

BDP TOPIC APPROVAL SUMMARY

1. Proposed topic or working title

A Feasibility Study of a London Underground-Themed Restaurant and Non-Alcoholic Nightlife Café in Vadodara, Gujarat, India

2. Business problem

This project will explore whether people in Vadodara want a restaurant that offers more than a normal meal. Some customers may be interested in a special theme, a social place to meet friends, and evening entertainment without alcohol. I will research whether this need exists rather than assume that it does.

3. Proposed business response

The proposed business would serve food and drinks in a London Underground-inspired setting, with themed décor and seating. A unique feature would be alcohol-free London-style pub evenings on Fridays and Saturdays, with music, lighting, mocktails and social activities. The concept would provide a party atmosphere without serving alcohol. The BDP will assess whether this offer is practical and attractive to customers.

4. Target customers and scope

The study will focus on Vadodara, Gujarat, and consider students, young adults, families and groups of friends who want a themed dining experience or alcohol-free evening social venue. To keep the project manageable, the research will focus on the local restaurant, café and evening-entertainment market.

5. Early evidence of demand

I will look for evidence through competitor research, available restaurant and hospitality reports, online customer reviews, and a short customer survey or informal feedback if possible. I will use reliable sources in English and include references that my supervisor can check.

At this stage, customer demand has not yet been confirmed.

6. Aim and feasibility

The aim is to find out whether this restaurant concept could work as a business. I will assess customer interest, competitors, suitable locations, startup costs, monthly expenses, staffing, possible sales and profit, and key risks. I will also check whether enough reliable information is available in English to complete the BDP.

Location approval request

The guidance says the UK is the preferred startup location. Please confirm whether I may use Vadodara, India, for this proposed business, provided I can access enough reliable evidence in English. If not, please advise what changes I should make before writing the full Introduction.