



The Bloom Kitchen Ltd

Individual Presentation Pitch

Enterprise and Entrepreneurship - LCLM4006

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Introduction

About me and The Bloom Kitchen Ltd.

- My name is Murtaza, and I am the founder of The Bloom Kitchen Ltd.
- The purpose of this presentation is to introduce my business idea and explained why I believe the bloom kitchen has the potential to become a successful and sustainable community restaurant.
- The idea is based on providing customers with affordable, healthy an enjoyable food, while also considering environmental responsibility and supporting the local community.
- The business will focus mainly on students, young professionals, families and local businesses and organisations.
- My overall aim is to create the restaurant that is not only somewhere people come to eat, but also a place that customers feel connected to.

Section 1 - Overview of the Business Idea

The Bloom Kitchen is a sustainable community restaurant offering fresh and affordable meals.

The restaurant will use locally sourced and seasonal ingredients were practical and will provide a range of food choices to suit different customer preferences.

Services:

- Dine in meals
- take away
- online delivery
- catering services
- private events
- vegetarian and vegan options

The market need:

Customers want convenient food, but they increasingly also want quality, healthier choices on businesses that demonstrate social and environmental responsibility.

The bloom kitchen aims to meet this need by combining: affordability plus quality plus health plus sustainability plus community

Unique Selling Point: USP providing affordable, healthy and sustainable food in welcoming community focused environment.

This gives customers a reason to choose the bloom kitchen instead of simply choosing another restaurant.

Section 2 - Legal Format and Management Structure

Legal structure:

- The Bloom Kitchen Ltd will operate as a private limited company Ltd.
- I have chosen this structure because it provides limited liability, meaning the business is legally separate from its owner.
- It is also suitable because the business has ambitions to grow and potentially attract investments in the future.

Why choose a limited company?

- Choosing a limited company can give a separate legal identity, professional structure, supports future expansion and as well as builds credibility with suppliers and customers.
 - Management Structure
 - Managing Director/Founder
 - Restaurant Manager
 - Head Chef
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Management Structure and Responsibilities

Managing Director / Founder

The Managing Director / Founder is responsible for the overall business strategy, financial management, investment and funding, supplier and business relationships, and the long-term growth of the restaurant.

Restaurant Manager

The Restaurant Manager is responsible for managing the daily restaurant operations, supervising staff, providing excellent customer service, managing stock, and ensuring the restaurant runs efficiently.

Head Chef

The Head Chef is responsible for developing the menu, overseeing food preparation, maintaining food quality, managing the kitchen, and ensuring high standards of food hygiene and safety.

Marketing & Social Media

The Marketing & Social Media team is responsible for managing Instagram and TikTok, creating promotional campaigns, engaging with customers online, and building brand awareness.

Restaurant Staff

Restaurant staff are responsible for preparing and serving food, taking customer orders, providing good customer service, and maintaining cleanliness throughout the restaurant.

Section 3 – PESTEL Analysis

Political: government policies, taxation employment requirements and business regulations can affect the restaurant

Impact: changes in government requirements could increase costs or create additional responsibilities.

Response: the bloom kitchen will monitor relevant requirements, maintain accurate records and seek professional advice when necessary.

Economic: Inflation and rising costs for food energy, rent and staffing can affect restaurant profitability.

Impact: higher costs could reduce profit margins, while customers may also have less disposable income.

Response: The bloom kitchen will build strong supply of relationships reduce food waste use seasonal ingredients where practical and review prices if necessary.

Slide 8 – PESTEL Analysis Continued

Technological: Technology is important for modern restaurants because customers increasingly use online platforms to find restaurants, order food and bank payments.

Impact: technology can increase convenience and hope the restaurant reach more customers

Response: Tiktok, Instagram, online ordering and delivery platforms

Environmental: restaurants can create food waste and use significant amounts of packaging energy and water.

Impact: poor environmental practises could increase cost and damage a restaurant's reputation.

Response: reduce food waste, monitor stock carefully and use sustainable packaging where practical.

Section 4 - Marketing Strategies

- **Target market:** The Bloom Kitchen will focus on 4 main customer groups:
- **Students:** looking for affordable, convenient meals and discounts.
- **Young Professionals:** interested in convenient, healthier and sustainable food.
- **Families:** looking for quality food in a welcoming environment.
- **Businesses and Organisations:** potential customers for, meetings and events.
- **Our USP:** affordable + healthy + sustainable + community focused.

Section 5 – The Bloom Kitchen Ltd Funding Requirements and Allocation

Additional business funding/resources:

Owner investment: £20,000

Sustainability grant: £10,000

Total funds available at start-up: £80,000

Initial costs:

Kitchen equipment: £25,000

Rent: £15,000

Insurance: £500

Printing & stationery: £80

Uniforms and staff equipment: £500

Total initial costs: £41,080

These figures come directly from your actual cash-flow forecast.

Startup Cost	
Kitchen Equipment	£25,000
Initial Rent	£15,000
Insurance	£500
Uniforms and staff equipment	£500
Total	£41,000

Fixed Costs	per month
Restaurant Rent	£3,000
Business Rates	£250
Gas bill	£120
Equipment Maintance	£300
Accountant	£100
Total cost	£3,770

Variable Costs	APR	MAY	JUN	JUL	AUG	SEP
Electricity	£450	£470	£500	£520	£550	£570
Raw materials	£3,200	£3,500	£3,800	£4,000	£4,200	£4,400
hourly paid Emp	£300	£350	£400	£450	£500	£550
Total Var cost	£3,950	£4,320	£4,700	£4,970	£5,250	£5,520

	APR	MAY	JUN	JUL	AUG	SEP
Fixed	£10,770	£10,770	£10,770	£11,670	£11,670	£11,970
Variable cost	£4,950	£5,410	£5,930	£6,010	£6,290	£6,700
Total cost	£15,720	£16,180	£16,700	£17,680	£17,960	£18,670
Revenue	£10,800	£12,720	£14,450	£16,130	£17,850	£19,570
Profit/loss	-£4,920	-£3,460	-£2,250	-£1,550	-£110	£900

Investment capital needed = £50,000

Investment needed = Total Startup Cost + (Operational Cost – Revenue up to the break-even point)

Conclusions

Why The Bloom Kitchen?

The Bloom Kitchen addresses a clear customer need by combining affordable food, quality, healthier choices and sustainability.

The business has several potential revenue streams:

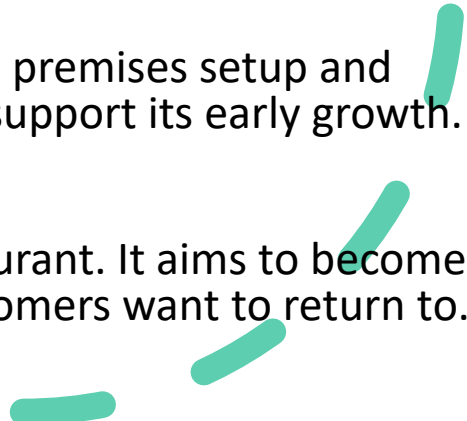
- Restaurant sales
- Takeaway
- Online delivery
- Catering
- Private events
- Gift cards
- Merchandise

The business also has a clear management structure and a defined target market.

The £80,000 investment would provide the equipment, premises setup and working capital required to establish the business and support its early growth.

Investment Opportunity

The Bloom Kitchen is designed to be more than a restaurant. It aims to become a sustainable and community-focused business that customers want to return to.



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**ANY
QUESTIONS?**