



PRAAD Vegan

By

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PRAAD Vegan - Business Idea

- ▶ Vegan restaurant in the heart of central London- Hackney
- ▶ Replicative Business Model
- ▶ Market Gap: Lack of Indian vegan food and meat alternatives based food.
- ▶ Primary focus: Meat alternative dishes
- ▶ Customer Segment: Working professionals, Vegans, Muslim Consumers.

PRAAD Vegan - Vision and Mission

- ▶ **Vision** : To become among the top 10 brands of vegan restaurants in London in a timeframe of two years
- ▶ **Mission** : To establish a chain of standard vegan restaurants in London and key areas in the UK especially in places where tourists, migrants, different ethnic groups and people from all walks of life have the opportunity to enjoy and rejoin with their culture through their unique delicacies, beverages and melodies.

PRAAD Vegan - Market Opportunities

- ▶ 3 Million Vegans and 2 Million Muslims
- ▶ Meat alternative demand (Projected to be \$5.2 Billion Industry by 2020).
- ▶ 14.1% Muslim population in Hackney and 36.2% British.

Competitive Analysis - PRAAD's SWOT

STRENGTHS

- Quality Of Product and Service
- Location
- Atmosphere
- Reasonable Price

WEAKNESS

- Small Size
- Only one Location

OPPURTUNITIES

- Increasing Demand on Vegan Food
- Business Expansion
- Increase Quality of Service
- Reduce Prices

THREATS

- Opening of Other Similar Businesses
- Increase of Food Price
- Resourcing of required raw material and ingredients
- Issues relates with BREXIT

PRAAD Vegan - Financial Costs

Start Up Cost (In GBP per annum)		Operational Cost (In GBP Per annum)	
Staff Salary	57,000	Food	144,000
Rent	24,000	Other	68,000
License	750		
Insurance	550		
Utilities	5,000		
Advertising	5,000		
Accounting	1,700		
Equipment	20,000		
Decoration	4,000		
Others	50,000		

PRAAD Vegan - Financial Metrics

Startup Cost + Operational Cost =
380,000 pound

Investment Ratio = Net Income/ Startup
Costs = $600,000 / 380,000 = 1.57$

Profit = Sales - Total Costs = $600,000 - 380,000 = 220,000$

ROI = Net Profit/ Cost of Investment =
 $220,000 / 380,000 = 0.57$

Pay Back Period = Total Cost / Return on
Assets = $380,000 / 220,000 = 1.72$ years

PRAAD Vegan -Break Even Point

Annual

Sales = 600,000
Fixed Costs = 200,000
Variable Costs = 180,000

Monthly

Sales = 50,000
Fixed Costs = 16,600
Variable Costs = 15,000

Break Even Point = $\frac{\text{Fixed Cost}}{\left(\frac{\text{Total Sales} - \text{Variable Cost}}{\text{Total Sales}}\right)}$
= $16,600 / (50,000 - 15,000 / 50,000)$
= 0.7

Thank You
Questions ??