

LCLM4006-Business Plan Presentation

Authentic African Cuisine

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Business Overview

- ***Taste of Afriq***: West African restaurant offering authentic dishes
- Serving Nigerian, Ghanaian, Sierra Leonean cuisine (e.g. jollof rice, cassava leaf stew)
- Focus on dine-in, takeaway, delivery, and catering
- Target market: African diaspora & food enthusiasts
- Cultural experience: food, music, and events

Legal Format & Management Structure

- **Business Type:** Private Limited Company (Ltd)
- **Ownership:** Founder (80%) + Investor (20%)
- **Key Team Members:**

Managing Director: Strategy & Finance

Head Chef: Kitchen & Food Quality

FOH Manager: Customer Service

Marketing/Event Coordinator: Branding & Outreach

Organizational Chart for African Restaurant

ACCOUNTING & FINANCE MANAGER
Focus: Maintain financial stability and ensure profitability by managing costs effectively.

MARKETING AND SOCIAL MEDIA MANAGER
Focus: Increase brand visibility and attract customers through strategic online marketing and community

OWNER/CEO
Focus: Establishing the restaurant as a go-to destination for authentic African cuisine while maintaining the cultural essence of the brand. ss

FRONT-OF-HOUSE-MANAGER
Focus: Deliver an exceptional dining experience for customers through excellent service and hospitality.

GENERAL MANAGER
Focus: Running the daily operations efficiently while ensuring a welcoming atmosphere.

SUPPLIERS & INVENTORY COORDINATOR
Focus: Ensure the kitchen is always stocked with fresh, authentic African ingredients for cooking.

HEAD CHEF
Focus: Ensure the restaurant consistently delivers high-quality, authentic African food while managing kitchen operations.

WAITSTAFF
Focus: Deliver attentive and efficient service that makes guests feel valued and welcome.

KITCHEN STAFF
Focus: Support the Head Chef in preparing meals that meet quality and presentation standards.

How the Structure Supports the Business Goals:

- **Efficient Operations:** The clear division of roles from top to bottom ensures everyone knows their responsibilities, which allows the restaurant to run smoothly.
- **Cultural Authenticity:** With a dedicated Head Chef and kitchen staff focused on authentic African cuisine, the restaurant maintains its cultural integrity.
- **Customer Experience:** Front-of-house managers and waitstaff focus on creating an unforgettable dining experience, while the General Manager ensures everything is running on schedule.
- **Marketing Focus:** The Marketing Manager ensures the restaurant attracts a loyal customer base through digital and social media, promoting both the food and the cultural experience.
- **Financial Health:** Having an Accounting Manager ensures that the business remains financially viable, allowing reinvestment into quality ingredients and the customer experience.

PESTEL Analysis

- **Political:** Government support for minority-owned businesses
- **Economic:** Affordable West African food with high margins
- **Social:** Rising interest in African culture and food in the UK
- **Technological:** Delivery apps, contactless payments, website
- **Environmental:** Eco-friendly packaging, waste reduction
- **Legal:** Compliance with food hygiene, licensing, and labour laws

Marketing Strategy

- **Digital Presence:** Instagram, TikTok, Google My Business
- **Launch Event:** Influencers, food bloggers, community outreach
- **Cultural Events:** Monthly themed nights, African cuisine celebrations
- **Loyalty Programs:** Discounts for students, repeat customers
- **Community Partnerships:** Collaboration with African societies and local groups

Funding Request & Allocation

- **Amount Requested:** £50,000
- **Allocation:**
 - Fit-out & Kitchen Setup: £22,000
 - Marketing & Branding: £5,000
 - Inventory: £5,000
 - Staff & Training: £6,000
 - Legal & Working Capital: £12,000

Financial Projections for the first 6 months

Expected Revenue: £160,000 – £180,000

Cost of Goods Sold: ~£70,000

Operating Expenses: ~£95,000

Net Profit: £13,000 – £15,000

Break-even Point: Month 9

Year 2: Expansion into takeaway, app, and catering services

Month	Sales Revenue	Expenses	Net Cash Flow
Month 1	£3,000	£10,000	–£7,000
Month 2	£6,000	£9,000	–£3,000
Month 3	£9,000	£9,500	–£500
Month 4	£13,000	£10,000	+£3,000
Month 5	£17,000	£11,000	+£6,000
Month 6	£21,000	£12,000	+£9,000

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