



PROGRAM OF STUDY: CERTIFICATE IN HIGHER EDUCATION BUSINESS SKILLS FOR THE WORKPLACE

MODULE: ENTERPRISE AND ENTREPRENEURSHIP

CODE: LCLM4006

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Overview of the business idea

BUSINESS NAME: CASA MOLDOVENEASCĂ

TYPE: TRADITIONAL MOLDAVIAN RESTAURANT

PRODUCTS/SERVICES:

TRADITIONAL DISHES: SARMALE, PLĂCINTE, ZEAMĂ, MĂMĂLIGĂ

HOMEMADE DESSERTS

CULTURAL DINING EXPERIENCE (DECOR, MUSIC)

MANAGEMENT STRUCTURE:

OWNER/MANAGER: ME

CHEF + 2 KITCHEN ASSISTANTS

2 WAITERS

LEGAL FORMAT: LIMITED LIABILITY COMPANY (LLC)

"THE RESTAURANT OFFERS AUTHENTIC MOLDAVIAN FOOD AND A CULTURAL DINING EXPERIENCE."

Why this Idea?

- MOLDAVIAN FOOD IS UNIQUE AND NOT WIDELY AVAILABLE
- CUSTOMERS LOVE TRADITIONAL, HOMEMADE MEALS
- OPPORTUNITY TO PROMOTE CULTURE
- STRONG POTENTIAL FOR EVENTS(BIRTHDAYS, SMALL CEREMONIES)

“THIS IDEA IS ATTRACTIVE BECAUSE MOLDAVIAN CUISINE IS DELICIOUS BUT NOT COMMON. IT ALSO ADDS CULTURAL VALUE.”

PESTEL Analysis

POLITICAL: FOOD REGULATIONS, HYGIENE STANDARDS.

ECONOMIC: INFLATION MAY AFFECT FOOD PRICES, BUT COMFORT FOOD STAYS IN DEMAND.

SOCIAL: PEOPLE ENJOY TRYING NEW FOOD AND TRADITIONAL DISHES.

TECHNOLOGICAL: SOCIAL MEDIA HELPS ATTRACT CUSTOMERS.

ENVIRONMENTAL: USE OF LOCAL INGREDIENTS AND REDUCED FOOD WASTE.

LEGAL: MUST COMPLY WITH RESTAURANT LICENSES AND SAFETY LAWS.

“THE PESTEL ANALYSIS SHOWS THAT ALTHOUGH THERE ARE RULES TO FOLLOW, THE SOCIAL AND TECHNOLOGICAL ENVIRONMENT SUPPORTS THIS TYPE OF BUSINESS.”

Marketing Strategies

TARGET CUSTOMERS: FAMILIES, STUDENTS, WORKERS, EASTERN EUROPEAN COMMUNITY, FOOD LOVERS

STRATEGIES:

SOCIAL MEDIA PAGES (INSTAGRAM, TIKTOK, FACEBOOK)

PHOTOS AND VIDEOS OF COOKING TRADITIONAL DISHES

“TASTE OF MOLDOVA” SPECIAL MENU

STUDENT DISCOUNTS

COLLABORATION WITH FOOD BLOGGERS

OPENING EVENT WITH FREE SAMPLES

“I WILL USE LOW-COST, EFFECTIVE STRATEGIES LIKE SOCIAL MEDIA AND TASTING EVENTS TO ATTRACT CUSTOMERS.”

Marketing Mix

PRODUCT: TRADITIONAL MOLDAVIAN MEALS MADE FROM LOCAL INGREDIENTS

PRICE: COMPETITIVE, £7–£15 PER MEAL

PLACE: RESTAURANT LOCATED IN A BUSY AREA (NEAR CITY CENTRE)

PROMOTION: ONLINE ADS, POSTERS, LOYALTY CARDS, HOLIDAY SPECIALS

“THESE EXPLAIN HOW THE RESTAURANT WILL POSITION ITS PRODUCTS AND PROMOTE THEM.”

Funding Required

TOTAL FUNDING NEEDED: £48,000

ALLOCATION:

RESTAURANT SPACE DEPOSIT + RENT: £15,000

KITCHEN EQUIPMENT: £12,000

FURNITURE & INTERIOR DECOR (TRADITIONAL STYLE): £8,000

INITIAL INGREDIENT STOCK: £2,000

LICENSES & PERMITS: £1,500

MARKETING BUDGET: £2,500

STAFF SALARIES (FIRST MONTH): £5,000

EMERGENCY FUND: £2,000

“TO OPEN THE RESTAURANT, I ESTIMATE ABOUT £48,000 IS NEEDED, MOSTLY FOR RENT, EQUIPMENT, AND DECORATION.”

Operations Plan

LOCATION:

- RESTAURANT BASED NEAR THE CITY CENTRE TO ATTRACT STUDENTS, WORKERS, AND FAMILIES

DAILY OPERATIONS:

- COOKING FRESH DISHES EVERY DAY
- SERVING CUSTOMERS AND MANAGING ORDERS
- CLEANING, PREPARATION, AND STOCK CHECKS

SUPPLIERS:

- LOCAL FARMS AND FOOD SUPPLIERS FOR FRESH VEGETABLES, MEAT, AND DAIRY
- DELIVERY COMPANIES FOR DRY INGREDIENTS

TECHNOLOGY:

- ONLINE BOOKING SYSTEM
- SOCIAL MEDIA FOR MARKETING

“THE OPERATIONS PLAN ENSURES THE RESTAURANT RUNS SMOOTHLY AND DELIVERS GOOD CUSTOMER SERVICE.”

Risk Analysis

FINANCIAL RISKS:

- LOWER-THAN-EXPECTED CUSTOMER NUMBERS
- HIGH COST OF INGREDIENTS

OPERATIONAL RISKS:

- STAFF SHORTAGES
- EQUIPMENT BREAKDOWN

MARKET RISKS:

- NEW COMPETITORS
- CHANGES IN CUSTOMER PREFERENCES

RISK MANAGEMENT:

- KEEP AN EMERGENCY BUDGET
- USE MULTIPLE SUPPLIERS
- OFFER SEASONAL PROMOTIONS TO STAY COMPETITIVE

“IDENTIFYING RISKS HELPS THE BUSINESS PREPARE AND AVOID BIG LOSSES.”

Conclusion

- SUMMARY:

CASA MOLDOVENEASCĂ OFFERS A UNIQUE CULTURAL DINING EXPERIENCE WITH TRADITIONAL MOLDAVIAN DISHES.

THE BUSINESS HAS STRONG DEMAND, CLEAR MARKETING STRATEGIES, AND REALISTIC FINANCIAL PLANNING.

- FINAL POINT:

WITH THE RIGHT FUNDING AND EFFECTIVE MANAGEMENT, THE RESTAURANT CAN GROW INTO A POPULAR LOCAL FOOD DESTINATION.

“THE BUSINESS IS REALISTIC, CULTURALLY VALUABLE, AND HAS GOOD POTENTIAL FOR SUCCESS.”

References

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