

World on a Plate

Group 1



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MANAGING ENTERPRISE
IN THE 21ST CENTURY
(BMSW4006_LON)

Introduction

- This report is basically about the entire business plan of the restaurant World on a Plate.
- This restaurant will provide a wide range of food items and services,
- As for objectives, the restaurant wants to add more product lines, increase sales as time goes by and attract a larger customer base.
- there is enough demand in the UK for vegan, diabetic and gluten-free food and went for it.
- The funding arrangement includes personal funds, bank savings, etc.

Business Description and History

- **Name of the Restaurant:** World on a Plate
- **Form of the business:** Through the partnership of five people, this restaurant will be established.
- **Main Location:** Leeds, United Kingdom.
- **Other areas covered:** Chapel Allerton, Bramhope, Roundhay, Headingley, Otley, Meanwood, etc.
- **Operation time of the restaurant:** It will be open from 9 am to 11 pm every day, including at the weekends.
- World on a Plate, this restaurant is an all-season restaurant.

Mission and Vision Statement

- **Mission statement:** *“Everything we do is about you. From farmers who grow the ingredients to chefs who produce the food, we all prioritise what you need to get you on your way. Even if you require extra care, less sugar or more veggies on your plate, we got you. We strive to keep you at your best, and we remain loyal to you and your tastes. That’s what the UK feeds on.”*
- **Vision:** *“We imagine a world where every person can have their preferred food without roaming from door to door. “*

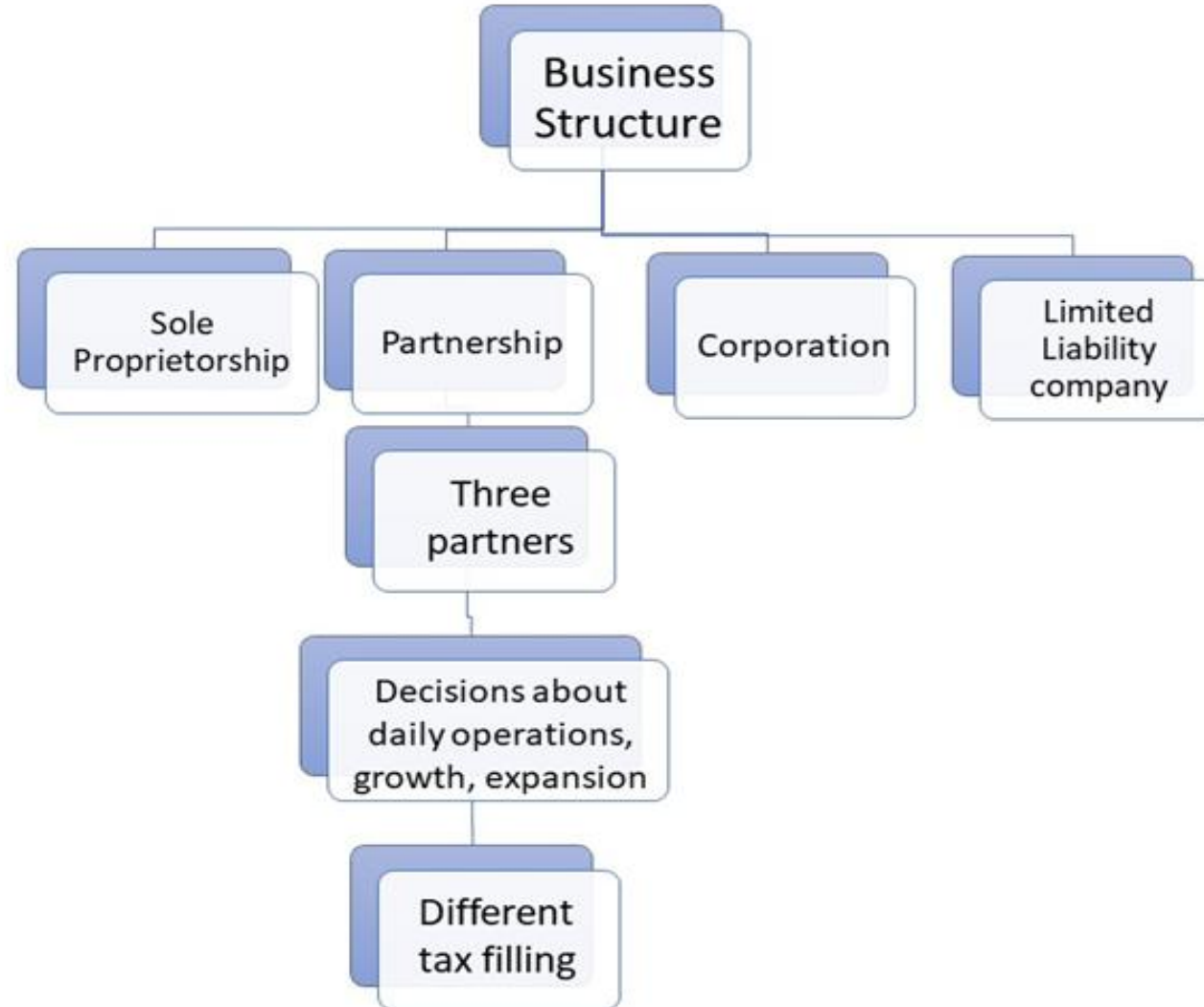
- **All season restaurant:** The people of Leeds, other cities or countries of the United Kingdom, as well as the tourists, will always be able to visit the restaurant anytime they want.
- **Nature of the business:** products and services (online delivery)
- **Staff needed:** manager, chefs, additional cooks, cleaning clerks, dishwasher, serving staff, cashier, bar staff, busser, etc.



Objectives of the Restaurant

Short term Objectives	Medium term objectives	Long term objectives
The restaurant intends to have strong control over its cash flow.	The restaurant wants to open one more branch within the next two years	In the next six years, World on a Plate intends to have more than five branches in five different cities
The restaurant also wishes to develop the product line and bring new ones	There will also be an improvement in the menu	The restaurant also intends to improve the best selling items of theirs
The restaurant wants to increase its net sales by 5% over the next six months	The sales of the items should see an increase of 15% too	The restaurant also intends to increase its sales by 30%

Business Structure



Product and Services

Among delivery, there are-

- Takeaway services
- Online delivery services
- Catering services

World on a Plate

Have your veggies

Fruit Salad
Vegetable Wrapper
Veggie Omelets
Eggplant Parmesan
Vegetable baked ziti
Ratatouille
Eggplant lasagna,
Roasted Cauliflower Street Tacos
Zucchini Corn Salad



Proteinilicious

Burger: Chicken or Beef
Chicken salad
Chicken Margarita
Tofu fry
Lobster
Tuna tataki Salad,
Sear-ious Salmon,
Easy chicken pot pie
Chicken with Fresh Steamed Veggies



Cheesy bites

Pizza: Chicken and beef
Mac and cheese
Bagel and cream cheese
Falafel
Grilled Cheese
Pizza: Bread, tomato and cheese



Treat your sweet tooth

Black Bean Brownies
Banana Ice cream
Chocolate Avocado Mousse
Apple Cider & Spiced-Chai Doughnuts
Peanut Butter
Banana Yogurt Parfait
Protein cheesecake
banana cream pie



Quinch your thirst

Green tea
Juice: Orange or Watermelon
Chocolate cold coffee
Seltzer Water
Apple Kiwi Green smoothies
Dairy free Dalgona coffee
Hot Apple Cider,
Peach raspberry Smoothie: Peach Raspberry or Banana



Market Research

- Through surveys & questionnaires, the restaurant will be collecting information about the consumers. Coming up with a menu is not a cakewalk.
- A restaurant menu is made taking a lot of things into consideration.
- The restaurant has to see whether they can come up with an universal one or not, whether there are presence of any harmful ingredients or not, the competitor's menu, etc.
- By surveying thousands of target consumers and questioning them about a lot of factors, World on a Plate will come up with its restaurant menu.

Approach of Pricing

- **Testing menu:** A short menu will be released where the items will be priced for market penetration. Lower than average market prices will be set. One or two classic items will be provided from each category (1.99 - 6.99 £).
- **Regular menu:** Consisting of the initial items, the rest items will be added at competitive pricing compared to average market pricing(3.99 - 9.99 £).
- **Gourmet menu:** A small collection of very unique items will be offered at high prices as a skimming strategy to identify or assume the available loyal consumer base (9.99 - 14.99 £)

Market Analysis and Needs

Total Target Customers

- In the UK, there is a 6% increase in total consumers who are vegan and diabetic and prefer gluten-free food compared to 2014.
- young people who tend to be very health conscious try to stay fit and prefer dieting

Addressed customer needs and problems through products

- A variety of food items for a wide range of people
- For vegan people who prefer only cruelty-free food
- Diabetic people who cannot have many carbohydrates or high-calorie food.
- People who do not want to have protein gluten, wheat, barley, etc.
- Moreover, there will be more than 40 items available for all of them.

Company Analysis

Restaurant: World on a Plate

Strengths	Weaknesses
• More available options • Well-developed website	• Competitions • Limited start-up cost
Opportunity	Threats
• Continuous Increase in customer size • The location of the restaurant • Universal target consumers	• Increase in transportation cost • Unavailability of fresh ingredients

Operations

- **Facilities:** Spacious sitting in at least a 900 sq ft. area, sitting capacity for at least 65 people at once, free wi-fi, reading corner, mini gaming hub.
- **Location:** Popular for tourists, in commercial areas that are near to sports venues, cinemas, malls and offices, accessible to customers,
- **Operating costs:** Rent, supplies, utility bills, insurance, accruals, packaging, etc.
- **Suppliers:** Constant communication with at least 4 farmers from 4 separate regions for fresh supply everyday, 2 wholesalers of exported materials and condiments, and nearby retailers.
- **Labour:** Initial hiring of 6 waiters, 1 managers, 1 head chef, 3 assistant chefs, 2 food researchers, 1 social media manager, 1 cashier, 3 cleaners, and 2 quality inspectors for inventory and customer service.

Operations (cont.)

- **Quality control:** Standard recipes for each item and tasting weekly to test food quality.
- **Customer satisfaction:** Feedback collection portals will be established on social media, websites and POS. consumer interaction will be regularly maintained through mails and phone texts, etc.
- **Research and development:** Low calorie products, natural and healthy preservation methods, vegan dairy products, cheap and flavorful vegan meat recipes, etc. would be experimented by the food researched and head chef.

Technology Plan

- **Inventory tracker:** A smart inventory tracker can reveal which ingredients are needed most and the average amounts that help predict more accurate safety stocks.
- **Tablets for ordering:** In tablets, orders received by waiters will be uploaded for the chef and the customers will be able to update changes from the table.
- **Point of sale:** Online orders confirmed from any website or social media will be updated and invoiced in the POS and centrally update the daily sales. It will make easier to calculate total sales in a day without manually missing any.

Management and Organisation

- **CEO:** The visionary and spokesperson
- **COO:** Manages daily operations
- **CFO:** Develops long-term financial best practices
- **CMO:** Oversees marketing and advertising initiatives.
- **CTO:** Oversees the current technology and creates relevant policy.
- **Managers:** Determine the best way to achieve targets by conveying the instruction of higher-level executives to employees.
- **Employees:** Execute instructions.
- **Suppliers:** Supplies raw materials.

Social Responsibility and Sustainability

Triple Bottom Line

- In order to move toward a regenerative and more sustainable future, businesses and other organisations can use the triple bottom line to transform their operations.
- Measurement, benchmarking, setting goals, and improving are all tools used within the triple bottom line for achieving sustainable systems and models.
- Those who focus only on profit, and ignore people and the planet, will not succeed in the long run unless they account for the full costs of doing business.



Development, Milestone, and Exit plan

- Managers of businesses (CEOs, CFOs, and COOs) should discuss obstacles associated with the operations of their companies at least once a month or quarterly.
- Each solution will be ranked based on the probability of success, time consumption and feasibility.
- It will take 500 sales for World on a plate to reach its first milestone. Once that is achieved, the next milestone will be to have £10,000 cash in hand after the first-year net income is withdrawn.
- The third milestone is to complete 50,000 online orders.
- If three operational years cannot match even 50% of the projected milestone and if the break-even sales cannot meet, the restaurant will go for an exit plan.

Financial Data

Uses of Finance	Amount	Sources of Finance	Amount
Facilities Costs	150,000	Owner's saving	100,000
Equipment and Vehicles	300,000	Bank loan	100,000
Supplies and Advertising	50,000		
Other Startup Costs	20,000	Total Collateral	200,000
Total Startup Costs	507,000	Total to be Financed	420,000
Working Capital Required	100,000		
Total Uses of Funds	620,000	Total Sources of Funds	620,000

Cash Flow Statement

Fiscal year	Start	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec	Total
Cash on hand- Beginning	1000	1000	-1200	50	-500	0	2000	2500	3000	4000	3000	5000	5000	23850
Cash receipts														
cash Sales		1850	1200	1450	1500	2000	2000	1500	2000	2000	2000	2000	2500	22000
Collectionf rom CR							-1500					-2000		
paybale/loans		250	50	150									2000	2450
Total	1000	2100	50	1650	1000	2000	2500	4000	5000	6000	5000	5000	9500	44800
cash at month end (After ca	1000	-1200		-500	0	2000	2500	3000	4000	3000	5000	5000	9500	33300

Balance Sheet

	FY-2021	FY-2022
Asset Type	Previous Year	Current Year
Current Assets	0	210,000
Fixed Assets	(150)	6,400
Other Assets	0	4,200
Current Liabilities	600	15,800
Long-term Liabilities	0	100,000
Owner Equity	0	104,800
Total Assets	(150)	220,600
Total Liabilities & Stockholder Equity	▶ 600	▶ 220,600
Balance	(750)	0

Break Even Analysis

VARIABLE COSTS	COST PERCENTAGE
Cost of Goods Sold	30.0%
Inventory	10.0%
Raw Materials	6.0%
Direct Labour (Includes Payroll Taxes)	25.0%
Total	71.0%

FIXED COSTS	COSTS
Salaries (Includes Payroll Taxes)	£100,000
Supplies	£30,000
Repairs & Maintenance	£5,000
Advertising	£20,000
Car, Delivery And Travel	
Accounting And Legal	
Rent	£30,000
Telephone	
Utilities	£3,000
Insurance	£2,000
Taxes (Property etc.)	
Interest	
Depreciation	
Other (specify)	
Miscellaneous expenses	£5,000
Principal Portion Of Debt Payment	
Owner's Draw	£50,000
Total	£245,000
BREAK-EVEN SALES LEVEL	£844,828

Conclusion

- The aim of World on a Plate is to ensure that every person is getting their desired food without roaming from door to door
- Many food items and services will be available in this restaurant, especially those that are preferable to vegans, diabetics, and gluten-free consumers
- The restaurant's objectives include controlling the cash flow, expanding their product line, increasing sales by 30%, etc.
- A survey and questionnaire revealed that vegan, diabetic, and gluten-free meals are in high demand in the UK
- With a variety of food items, a universal menu, and an attractive website, the restaurant expects to see a remarkable rise in popularity.

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Thank you!



Any Question?