



Prifysgol Cymru
Y Drindod Dewi Sant
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Trinity Saint David

Moodle
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BMSW4006

This is a business plan like no other, it will open your taste buds and transport you to another experience

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MEHLS RESTAURANT LTD.

BUSINESS PLAN 2020



Confidentiality Agreement

The undersigned reader acknowledges that the information provided by Leila Kanfoudi in this business plan is confidential; therefore, reader agrees not to disclose it without the express permission of Leila Kanfoudi

It is acknowledged by reader that information to be furnished in this business plan is in all respects confidential in nature, other than information which is in public domain through other means and that any disclosure or use of same by reader may cause serious harm or damage to Leila Kanfoudi.

Upon request, this document is to be immediately returned to Leila Kanfoudi.

Signature

Name (typed or printed)

Date

This is a business plan. It does not imply an offering of securities.

MEHLS RESTAURANT LTD.

BUSINESS PLAN 2020



Table of Contents

Confidentiality.....	1
Table of Contents.....	2
Executive Summary.....	4
Concept.....	4
Target Market.....	4
Marketing and Sales Strategy	4
Growth Opportunities.....	5
Financial Highlights.....	5
Resource Requirement	6
Work and Experience of Management Team	6
Company Summary.....	7
SWOT.....	7
Location.....	8
Deco.....	9
Products and Services.....	11
Menu.....	15
Market Audit.....	19
Summary and analysis of survey.....	24
Market Analysis.....	24

MEHLS RESTAURANT LTD.

BUSINESS PLAN 2020



Target Market.....	24
Target Customer Base.....	24
Search Engine Optimization.....	25
Marketing Strategy and sales Target.....	27
Diversify our Service.....	27
Loyalty.....	28
Management Summary	28
Management Team.....	28
Mehls Restaurant staff.....	31
Personnel Plan.....	32
Kitchen Staff.....	32
Main Restaurant Staff.....	33
Expected Staff Salary	33
Financial Plan.....	34
Introduction.....	34
Assumptions and Start up Summary	34
Profit and loss / Income Statement.....	35
Income and Expenses.....	36
Cash flow Statement.....	37
Balance Sheet.....	39
Assets and Liabilities and Owners Equity.....	41
Forecast Balance Sheet.....	42
Break-Even Analysis.....	43
Reference.....	45
Appendix A.....	47
Appendix B.....	48
Appendix C.....	50
Group PowerPoint slides.....	52

MEHLS RESTAURANT LTD.

BUSINESS PLAN 2020



Executive summary Mehls Restaurant LTD.

The company's main concept, objectives, and purpose.

MEHLS Restaurant Ltd. (MEHLS) is a family-owned business founded to provide the multicultural community in London, England with authentic Moroccan dishes. Leila, the business owner, created the traditional restaurant in Moroccan family style, and the restaurant's name was influenced by her family, Mohamed, Elias, Soufian and Hajar. Our mission at MEHLS is to cook good quality meat meals produced from a livestock farm with excellent ecology policies and create an exotic restaurant atmosphere where people can come to relax and have fun.

The target market, competitive advantage and position.

The restaurant is located at Covent Garden, which is a popular tourist destination, with lots of trendy shops, theatres and restaurants in the heart of London, England.

- Strength: organic fresh farm produce used to prepare meals sold at competitive prices.
- Weaknesses: this is a new business that does not have reviews at the present time.
- Opportunities: fills in the gap for more ethnic-centred cuisine presence in Covent Garden.
- Threats: Local restaurants that serve more variety than MEHLS.

The marketing and sales strategy.

Rather than designing a company around a preconceived idea, we examined the results of the market analysis via a survey using SurveyMonkey and Field Boom to develop an idea around our customers. MEHLS is designed to satisfy the customer and exceed their expectations. The target customer is either a tourist, a Moroccan, people with taste for exotic food, organic food, halal meat preference, and good quality food served in a comfortable, family- styled restaurant. The well-presented front house staff are trained to know their products and sell them to the customers with excellent communication skills and attention to detail.

In addition to the restaurant in-house sales, take away service is available via orders from the company website, Just Eat app, social media, and text messages to the business mobile phone; and a partnership with Deliveroo ensures safe and prompt delivery to the customer.

Periodic review of product and services is planned to take place using google reviews and surveys. The company website, customer emails, Facebook, Twitter and Instagram will be used to create awareness, attract new customers and increase customer loyalty.

MEHLS RESTAURANT LTD.

BUSINESS PLAN 2020



Growth opportunities.

The needs and desires of consumers and businesses are prone to change rapidly. When this happens, MEHLS can still deliver value to them by investing in digital payments, virtual queues, to optimizing prices; we are ready to continue to serve our customers effectively. In times of change and disruption, when organisational processes come under strain, we will depend on a data-centric approach, by optimizing our processes via taking a three-step approach to mapping, defining and executing a process optimisation strategy. In addition, the company will be looking into investing in top of the range training materials to keep staff at all levels ahead of the game.

Financial Highlights

We assume a slow-growth economy, recovering from an economic recession due to the recent COVID- 19 pandemic and subsequent lockdown regulations. As a result, we anticipate modest growth over the coming 5 years of a range of 4% to 6% per annum.

The total capital budget for MEHLS Restaurant Ltd to be opened is £740,000, in which £643,000 is allocated to start-up funding, and £97,000 as cash reserve for business operations. This Proposal is being applied to secure a £430,000 Business loan. The loan will be used for expenditures in the procurement of equipment, design, development and operational start-up. The owner, Madam Leila, will invest £110,000 in private equity. Private investors, who will be part-owners with a non- managerial interest in the company, will contribute the remaining £200,000.

A buffered financial plan ensuring ample capitalisation. In the start-up costs, a contingency buffer is included to ensure that the company is not underfunded, as well as to provide the company with enough financing to support it during the first six months of start-up. Our industry analysis shows that restaurants have a longer stage of ramp up than other retail / service businesses.

Our financial model is based on costs from our extensive industry analysis; cost averages confirmation against the National Restaurant industry, and comparison against averages of the local London market.

A sound plan to minimise risks. We have analysed and accounted for conventional and non-traditional risks associated with Restaurant failure explicitly in the business plan. We have established appropriate mitigation methods for each, rather than discarding the risks.

Cost Control Focus: Cost Management will be the restaurant's central feature from the outset. Cost management is about controlling and comparing the statistics impacting the bottom line. Our emphasis is on the cost of goods sold to achieve our profit margin targets.

MEHLS RESTAURANT LTD.

BUSINESS PLAN 2020



Resource Requirement

Management team:

Owner – Leila Kanfoudi

General Manager – Razia Shakur

Head of Marketing and Chef– David Pecsuvacz

Front of House Manager – Anafieu Jalloh

Finance – Titilola Fadina

Staff: Head chef, Sous chef, cooks x 1, kitchen porter x 2, cleaners x 2, waiters x 4 and delivery driver x 2

Equally relevant for our success is employee health, engagement and training. All are handled equally and with utmost regard. Our workers will feel a part of MEHLS progress.

Work and experience of the management team

Strong Experience in Management: Our management team has over twenty years of collective experience, and strong engagement with the restaurant industry in London, England.

Leila Kanfoudi, business owner, over four years' experience as a head chef, in charge of operations, products and services.

Razia Shakur, general manager, over four years' experience in restaurant business administration and management.

David Pecsuvacz, head of marketing and doubles as a chef with over four years' experience as a chef in the restaurant business.

Anafieu Jalloh - Front of House Manager, in charge of the restaurant décor, over four years' experience as front of house manager and experience working as a bartender.

Titilola Fadina – Finance with over four years' experience in accounting and finance consulting for Restaurants.

MEHLS RESTAURANT LTD.

BUSINESS PLAN 2020



Anafieu Jalloh (1913505)

Company summary

Mehls meals LTD is a traditional Moroccan family style restaurant located in Covent Garden which is in the heart of west London founded by a Moroccan lady Leila, she is born and raised in the United kingdom resides in London , a mother of three beautiful kids and husband, whom was born and raised in east London. Leila loves to travel yearly to her motherland Moroccan, this is the reason why the 35 years old entrepreneur has a strong eastern Mediterranean culture influence. With the help of her family and friends she was motivated to start her own business in the UK, they also assisted her to create a social media account which has helped create more awareness in the society, The name of the restaurant was inspired by her family "MEHLS" was derived from and made up from her family members names including her own name Leila, her husband and kids name such as : M which stands for Mohammed, E for Elias, H for Hajar, L for Leila, and S for soufian. Leila is a fun loving, socialite who has a passion of good food, and also love to try various types of dishes, she is very family orientated, loves to visit other restaurants and movies with her family, and sometimes loves to throw dinner parties for friends and families being a lady full of life .

Swot Analysis

Strengths: Mehls meals restaurant are known to cook fresh meats dishes which is very tasty and appetizing , the meat used for their cuisine is fresh from their own farm owned by Leila's Grandfather, Leila had inherited the vast farmland which is situated just in the outcast of London. After the grandfather passed away couple years ago. The farmland is very massive and has been known to produce quality products in the UK for many years. At mehls meals restaurant, the meat is brought every day fresh from their farm such as the lamb used in making the lamb chops dish and many other favourite Moroccan dishes. They have had a very huge turnover from the start of the restaurant, by preparing and serving its fresh owned meats. Mehls meals restaurant has become more and more famous on social media platforms

like Instagram and Facebook, thanks to the support of families and friends. Also, clients has been spreading the good news among friends and families, how special and delicious their farm owned meats is, which makes this restaurant very unique from most of the other restaurants in Covent garden. and they have so many clients coming from all over UK, and worldwide as tourists tend to be their regulars. In addition since the restaurant is situated in west London.

Weaknesses: The restaurant needs to employ more staff as they have only about 4 waitresses attending to the customers, and this does not help with the services. .here is often a long queue by the entrance for customers waiting to be seated, as the services are moving slowly,

MEHLS RESTAURANT LTD.

BUSINESS PLAN 2020



also the dishes on the menu takes longer to be prepared which makes the wait longer, this is something the restaurant owner Leila needs to look into, as the customers usually travel from far and wide just to enjoy a delicious meal. only to queue up for over 20 minutes before being allocated a dining table, and then they must wait a bit longer for the meal. This needs to be addressed because if not resolved can make Mehls meals restaurant lose a lot of clients, as the clients will always leave a bad review on social media platforms, or their website about how poor the services was. This can discourage new customer, they will love to patronise a restaurant where they will be allocated a table immediately they walk in, and where their will get more value for their money spent.

Opportunities: Mehls meals restaurant are open to a lot of opportunities and better annual turnover, and more fame as their food is one of the best in London, they create jobs opportunities in the catering by employing chefs bar attenders' waitresses. Considering its amazing location, a lot of people will love to work at Mehls Meals restaurant. One of its main aim at Mehls Meals is to improve its number of employees in the future, which will help the Restaurant growth and be one of the leading in job opportunity in the catering business in Covent Garden. And also, to improve its customer service so its customers will not have to wait long for their orders.

Threats : There are other restaurants serving similar dishes like Souk Medina in Covent Garden. They have a better booking online system than Mehls Meals because they are well established, and they have more staffs and all very active, making it hard to have long waits on orders which poses a huge threat. Because Mehls Meals customers can easily go there instead of waiting long at Mehls's. The distance doesn't make it easier either because it located only few min away. Therefore, they will have to improve their customers service so they can overcome their threats.

Location

The restaurant is located in a popular area in Covent Garden west London with its yearly rent of 275,000 is a very busy area located on the eastern fringes of the west end, which is now for it fancy restaurants, the London transport museum, coffee shops and high end fashion shops are located, the area is also a tourist attraction zone as there's a lot to see. the area is associated with the former vegetable and fruit market in the central square, now known to be a famous tourist site and shopping area, the Royal Opera House is also located there, which also a very popular and one of the most visited places in London. . (Espey T,L.2020) Like any other place in London, Covent Garden has experienced various stages of life. From humble beginnings as a Convent garden, it has moved through many appearances over the centuries. From a home to the aristocracy and the main centre of theatrical life in London it developed into the largest produce market in the world ". There has been a lot of changes compared to the past (CoventGarden, 2020) The Covent Garden's thriving history started as early as the 7th century as a Saxon settlement. It is believed that it was the supporting town, then called Lundenwic, of a nearby Saxon port. It was on the River Thames whose shoreline then was the Strand. After that initial settlement the area was never empty again, whether it were the monks of St. Peter's at Westminster who used it as their 'Convent Garden' or, for a long time,

MEHLS RESTAURANT LTD.

BUSINESS PLAN 2020



the Earls of Bedford, the first developers of this bit of land, who made a fortune out of levying taxes on the busy market there. (Picard, L,2020) It's been a historical area, now developed as the years go by and replaced with more modern buildings and many more. "Following the completion of the main Covent Garden development new streets of houses were built out in each direction in 1631: Henrietta Street, Maiden Lane and Bedford Street. The original piazza atmosphere of Covent Garden lasted only a few decades. During the 1650s a fruit and vegetable market developed in the square, although it was not until the 19th century that the market arcade was constructed, changing Covent Garden to the modern layout. The area has now developed and is now one of the London's biggest magnet attracting so many tourists, the current Covent Garden is associated with theatres, multiple bars and a wide range of restaurants. For those who enjoy walking, shopping, eating, drinking, window shopping, and having a good time, They should visit Covent Garden, as It is touristy, like anywhere else in Central London, it is a very interesting place to visit

Decor

At Mehls meals restaurant, their aim is to create an environment where people can come and truly let the rest of the world disappear if you looking for a restaurant with a family oriented warm welcoming vibe then Mehls Meals should be your destination because as soon as you walk inside the restaurant you will feel that strong family connecting with each other, feel relaxed and a truly fun atmosphere for their clients, by serving delicious, and quality Moroccan food. During this past few years Moroccan cuisine has been widely celebrated, Thanks to its history rich and the bright flavour it bring. Therefore Mehls Meals customers enjoys their favourite Mediterranean dishes such as the fresh meat or grilled fish or the cooked vegetable salad which is served both with marinated meats or the roast lamb most of the ingredients that are used are traditional based ingredients and its most requested dishe must be the Couscous .it is served with seasoned vegetables cooked in Moroccan herbs and spices, chicken served with onions and raisins. which is prepared by it amazing chef.

(Gateway2Morocco,2020)The arts and culture of morocco have a very wide influences such as North African, Mediterranean, and their French colony also pan-African, Indian, Modern day Italian and Swedish design that create a style full typical local and world-wide design. However, history thought us that The Berber tribe that descended from the desert and mountains since ancient days are responsible for the amazing Moroccan décor art and culture. that Berber artistries feature multicolour carpet and imprint doors with its amazing orderly designs is what will swept you out of you feet as soon as you sit-down on those comfort low Moroccan style furniture's. and its colourful beautiful lighting walls will blow your mind.

In the Moroccan culture music plays a vital role lutes is used when performing the traditional Arabic music and also other traditional music instruments such as mandolin and flutes are played sometimes they are accompanied by singers and belly dancers to entertains its customers but its most popular instrument is the Darbukah(Ukanji,S.2020) it is seen as the leading beating music instrument in the middle east darbukah origin can be traced back to its heritage in the oriental music , its individual rhythms is pretty common. However, in the past few years darbukah has managed to sneak its way into the west. The homemade traditional

MEHLS RESTAURANT LTD.

BUSINESS PLAN 2020



darbukah is made from clay or wood, with its well stretched goat skin over the top with ropes or nails. Just as every musical instruments darbukah has its own language, and every beating instrument have their own exact bol. Doum, ta ka and pa are one of the common strokes in darbukah instrument. As one of its best drummers describes the way these strokes vary, “To produce doum, the bass sound, you hit the drum with your flat right hand and let it bounce off immediately. The fingers are together and straight”.

Products and Services

Mehls Restaurant LTD can supply a wide range of food that will not only cater to large events via our Instagram on-line but also offer a one to one service via our restaurant. The Moroccan twist will add a distinguished flavour to your dishes and is set to also waken the tastebuds for our vegetarian and vegan customers.

We will have a unique style of service that will make all who come feel welcome and experience the Moroccan way of life here in the UK. Our food products will be of the finest quality as they are seasonally grown with the greatest love, all food is prepared with sensitivity and care. We will change our menu every 4-5 months; the most popular dishes will stay on (Palo Alto Software, 2019)

Our drinks will be mostly imported from Morocco, Holland and Belgium, we will also be suppling drinks from the UK like mocktails and Panache which is a smoothie drink famous in morocco. All our drinks are made in house at our bar by our fabulous bartender who has a great eye for mixing creatively. All alcohol must be purchased outside but will be available to drink within the premises.

Our food is grown in our very own fruit and veg farm which specialises in products that is grown organically to the highest quality which is only the best for our customers. We adhere to the government’s food and health standards. With the food being grown locally in our family farm we can guarantee fresh fruit and veg delivered on a daily bases to our restaurant.

Our meat is supplied by Tariq Halal which is a company who supplies some of the best quality of meat to some of the biggest food chains around including Sainsbury's. Tariq Halal is the best as they have over 45 years of experience. We are one of the leading **Halal meat specialists** providing quality and distinction, providing customers with quality **Halal meat** all over Europe.

Mr Tariq Sheikh Quotes ‘my suppliers are the envy of my competitors; I have the best suppliers in the UK / EU renowned for the highest quality

MEHLS RESTAURANT LTD.

BUSINESS PLAN 2020



Tariq Halal is well known for supplying top quality fresh, chilled & frozen meat to multiple retailers, cash & carry, **butchers**, wholesalers, cater & recently his own franchise stores. We source our meats, spices and herbs from the most accredited suppliers we can find. The hygienic condition under which the food is prepared and stored is controlled and monitored 24 hours a day (www.tariqhalalmeats.com, n.d.)

MEHLS RESTAURANT LTD.

BUSINESS PLAN 2020



TARIQ HALAL MEATS

Dear Mrs Kanfoudi,

After our meeting yesterday, I am happy that we came to an agreement where we will be supplying the halal meat as per your order.

I have outlined a breakdown of the order here for you to keep as a copy.

- 4 boxes of chicken wings per week
- 3 boxes of lamb shanks
- 40 kg of lamb and beef
- 30 whole chickens
- 40kg of chicken (breast, thighs)
- 50kg of lamb and beef mince

As also discussed, we can increase the order if and when need for your larger events, we ask for a 1-week advanced notice.

Kind regards

Tariq Sheikh
FOUNDER & CEO

MEHLS RESTAURANT LTD.

BUSINESS PLAN 2020



Our drinks, herbs and spices are imported with a company renowned for being one of the only fast food companies to supply their own breading flour.

60% based companies in uk with supply chains in Holland, Germany, Poland and Morocco. With their company dipped into a wide range of products and services, it makes them one of the best to supply Mehls Restaurant LTD with the best food for our customers.

They have been supplying me back when Mehls was just an on-line fast food service and therefore I know the quality of food standards is very high. As you are able to see I have included the letter from the company explaining the products that will be supplied

All of our staff will be trained in Moroccan food Cuisine's and will know what ingredients is used in order to inform our customers who wish to enquire for allergies.

Our delivery services will work via our on-line instagram account which entails our restaurant phone lines stay clear in order for walk in customers to contact us. The drivers will work all week with 1 part time and 1 full time with us predicting Thursday through to Saturday will be almost busiest nights and Sunday through to Wednesday will be our more slower pace.

Our instagram account will continue to active and will allow us to communicate with our on-line loyal customers and give us the space to handle our much larger orders which will consist with weddings, birthdays, office parties, funeral and baby showers. We have in the past be able to cater to all events with great success and wish to still continue even with a new restaurant.

We always strive to get the best quality of food source locally and sometimes for the best Moroccan fish we will import them.

As we have said only the best is given to our customers as we take pride in our Moroccan heritage

MEHLS RESTAURANT LTD.

BUSINESS PLAN 2020



New Era Food Distribution Ltd

Date: 03 September 2020

Dear Mrs Kanfoudi,

It was a pleasure meeting you last week and we are very excited that you have chosen us to supply your products from Morocco.

As shown in our brochure the ingredients you have selected are outlined below,

- Poms, Fanta limon, Hawai tropical
- Moroccan mint leaves
- Freshly ground spices
- Smen (Moroccan clarified butter)

All our orders are subject to availability. We also have to stress that as our orders are imported, we have to adhere to border control and international tax therefore our prices may vary but we always give ample notice to all our clients

Yours faithfully,

Rajwaan Ahmed

Manager Director

For and on behalf of New Era Food Distribution Ltd

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New Era Food Distribution Ltd . Unit-15/16 Abbey Trading Point, Canning Road, E15 3NW. Company Registration No: 08317322 in England and Wales. VAT No: 166 972 953 Sales: 01992252140 www.newerafood.com

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Starters

ZAALOUK £4.20 (V, VG)

Aubergine, garlic, peppers and tomato's

CALAMARI £4.50

Fried with Moroccan spices

BISSARA £4.20 (V, VG, GF)

Pureed broad beans soup



BRIWAT £4.20

Vegetable, chicken, lamb filled filo pastry

HARIRA £4.20 (V)

Famous traditional soup vegetarian option

MAROC WINGS £5.20 (GF)

Marinated and grilled with Moroccan spices (5)

HUMMUS £4.20 (V, VG)

Pureed chickpeas available served with bread



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BUSINESS PLAN 2020



Main

HALLOUMI WRAP £8.40 (V)

Served with salad, rice or chips

FALAFEL WRAP £8.40 (VG, GF)

Served with salad, rice or chips

LAMB SHANK £13.90

Cooked in Moroccan spices served with steamed couscous



LAMB KEFTA £11.90

Cooked in a tomato sauce infused in Moroccan spices

PASTILLA £15

Seafood selection filled with vermicelli wrapped in filo pastry

PASTILLA £15

Filo pastry filled with chicken, nuts and eggs

TAGINE £10 (V, VG, GF)

Seasoned vegetables cooked in Moroccan spices

LOUBYA £9 (V, VG, GF)

White beans cooked in a tomato sauce in herbs and spices

TAGINE £12

Cooked meat or chicken in Moroccan herbs and spices served with salad or chips on the side



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BUSINESS PLAN 2020



COUSCOUS £11 (V, VG)

Served with seasoned vegetables cooked in Moroccan herbs and spices



COUSCOUS £15

Meat Served with seasoned vegetables cooked in Moroccan herbs and spices, Chicken served with onions and raisins

LADUS £8 (V, VG, GF)

Green lentils cooked with Moroccan spices and herbs served with bread and salad on the side



Kids Meal

Nuggets and chips meal £3.50

Veggie burgers and sweet potato chips £4.00 (v)

Rice can be added to meals £0.80

All kids meals include fruit juice

(V) Vegetarian (VG) Vegan (GF) Gluten Free

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BUSINESS PLAN 2020



DESSERT

CRÈME CARAMEL £5.
FRUIT PLATTER £8
MOROCCAN SWEET SELECTION £6
(KAAB GHZAL, FAKKAS, GRIBIYA)
BASBOUSSA £5.50



Drinks

POMS £3
HAWAI £3
FANTA LIMON £3.



PANACHE £4 (*FRUIT COCKTAIL SMOOTHIE*)



MAROC MINT TEA £5 (*POT FOR 2*)
SPICED INFUSED COFFEE £5 (*POT FOR 2*)



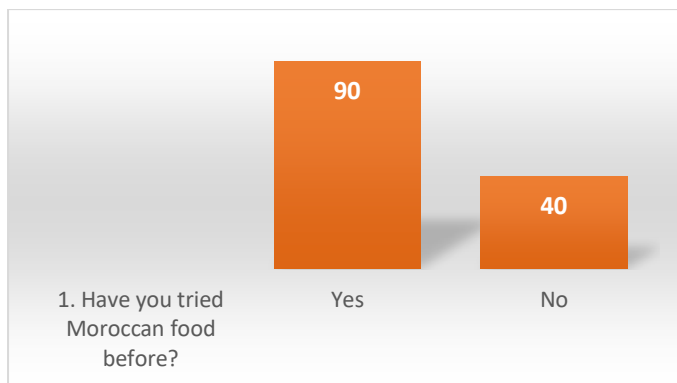
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Market audit

1. Have you tried Moroccan food before?	
Yes	90
No	40



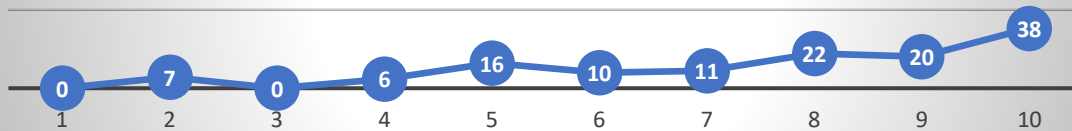
2. On a scale of 1 to 10 with 1 being the least likely and 10 extremely likely would you be willing to eat at a new restaurant?	
1	0
2	7
3	0
4	6
5	16
6	10
7	11
8	22
9	20
10	38

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BUSINESS PLAN 2020



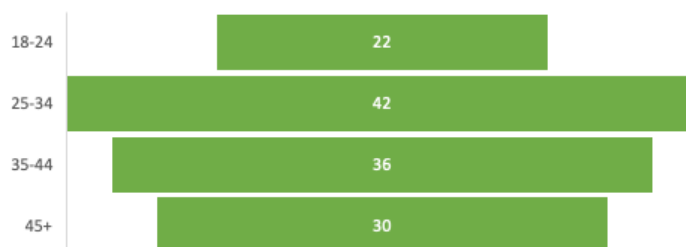
2. On a scale of 1 to 10 with 1 being the least likely and 10 extremely likely would you be willing to eat at a new restaurant?



3. What is your age group?

3. What is your age group?	
18-24	22
25-34	42
35-44	36
45+	30

3. What is your age group?

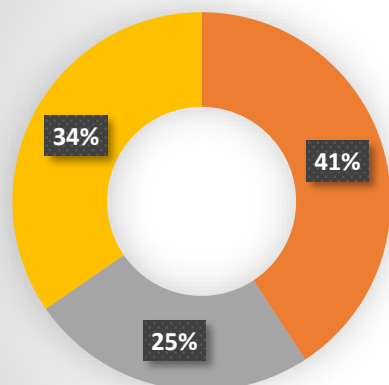


4. Would you say a fast service is very important?

4. Would you say a fast service is very important?	
Yes	53
No	32
Maybe	45

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4. Would you say a fast service is very important?

Yes

No

Maybe

5. Is low price & good quality food important when choosing where to eat?

Yes

98

No

32

100
90
80
70
60
50
40
30
20
10
0

5. Is low price & good quality food important when choosing where to eat?

Yes

No

6. Are you willing to pay more if quality of food is of high standards?

Yes

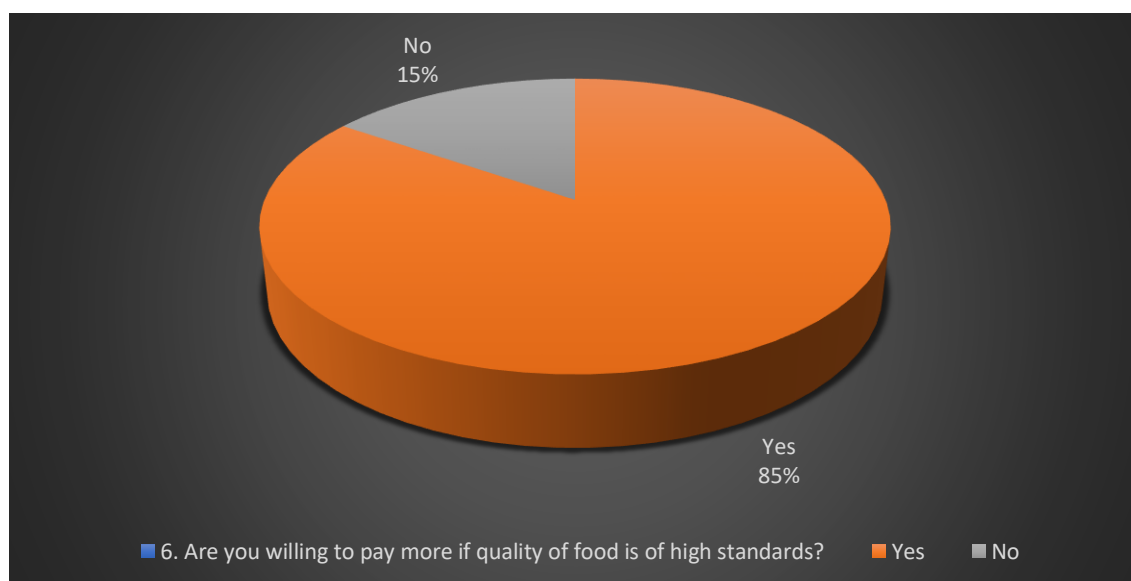
110

No

20

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7. Does location play a factor when choosing where to eat?	
Yes	61
No	69



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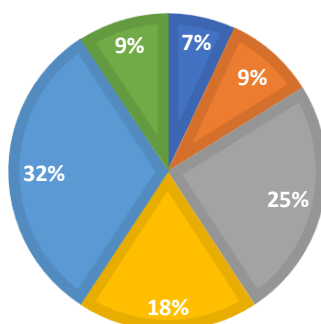
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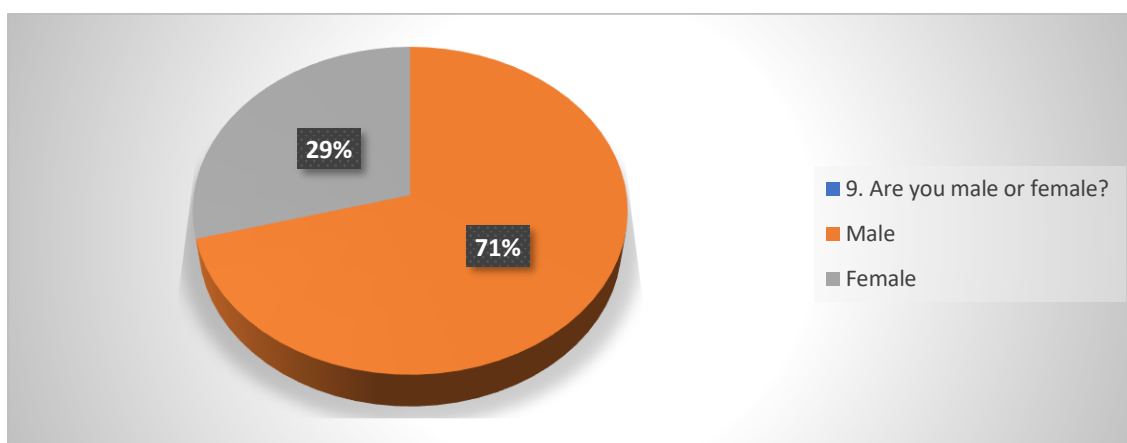
8. How many times do you eat out?	
Everyday	9
Twice weekly	12
Once a week	32
Fortnightly	24
Monthly	41
Never	12

8. HOW MANY TIMES DO YOU EAT OUT?

■ Everyday ■ Twice weekly ■ Once a week ■ Fortnightly ■ Monthly ■ Never



9. Are you male or female?	
Male	92
Female	38



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BUSINESS PLAN 2020



Summary and analysis of survey

What you can see here is the results of the questionnaire showing what people want when it comes to trying new food and eating out., We want to find out from our future customers what they are looking for in a restaurant.

We surveyed over 130 potential customers, tallying only 130 this is the results we got and took this information to help with our business.

David Pecsuvacz:

Student number : 1916214

Target Market

Mehls restaurant is located in Covent Garden, which is one of the most touristic places in London. There are only three similar restaurants nearby (Souk, Marrakech, Dar Marrakesh). All of them has 4 star reviews in google but with lower quality food.

According to research, the halal food economy has seen a huge boom in the last decade. Globally, the industry is thought to be worth over \$3.6 trillion and in the UK it is projected to give the economy a £1 billion boost, with the overall Muslim economy thought to be worth £31 billion and growing.

The growing demand for Halal meat correlates with a growing Muslim population, as Nadeem Adam, Operations Manager at the Halal Monitoring Committee (HMC), explains, "If we look at the root cause of the increased demand for halal meat, the biggest factor is the amount of meat being consumed. British Muslim's account for nearly four percent of the entire population in the UK, yet they consume up to 20 percent of local fresh meat and poultry, which means that the average Muslim consumes up to five times more meat than their English counterpart." So, it means currently Halal food is getting really popular and customers are searching this type of restaurants, which are providing Halal meats. So our USP is the high-quality meat which is coming from Beredens livestock farm. The goal is to establish environmentally friendly production and besides the quality food, also focus to have well-qualified waiters who will manage great customer service and give details about meat sections and components to the customers.

Target Customer Base

According to preliminary market research, where demographic information was collected such as age, gender, neighborhood of residence, profession. We have found our target customer will be mainly tourists, Morrocans, and Halal food consumers, with avarage age between 20-45 old. When we analyzed the responses from the surveys, we found interesting comments regarding to different type of Halal food and family style restaurant needed the most around this area. We used different type of survey tools like SurveyMonkey, Fieldboom to get more punctual result. Some examples from the comments what we received:

„I was a hungry university student who was constantly on the search for a good halal restaurant"

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BUSINESS PLAN 2020



"It would be nice if there were more halal fine dining establishments"

„Bored of the same old stereotypical Indian/Pakistani/Middle Eastern establishments, I wanted to explore something different so I started calling restaurants and enquiring about their halal status. To my surprise there were several that served halal but did not advertise this."

In the past Muslim consumers were restricted with where they could purchase halal meat from, and retailers and restaurants like us spotted a clear gap in the market. With more Muslims dining out than staying at home, the halal restaurant sector has also grown to keep up with the increased demand. So we don't have any doubt that the halal food industry is growing and will continue to do so for a long time.

Competition grid and SWOT analyses show us that other restaurants are not strong at promotions, offering discounts to employees from offices nearby and they are lack of social media attendance.

Competition should be one of the first things that we looked for. Competition is good for many reasons - it inspires creativity, it maintains fair prices, and it promotes risk taking. Understanding who we will be competing against is a critical part of any business plan. To stay competitive in the industry we need to understand our competition. What do they do well? What do they do poorly? Where are they located? These are all things to consider.

Analysis of Competitors for "Souk, Marrakesh, and Dar Marrakech"

Competitor	Product/Service Price	Location	Facility	Strength	Weakness	Strategy
Souk	£ £20 - £35	27 Litchfield Street Leicester Square, London WC2H 9NJ England	Private parties, belly dancer	Great hospitality, Moroccan vibe, decor is picturesque and is authentic	Restroom is dirty and messy. Lots of complaints about the quality of lamb. Slow service	Authentic looking restaurant and great food, Moroccan experience
Marrakesh	£ £8 - £17	8 Queensway, London W2 3RX England	Conveniently located with Moroccan interior concept	Hooka and marrocon tea available. Staff are very friendly	Only a few ethnic foods, no table clothes and paper napkins. No alcohol available. Not accept credit cards	Friendly staff, lovely atmosphere with reasonably- priced. Huge range on the menu
Dar Marrakech	£ £9 - £20	422 Edgware Road, London W2	Good location, belly dancer, shisha	Lovely atmosphere with nice music	Loud music, shisha barely has any taste, slow service	Food is good size portions and reasonable

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		1EG England				priced, authentic experience
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Search Engine Optimization

Investing in SEO is a must for restaurants today. Improving our search visibility will drive more hungry customers into the restaurant or place online take-away orders.

How to improve the restaurant SEO performance?

High-level restaurant terms: terms like “restaurants”, “Covent Garden restaurants” and “Morrocan restaurants” are some of the most generic variations that we can use. In the Google Keyword Planner or other third-party keyword research tools, we can set our geographic focus to the area: Covent Garden and use both the generic term by itself (“restaurants”) and with the geographic modifier (“London/Covent Garden restaurants”) as well as other general variations related to what our restaurant is about.

Niche-specific terms: the next level down of terms relates to the specific categories our restaurant would fall into that might be searched. Examples include “Moroccan restaurants”, “lamb”, “halal restaurants” and other unique features.

We start by claiming, standardizing data, and optimizing listings for our restaurant across all of the major and relevant local search properties. This includes a mix of search engine directories, social media sites, and industry-specific directory sites. Moz Local and Yext are two tools that can help us to understand what directories and external data sources are out there and then we can ensure they are updated.

Accurate NAP (name, address, phone) data that is consistent across all data sources is a critical foundational element of local SEO.

We are going to focus on the directories that matter. Start with Google My Business then branch out to Yelp, TripAdvisor, Foursquare, CitySearch, various yellow pages, and other emerging niche review websites. All of this will work together to grow our online visibility.

Even though social media’s direct impact on SEO has long been debated, we know that social media engagement can drive users to our site. Social media can be a powerful touchpoint of the customer journey, showcasing what customers can expect to experience at the restaurant. A strong social presence often correlates with a strong organic search presence as content, engagement, and popularity. So we will make sure to engage with followers and reply to inquiries promptly. How we communicate online sets a perception of our overall customer service and approach. We will find our audience, engage them, and get them to influence others on our behalf.

Ultimately, through engagement with fans and promoting content on social media that funnels visitors to our main website, we will see an increase in visits from social networks. This will then correlate with the benefits from the rest of our SEO efforts.

We are planning to gain strong google reviews and continously asking feedback from the customers. Reviews are often considered as part of a social media strategy and are an

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BUSINESS PLAN 2020



engagement tactic, but have a broader impact on traffic to our site through search results pages as well.

Through the use of structured data markup, we can have our star ratings appear in search results and provide another compelling reason for a user to click to our website versus our competitor's site. A higher star rating likely means a higher click-through rate to our site – and more foot traffic.

Marketing Strategy and Sales Target

Marketing strategy and sales target: our main goal will be approaching each customer with providing high-quality food and a great restaurant experience, so customers want to come back again.

How we can achieve this?

- Diversify our service
- Enhance our social media presence on facebook, instagram, twitter. Also collaborate with social influencers to promote the restaurant
- Attract new customers, not only tourist, but also focus on customers who are looking for organic food
- Increase customer loyalty with providing discounts, loyalty card
- Providing promotions, happy hours
- Hiring well qualified waiters and training them continuously
- Ensuring a great customer service
- Asking for feedback and encourage customers to write google review, also collecting email addresses in order to build up email marketing for the future promotion.

Diversify our service:

restaurant delivery and take away services have been rising steadily in popularity and are essential to maintaining our sales in the current climate. Restrictions on restaurants due to the coronavirus pandemic are limiting dine-in services. So by diversifying our services to include take away, delivery, and curbside pickup, they can help to increase our sales and weather this crisis. How we can achieve this:

1. Create a take away and delivery menu. We will create a separate menu for take away and delivery only and make it a simplified version of our dine-in menu.
2. Provide curbside pickup. For the quickest take away service, we can provide curbside pickup to our customers. We will train our staff on the proper procedures for handling curbside orders and accepting payment.
3. Implement delivery services. We can hire third party delivery services like Deliveroo and Just Eat. So when our customers can't come to the restaurant, we can adapt by bringing our services to their homes. We are planning to give 50 % discount if we cannot achieve the target of the delivery time.
4. Online ordering. We will update our restaurant website to provide online ordering for take away and delivery. Many customers find it easier to order online instead of by phone because they can place orders instantly at any time they choose. We can expedite the entire process by also accepting online payment.

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BUSINESS PLAN 2020



Increase customer loyalty with providing discounts, loyalty card:

1. Develop a customer loyalty program. We will create a loyalty card that tracks each time a customer visits to our restaurant, so they can work towards earning a free item of our choosing. Offering free drinks and desserts is often a good choice because they're less expensive than an entree, but they will still make our customers feel appreciated.

Summary:

There is no doubt that the halal food industry is growing and will continue to do so for a long time, but it's up to us to steer it in the right direction.

The power of social media and the internet has also had a big part to play in the growing demand. Muslims who use these platforms are enticed by what they see online, whether they are inspired to start a restaurant of their own or want to consume what they see and search for it.

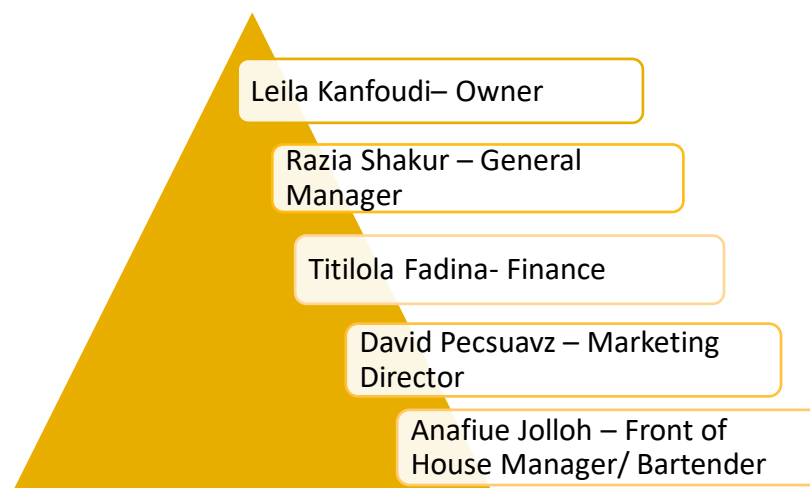
Management Summary

Management Team

Mehls Restaurant expects to hire 10 employees, together Anafiue and myself will personally select each candidate. An efficient interview process will be implemented to staff the restaurant with highly qualified personal for each role (Fast Business Plans, 2020).

Our management team will consist of the following members.

Fig, 1.



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Our restaurant is led by **Leila Kanfoudi**, an inspirational Instagram home cook, who takes pride in her Moroccan heritage. She has accumulated over 15 years of cooking Moroccan dishes and other variety dishes. Leila started cooking as a hobby, posting pictures of her amazing dishes on her social media platform such as Instagram. This led to her eventually catering for her family and friends as they were in awe of her culinary skills, they started requesting her to make dishes for them during family parties.

This in turn led to her realising that this is something that she enjoys doing, so then she started catering for family events on a bigger scale such as weddings, funerals, christenings and many other occasions. Her love for cooking continued to grow when she was working as a kitchen assistant in Tower Hamlets. She started off just to help set up the dinner hall, prep dishes and salad but they soon realised that she was also a great cook so decided to further her career by letting her be an assistant cook.



Therefore, she decided to venture out into the business world and start up her own restaurant and thus MEHLS Meals was created.

I, Razia Shakur, will be taking on the role of General Manager. I will have the overall responsibility for directing the daily operations of the restaurant. Having worked in a restaurant previously I have the experience of the management side of a restaurant. A general manager will be “expected you to lead by example and uplift staff during busy moments in a fast-paced environment and ultimately ensure the restaurant runs smoothly and customer have pleasant dining experiences” (Recruiting Resources, 2017)

In addition, in the initial stages I will be dealing with HR side of restaurant, recruiting new employees, I will also be dealing with day to day administrative duties that will be required. We have also budgeted for the services of PerTemps Personnel for recruitment and HR Consultancy if needed.

Titlola Fadina, our head of Finance, she will be overseeing end-to-end finance operations, financial planning and analysis and balance sheet. She will be part time, focusing on strategic analysis when required. Titilola has her own company for selling cupcakes therefore she has masses of experience in running a business and has been a great asset to have on the team giving her financial advice when needed.

David Pescuavac will take care of marketing and advertising and in addition will also be working in the kitchen as a cook. David has experience of working in restaurants and is a brilliant chef. His experience of working in restaurants are not just defined to the kitchen he

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BUSINESS PLAN 2020



also was a supervisor in a Ramen Bar called Tonkotsu. David was in charge of the restaurant, he worked with the general manager to improve operations, sales and profitability. Hence, seeing David's experience in this field he took on the role of the Marketing Director.

As a marketing director, David's role will consist of evaluating and developing our marketing strategy and marketing plan. He will be developing promotions, overseeing social media marketing strategy and content marketing with Leila as she started the restaurant from her Instagram. In addition to this he has also done our competitor research, finding out what our competition is like as there are a few restaurants in the area already.

David will be keeping a track of both the positives and negative feedback from customers on ratings and surveys that David has decided to create. He has intended to provide each customer with a customer satisfaction survey once they have finished their dining experience at the restaurant, this is so that we can see what their thoughts and opinions are about the restaurant and if there is anything that needs to be improved. As a new restaurant I think it is a great idea as this will help us establish ourselves for the future

Anafieu Jollou is the font of house manager and also the bartender. He is responsible for managing the whole of front of house team, which will consist of waiters and cleaners. He will be in charge of scheduling work hours, ensures that hygiene and safety rules are well adhered to especially during this pandemic. His role of ensuring that the customer receives the warmest welcome possible, having conversations with them and providing them with any information they may need.

Anafieu's vast experience in working in a bar has given him the best skills for the job. His charming personality and love for cocktails and drinks is the perfect combination for the role. Working in bars has provided him with excellent interpersonal skills, his ability to interact with customers, assessing their needs and preferences help him to provide recommendations for the customers on what drinks would be best. He has a great eye for mixing ingredients to prepare cocktails, he is well known by his friends and family for coming up with the best creation and concoction of drinks.

Mehls Restaurant Staff

Mehls will be open for business roughly 70 hours per week. The service of operation will be between lunch which is 12-3pm and dinner which will run from 5-11pm. During these times we expect that the restaurant will be operating at its busiest and will be running as efficiently as possible.

My self the general manager will be backed up as follows:

- Front of house manager
- Marketing director
- A cook

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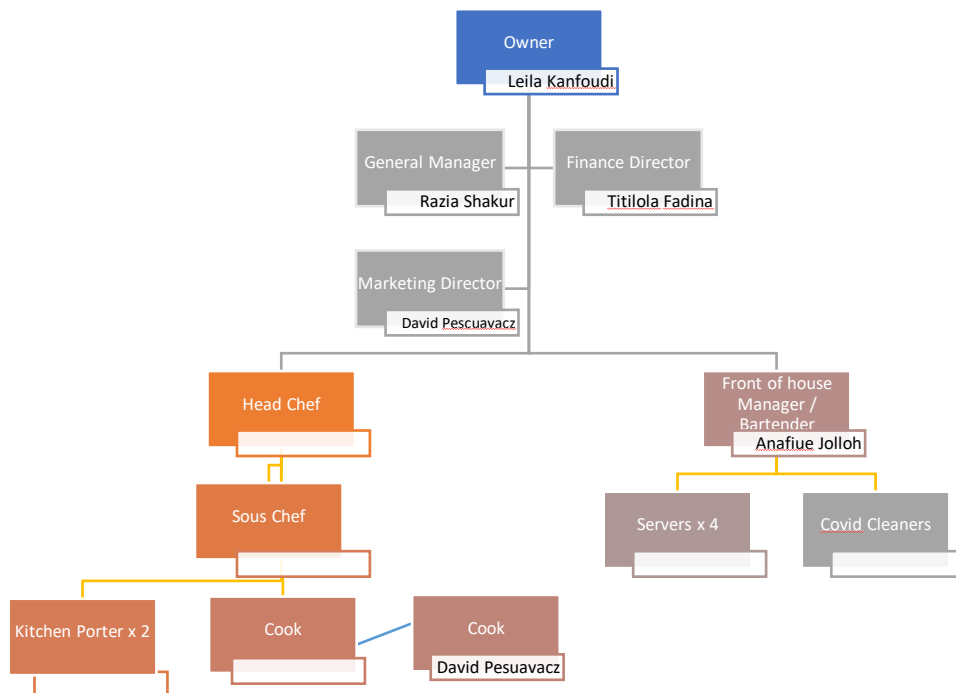
BUSINESS PLAN 2020



- Four servers
- Head chef
- Sous chef

Please see below for our staff organisational chart.

Fig. 2.



Personnel Plan

We believe that the personnel plan is in a good ratio to the size of the restaurant and projected revenues. The staff including the management team will include 16 employees in total, and an additional of two delivery drivers one of which will be part time. We estimate that the average gross annual payroll of £399.588 of all employees in total.

Kitchen Staff:

- We expect to recruit our Head chef who will be specialist in Moroccan cuisines, ample experience in the field of working in a fine dining restaurant. In addition, they “will be responsible for creating innovative cuisines and providing a satisfying culinary experience for our guest” (Head Chef Description, 2019).
- Our second in command in the kitchen will be the Sous chef who will have a minimum of 5-6 years of experience in the restaurant.

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BUSINESS PLAN 2020



- We aim to have two kitchen cooks, one of cooks will be David our head of marketing as he has experience of working in the kitchen. Once we are established, we aim to recruit another commis chef and David will solely be working as a marketing director.
- In addition, there will be two kitchen porter who will deal with all the prep that is required and cleaning the dishes.

Main Restaurant:

- At the beginning our front of house manager will also be our bartender and later on we will aim to recruit bartender once the business picks up.
- We aim to recruit 4 servers (waiters) initially, we have a dining space of 60 seats and each waiter will manage for tables, they will be their personnel waiter, give information on dishes and deal with any concerns the diners may have.
- In the recent event of the pandemic we have decided to recruit two additional covid - 19 cleaners. They will be solely in charge of making sure the tables and chairs are sanitised as soon as the customers have finished and before the next customers are seated.

Table 1.
Expected staff salary

	Year 1	Year 2	Year 3
Owner	£29,000	£29,000	£29,000
General Manager	£27,256	£27,256	£27,256
Finance	£23,167	£23,167	£23,167
Marketing Director	£26,354	£26,345	£26,345
Front of house manager/ bartender	£25,172	£25,172	£25,172
Head Chef	£27,000	£27,000	£27,000
Sous Chef	£25,000	£25,000	£25,000
Commi chef	£21,040	£21,040	£21,040
Kitchen porter	£18,579	£18,579	£18,579
Kitchen porter	£18,579	£18,579	£18,579
Server	£22,132	£22,132	£22,132
Server	£22,132	£22,132	£22,132
Server	£22,132	£22,132	£22,132
Server	£22,132	£22,132	£22,132
Covid – 19 Cleaner	£19,040	£19,040	£19,040
Covid – 19 Cleaner	£19,040	£19,040	£19,040

In addition to we will have two delivery drivers one of which will be working full time and the other will be part time.

MEHLS RESTAURANT LTD.

BUSINESS PLAN 2020



In Mehls Restaurant we believe that we are not only part of a team but part of a family, we respect each other's opinions and value their contributions. We will use our resources very wisely, we will pay our suppliers and follow rules and regulations. Individuals who work in Mehls Restaurant would

As key members of the management team, I have attached Leilas and my curriculum vitae in Appendix B and C the other members of the management teams Curriculum vitae will be available upon request.

In addition to the main employees working at Mehls Restaurant we will have live entertainment and Belly dancer. The live entertainment will initially be available between Thursday-Saturday evening, and the same with the belly dancer. The live entertainment will consist of a band who play Moroccan music to amplify the atmosphere in the restaurant.

Financial Plan Introduction

The Financial Plan for Mehls Restaurant Ltd. is based on a business concept to "Plan for the Worst but Manage for the Best." (Liveplan, 2020)

Projections for the first 12 months assume lower than average sales volume, lower than average seat turn and higher than average food / beverage costs. This assumed position would ensure adequate financial preparation to support a realistic time of ramp-up and ensure we do not under- capitalise the company. Start-up expenses include business registration fees, business licences and permits and deposit for rent. Operating expenses include salaries, rent, raw materials, loan payments, and equipment maintenance.

Assumptions

The Economy: We anticipate low economic recovery from January 2021. We assume a slow-growth economy, recovering from an economic recession due to the recent COVID-19 pandemic. As a result, we anticipate modest growth over the coming 5 years of a range of 4% to 6% per annum.

Start-up Summary

We are currently negotiating a restaurant space of 3,000 sq. ft. in Covent Garden, London, and will open Mehls Restaurant in January of 2021.

Our start-up costs cover equipment, furniture, painting, reconstruction, rent, labour, business license/permits, and professional costs associated with opening our restaurant. At the start of business, £97,000 will be allocated for business operations reserve. This is a solid start-up forecast based on our market analysis and our knowledge of the industry.

We will purchase the following £73,311 worth of current assets during start-up:

MEHLS RESTAURANT LTD.

BUSINESS PLAN 2020



- Fixtures and Lighting: £32,250
- Bar Equipment: £26,183
- Sound and Televisions: £8,378
- Office Equipment (Computer, till machine, Fax, Printer, Safe): £6,500

Long-term Assets in the amount of £65,000 include all kitchen equipment.

We have budgeted for the services of PerTemps Personnel for recruitment and HR consultancy, Regal Legal Services for consultation on legal issues and InTouchAccountants will have an integral role in preparing the annual financial statements and provide tax advisory services.

The business owners are personally committing £110,000 of capital, plus a £130,000 grant from the Mayor of London Food Culture Fund to the business start-up costs. In addition, we are seeking £200,000 of equity investment and £300,000 in long-term loans to fully fund Mehls Restaurant start-up costs which are for renovations, furniture, kitchen equipment, business license, food & restaurant supplies, legal fees, working capital, marketing and personnel costs.

Financial statements forecasted for this presentation are the income statement (also known as profit and loss account), cash flow projections, balance sheet, and break-even analysis.

Profit and loss account / income statement

“The Income Statement is a financial tool used to determine whether a company earned a profit or incurred a loss within a given time frame” (Business Plan Hut 2009). The profit or loss position is derived from a sum of all revenue from sales less the cost of goods sold and operating expenses. The result is the gross profit/ income which is profit/ income before tax. Take away income tax from gross profit / income and you will arrive at the net profit/income which is the bottom-line figure that investors and business owners are most concerned about in the income statement.

MEHLS RESTAURANT LTD.

BUSINESS PLAN 2020



Mehls Restaurant Ltd. Forecasted Profit / Loss Account for the year ended 31 December 2021

INCOME

	£	£
Sales	1,073,769	
Direct cost of sales	371,416	
Gross profit.	702,353	
Gross profit margin %	65.41%	
Total income from sales		702,353

EXPENSES

Rent	75,000
Payroll	399,588
Marketing and advertising	18,656
Depreciation	6,500
Leased Equipment	12,000
Accounting fee	6,600
Legal retainer fee.	2,400
Business license and permits	6,000
Bank fees	1,200
Music and entertainment	3,744
Repairs and maintenance	9,000
Utility Services	24,996
Phone expense	1,800
Insurance	20,400

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BUSINESS PLAN 2020



Trash removal	4,800	
Uniforms, cleaning supplies, décor	11,760	
Printing, subscriptions, postage	9,156	
Facility maintenance	3,333	
Sundry expenses	20,924	
Total operating expenses		656,433
Profit before interest and tax		45,920
Interest expense	19,189	
Tax incurred	8,020	
Net profit		18,712

Cash Flow Statement

Definition: “A cash flow statement is a [financial statement](#) that provides aggregate data regarding all cash inflows a company receives from its ongoing operations and external investment sources. It also includes all cash outflows that pay for business activities and investments during a given period.” (Investopedia, Adam Hayes, August 2020).

“The cashflow statement measures how well a company manages its cash position, meaning how well the company generates cash to pay its debt obligations and fund its operating expenses. The cash flow statement follows the cash journey of a business through its operations, investments, and financing. The sum of these three segments is called the net cashflow.” (Investopedia, August 2020)

Cashflow from operations is derived from transactions from all operational business activities. Cashflow from investment is derived from investment gains and losses. Cashflow from financing gives an overview of cash used from debt and equity.



(Corporate Finance Institute.com n.d.)

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BUSINESS PLAN 2020



A projected cashflow statement for 12 months using the direct method: **Mehls Restaurant Ltd. Cashflow statement for 12-month period ending 31.12.2021.**

Cash from operating activities:

Cash receipts from customers	1,073,769
Cash paid to suppliers	(601,114)
Cash paid to employees	(399,588)
Interest paid	xx
Income tax	xx
Net cashflow from operating activities	(1,000,702)

Cash From Investing Activities:

Purchase of equipment	xx
Cash receipt from sale of equipment	xx
Net cashflow from investing activities	xxxx

Cashflow from Finance Activities:

Long term borrowing principal repayment	(47,772)
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Net cash from financing activities
(1,048,474)

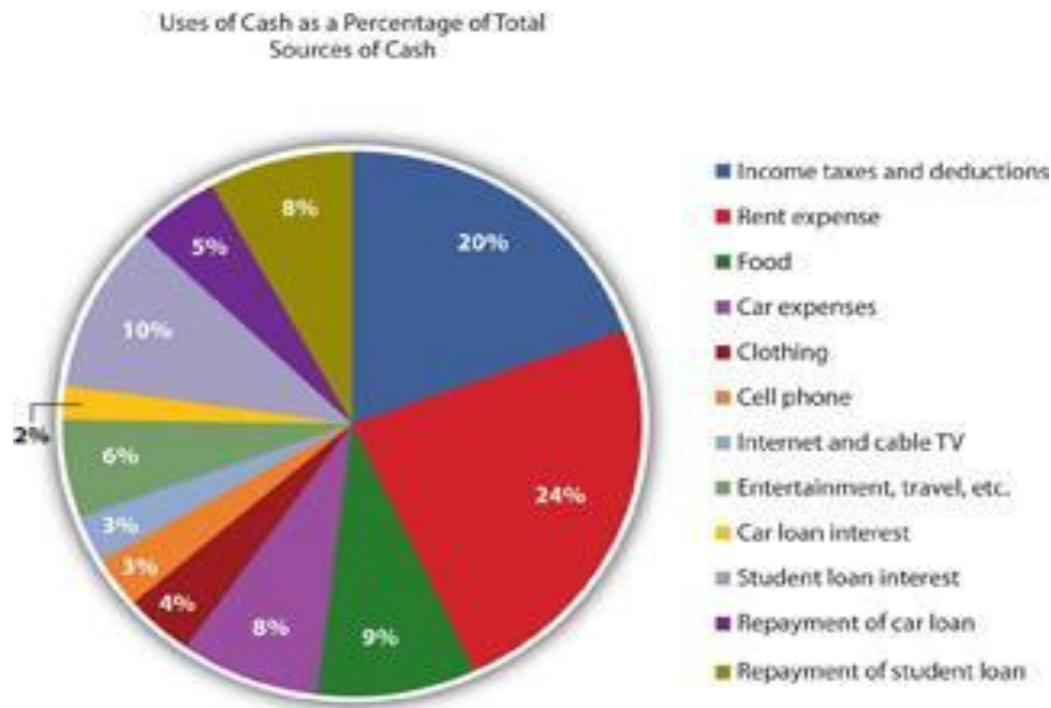
Cash at 01/01/2021
xxxx

Cash at 01/12/2021 xxxx

Net increase/ decrease in cash 25,295

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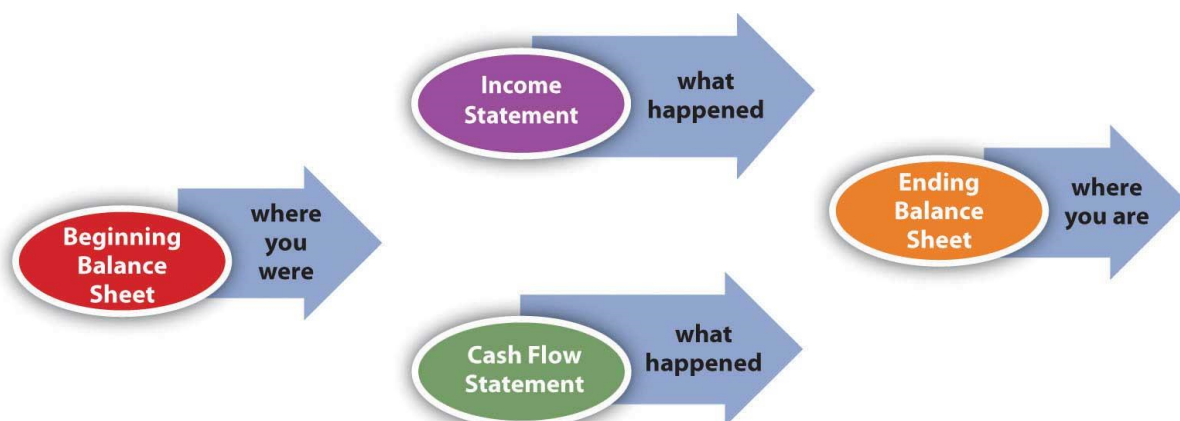
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Balance Sheet

A balance sheet is a financial statement that reports a company's assets, liabilities and shareholders' equity at a specific point in time. (Investopedia May 2020)



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The main components of a balance sheet are: The balance sheet is composed of four main components: Heading, Assets, Liabilities, and Equity. The Heading indicates the business name, the statement name and the date the account balances are applied to. Assets are items which have an economic value for a business, (what is owned), and liabilities (what is owed to other businesses) and shareholder's equity which is the amount invested into the business by the shareholders. (BusinessPlan Hut 2009).

MEHLS RESTAURANT LTD.

BUSINESS PLAN 2020



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BUSINESS PLAN 2020



Mehls Restaurant Ltd. Forecasted Balance sheet for 12 months ended 31.12.21

Current Assets	£	£
Cash	172,276	
Stock	37,839	
Other current asset.	73,311	
Total current asset.		283,426
Long Term Assets		
Long term assets	65,000	
Accumulated depreciation	6,500	
Total Long-term assets.	58,500	
Total Assets.		341,926
Liabilities & Capital		
Accounts payable	58,194	
Long-term liabilities.	252,228	
Total Liabilities.		310,422
Paid in Capital	440,000	
Retained earnings	(427,209)	
Earnings.	18,712	
Total capital.	31,504	
Total liabilities & capital		341,926
Net Worth		31,504

MEHLS RESTAURANT LTD.

BUSINESS PLAN 2020



Break-Even Analysis

“A **break-even analysis** is a calculation of the point at which revenues equal expenses”.
(Investinganswers.com, 2019)

“**Break-even analysis** looks at the level of fixed costs relative to the profit earned by each additional unit produced and sold. In general, a company with lower fixed costs will have a lower **break-even** point of sale” (Investopedia March 2020).

When a start-up is near the stage of turning a profit, it is critical to know the break-even sales volume. This is a **benchmark performance metric** for every small business because it establishes the target needed to cover costs and make a profit. (The BottomLine, National Funding, 2020)

A break-even analysis determines the number of sales needed to cover all variable and fixed costs. It calculates the minimum number of units to sell and the sales turnover needed to pay all expenses before making a profit.

The formula for break-even analysis is:

- Break-even volume in units = Fixed Costs/ (Revenue per unit – Variable costs per unit)

Fixed costs include rent, utilities, insurance and administrative wages. Revenue is the selling price per unit. Variable costs are the materials and direct labour of production. (TheBottomLine, 2020 National Funding. License #603A169).

A break-even analysis also helps to manage other aspects of the business. For example, it can:

1. Set budgets: Determine the effects of changes in fixed and variable costs.

Motivate sales staff: With break-even as the original target, sales employees
<https://images.app.goo.gl/DSyYA7nDCqnvntX6>

2. see the results of extra sales on profits and the potential for more commissions.
3. Monitor and control costs: Break-even sets cost control points.
4. Decide a pricing strategy: With break-even charts, managers can gauge the impact of **changing selling prices** on sales volume and profitability

(TheBottomLine, 2020 National Funding)

Sales

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Price per unit	£15
Units sold	500
Costs	
variable costs	£3,400
fixed costs £1,100	
unit margin	£8.20
gross margin	£4,100
break-even point	134 units

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Appendix A

In-Class exercise: Questionnaire

Student Name: **Leila Kanfoudi**

Student ID: **1914911**

Module Name: **Managing Enterprise in the 21st Century Term 2** Group: **CerTHE T2G12_GRP**

Aims: This questionnaire is aimed to help our group get an idea in what you need to open a good restaurant

Question 1:

Have you tried Moroccan food before? (Yes or No)

Question 2:

On a scale of 1-10 with 1 being the least likely and 10 extremely likely would you be willing to eat at a new restaurant?

Question 3:

What is your age group?

18-24 ☐ 25-34 ☐ 35-44 ☐ 45+ ☐

Question 4:

Would you say a fast service is very important? (Yes, No or Maybe)

Question 5:

Is low price and good quality food important when choosing where to eat? (Yes or No)

Question 6:

Are you willing to pay more if the quality of food is of high standards? (Yes or No)

Question 7:

Does location play a factor when choosing where to eat? (Yes or No)

Question 8:

How many times do you eat out?

- Everyday
- Twice weekly
- Once a week
- Fortnightly
- Monthly
- Never

Question 9:

are you male or female?

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Appendix B

Leila Kanfoudi



1914911@STUDENT.UWTSD.AC.
UK



07961000000

OBJECTIVE

I want to be a great member of your team and to expand my knowledge further

SKILLS

I have amazing skills working in a team and therefore I am always willing to put in extra time

EXPERIENCE

CLEANING SUPERVISOR
INITIAL RENTOKIL CLEANING COMPANY
2003-2007

I had a team of 15 who I had to delegate their job roles, fax to payroll the time sheets and order form for supplies

KITCHEN ASSISTANT/HEAD CHEF
TOWER HAMLETS COUNCIL CONTRACT SERVICES
2009-2016

As a kitchen assistant it was my job to help set up the dinner hall and to wash up after. We also had to prep the salad and serve the food to the students. Took over the role of head chef in charge of the kitchen and operations

EDUCATION

CERTIFICATE OF HIGHER EDUCATION IN SKILLS FOR THE WORKPLACE
UWTSD LONDON CAMPUS
2020-PRESENT

INTERMEDIATE IN GNVQ BUSINESS STUDIES
CFG SIXTH FORM
2000-2003

VOLUNTEER EXPERIENCE OR LEADERSHIP

I am a class representative and have been team leader for the last 2 terms of university
When I worked as a school kitchen assistant at times when the head of kitchen was not in I would take over and cover her shift

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Appendix C



STATEMENT

Highly professional, ambitious and driven individual currently looking to resume my professional career after dedicating the last ten years to raising a family. An honest, energetic, and friendly individual who engages effectively with a wide range of personalities. My willingness to learn and the autonomy I exercise over my personal development are testament to this.

EDUCATION -

Diploma in Health and Social Care

The Open University Milton Keynes
[2005-2008]

[A-Level and GCSE Results available on request]

KEYSKILLS -

- Bilingual
- Teamwork
- Leadership
- Decision-making
- Teaching
- Communication

Competent in a wide range of computer programs including all Microsoft Office as well as SIMS.

EXPERIENCE

Restaurant Manager – Taste of India (Sept 2012 – July 2018)

- Maintaining Restaurant's Revenue
- Ensuring smooth running of restaurant operations
- Coordinate front of house and back of house
- Serving customers
- Dealing with customer complaints
- Organize and supervise shifts

Pupil Admissions Officer • Westminster City Secondary School (Sept 2004 – Sept 2010)

- Dealing Pupil Admissions, liaising with LA on admissions, liaising with prospective parents, casual admissions Co-Ordinator, liaising with heads of learning on admissions including arranging meetings
- Administrative tasks, filing, typing letters, set up and maintain pupil files on SIMS.net
- Reception and Library cover
- School photo administration
- Assisting at school even days i.e. Assessment Day/Open Evening/Induction Day etc.
- Co-ordination of School visits from outside agencies/parents
- Assist in organising school trips/events
- Contribute to the planning, development and organisation of support services systems/procedures/policies
- Free School Administration
- First Aider

Shop Assistant – Central Stationary (Jun 2003 – May 2004)

- Working on till, serving customers
- stock control
- pricing stock

Receptionist – Grameen Restaurant (Jul 2002 – March 2003)

- Managing inbound telephone calls
- responsible for table reservations

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- Administrative duties - photocopying, filing,
- serving customers - handling customer queries

REFERENCES

References available upon request

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GROUP POWERPOINT SLIDE

*MEHLS MEALS
LTD*

MANAGING ENTERPRISE IN THE 21ST CENTURY

BUSINESS PLAN PRESENTATION GROUP PRESENTATION

Lecturer: Ejiro Eshowode

Presentation Date: 18 August 2020
Module Code: BMSW 4006



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Business and Company Overview:

Anafieu Jolloh (1913505)

Product and Services:

Leila Kanfoudi (1914911)

Marketing :

David Pecsuvacz (1916214)

Management team:

Razia Shakir (1914915)

Finance Plan:

Titilola Fadina (1913881)



THE BEGINNING

The traditional Moroccan family style restaurant was created by Leila and the name of the restaurant was inspired by her family Mohamed, Elias, Soufian and Hajar

Mohamed
Elias
Hajar
Leila
Soufian



Our goal at the MEHLS is to cook delicious, quality meats meal, but it's really to create an environment where people can come and truly let the rest of the world disappear and connect with each other"

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LOCATION

- Covent garden is a popular shopping and tourist site which is located on the eastern fringes of the west end (central London)
- It is lovely area to visit for site seeing known to have the best restaurants, coffee shops, world class brands, London transport museum and all located within an open-air piazza which makes it more fun to visit.
- Rent will be 275.000 per annum.



*20-22 Henrietta Street
Covent Garden, London,
WC2E 8QH*

Strengths

Advantages
Capabilities
Resources, Assets, People
Marketing - reach, distribution, awareness



Weaknesses

Lack of competitive strength
Financials
Our vulnerabilities
Timescales, deadlines and pressures
Continuity, supply chain robustness



Opportunities

Market developments
Business and product development



Threats

Environmental effects
Market demand
Obstacles



SWOT ANALYSIS

- Strengths: farm, reasonable prices
- Weaknesses: New business and no review
- Opportunities: Job opportunities in the catering industry
- Threats: Local restaurants such as Souk

Our Restaurant Décor

- Wall color, lighting,
- Furniture, table settings
- Entertainment, ambiance, music



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Products

- Our supplies come from our home-grown vegetable farm
- Tariq Halal Butchers supplies our meat
- New Era Food Distribution LTD supplies our food, drinks and spices imported from morocco

My Food



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MEHLS MEALS MENU	
Starters	
ZAALOUK £4.20 (V) Aubergine, garlic, peppers and tomato's	CALAMARI £4.50 Fried with Moroccan spices
BRIWAT £4.20 Vegetable, chicken, lamb filled filo pastry	MAROC WINGS £5.20 (GF) Marinated and grilled with Moroccan spices (5)
HARIRA £4.20 (V) Famous traditional soup Vegetarian option available	HUMMUS £4.20 (V) Pureed chickpeas served with bread
Kids Meal	
Nuggets and chips meal £3.50 Veggie burgers and sweet potato chips £4.00 (v) Rice can be added to meals £0.80	
Drinks	
POMS £3 HAWAI £3 FANTA LEMON £3.	PANACHE £4 (FRUIT COCKTAIL SMOOTHIE) MAROC MINT TEA £5 (POT FOR 2) SPICED INFUSED COFFEE £5 (POT FOR 2)
Main	
HALLOUMI WRAP £8.40 (V) Served with salad, rice or chips	FALAFEL WRAP £8.40 (VG, GF) Served with salad, rice or chips
LAMB SHANK £13.90 Cooked in Moroccan spices Served with steamed couscous	LAMB KEFTA £11.90 Cooked in a tomato sauce infused in Moroccan spices
PASTILLA £15 Seafood selection filled with vermicelli wrapped in filo pastry	PASTILLA £15 Filo pastry filled with chicken, nuts and eggs
TAGINE £10 (V, GF) Seasoned vegetables cooked in Moroccan spices	LOUBYA £9 (V, VG, GF) White beans cooked in a tomato sauce in herbs and spices
TAGINE £12 Cooked meat or chicken in Moroccan herbs and spices served with salad or chips on the side	
COUSCOUS £11 (V) Served with seasoned vegetables cooked in Moroccan herbs and spices	
COUSCOUS £15 Meat Served with seasoned vegetables cooked in Moroccan herbs and spices, Chicken served with onions and raisins	
DESSERT	
CRÈME CARAMEL £5. MOROCCAN SWEET SELECTION £8 (KAAB GHZAL, FAKKAS, GRIBIYA) BASBOUSSA £5.50	FRUIT PLATTER £8

Services

Our food deliver service will have 2 drivers Thurs-Sat and Sun-Wed only 1 driver for are more quiet nights

Our food will be available to order via Instagram and mobile

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Target Market:

- **Location:** Covent Garden, only a few similar restaurant near this area: market gap
- **Current trend:** Organic food: our high-quality meat is coming from a livestock farm which has set itself the goal of establishing environmentally friendly production
- **Current issue:** Quality: our restaurant offers high-quality food and well qualified waiters provide great service and give details about the variety of the meat sections and components



Target Customer Base

Target Customer:

- Age: 20-45-old
- Type: Tourists, Moroccans, Halal food consumers
- Needs: Quality food, family style restaurant

Market Research:

- Collecting demographic information (age, gender, neighborhood of residence, profession)
- Create a survey (SurveyMonkey, Fieldboom)
- Analyze Responses

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Search Engine Optimization

- Google reviews
- Surveys
- Social media marketing
- Delivery USP



Marketing Strategy & Sales Target

- Diversify our service
- Enhance our social media presence
- Attract new customers
- Increase customer loyalty
 - Providing promotion
 - Train our waiters on upselling techniques
 - Ensuring a stellar customer experience
 - Updated website and email marketing



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Management Summary

Leila Kanfoudi - Owner

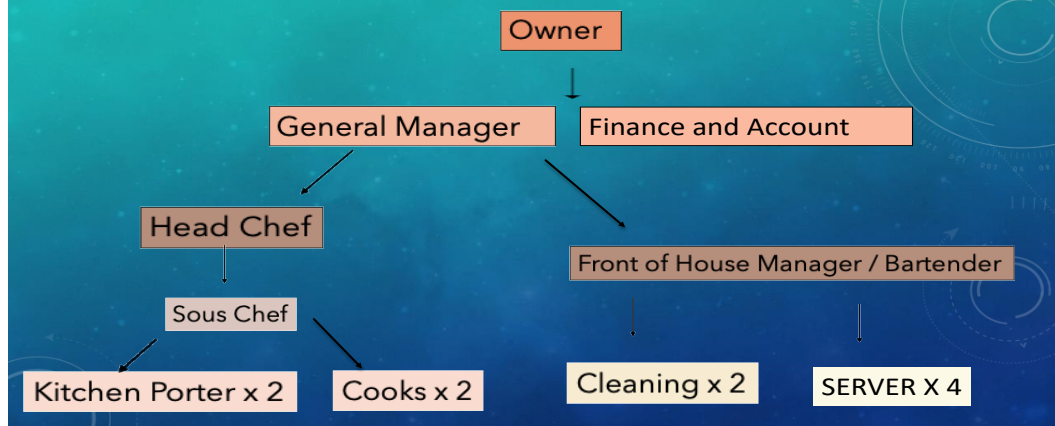
Razia Shakur - General Manager

David Pescuave - Head of Marketing and cook

Anafieu Jallou - Front of House Manager / Bartender

Titilola Fadina - Finance

Staff Organisational Chart



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Leila Kanfoudi

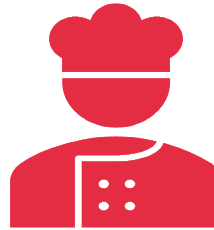
- Experience Cook
- Family business
- in charge of products and services

Razia Shakur

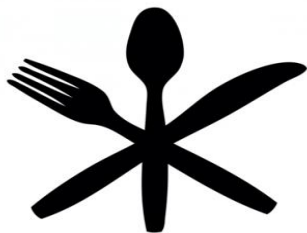
- Skills in Administration
- Previous Experience in working in a restaurant

David Pescuavacz

- Dealing with marketing
- Experience of working in a restaurant as a chef,



Staff Key Skills



Anafieu Jalloh

- In charge of deco
- Bartender
- Experience of working in bar

Titiloa Fadina

- Deal with Finance and Accounts
- Experience of working in Accounts

Staff Key Skills Cont.

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STAFF SALARY

- Head Chef & Sous Chef will be payed between £28,000 - £26,000/yr
- Cooks - £20,000/yr
- Kitchen Porter & Cleaners £8.00 per hour
- Waiters/waitress: £9.50/ph

In addition we will have extra entertainment:

- Consist of Belly Dancer
- Live Music

Mehls Restaurant Ltd financial model is based on a business concept to "plan for the worst but manage for the best."

The financial plan will include :

- Break-even analysis
- Income Statement
- Cash Flow Statement
- Balance Sheet

- The Economy: We anticipate low economic recovery from January 2021. We assume a slow-growth economy, recovering from an economic recession due to the recent COVID-19 pandemic. As a result, we anticipate modest growth over the coming 5 years of a range of 4% to 6% per annum.

- Projections for the first 12 months assumes a modest below average sales volume, below average seat turn, and above average food/beverage cost. This assumed position will ensure enough financial planning to accommodate a reasonable ramp-up period and ensure that we do not enter this venture under-capitalized.

Financial Plan

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Break- Even Analysis

"A break-even analysis is a calculation of the point at which revenues equal expenses".
(Investinganswers.com, 2019)



Example of break-even point calculation

The formula for break-even analysis is:

Break-even volume in units = Fixed Costs/ (Revenue per unit – Variable costs per unit)

Fixed costs include rent, utilities, insurance and administrative wages. Revenue is the selling price per unit. Variable costs are the materials and direct labour of production. (TheBottomLine, 2020)

Sales	
Price per unit	£15
Units sold	500
Costs	
Variable costs	£3,400
Fixed costs	£1,100
Unit margin	£8.20
Gross margin	£4,100
Break-even point	134 units



Cash Flow Statement

The cashflow statement measures how well a company manages its cash position.

This translates to how the company generates cash to pay its debt obligations and fund its operating expenses.

The cash flow statement follows the cash journey of a business through its operations, investments and financing.

Cashflow from operations is derived from transactions from all operational business activities.

Cashflow from investment is derived from investment gains and losses.

Cashflow from financing gives an overview of cash used from debt and equity.

The sum of these three segments is called the net cashflow.

The indirect or direct method can be used to calculate the net cashflow

Mehls Restaurant Ltd. Projected Cashflow Statement for 12 months ending 31.12.2021

Cash from operations.	
Receipts from customers	£128
Paid to suppliers	(£76)
Net cash flow from operational activities	£52
Cash from investing activities	
activities	0
Net cashflow from investing activities	0

Cash from finance activities	
Long term liabilities principal repayment	0
Net cash from financing activities	0
Net increase in cash	£52



Profit and loss account / income statement



Balance sheet

"A balance sheet is a financial statement that reports a company's assets, liabilities and shareholders' equity at a specific point in time".
(Investopedia, May 2020)



"The Income Statement is a financial tool used to determine whether a company earned a profit or incurred a loss within a given time frame" (Business Plan Hut 2009). The profit or loss position is derived from a sum of all revenue from sales less the cost of goods sold and operating expenses. The result is the gross profit/ income which is profit/ income before tax. Take away income tax from gross profit / income and you will arrive at the net profit/income which is the bottom-line figure that investors and business owners are most concerned about in the income statement.

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Mehls Restaurant Ltd. Projected Profit / Loss Account 12-month period ended 31.12.2021

Sales	1,073,769	
Direct cost of sales	371,416	
Gross profit		702,353.
Expenses		
Rent	75,000	
Payroll	399,588	
Marketing and advertising	18,656	
Depreciation	6,500	
Leased Equipment	12,000	
Others	126,113	
Total operating expenses		656,433
Profit before interest and tax	45,920	
Interest expense	19,189	
Tax incurred	8,020	
Net profit		18,712

Mehls Restaurant Ltd. Forecasted Balance sheet for Year End 31.12.21

ASSETS	
Cash	172,276
Stock	37,839
Other Asset	73,311
LONG TERM ASSETS	
Long-term assets	65,000
Accumulated depreciation	6,500
Total long-term assets	58,500
Total assets	341,926
LIABILITIES and CAPITAL	
Accounts payable	58,194
Long term liabilities	252,228
Total liabilities	310,422
Paid in capital	440,000
Retained earnings	(427,209)
Earnings	18,712
Total Capital	31,504
Total liabilities and capital	341,926
Net Worth	31,504

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