant. These are generally the individuals in each front of the house station with the most experience. A move chief we usually pick for have station, bar, transporting station and among the workers. They must manage minor issues and decisions that ought to be made through the course of the organisation. They ought to stay in regular contact with the floor chief for customer issues, and specialist discusses.

Role of the waitress

Waitress obligations incorporate welcome and serving costumers, giving nitty gritty data on menus, performing various tasks different front-of-the-house duties, and gathering the bill. To be an effective Waiter or Waitress, you must be a polite, approachable, friendly, and good listener. We also need to have fluent English to communicate with our clients and with the kitchen stuff to ensure orders are exact and conveyed instantly viably. Server commitments may require working in shifts and now and again during finishes of the week and events.

Takeaway management

Current living frequently allows for cooking at home, particularly during the week. Restaurants and conveyance take-out administrations offer an invite option in contrast to working individuals and guardians who need to unwind at home however are unable to make their suppers.

We have decided on a few critical points for the takeaway to work the right way.

- **Takeaway area**

Because in our Restaurant must of the space we are using for costumers who eat inside, we have considered that having a different counter or parking territory for take-out clients will be better for us to separate the stuff and orders.

- **Monitor accuracy**

We have one opportunity to get the request right; in any case, the client probably won't return. Use an exact request passage framework, for example, Point of Sale (POS) programming. Train staff to finish their undertakings accurately and effectively through the first run. Check for exactness during and after request creation. Guarantee the food is the thing that the client needed. Check that each thought the client expects is available, including bread, sides, napkins and utensils. At whatever point conceivable, go over the request with the client at the purpose of getting.

Staff for takeaway duty

Dariana, our supervisor will schedule staff appropriately for delivery food. Also, she will be in charge of processing payments and monitoring quality control. Our Customer-contact team ought has to set up to address questions and worries, as to encourage on the best way to store

and warm food. Conveyance drivers ought to be proficient agents of the business – legit, conscious, amiable and dependable.

- **Maintain food safety**

To ensure the best help, we need to observe the principles holding the food at safe temperatures until the client gets it. We are keeping hot nourishments separate from cold ones. Guarantee that the food will stay at safe temperatures during transport too. Furnish clients with clear directions on the most proficient method to store food and warm food.

The growing system with take-out

Take-out gives a great chance to showcase your image and your business – just as to build your deals. Characterise your crowds and consider how you'll advance your take-out both on location and to the encompassing region. Think about marking your take-out bundling with your organisation logo and slogan or showcasing messages. Market and improve the administration on your site too. Monitor all contact data for clients who request on the web and by telephone and cell phone. Keep in touch database and market straightforwardly to those current clients. Tailor offers and advancements to their propensities and inclinations. With careful arranging and execution, your take-out business can excitingly affect your business.

Operations Technology plan - Arteom Poleacov 1917562

Digital Menu and ParadiseLux app

Maybe the primary instrument in our Restaurant, the retail location. (POS) arrangements have lasting business benefits, yet the absolute most noticeable is their capacities to improve efficiency, streamline tasks, increment deals, and track and produce precise reports. The best possible Restaurant POS will require peripherals, for example, kitchen printers, scales,

standardised tag scanners, and instalment gadgets, to give some cases. We have added to think about different mounting choices, as on a money stand, divider mount, or versatile POS. Choosing a retail location arrangement from a seller who's a specialist in our industry will set us the business up for the most significant achievement. We decided to include an application where group staff and costumers can get to effectively through a smartphone. In this application, you can discover our menu with the elements for the allergy. Food safety is becoming increasingly important, so our Restaurant has to start planning for their future success in the business by making food and beverage safety a high priority. The proper automation software will be able to target the exact location of any flaws or contaminations and prevent any defected food from reaching our customers. Because automation software traces your diet and helps eliminate any potential issues, it can save the restaurant high labour costs, as well as improving overall efficiency.

Also, the clients can accumulate points for each food ordered and use for a discount for the next meal.

Talking about ParadiseLux app can be useful for the staff team; they can manage every order that is coming from tables and check the queue. It is essential for our supervisor as well to check items out of stock.

Kitchen Systems

Kitchen show frameworks have supplanted the dated strategies for kitchen printers and request passes to bring simplicity, exactness, and profitability to the kitchen. These innovation arrangements are intended to coordinate with retail location frameworks to smooth out business tasks in both front and back-of-house.

We'll have the option to send online requests directly to the kitchen to diminish the slack season of having a worker that manually has to enter the application. In additionally monitors the succession of rules, what fixings are required for each, and precisely tracks satisfaction times. This forestalls the kitchen sorted out, and staff organised on what suppers to complete and conveyed first.

Payment from the Table

Maybe the primary instrument in our Restaurant, the retail location. (POS) arrangements have lasting business benefits, yet the absolute most noticeable is their capacities to improve efficiency, streamline tasks, increment deals, and track and produce precise reports. The best possible Restaurant POS will require peripherals, for example, kitchen printers, scales, standardised tag scanners, and instalment gadgets, to give some cases. We have added to think

about different mounting choices, as on a money stand, divider mount, or versatile POS. Choosing a retail location arrangement from a seller who's a specialist in your industry will set your café business up for most outstanding achievement. We decided to include an application where group staff and costumers can get to effectively through a cell phone. In this application, you can discover our menu with the elements for the hypersensitivity.

A supplementary benefit of a KDS solution is its positive impact on the environment. Kitchen display systems eliminate paper receipts and significantly reduce food waste by keeping precise tabs on your inventory.

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Social responsibility and sustainability – Skarlin Salazar 1917558

Social responsibility is the responsibility of an organisation in different aspects such as transparency, help with the long term viability and success of any organisation and accountability. Furthermore, it includes the effects in activities, decisions, society environment, having ethical behaviour and being transparent. In business terms, it is called Corporate social responsibility (CSR).

It involves expectations of stakeholders, get engaged with applicable laws, behaviours and international norms. Moreover, it contributes to sustainable development, including safety, human rights, environment and the welfare of society.

Fundamental principles of social responsibility are :

- Human rights

- Labour practices
- Consumer issues
- Organisational governance
- Environment

CSR aims to achieve sustainability by paying careful attention to the impact of the environment and society. The key to having a profitable business is to have an excellent team of CSR.

It's labour practices brings fairness and equality to workplaces. It results in businesses attracting more customers due to employees being happy and treated the right way at work.

The employees will stay with the business if it follows the norms of the human rights. The human rights are very important for a company. In our Restaurant, the base of a good team is the respect. Our Restaurant respects the human rights and laws that we need to open it. Human Rights Resource Centre is a critical point in it is development. Our Company recognise the efforts to respect the human rights. Based on our standards and protecting our employees and customers, we mainly choose:

- Gender equality and inclusive workplaces.
- Economic growth.
- Partnerships for the goals.

This would make a comfortable environment for everyone.

In our Restaurant, we form part to a good team where we have all that I mentioned before, it was not easy, but we are improving our consumer issues. Our employees are comfortable with our requirements for the job and the practices that they have to do when they are working. They have to follow a standard where we follow the human rights. If they feel uncomfortable for any reason they can contact with one person to talk about it, then that person would tell us how to improve ourself, and how to apologise with the respective person.

Sustainable development is a systematic theory relating to the continuity of economic, social, institutional, and environmental aspects of human society as well as the non-human environment. It is representative of a process or state that a business can be sustained at a certain level indefinitely. (Morfaw, 2011)

Economic reality take part of sustainability is putting an organisation to take economic challenges knowing that the Company can lose everything or win. The interrelations with many stakeholder groups make the use sustainability easier.

Transformation of a Company is the creation of a long-term business based on innovation and the related capital.

Relations with the stakeholders based on a dialogue is crucial, this is an important point because it could affect the management risks, but the excellent relationship supports the development of the business.

In our Restaurant, we have a good relationship with our employees who are involved in the development of the Restaurant. Also, we take some risk, and our team supports us, making the development an easy process.

Development

Everyone knows that opening a new restaurant is not as easy as the average start-up can range from £300,000 to £700,000. The largest cost factor is going to be the construction of all the team and renovation period.

- In a restaurant, the key scenarios to consider is the location and the size of the Restaurant.
- One-quarter of the place it would be for the kitchen. The options are to either buy a building or rent a building. Our budget only allows us to rent a building which is the best option for us. The rent can range £6,000 to £10,000 per month.
- It's important to have a healthy capital cash flow to manage our finances and smooth running of the operations.

We have come up with a costing plan for the Restaurant. The items available on the menu at our Restaurant are expensive because of its prime location in the central of London and the best quality food and service we aim to offer. We chose Central London because our Restaurant can give the service to the tourists and the Londoners.

The budget to start-up the Restaurant is £200,000 with £40,000 contributing to assets. Our business will be financed by Merchant cash Advance with Liberis. To get the capital, our team will be using personal savings and loans from family and friends. Our projections show that we will not need further investments and if needed then we can apply for Merchant cash Advance with Liberis. They have an easy application process which takes a few minutes to complete and a decision received within 24 hours. Their offer suits our business as their terms are flexible. However, their only requirement is that the business must have been trading for a minimum of 4 months and a minimum of £2500 in monthly card sales. There are no monthly penalties if we fall short of their requirement during any month.

In the first quarter, the projected sales are £59,112 and at the end of the first year of trading our Restaurant would break-even at £236,448. We are projecting that the sales will increase by 50% after three years of trading. It would take the projected annual sales to £354,672.

Monthly revenues for the first year are projected at £19,704. The partners have come into agreement that we will start issuing dividends from the third year of trading.

In the next five years, the amount would increase by 70% to £401,962.

The development administrative costs are based on POS (Points of Sale) that form part of ordering and payment solutions. This system is essential for the customer service, communication and other reports. This system consists of Insurance/legal fees.

We plan to hire an accounting company to handle the accounting and taxes side of our Restaurant to make sure we are complying with all the governing laws by the paying the right amount of employee taxes, corporate taxes and other taxes.

The last one that is in our administrative cost is a hidden cost. In our Restaurant, we use it for make a budget that is almost the same as operating capital. This is very helpful for emergencies that it makes sure that we have funds available.

Milestones

A milestone is a marker in a project that purports a change or stage in development. Milestones are effectual components in project management because they manifest key events and map forward movement in your project plan. (Harned, 2018)

Milestones are our goals for the future growth of our Restaurant. Which may imply that you forget your purpose from day to day. Milestones should be planned and set at the beginning of the business to have a clear idea. Most companies do not pass this level since the first five years are the most difficult. Only 50% are able to advance.

The first step is to establish a strong business model that requires time and patience focusing on the smartest strategies. The key for this to work is to identify the feedback from your customers, making them think about what can improve our Restaurant and the facilities that it could obtain and improve to make it a more comfortable environment. Criticisms will never be taken in the wrong way as they are constructive. You also have to consider how much money to invest and if you are going to have a profit.

Another significant milestone is to achieve customer loyalty, which refers to achieving success based on maintaining loyalty clients. How can this be achieved? Obtaining in our Restaurant only quality food and excellent treatment from the employees to the clients that require dedication to give them a better solution in the event that there is a problem.

Developing a Marketing Strategy is a crucial first year for our Restaurant. Since you have to turn to new customers, marketing plans should be reviewed in case there is a new trend. On the economic issue, there is a mistake that all businesses usually make, which is to invest more

money than they should, so you must think intelligently. In our Restaurant, we have created a fixed strategy plan in which a large amount of money is not involved, but the quality is perfect for what we need.

In the future, we will consider the option of hiring more people in the same way that the Restaurant grows. They will also be provided with a training class to find out their skills. Therefore the people who stand out will be countered, and it will not be a waste of money.

Finally the new sales is a point to pay attention to the continuing success of the business, developing an excellent business model, brand awareness, customer loyalty and a great team. And the final milestone is how to increase the number of sales.

Our goal as a restaurant is to increase our sales using the strategy of marketing and the quality of our food. Also the customer loyalty, making discounts for the customers.

Exit plan

What is an exit plan? Why do we need it? An exit plan is a strategy that all the business must have even if you have a successful business or not.

The main point is do not let the emotions take part in the decisions about our business, many owners shut it down because the business is so slow but having a business requires patience. In an exit plan we have to consider all the financial taxes we must have in order all the payments (rent, taxes, employees). The advantage is easier and faster. Our Restaurant is in central London so our place is going to have too many demands of buyers that they can pay dearly for it.

Our strategy for our business is to take cash each year as much as the Restaurant can continue to sell our products. If this happens the first year our sales are not going to be too high so the owners decide to save an amount of money for this to happen and have a safe exit plan.

Furthermore, if one of the family members of the owners are interested in buying our business we can do it a friendly buy-out transfers ownership to a family member. This strategy has advantages and disadvantages. One of the good points is that the owner is going to have the knowledge about the buyer and the buyer has more benefits because negotiate the price are going to be lower. The disadvantage is how the relationship can influence your negotiation. This is the reason that we have a system that first protects us (the owners) before, during and after the sale through transfer of the business.

In our business we have a policy where we protect the owners and in case the Restaurant could be transferred most of our employees would be transferred with different terms adapted to the new Company. And the employees have the option to stay with a new company or leave the job. In our Restaurant we take care of our team members.

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FINANCIAL PLAN – Carol Velez 1917561

Sources of Finance

Our Restaurant is financed by our savings and a Merchant Cash Advance. When we decided to set up this Restaurant, we were clear that it would not be cheap, less in the area where we want to be. To start the business, we decided to put in equal shares. Each one should contribute to the Company's assets £ 40,000; this would make a total of £ 200,000.

Part of the money has been achieved thanks to our savings and money borrowed from family or friends, and the rest of the money has been raised through personal loans. The loans have been requested personally; none have requested a business loan. With this, we want to avoid that, if any of us have a personal problem, the Restaurant is affected. The money invested in the Company cannot be touched.

With this investment we believe that it will be enough to cover expenses the first 2 or 3 months, then and only if we need it, we will apply for a Merchant Cash Advance with Liberis. Cash advance amount they will give to us £ 2,500 to £ 300,000. The terms are flexible. The application can be completed in 5 min and the decision received in 24 h. They only require have been trading for more than 4 months and a minimum of £ 2,500 in monthly card takings. There are no monthly penalties.

PERSONAL SURVIVAL BUDGET

Personal income	Description (as required)	Monthly net income (£)	Annual net income (£)
Employment (net income)	Hotel Salary	£2,000	£24,000
Benefits payments	University Loan	£933	£11,200
John Work	Extra hours	£380	£4,560
Enter other		£0	£0
Enter other		£0	£0
Enter other		£0	£0
Total income across all sources:		£3,313	£39,760
Personal expenses	Description (as required)	Monthly net expenses (£)	Annual net expenses (£)
Rent or mortgage payments		£550	£6,600
Council tax		£180	£2,160
Utilities		£0	£0
Phone and internet		£30	£360
Grocery shopping		£100	£1,200
Transport costs		£150	£1,800
Car tax and insurance		£0	£0
Subscriptions		£10	£120
Clothing		£60	£720
Leisure and entertainment		£120	£1,440
Money put into savings		£200	£2,400
Total expenses across all areas:		£1,400	£16,800
YOUR MONTHLY BALANCE		YOUR ANNUAL BALANCE	
£1,913		£22,960	

START-UP COSTS

ITEM	AMOUNT
Facilities	£2,500
Initial Rent	£6,500
Deposits (security, utilities, etc.)	£13,000
Improvements/Remodelling	£4,000
Tables, Furniture and Tableware	£12,000
Kitchen & Cooking Equipment	£80,000
Computers/software	£888
Cash registers	£1,058
Card Terminal Machine	£86
Telephone/telecommunications	£75
TV/Digital Menu/Sound Equipment	£1,235.66
Materials/Supplies	£140
Food/Beverage	£2,000
Licenses/permits	£885
Accountants	£120
Insurance	£180
Marketing/management consultants	£1,200
Advertising/Promotional activities	£400
TOTAL	£126,268

INCOME STATEMENT

Income Statement for 2020	1st quarter	2nd quarter	3rd quarter	4th quarter	Total
REVENUE					
Services					
Italian Food	£19,780	£61,500	£65,550	£67,290	£214,120
Spanish Food	£20,300	£59,040	£64,200	£65,820	£209,360
Latin Food	£13,000	£49,560	£55,350	£58,890	£176,800
English Food	£12,560	£44,850	£50,250	£47,250	£154,910
Bar	£5,800	£20,700	£22,800	£29,340	£78,640
Total Services	£71,440	£235,650	£258,150	£268,590	£833,830
EXPENSES					
Direct Costs					
Materials	£11,000	£12,000	£12,000	£13,500	£48,500
Equipment Rentals	£3,200	£3,200	£3,200	£3,200	£12,800
Salary (Owners)	£22,500	£27,000	£45,000	£45,000	£139,500
Wages	£27,000	£36,000	£36,000	£36,000	£135,000
Total Direct Costs	£63,700	£78,200	£96,200	£97,700	£335,800
General and Administration (G&A)					
Accounting and Legal Fees	£80	£80	£80	£80	£320
Advertising and Promotion	£400	£400	£400	£400	£1,600
Depreciation and Amortisation	£338	£338	£338	£338	£1,353
Insurance	£540	£540	£540	£540	£2,160
Local Rent	£19,500	£19,500	£19,500	£19,500	£78,000
Telephone	£270	£270	£270	£270	£1,080
Utilities	£3,100	£3,100	£3,100	£3,100	£12,400
Total G&A	£24,228	£24,228	£24,228	£24,228	£96,913
TOTAL EXPENSES	£87,928	£102,428	£120,428	£121,928	£432,713
NET INCOME BEFORE INCOME TAXES	-£16,488	£133,222	£137,722	£146,662	£401,117
INCOME TAXES	£32,148	£106,043	£116,168	£120,866	£375,224
NET INCOME	-£48,636	£27,179	£21,554	£25,796	£25,893

CASH FLOW STATEMENT

	1st quarter	2nd quarter	3rd quarter	4th quarter	Total
Operating Activities					
Cash Receipts from Customers	£14,280	£47,130	£51,630	£53,718	£166,758
Cash Generated from Operations	£2,700	£1,880	£2,100	£1,990	£8,670
Cash Paid to Suppliers	-£2,200	-£1,780	-£2,110	-£2,400	-£8,490
Wage Expenses	-£2,800	-£3,840	-£3,840	-£3,840	-£14,320
Administration expenses	-£240	-£180	-£200	-£240	-£860
Interest Paid	-£343	-£429	-£450	-£822	-£2,044
Net Cash from Operating Activities	£11,396.80	£42,781.4	£47,129.80	£48,406.4	£149,714.40
Investing Activities					
Business Acquisitions, Net of Cash Acquired	£5,712	£18,852	£20,652	£21,487	£66,703
Proceeds from Sale of Equipment	£0	£0	£300	£0	£300
Purchase of Property, Plant and Equipment	-£1,110	-£550	-£460	-£690	-£2,810
Investment Income	£0	£0	£0	£0	£0
Net Cash Used in Investing Activities	£4,602.00	£18,302.00	£20,492.00	£20,797.20	£64,193.20
Financing Activities					
Proceeds from issue of share capital	£0	£1,087	£862	£1,032	£2,981
Payment of Long-Term Borrowings	£0	£0	£0	£0	£0
Net Cash Used in Financing Activities	£0.00	£1,087.16	£862.12	£1,031.84	£2,981.12
Net Increase in Cash and Cash Equivalents	£15,998.80	£62,170.56	£68,483.92	£70,235.44	£216,888.72

As we can see, the initial costs to start the Restaurant are £ 126,268. This would leave us stockholders' equity of £ 73,732. The fixed costs for the 1st quarter are £ 48,000 and the variable costs are almost £ 15,000, this would make a total of £ 63,000.

The first quarter we expect to have losses of almost £ 48,000, which we expect to cover with our equity (£ 73,732). We would start the 2nd quarter with a capital of £ 25,000, with which we could cover rent and wages. We hope to make a profit from this quarter, as our marketing campaign must be working 100% and the acquisition of potential clients will be at an optimal point.

From the second month of launching our advertising campaign, we hope to begin to see results and increase our audience. The content of our social networks will make us grow and have weight in the market, once the client decides to come to our Restaurant, they will be satisfied with the service and products offered.

We also expect to receive an important part in cash, which will give us cash flow and we will be able to face debts with suppliers (food and drinks) and to pay for materials (napkins, glasses...).

BALANCE SHEET

Balance Sheet

Assets

Cash	£5,000
Cash in the Bank	£68,732
Interest receivable	£506
Inventory	£7,500
Kitchen Equipment	£80,000
Furniture Equipment	£12,000
Other Assets	£3,433
Total assets	£177,170.80

Liabilities

Accounts Payables	£4,600
Sales Tax	£32,148
Interest Payable	£1,220
Payroll	£16,500
Employee Insurance	£1,200
Long term debt	£0
Total liabilities	£55,668.00

SALES FORECAST

UNIT SALES	1 st quarter	2 st quarter	3 st quarter	4 st quarter	TOTAL
Italian Food					
Beef Fillet	480	555	570	590	2195
Spaghetti	610	740	722	736	2808
Pizza	1080	1100	1200	1150	4530
Pasta	480	540	530	550	2100
Lasagna	450	470	485	460	1865
TOTAL	3100	3405	3507	3486	13498
Spanish Food					
Paella	540	590	610	630	2370
Roast Pig	510	530	550	569	2159
Octopus	460	500	510	580	2050
Prawns	410	450	532	569	1961
Omelete	535	580	610	680	2405
TOTAL	2455	2650	2812	3028	10945
Latin Food					
Fried Beef	540	570	598	602	2310
Shrimp	420	433	490	520	1863
Quesadillas	510	523	548	590	2171
Fejoada	430	455	470	510	1865
Arepas	570	590	610	665	2435
TOTAL	2470	2571	2716	2887	10644
English Food					
Roast Beef	410	432	489	460	1791
Pudding	512	510	530	520	2072
Fish & Chips	560	550	540	560	2210
Steak	480	470	499	510	1959
English Pie	510	550	520	543	2123
TOTAL	2472	2512	2578	2593	10155
Beverage					
Sodas	2100	2500	2800	3100	10500
Juices	1800	2100	2400	2000	8300
Hot Drinks	2000	1850	1790	2000	7640
TOTAL	5900	6450	6990	7100	26440

UNIT PRICE				
Italian Food				
Beef Fillet	£30	£32	£35	£35
Spaghetti	£22	£24	£26	£28
Pizza	£20	£22	£25	£25
Pasta	£16	£18	£18	£20
Lasagna	£14	£16	£18	£18
Spanish Food				
Paella	£26	£28	£30	£30
Roast Pig	£26	£28	£30	£30
Octopus	£24	£28	£28	£28
Prawns	£25	£25	£25	£25
Omelete	£14	£16	£18	£18
Latin Food				
Fried Beef	£14	£15	£17	£17
Shrimp	£14	£16	£16	£16
Quesadillas	£16	£16	£16	£16
Fejoada	£14	£16	£16	£16
Arepas	£8	£10	£13	£13
English Food				
Roast Beef	£15	£16	£17	£17
Pudding	£16	£16	£16	£16
Fish & Chips	£12	£14	£15	£15
Steak	£14	£14	£14	£14
English Pie	£12	£14	£14	£14
Beverage				
Sodas	£5	£5	£5	£5
Juices	£4	£4	£4	£4
Hot Drinks	£3	£3	£3	£3

SALES					
Italian Food	£63,400	£76,960	£86,992	£89,288	£316,640
Spanish Food	£56,080	£65,890	£73,360	£78,675	£274,005
Latin Food	£32,180	£37,026	£42,224	£44,799	£156,229
English Food	£33,902	£37,052	£39,159	£39,282	£149,395
Beverage	£23,700	£26,450	£28,970	£29,500	£108,620
TOTAL	£209,262	£243,378	£270,705	£281,544	£1,004,889

Here we can see that we expect a large volume of sales as the months go by. During the first quarter, sales are a bit fair, but each month we are increasing this amount. We hope it will be a constant growth because we will invest a lot in marketing and advertising, we want to reach all audiences and that our Restaurant is known for its variety of menus.

Our best-selling products are Italian food and Spanish food menus, these products account for 57% of our total sales.

BUSINESS RATIO

1. Working Capital Ratio

It represents the ability of our Restaurant to pay our liabilities with our assets. This is calculated by dividing current assets by current liabilities.

Current Assets:	£ 177,170.80
Current Liabilities:	£ 55,668.00
Total:	3.18

2. Quick Ratio

Here we subtract the inventories from our current assets before dividing them among the liabilities to see how well our Restaurant could cope with debt solely with cash or cash value items.

Current Assets:	£ 177,170.80
Inventory:	£ 7,500.00
Total:	£ 169,670.80
Total:	£ 169,670.80
Current Liabilities:	£ 55,668.80
Total:	3.05

3. Debt-Equity Ratio

We use this ratio to know if our Restaurant could cope with the debts that we have, in this case, we have not requested any loan (our capital has been invested by us). But we will use the formula in case we need it. This is calculated by adding the long and short-term debts, divided by equity.

The ratios show us that our Restaurant can deal with our debts with our capital. Thanks to the fact that we have not had to request any credit with the bank, we do not weight long-term debt.

This helps us to maintain a positive balance almost always, and although in the first quarter we expect to have a loss of £ 40,000, we have money to face it and be able to continue our business.

BREAK EVEN ANALYSIS

Break-Even Point = Total Fixed Costs ÷ (Total Sales - Total Variable Costs ÷ Total Sales)

	1 st quarter	2 st quarter	3 st quarter	4 st quarter	TOTAL
FIXED COSTS	£47,040	£47,040	£47,040	£47,040	£188,160
VARIABLES COSTS	£14,590	£16,700	£16,690	£18,240	£66,220
TOTALES SALES	£71,440	£235,650	£258,150	£268,590	£833,830

Break-Even Point

1 st quarter	2 st quarter	3 st quarter	4 st quarter	TOTAL
£59,112	£50,628	£50,291	£50,467	£204,392

TS - TVC

1 st quarter	2 st quarter	3 st quarter	4 st quarter	TOTAL
	£218,950.0	£241,460.0	£250,350.0	£767,610.0
£56,850.00	0	0	0	0

(TS-VC)/TS

0.7957726				
8	0.92913219	0.93534767	0.9320898	0.92058333

FC/[(TS-VC)/TS]

				£204,392.1
£59,112.36	£50,627.89	£50,291.46	£50,467.24	4

TS = Total Sales

TVC = Total Variable Cost

TFC = Total Fixed Cost

Here we can see that for the first quarter our break-even point will reach £ 59,112, from there, everything else will be benefits (although as we have mentioned before, in the first quarter we expect not to obtain net benefits).

After the first quarter, our breakeven point will be close to £ 50,000 per quarter. This means that for us to break even, our sales will need to be £ 16,700 each month.

APPENDIX

Cash Register

Casio SES-3000 – Ex Showroom as new – only £198 + vat

January 17, 2017 by Cash Tills Direct

Comments are off



Ex Showroom Casio cash register as new with twin roll thermal printer

- * Receipt and journal
- * 30 direct keyboard departments
- * High visibility 10 line display for operator and pop up turret for customer view
- * Discount button
- * Error correction button
- * Refund button
- * Prints business details on receipts
- * Fast and silent operation
- * 8 coin/4 note compartments in drawer
- * Lockable metal drawer
- * Cash/credit card buttons

* Our price only: £198 + vat

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1 Add to basket

SKU: CTD-CS-SES3000 Categories: Cash Registers, Casio

Restaurant System

2x Restaurant EPOS System

£698 at £349 each

2

VAT @ 20.0% (GB) £139.60

Total GBP **£837.60**

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Restaurant Phones

Shopping Basket

	Unit Price	Qty
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Subtotal	£74.99
Country	United Kingdom
Delivery	Standard Delivery £0.00
Total ex-VAT	£62.49
VAT	£12.50
Total inc-VAT	£74.99

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Choose Your Package

COUNTERTOP	PORTABLE	MOBILE
		
✓ Connects with Ethernet cable ✓ No battery required	✓ Portable and Wireless ✓ Use anywhere in WiFi range ✓ All day battery life	✓ Portable and Wireless ✓ Use anywhere with GPRS signal ✓ Built in SIM Card ✓ All day battery life
£15	£18	£20

I Would Like....
☐ Countertop ☒ Portable ☐ Mobile

Subtotal: £18.00

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