

1. Title: (Business Name): RUSTIC DUNAREA RESTAURANT
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1. Synthesis

Rustic Dining Restaurant is a East European restaurant,open it on January 2019, it is impregnated with the typical traditional atmosphere of the past centuries - from the construction and the wooden furniture to the dishes filled with dishes made with original recipes, from the fragrant slibovita to Zamfir's forceful music.

The food is cooked by Romanian chefs of the best choices. The seasoned minced meat, smoked meat is prepared by the restaurant, and the meat of chicken, beef, pork and fish, as well as vegetables are bought daily from the best places.

The main suppliers of the restaurant are located in the immediate vicinity, respectively the Star Shopping Center. The supplies will be made with own transport means in order to save time and financial resources. The management of the stocks and their control will be done by the company manager. The Rustic Dunarea Restaurant is a franchise-based trading company. Of the total of shares, 40% are owned by Elena Daniela Arnautu, of Greek Roman origin, who is its founder, and the remaining 60% are divided between the managers of each rustic Danube restaurant, exactly 2 in number. The environment in which the business develops is one of development, proof being the constant number of customers that the restaurant has. Despite the financial crisis that has affected the world, the wages that are getting smaller or the unemployed whose number is increasing , the rustic restaurant Dunarea manages to keep on the market and even to profit thanks to the unique Eastern European unique in Brasov, the favorable location, the high quality of services and products, the loyalty of the customers and the strong marketing strategy.

The company's marketing and advertising policy emphasizes the uniqueness of the service. The management team (owners and administrators) had to design a marketing strategy that included methods and elements specific to each stage of the restaurant's life.

The restaurant has 18 employees and all have an indefinite work contract. As a preparation they have knowledge of economics, accounting, specific to each post. Apart from business initiators, manager (authorized accountant or expert), chief chef (graduate of specialized courses), the rest of the employees do not require special training.

2. Description of the business.

Description of the business idea

The dishes are the traditional recipes prepared by old recipes whose secret is known only to the Eastern European chefs. All ingredients are fresh, carefully chosen, this is the guarantee of a memorable taste. The barbecue is prepared on the grill with coal.

3. Description of the company.

Over time, with the expansion outside Bucharest, the number of employees exceeded the number of 100. The person, carefully selected, is under the supervision of a manager whose sole purpose is the full satisfaction of the clients.

The activity aimed at establishing the company is in the tertiary sector, respectively services, materialized in the opening of a restaurant with specific Eastern European.

The restaurant is made up of 3 main parts: dining room, kitchen and terrace. The hall has 100 m² and offers a capacity of approximately 90 seats.

Ensure, as far as possible, an optimal supply of raw materials and reduce inventories to a level that involves minimal maintenance and inventory costs without adversely affecting the normal course of business. To do this, use the JUST IN TIME process (the arrival of the stocks is at the right time and in the strictly necessary quantities).

4. The description and advantages of the location of the company.

The location of the restaurant in the center of the city is important for attracting clients. It is easily accessible to anyone. Given that Brasov is a historic city, visited by thousands of tourists annually, the downtown location is a key point because tourists hungry after all the way stop here with pleasure to enjoy delicious rustic dishes.

5. Description of the environment in which the business will evolve.

The environment in which the business develops is one of development, proof being the constant number of customers the restaurant has.

- because the amount of credits due to the various banks declined considerably over time, so the profit increased;
- because the food is prepared and kept in a clean environment, respecting all international standards in the field of services;
- because although prices are peppery, the quantity and high quality of food, and the exceptional service, people are always attracted to what is best.

6. Marketing Plan.

A) Market description

The target market segment is predominantly located in Brasov, but the segment of tourists visiting the city also occupies an equally important place. size of the population of the city of Brasov on which the business is going to focus, is estimated at 10% of the city's wage population (about 172.7 thousand persons) being about 17.000 potential customer.

B) Marketing strategy

Thus, even on the day of the opening of the site were invited public figures of Brasov city, culture people, successful businessmen who enjoy a good reputation. The commercial during this period was well-targeted, tending the market segment to be pursued. This was done through:

- . business cards sent to companies, companies, or public, cultural and educational institutions;
- . dissemination of brochures in the event of the arrival of foreign delegations or conducting scientific conferences or communications in the city of Brasov;
- . in a mass media environment, the radio was another way to advertise, but this process was used only for short and intermittent periods to inform potential customers of the intention to open a new restaurant with a specific and differentiated by quality;
- . in summer and winter, the ad will be more intense, more incisive than usual, and the message will be addressed to a wider consumer segment. The reason is to attract as many consumers as possible.

Other ways the restaurant is currently advertising:

- placing business cards in multiple locations (for example, in bars or cafes) so that everyone has access to them;
- Placing billboards on the access roads in Brasov, so that those coming from other cities or from abroad can learn about the existence of the restaurant;
- appearing in mass-media publications (for example 24fun or days and nights);
- Setting up an easily accessible restaurant site where customers can find both the menu and the prices of each menu item.

7.Management and business organization.

Description of the management team.

E.D Arnautu Manager from Romania, owner and administrator of this position since 2019, Mihaela Tudosa HR manager at rustic restaurant Dunarea, and Daniel Gheorghe administrator.

B) Organization of human resources within the business

The organization of the business is a mixed one in which, starting with a responsibility organization, the organization and the organization are reached.

For the realization of the investment project, the company has identified a financing requirement of 270,000 euros, the amount which is argued as follows: rental of real

estate with restaurant destination for one year (40,000 euro), arrangements (150,000 euros), kitchen and furniture equipments 70,000 euros), delivery car (10,000 euros) Out of the 270,000 euros needed, 150,000 euros are covered by own sources. It is intended that the calculated funding needs be covered by obtaining a credit from a specialized institution. The financial forecasts were made under the assumption of a long-term loan of 170,000 euros, whose repayment will be made in 3 years by equal rates and the interest calculated on the balance. The credit interest rate in foreign currency that was used in the financial projections is 12%.

1 year since the Danube rustic restaurant was opened, a sales pattern was noted, namely:

- In January and February sales were high due to the large flow of tourists in Brasov;
- the March arrival date, and therefore the closing of the winter season, the value of sales began to decline, continuing to decline until May;
- In June, July and August there was a slight increase due to the location of a terrace in the yard and in front of the restaurant;
- in October and November there is an increase in sales due to the winter season; - In December, sales are exceptional due to the high flow of tourists and the increase in customer financial opportunities.

Conclusion:

The economic crisis we are currently facing poses a high risk to all existing businesses now. Starting from rising unemployment among the target market segment and rising commodity prices, they can all be detrimental to the well functioning of society. Inflation would influence the business, but it is not a very important factor because of the segment targeted by this restaurant. Inflation will have a rather low impact on profit (increasing production costs) and not on the number of customers

Reference; Business plan – Restaurant ,Google