

Student name: Shelina Jaigirdar
Student ID number: 2235135
Programme: BA Dip CertHE International Gastronomy
Management
Module: BMGM6001
Leading Restaurant Strategy
Module code: BMGM6001
Lecturer: Jessica Newport
Assignment Title: Assessment 2 - Individual pitch
presentation of the preopening business plan

Business Pitch

The Spice of India is a vibrant and authentic Indian restaurant with an exciting fusion menu, and breathtaking views.

Located in the heart of the popular tourist location, Whitley Bay, (NewcastleGateshead, 2020).

The strategic location of the restaurant on the seafront is different to the rest of the local businesses, (Brophybros.com, 2021).

It has a fusion menu which is different to most local Indian restaurants



- The restaurant specialises in authentic Indian cuisine, sourcing fresh local ingredients, (Paul Roku Agency, 2024).
- Indian fusion dishes to cater for all taste buds.
The younger generations prefer fusion.
- Dine in, take out, sit on the beach, or a bench facing the sea, (Restaurant India, 2025).

Image, (Shutterstock, 2016).



Fusion Indian Dishes are preferred by younger generation

Traditional Indian menus would have the traditional Somosas on the starter list.

Traditional dishes with a twist of fusion such as somosa chat is created differently with deconstructed Somosas, would be on the menu, (Manali, 2019).

Chicken Tikka main with salad would be placed inside a wrap or nan with sauces to create a wrap, (Vermilion, 2024).



Customer satisfaction

Aim is for the business to be a popular local Indian restaurant providing excellent and great customer service, (Pub, 2021).

Guests must enjoy the food and feel appreciated and valued.

Complains must be dealt with promptly and effectively so that customers feel heard and understood, (3s-pos.com, 2025).



- The business will establish itself as the place to go to for :
 - good quality food,
 - beautiful views
 - Exceptional customer experience.

89% customers return if they experience good customer service, (Amaresan, 2023).

The Menu

Authentic Indian cuisine, (Reading, 2021).



- . Fusion dishes
- . Vegetarian
- . Vegan

The menu will include all these options to cater to a wider audience.

Image 1, (Rainbow Plant Life, 2021).

Image 2, (Pexels.com, 2025).



Target market

- Food lovers, (Poet Boutique Restaurant's, 2023)
- Professionals
- Families, (Call-systems.com, 2025)
- Couples, (Violas, 2024)

Customers visit restaurants for a memorable experience whilst there. It is an environment away from the busy every-day life. It's where they can relax and enjoy meals without having to prepare it themselves.

Value proposition

Major value proposition would be the prime location providing the unique experience of the atmosphere and innovating fusion dining experience with the relaxing view overlooking the sea and beaches, (Revolution Ordering, 2025).

It will be an experience to remember and look back on for tourists and locals who love to dine in with a great view.

The uniqueness of this business will be the fusion of both Indian dinning, and baguettes and wraps with traditional fillings and ingredients in them, also focusing on health and dietary requirements.

E.g. low calory diet, gluten free, sugar free, vegan etc.

It will be for those who enjoy the picturesque views or just want to sit outside on the bench opposite the seafront.

Marketing

- Engaging website, (Donaldson, 2022).
- Social media platforms e.g. Facebook, Tik Tok and Instagram
- Local food bloggers
- Influencers



Image, (Freepik, 2025).

Finances

We are seeking an investment of £80,000 to set up and start the Spice of India business.

The start up and expenditure expenses in the first year will total to £195,449.20

This amount will include:

£52,969.20 cash in saving that is ready to use,

£17,000 annual loan repayments, (loan, £51,000 over 3 years)

The income for the year will be £250,000.

The business will make an impressive £54,550.80 in profit after paying all the expenditure and with the profit, most of the pitch amount will be paid, (Collard, 2022).

**Grand total of
£54,550.80 first
year profit**

£54,550.8 profit would be made after expenses, including paying off most of the £80,000 pitch amount.

The 2nd year profit would have paid off the remaining of the £80,000 other

However, with marketing and advertising all over social media, and through keeping websites exciting and fresh with promotions and offers we would like to continue to increase business, so the profit would be higher than the basic profit figure here.

Image, (man, 2016).



References

- Amaresan, S. (2023). *7 undeniable reasons customer service is important to your business*. [online] Hubspot. Available at: <https://blog.hubspot.com/service/importance-customer-service>.
- Brophybros.com. (2021). *Unexpected Benefits of Waterfront Restaurants*. [online] Available at: <https://www.brophybros.com/unexpected-benefits-of-waterfront-restaurants> [Accessed 16 Jun. 2025].
- Call-systems.com. (2025). *6 Key Points for Attracting Families to Your Restaurant - Call Systems Technology*. [online] Available at: <https://www.call-systems.com/blog/2014/07/30/6-key-points-for-attracting-families-to-your-restaurant-3/> [Accessed 16 Jun. 2025].
- Collard, D. (2022). *How Much Do Restaurants Make in a Day? (Estimates Revealed)*. [online] Epos Now. Available at: <https://www.eposnow.com/uk/resources/how-much-do-restaurants-make-in-a-day/>.

References

- 3s-pos.com. (2025). *How to Deal With Restaurant Customer Complaints* | 3S POS. [online] Available at: <https://www.3s-pos.com/blogs/how-to-deal-with-restaurant-customer-complaints> [Accessed 29 Oct. 2025].
- Donaldson, C. (2022). *9 Benefits of Event Marketing*. [online] blog.hettshow.co.uk. Available at: <https://blog.hettshow.co.uk/benefits-of-event-marketing>.
- Erik (2024). *Global Indian Cuisine: The Rise of Modern Restaurants*. [online] Kutir Chelsea. Available at: <https://kutir.co.uk/global-indian-cuisine/>.
- Freepik. (2025). *Marketing Cartoon Images - Free Download on Freepik*. [online] Available at: <https://www.freepik.com/free-photos-vectors/marketing-cartoon>.
- man (2016). *Cartoon man profit and money design vector image on VectorStock*. [online] VectorStock. Available at: <https://www.vectorstock.com/royalty-free-vector/cartoon-man-profit-and-money-design-vector-11805401> [Accessed 16 Jun. 2025].

References

- Manali (2019). *Samosa Chaat*. [online] Cook With Manali. Available at: <https://www.cookwithmanali.com/samosa-chaat/>.
- NewcastleGateshead. (2020). *Whitley Bay and Tynemouth - Seaside Towns in North Tyneside*. [online] Available at: <https://newcastlegateshead.com/business-directory/things-to-do/whitley-bay-and-tynemouth>.
- Paul Roku Agency (2024). *The Importance of Sourcing Local, Seasonal and Sustainable Produce*. [online] Caigerandcocatering.co.uk. Available at: <https://www.caigerandcocatering.co.uk/the-importance-of-sourcing-local-seasonal-and-sustainable-produce>.
- Poet Boutique Restaurant's. (2023). *Why Do People Love Restaurants?* [online] Available at: <https://poetrestaurant.com/why-do-people-love-restaurants/> [Accessed 16 Jun. 2025].
- Pub, I.A. (2021). *Group of happy friends having fun while waiter is serving them food...* [online] iStock. Available at: <https://www.istockphoto.com/photo/happy-waiter-serving-food-to-group-of-friends-in-a-pub-gm1307190527-397530766?searchscope=image%2Cfilm> [Accessed 16 Jun. 2025].

References

- Rainbow Plant Life. (2021). *40+ Fantastic Vegan Indian Recipes*. [online] Available at: <https://rainbowplantlife.com/40-fantastic-vegan-indian-recipes/>.
- Reading, M. (2021). *What Is It About A Curry? A guide to Indian Cuisine*. [online] Sense Earth. Available at: <https://senseearth.co.uk/blog/a-guide-to-indian-cuisine/> [Accessed 16 Jun. 2025].
- Revolution Ordering. (2025). *Value Proposition for Restaurants: 13 Creative Examples*. [online] Available at: <https://www.revolutionordering.com/blog/value-proposition-for-restaurant/>.
- Shutterstock. (2016). *30+ Thousand Business Dinner Cartoon Royalty-Free Images, Stock Photos & Pictures | Shutterstock*. [online] Available at: <https://www.shutterstock.com/search/business-dinner-cartoon> [Accessed 16 Jun. 2025].
- Vermilion. (2024). *Vermilion*. [online] Available at: <https://vermilion.uk.com/blog/a-spice-odyssey-how-indian-cuisine-has-transformed-the-british-dining-scene>.
- Violas. (2024). *Violas*. [online] Available at: <https://www.violas.co.uk/blog/romantic-dining-out-creating-magical-evenings-together/> [Accessed 16 Jun. 2025].