

Module name: LCLM4006 Enterprise & Entrepreneurship

Assessment: Assessment Component 1: Business Plan

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Business idea: Romanian Restaurant/Takeaway

Executive Summary

This business plan describes how the Taste of Romania (A Romanian restaurant and takeaway) is going to be established in Coventry. The business's goal is to offer high quality Romanian dishes to the Romanian community and to share some of its traditional dishes with people from other countries, students and tourists. Dine-in, take away and delivery will be available at the restaurant via Just Eat, Uber Eats and Deliveroo.

Coventry is a multicultural city with a big student population and increasing number of Eastern Europeans residents, which makes the city a very attractive place to open a Romanian restaurant. The commercial will be based on quality ingredients, low cost and great service. The business strategy will also incorporate sustainable practices, including minimizing waste and packaging that can be recycled.

The business will be a Private Limited Company (LTD) as it provides limited liability, and it provides increased customer confidence. Self financing and a small business bank loan to be provided.

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The management team and staff structure is suitable. The management team and staff structure is appropriate.

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Overview of the Business

Taste of Romania will be a traditional Romanian restaurant and take away in Coventry, city centre. The restaurant will be offering traditional Romanian food such as Sarmale (Cabbage rolls), Mici (Grilled sausages), Ciorbă de Burtă (tripe soup), Papanashi (Romanian doughnuts), Grilled meat, Salad and homemade desserts. Customers will be allowed to eat on site at the restaurant and order take-out or home delivery.

Coventry is one of the UK's most culturally diverse cities with a population of more than 370,000. The city has also two universities which draws thousands of students annually. Coventry City Council (2023) says that the city's multiculturalism provides opportunities for international restaurants.

There are not as many Romanian restaurants in Coventry as there are Indian, Chinese and Italian restaurants. Hence, Taste of Romania can be a good fit in the market, providing customers with authentic food cooked according to traditional recipes.

The business aims are:

Establish loyal customers within the first year.

Make a profit every month in 6 months.

- Further develop delivery services throughout Coventry.

Foster Romanian culture through food and community activities.

Unique Selling Point (USP)

The central feature of Taste of Romania is genuine Romanian home cooking, cooking by the traditional Romanian family recipes. While many restaurants change their cooking

to suit British tastes, Taste of Romania will keep on creating authentic flavours, but vegetarian and vegan options will be available.

Other distinctive characteristics are:

The traditional Romanian interior decoration.

- Homemade desserts.

Drinks and imported products.

- Friendly bilingual staff.
- Affordable prices.
- Take away or delivery services.

Legal Format of Business

The company will be Ltd. (Private Limited Company).

A Private Limited Company offers limited liability, which means that the owners can only be liable for the debts of the company up to the amount invested in the company. This legal framework also facilitates the financing of businesses and fosters customer trust (Companies House, 2024).

Management Structure

Managing Director

↓

Restaurant Manager

↓

Kitchen Chef

↓

Assistant Chef

↓

Waiters & Waitresses

↓

Delivery and Takeaway Staff

The Managing Director will be responsible for the business, finance and marketing aspects. The Restaurant Manager will be responsible for overseeing the responsibilities of the employees and customer service.

PESTEL Analysis

Political

Food hygiene regulations, employment law and licensing requirements must be adhered to in the UK. Food Standards Agency standards must be adhered to.

Economic

Food prices and inflation could lead to higher operating costs. But restaurant businesses in Coventry have opportunities for growth due to the city's expanding economy.

Social

There is a growing appreciation amongst consumers for new cuisines from around the world. Authentic Romanian food is well sought after in Coventry because of the strong demand by the Romanian community in the city.

Technological

Digital ordering, payment and delivery apps make it easier for customers.

Environmental

The business will minimize use of plastic by implementing biodegradable packaging for take-out food, and will recycle waste.

Legal

The restaurant needs to adhere to food safety laws, health and safety legislation, minimum wage and GDPR with regards to customer data.

Competition Overview

Other rivals are Romanian food shops, which are selling ready-made meals, and international restaurants, which are serving foods from the eastern part of Europe. But there are not many companies that are dedicated to preparing only traditional Romanian dishes.

Taste of Romania will be represented with the following competitions:

- Fresh homemade meals
- Better customer service
- Online ordering
- Traditional atmosphere
- Competitive pricing

Marketing Plan

Online and offline marketing will be used in the marketing strategy.

Digital Marketing

- Professional website
- Facebook page
- Instagram account
- TikTok videos
- Google Business Profile
- Online reviews

Food Delivery Platforms

- Just Eat
- Uber Eats
- Deliveroo

Offline Marketing

- Flyers distributed around Coventry.
 - Student discounts.
 - Grand opening promotions.
- ✓ Subsidiary card (buy 9 meals, 10th meal free).

Attendance at local cultural festivals.

Great service and good online feedback will ensure repeat sales.

Funding Source

The costs of setting up the business are estimated at £90,000.

Funding sources:

Source	Amount
Personal Savings	£30,000
Bank Loan	£60,000

The money will be used for:

- Restaurant renovation
- Kitchen equipment
- Furniture
- Licences
- Initial stock
- Marketing
- Staff recruitment

Cash Flow (First Month)

Income	Amount
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Food Sales	£28,000
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Drinks	£5,000
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Delivery Orders	£7,000
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Total Income	£40,000
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Expenses	Amount
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Rent	£3,000
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Staff Wages	£12,000
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Food Supplies	£8,000
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Utilities	£1,500
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Marketing	£1,000
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Insurance	£500
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Delivery Costs	£2,000
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Miscellaneous	£1,000
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Total Expenses	£29,000
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Estimated Monthly Profit: £11,000

Sustainability

Taste of Romania will pay tribute to sustainability in the following ways:

Using reusable takeaway packaging.

Minimising food waste through good stock control.

Purchasing fresh local ingredients wherever possible.

When it is safe and appropriate, donating excess food to local charities.

Encouraging customers to use reusable bags.

The practices have been developed to minimize environmental impact, but also benefit the local community.

CASH FLOW	
Cash in	Month 1
Loan - start up capital	£60,000.00
Sales (total sales of product and/or services)	£40,000.00
Other income	£2,000.00
Total cash inflows (A)	£102,000.00
Cash out-expenses	Month 1
Rent or premises costs	£3,000.00
Business rates for your business premises	£400.00
Utilities (gas, electricity, water)	£600.00
Insurance	£300.00
Telephone and internet	£150.00
Marketing and advertising expenses	£1,000.00
Vehicle running costs	£500.00
Equipment purchase or leasing	£15,000.00
Postage, printing, stationery	£200.00
Transport and delivery	£2,000.00
Professional fees (legal, accounting etc.)	£250.00
Cost of sales (Cost of product)	£12,000.00
Wages your own	£1,500.00
Staff wages	£8,000.00
Any other (Licences & permits)	£250.00
Any other (Cleaning & supplies)	£300.00
Total cash outflows (B)	£45,450.00
Your net cash flow (A-B)	£56,550.00

Reference List (Harvard Style)

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