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LCLM4006 Enterprise & Entrepreneurship

Assessment 1- Individual Written Business Plan

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Introduction

Casa Carpathia, a Romanian restaurant and cultural lounge in ***Birmingham***, is envisioned in this business plan. The business aims to bring authentic Romanian food and traditions to a diverse urban market and serve as a community hub for locals and Romanians abroad. The plan covers the business model, legal framework, environmental context, and marketing strategy needed to start and grow a sustainable hospitality business. Government and business research informs each part of the proposal to ensure it meets market trends, government rules, and investor expectations.

Overview of the Business Idea

A restaurant and cultural lounge called Casa Carpathia would be built near Birmingham's Centre. Traditional Romanian dishes like sarmale, mici, ciorbă de burtă, and papanasi will be served. One building will house a full-service restaurant, a bakery with fresh bread and pastries, and a lounge with folk music and cultural events. The restaurant wants to attract food and culture lovers from around the world, not just Romanian expats. They also want to attract locals and tourists seeking new cuisine. Birmingham's central location and good transport make it easy to reach (Switch Hotel Solutions, 2025).

City population determines opportunity. Birmingham had about a million residents in 2021, according to the ONS. One percent of residents were Asian, Asian British, or Asian Welsh, one percent Black, Black British, Black Welsh, Caribbean, or African, and one percent White. Only 1% of residents were White in 2021, down from 1% in 2011. This indicates city diversification. The UK ethnic food market was worth USD billion in 2024. It's expected to be worth USD billion by 2032 after 1% annual growth. Birmingham is in the Midlands, a top consumption region due to its diversity.

The Southampton Data Observatory reported a 576 percent increase in Romanian-born UK residents from 87,000 in 2011 to 539,00 in 2021. Romania has more births than any other country except the UK. Birmingham's Eastern European communities are large. This requires authentic food and cultural spaces for diaspora connection. Casa Carpathia intends to serve this community and teach Brits about Romanian cuisine (Birmingham Culture, 2025).

Casa Carpathia's specialty is authentic Italian food and cultural engagement. Many ethnic restaurants only serve food, but this one will also host folk music nights, Romanian film screenings, and craft workshops. The interior will feel like a cozy Romanian country home with wooden furniture, carved designs, and a central fireplace. Morning and lunchtime visitors will allow the bakery to sell coffee and pastries. The restaurant's in-person experience and delicious food set it apart in Birmingham's competitive dining scene.

Legal Format and Management Structure

Casa Carpathia will be a private limited company in England and Wales. This legal structure treats the firm as a separate entity. Private limited companies have limited liability, so shareholders' personal assets are safe if the business has money problems, according to Lera Accountancy. These companies can raise funds and gain customer and supplier trust by selling shares. Since corporation tax rates are 19% to 25%, owners should mix salary and dividends to pay taxes. Company will register with Companies House and follow filing and reporting rules (AVVALE, 2022).

Casa Carpathia chose a private limited company for many reasons. The business needs a lot of money to start with rent, supplies, and advertising. Sellable shares make investing easier for business angels. Second, limited liability reduces founder risk and attracts investors. Finally, the business has perpetual succession, meaning it can continue after owners change.

A small leadership team will manage. The founder/managing director will oversee strategic planning, finances, and stakeholder relations. Management of suppliers, quality standards, and regulations will fall to an operations director. Head chef who makes Romanian food will run the kitchen with a sous chef and other staff. Reservations, customer service, and training are the service manager's duties. They will manage front-of-house operations. Marketing managers implement digital and community outreach plans. This setup emphasises accountability while allowing for early growth flexibility (Food Plus UK, 2023).

PESTEL Analysis

Political: Governmentally, the UK supports small and medium-sized businesses. Beginning 2024, there were about a million private businesses. Small ones predominated. Local governments regulate the environment. Birmingham's Class D Clean Air Zone covers square miles and charges violators 24/7(FT,2024). Euro 6–compliant vans will deliver packages to Casa Carpathia to avoid fees. Food businesses must register with the local government and get a licence 28 days before opening. Like alcohol businesses, they must follow other licensing rules.

Economic: Monetary policy and inflation affect spending. The Consumer Prices Index (CPIH), which includes home-ownership costs, rose 1% in August 2025. In May 2025, the Bank of England lowered the Bank Rate to 1% but maintained a tight stance to return inflation to 2%. Rising food and energy prices could hurt restaurants' profit margins and consumers' spending. Still, the ethnic food market is expected to grow 7% per year, indicating strong demand. Casa Carpathia will set value-based prices and negotiate long-term supplier agreements to cut costs (Gauthmath, n.d.).

Social: Birmingham's diversity supports the market. About 1% of residents were White in 2021. Black and Asian communities had 1% each. The Romanian diaspora's rapid growth—to 539 thousand nationwide—indicates community support. Food habits are changing. SevenRooms reported a 21% increase in restaurant reservations between Q1 2023 and 2024. Value, convenience, and customisation matter most to diners. Discovering new restaurants on social media is important: 46% of diners try a new restaurant after seeing a post, and 84% of restaurant owners spend most of their market budget on it. In early 2020, 84% of adults used smartphones privately and 93% of households had cell phones, according to an ONS Freedom of Information response. This shows mobile device use changes behavior. Casa Carpathia will capitalize on these trends with a mobile booking and loyalty app.

Environmental: Rules and sustainability expectations affect operations. UK businesses that make or import 10 tons of plastic packaging must recycle at least 30% of it under the Plastic Packaging Tax. Taxes will rise to £ per tons in 2025. Casa Carpathia won't reach

ten tons, but it will use biodegradable takeaway containers and less plastic to attract eco-conscious customers.

Legal: Business must sell safe food of the expected nature and quality and not use misleading labels under the Food Safety Act 1990 in England and Wales. January 2024 EU food laws remain in force in the UK. Food businesses must register with the local government 28 days before opening and follow hygiene, allergen labelling, and tracking rules. (Mges Journals, 2021).

Marketing Strategies

Product: The main offer is authentic Romanian food and cultural activities that delve into its history. Saramale and mici will be made using traditional recipes. Folk music nights, movie screenings, and weekly craft workshops foster community. The bakery next door sells fresh bread and pastries for eating in or taking out (Birmingham City Council, 2014).

Price: Prices will target the middle market. Prices will be similar to other ethnic restaurants, but Romanian wines and seasonal specials will have higher profit margins. Lunch specials and returner discounts will attract customers. Changes in special event prices generate the most revenue.

Place: The restaurant will be near Birmingham New Street Station to capitalise on the many commuters, shoppers, and tourists in the area. A bakery counter, small stage, and sixty seats are planned. Casa Carpathia will deliver food via Uber Eats and Deliveroo (Semantics Scholar, 2020).

Promotion: Greater focus on digital marketing. A professional website will have menus, event calendars, and Romanian culture blogs. Instagram, TikTok, and Facebook campaigns will post dishes and behind-the-scenes content. 84% of operators spend most of their marketing budget on social media, and 46% of new restaurant customers find it through a post.

People: Staff training will emphasize Romanian hospitality. Employees who speak English and Romanian can better serve international customers. Staff will be asked about dishes and customs (Journal of Behavioral and Management Sciences, 2023).

Physical evidence: Good processes produce consistent quality and service. Reservation software reduces waiting times. Ordering online and using delivery partners simplifies things. Customer feedback from surveys and review sites will inform improvements.

Proof: Decoration and presentation strengthen brands. Traditional patterns, embroidery, and Romanian landscapes will decorate the restaurant. Bakery and takeaway boxes with branding help with identity. Digital channels with good food photography showcase dishes (Amfiteatru Economic Journal, 2021).

Funding and Expenses

The start up cost for Casa Carpathia is estimated at £120,000. The funds will cover acquisition and fit out of premises, equipment, marketing and working capital. I will add £20,000 from my savings and seek out funding of £100,000.

CASH FLOW

Cash in	MONTH
	1
Government loan	£25,000
Angel Investemnt	£25,000
Commercial bank loan	£25,000
Personal Savings	£20,000
Total cash in-flows (A)	£95,000

	MONTH
Cash out-expenses	1
Rent or premises costs	£2,500
Business rates for your business premises	£1,500
Utilities (gas, electricity, water)	£2,000
Insurance	£1,500
Telephone and internet	£500
Marketing and advertising expenses	£5,000
Vehicle running costs	£0
Equipment purchase/ leasing and furniture	£30,000
Postage, printing, stationery	£2,000
Transport and delivery	£2,000
Professional fees (legal, accounting etc.)	£2,500
Cost of sales (Cost of product)	£20,000
Wages your own	£0
Staff wages	£17,000
Any other	£0
Any other	£0
Total cash out-flows (B)	£86,500
Your net cash flow (A-B)	£8,500

To fund your new business, the UK government offers unsecured personal loans from £500 to £25,000. These loans can be repaid over one to five years at 6% per year and include free mentoring for up to twelve months. Casa Carpathia needs funding for marketing and working capital up to £25,000 (Desklib, 2023).

Angel investment: Angel investors fund, advise, and connect. The British Business Bank says angel investors advise and get 10–25% of the business. They don't require interest because their returns are from capital growth. The Seed Enterprise Investment Scheme requires a £50,000 investment from a hospitality veteran. This program gives tax breaks and limits angel shareholdings to 30%.

A commercial bank loan of £25,000 may be possible based on cash flow projections. Based on the 1% Bank Rate, small business rates may be around 7%. The business would repay the loan over five years with assets (LinkedIn, 2025).

Conclusion

Birmingham's dining scene could use Casa Carpathia's cultural flair. You have a competitive advantage when you combine real Romanian food, cultural events, and digital marketing. The UK's diverse population, growing interest in ethnic food, and friendly business conditions make it a good starting point, according to the study. Casa Carpathia can become financially stable and impact the community in its first few years with the suggested funding structure and management plan. This will enable future expansion and growth.

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