

Name of business - Desi Kitchen

Business owners - Four partners of 25 % shares each.

Mission Statement - At Desi Kitchen our mission is to bring signature flavours of the Indian subcontinent to enhance the palate of the locals (Crane, 2018).

Product/Service - We will be serving Asian breakfasts and thalis' which are typically consumed in the Indian subcontinent. We aim to create a home cooked style menu and method whereby we will prepare a fresh quantity batch cooked to order. We looked at the population of people with an Asian ethnicity in Swansea as that is our target audience (City & County of Swansea, 2011).

We will be cooking food to order, and the food served will be of quality and hand made. We will only prep a set quantity of fresh food that we know will sell on the day. We will not be serving processed food on our menu. We want to be known for the consistency of food and service we provide. We feel that all these points will make us unique and make us stand out from other competitors.

Physical resources

Physical resources in a business are mainly the equipment used by the business on a day to day basis to achieve daily tasks. The physical resource changes depending on what type of business is being run as different businesses need specific equipment to run efficiently and effectively.

Desi Kitchen will need the following physical resources:

- Coffee machine
- Cooker
- Oven

- Microwave
- Fridge and freezer
- Till, card machine
- Telephone
- Security system
- Tables and chairs
- Cutlery
- Plates, glasses and cups
- Takeaway containers

Ingredients

The ingredients that will be used in Desi Kitchen are:

- Chicken
- Fish
- Meat
- vegetables
- Milk
- Sugar
- Coffee beans

All the chicken, meat and vegetables will be fresh and only purchased when needed as the butchers and grocers are next door to our restaurant.

The team will decide what is need and what isn't, so this list will change. As the building was previously run as an Indian take way it already has many of the main physical resources, we need for the business meaning we will not need to buy a lot more equipment unless the partners want to.

(GRULLON, 2017)

Human Resources

The personnel of a business regarded as an asset in terms of skills and abilities.

The business will have the four partners working to cut costs and, in the future if the business increases then we will find new staff by advertising in the jobcentre, social media, asking family and friends.

We will need the staff to do the following tasks:

- Kitchen staff will cook the food
- Wash and keep the kitchen clean.
- Front staff will be welcoming the customers
- Seating the customers and giving them the menu
- Taking their food and drink orders
- Serving the food with a smile

- Always talking to the customers politely
- Preparing to open the restaurant and cleaning the front of house

At the end of the day all the partners will be involved in totalling up the days takings and making shopping lists for the next day this will make sure that all the partners can do this task to avoid errors if some members are not available for work.

We will only use suppliers with good reputations to ensure quality products to provide the customers the best quality food we can achieve.

When the business becomes busier then it will be easier to delegate tasks as more people will be hired, But before that all partners will have a go at all the roles to give all members experience in all areas to avoid issues when a certain member is not available on days, This will allow the business to run normally with temporarily reduced staff.

Other things such as accountants, Maintenance and others will be discussed further with the team. (Berkeley University of California, 2018)

Marketing and Promotions

Definition - Marketing is defined as a process by which individuals or groups obtain what they want/need by offering products and exchanging products and services of value with others freely. It is thought of as art of selling products (Tanchak, 2013).

Marketing Activities

Target Market

- Asian community and the local residents of Swansea

Market Segment

- We aim to appeal to the area surrounding the café
- Offer a loyalty card

Market Position

- Value for money
- Good quality food
- Prepared fresh on-site

Market Research – Questionnaire

Questions considered for the questionnaire included information we wanted to seek to benefit our business. We asked questions such as -

- What is most important to you when dining out?
 1. Cost
 2. Quality
 3. Ambience
 4. Location
- How often do you dine out? (short answer reply)
- How much do you spend on average on a meal for two?
 1. £5-£10
 2. £10-£20
 3. 20-£30
 4. £30+
- What is your ethnicity?

1. White
2. Black or Black British
3. Asian or Asian British
4. Other ethnic group
- What is your dietary requirement?
 1. Halal
 2. Vegetarian
 3. Vegan
 4. Pescatarian
 5. Gluten Free
 6. Allergies
 7. Other
- Do you prefer to eat in a restaurant or prefer to order a take away?
 1. Eat in
 2. Take Away
 3. Other
- Types of food you prefer to consume?
 1. Indian
 2. Chinese
 3. Italian
 4. Other
- Would you prefer alcohol with your meal?
 1. Yes
 2. No
 3. Maybe

- How important is parking?
 1. Very important
 2. Not important
- How do you like your food?
 1. Very spicy
 2. Mild
 3. Other

From our market research we can establish that 45% of respondents selected quality as most important. Food prepared and served in Desi Kitchen will be made fresh and on site. 51% spend on average £20-£30 on a meal for two. We need to make sure this is consistent with our pricing. 75% of the respondents were of an Asian background and their dietary requirement is Halal which is our targeted demographic. 62.5% of respondents selected to eat in and preferred Indian cuisine. We offer a sit-down facility and acknowledge there is a demand for Indian food. 95.3% didn't feel the need to have alcohol with their meal so we can stick to our plan of serving soft drinks and hot beverages. 75% stated that parking is of importance. Though we don't provide parking, there are car parks in the City Centre a short distance away. 50% stated the preferred spicy food. We can adjust individual tastes as we will cook food to order.

Our target market will be mainly Asian community and the local residents of Swansea. The location has a lot of passing trade. St. Helens Road is the hub for our target demographic. A newly

renovated larger mosque has been constructed to facilitate the growing numbers of Swansea worshippers.

The 7P's of Marketing Mix

- Product – Production of food and service in our café
- Pricing – The cost of food will include a markup to make a profit
- Place – Prime location on St. Helens Road
- Promotions – Leaflets, social media and loyalty card
- Process – Onsite production of food, cook to order and fresh quantity batch
- People – Consistency of food and customer service
- Physical Evidence – Sit down service and decoration to suit the theme

(Prachi, 2016)

Promotion Activities

We will be advertising via the internet and paper based. Advertising will be online through social media channels. We will run promotions on special meal deals and competitions online where meals can be won. Our promotions and competitions will be aimed at those who like and follow us on social media as they are the customers who are interested in our business.

- Distribution of flyers door to door in the vicinity of the café mainly in the residential areas
- Advertise flyers/posters in shop windows
 - Leaflets distribution £35 per day
 - 10000 of A5 flyers £104.21 (vista print)
- Promotions and competitions run on social media
 - Cost is free as we will run these on Facebook and Instagram. We will also be emailing customers who subscribe to our mailing list via the website
- Business website
 - The website will have all the business details including location and menu. It will also include a mailing list tab so customers will be kept up to date with current events taken place by the business via email. Website will have a contact us form where the business can be contacted for enquires. There is also a page where our social media affiliations are mentioned and other events we cater for.
- Sponsorships
- Word of mouth through the community

- Event catering
(B&B Press, 2017)

Financial Resources

The bulk of the money will be financed through bank loans. We will be applying for £10,000 each (four partners). We have also applied to Business of Wales for a grant and they have funded £10,000 towards the venture. We also have personal savings of £2,500 as a contingency back up source of finance. We have decided to have back up sources of finance as we know that there can be unforeseeable costs that can arise.

We have calculated based on two people sharing that they will spend £25 on meals. If we have sales of 100 couples a week (two people), that would total to £2,500 a week. After expenses we will be left with £60 a week. We anticipate that our sales will increase and in turn so will our profits (see cashflow). To determine our overall price of the food, we have decided to target the middle market where people would spend money on “value for money” products which they feel they can spend a little bit more on. We want customers to part money with us as we will cater food and ambience of quality and taste. As our food is prepped fresh and have a home cooked taste, we feel that customers will be drawn to us as unique to other rivals. Our market strategy is at 25% mark up on the menu. We believe that this pricing strategy will cover our raw materials (cost of ingredients), rents, rates and utility bills etc. We are

confident that we will get the footfall as we are catering to the gap in the market. We anticipate that at certain times of the year like Christmas and sports events held in Swansea (rugby and football) we will have an influx of people travelling to Swansea who will visit St. Helens Road.

SWOT Analysis

Strengths

- The business will be in the heart of Asian community meaning a lot of the primary customers are located closer which will also lead to the business name being spread faster.
- Desi Kitchen will have an advantage over Indian takeaways and restaurants close by as they are more expensive compared to the Value for money cuisine we will offer.
- Quality ingredients and freshly cooked foods
- Social media advertising is free of cost
- Walking distance for a lot of customers
- Owner operated lower operating cost

Weaknesses

- The seating area is smaller than our competition
- Already established restaurants

Opportunities

- Takeaway and delivery service
- Healthier eating options
- Loyalty cards

Threats

- Any new eateries opening near us
- Price increases in our foods and ingredients

(Alisson, 2018) (Collin, 2013)

Conclusion

Desi Kitchen will have a £40,000 start-up cost, £10,000 Business of Wales grant and £30,000 in savings and personal loans. Weekly estimated takings will be £2,500 and during Christmas, Easter, Bank holidays and sporting events the business will be 40% higher with a weekly running cost of £2,000. The partners will manage and work in the business. Desi Kitchen will cook the food fresh and use only quality ingredients, as the butchers and grocers are next door, we will not use any frozen foods. To promote our business, we have already set up a business website and we will advertise in the Evening Post and on social media. Desi Kitchen will introduce loyalty cards to attract customers. If customers can not finish their food, we will put the leftovers in containers for them to take home. We will cater for functions and charity events. Our aim is to have the business open and running within three months.

If we do not reach our targets, we can fall back on the £20,000 bank loan as our contingency plan.

Reference List

Alisson, J. (2018, 5 1). SWOT Analysis Examples. *entrepreneur Magazine*, p. 1. Retrieved from <https://www.entrepreneurmag.co.za/advice/business-plans/business-plan-research-and-preparation/swot-analysis-examples/>

B&B Press, 2017. *Advantages and Disadvantages of Leaflets for Advertising In 2018*. Available at: <https://www.bbpress.co.uk/news/advantages-and-disadvantages-of-leaflets-for-advertising-in-2017>. (Accessed 10 October 2018).

BERKELY University of California (2018). *Berkely Human Resources*. Available at: <https://hr.berkeley.edu/hr-network/central-guide-managing-hr/managing-hr>.

Collin, S. (2013, 6 3). *How To Do A SWOT Analysis For Your Business Planning*. Retrieved from JDR Group's 'Digital Prosperity' Blog: <https://blog.jdrgroup.co.uk/digital-prosperity-blog/bid/292628/How-To-Do-A-SWOT-Analysis-For-Your-Business-Planning>

Gov.uk (2018) *Apply for a Start Up Loan for your business*. Available through: <https://www.gov.uk/apply-start-up-loan>. (Accessed 20 October 2018).

Grullon, Y. (2017,1 2). *OPENING A COFFEE SHOP? HERE IS THE EQUIPMENT LIST YOU NEED*. Retrieved 20 October 2018, from shopkeep: <https://www.shopkeep.com/blog/coffee-shop-equipment-list>

Nav (2018) *Traditional Bank Loans*. Available through: <https://www.nav.com/business-financing-options/bank-loans/>. (Accessed 20 October 2018).

Tanchak, R., 2013. *Marketing Management*. (n.p.): Lulu.

Prachi, J. (2016). *The 7Ps Of Services Marketing: A traditional and the unique marketing mix*. Available through: <https://search-proquest-com.ezproxy.uwtsd.ac.uk/docview/1954633075?pq-origsite=primo>. (Accessed 25 October 2018)

Vistaprint (2018) *Everything to market your business*. Available at: <https://www.vistaprint.co.uk/?GP=10%2f31%2f2018+10%3a10%3a18&GPS=5209387581&GNF=1>. (Accessed 25 October 2018).

Bibliography

City and County of Swansea Research Unit, 2013. *2011 Census: Population by Ethnic Group and Religion*. [pdf] Available at: [file:///C:/Users/nasht/AppData/Local/Packages/Microsoft.MicrosoftEdge_8wekyb3d8bbwe/TempState/Downloads/2011_Census - Population by Ethnic Group and Religion \(Jul-13\).pdf](file:///C:/Users/nasht/AppData/Local/Packages/Microsoft.MicrosoftEdge_8wekyb3d8bbwe/TempState/Downloads/2011_Census_-_Population_by_Ethnic_Group_and_Religion_(Jul-13).pdf) (Accessed 10 October 2018).

Crane, K (2018). *10 Examples of Restaurant Mission Statement? Get Inspired With 10 Examples*. Available at: <https://upserve.com/restaurant-insider/10-examples-restaurant-mission-statements/> (Accessed 10th October 2018).

Postermymwall (2018). *Create amazing Posters, Videos & Graphics For Your Business*. Available at: <https://www.postermymwall.com/>. (Accessed 15 October 2018).

Appendices

Mission Statement

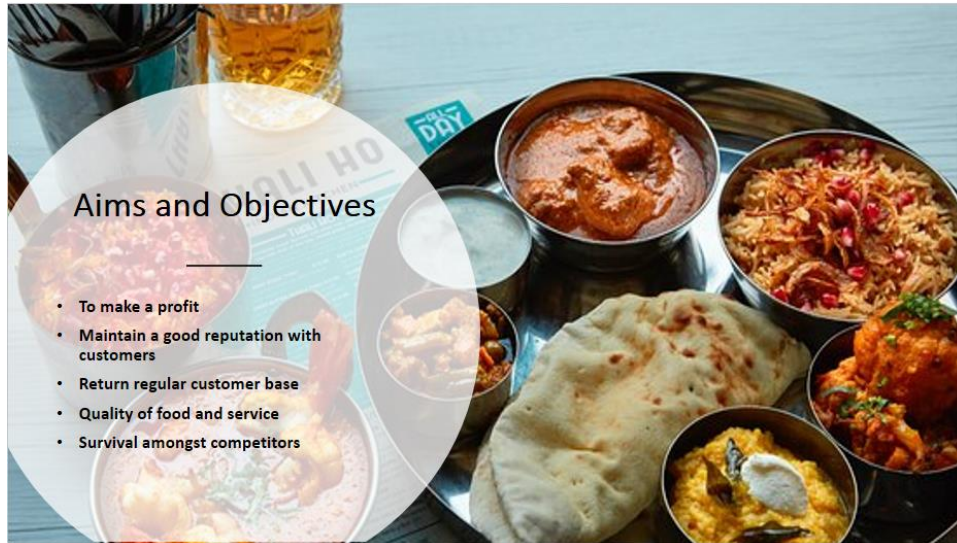
At Desi Kitchen our mission is to bring signature flavours of the Indian subcontinent to enhance the palate of the locals.

(Crane, 2018)

Product/Service

We will be serving traditional Asian breakfasts and thalis' which are typically consumed in the Indian subcontinent. We aim to create a home cooked style menu and method whereby we will prepare a fresh quantity batch cooked to order.





Aims and Objectives

- To make a profit
- Maintain a good reputation with customers
- Return regular customer base
- Quality of food and service
- Survival amongst competitors

Unique Selling Points

- Value for money
- Good quality food
- Prepared fresh on-site
 - Made to order
- Centrally located



Human Resources

The personnel of a business regarded as an asset in terms of skills and abilities. The business will have the four partners working to cut costs and, in the future if the business increases then we will find new staff by advertising in the job Centre, social media, asking family and friends. We will need the staff to do the following tasks:

- * Kitchen staff will cook the food
- * Wash and keep the kitchen clean.
- * Front staff will be welcoming the customers
- * Seating the customers and giving them the menu
- * Taking their food and drink orders
- * Serving the food with a smile
- * Always talking to the customers politely
- * Preparing to open the restaurant and cleaning the front of house

Human resources (continued)

- At the end of the day all the partners will be involved in totaling up the days takings and making shopping lists for the next day this will make sure that all the partners can do this task to avoid errors if some members are not available for work.
- We will only use suppliers with good reputations to ensure quality products to provide the customers the best quality food we can achieve.
- When the business becomes busier then it will be easier to delegate tasks as more people will be hired, But before that all partners will have a go at all the roles to give all members experience in all areas to avoid issues when a certain member is not available on days, This will allow the business to run normally with temporarily reduced staff.
- Other things such as accountants, Maintenance and others will be discussed further with the team. (Berkeley University of California, 2018)



Physical resources

Physical resources in a business are mainly the equipment used by the business on a day to day basis to achieve daily tasks. The physical resource changes depending on what type of business is being run as different businesses need specific equipment to run efficiently and effectively.

Desi Kitchen will need the following physical resources:

- Coffee machine, Cooker, Oven, Microwave, Fridge and freezer, Tables and chairs, Cutlery, Plates, glasses and cups and Takeaway containers.

Ingredients

- The ingredients that will be used in Desi Kitchen are chicken, fish, meat and vegetables.
- All the chicken, meat and vegetables will be fresh and only purchased when needed as the butchers and grocers are next door to our restaurant. (GRULLON, 2017)



Marketing and Promotions

- Distribution of flyers door to door in the vicinity of the café
- Advertise flyers in shop window
- Promotions and competitions run on social media
- Business website
- Sponsorships
- Word of mouth through the community





Desi Kitchen

"At Desi Kitchen our mission is to bring signature flavours of the Indian subcontinent to enhance the palate of the locals"

We will be serving traditional Asian breakfast and thalis which are typically consumed in the Indian subcontinent. We aim to create a home cooked style menu and method whereby we will prepare fresh quantity batch cooked to order.

Get closer to authentic Indian cuisine at Swarasa's most thriving road-side cafe. Tantalise your taste buds and try our varieties of thalis.

TAKE ADVANTAGE OF OUR LOYALTY CARD. ASK IN STORE

Working Hours
We are open 7 days a week 9am-5pm



- Simple website with relevant details and content
- About us
- Product-Service
- Subscribe tab
- Contact us form
- Location map and address information
- Menu and pricing
- Social media affiliations
- Events and catering

Marketing and Promotions- Website

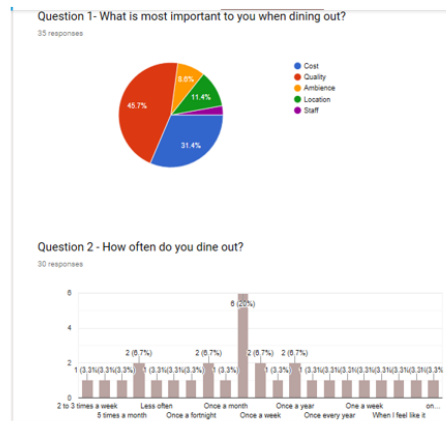
Market research – Questionnaire graphs

45.7% of respondents selected quality as most important

- Food prepared and served in Desi Kitchen will be made fresh and on-site

31% selected cost as second highest priority

- Food cost will be valued reasonably so affordable to all



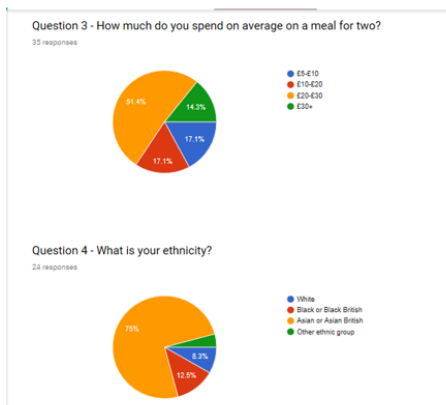
Market research – Questionnaire graphs

51% of respondents have selected that they spend on average £20-£30 on a meal for two

- This is consistent with our pricing strategy and we aim to stick to this price range

75% of respondents are Asian or Asian British

- This suggests that we can capture our target market



Market research – Questionnaire graphs

75% of respondents selected their dietary requirements as Halal

- We serve Halal food

62.5% of respondents prefer to eat in

- We offer a sit down café option

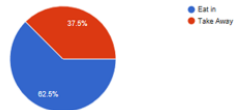
Question 5 - What is your dietary requirement?

24 responses



Question 6 - Do you prefer to eat in a restaurant or prefer to order a take away?

24 responses



Market research – Questionnaire graphs

62.5% of respondents prefer to consume Indian food

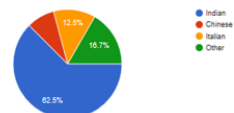
- We can catering to the demands

95.3% of respondents have selected that alcohol is not needed with their meal

- The beverages we will provide should be sufficient

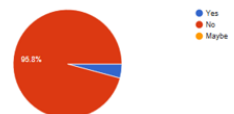
Question 7 - Types of food you prefer to consume?

24 responses



Question 8 - Would you prefer alcohol with your meal?

24 responses



Market research – Questionnaire graphs

75% of respondents have selected that parking is important

- Though we don't provide parking there are car parks in the City Centre a short distance away

50% of respondents have selected that they prefer spicy food

- We are able to adjust individual tastes as we will cook food to individual order

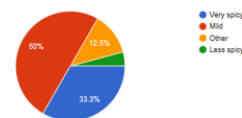
Question 9 - How important is parking?

24 responses



Question 10 - How do you like your food?

24 responses



Cashflow

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	DESI KITCHEN CASH FLOW	Start	January	February	March	April	May	June	July	August	September	October	November	December
2														
3	Income		10,000	12,000	10,000	10,000	10,000	10,000	10,000	10,000	12,000	10,000	10,000	14,000
4	Cash From Sales													
5	Loans & Savings		40,000											
6	Total and Income		40,000											
7	Expenditure													
8	Equipment, paint, carpet, decor	20,000												
9	Cost of Tax goods sold		2,400	2,880	2,400	2,400	2,400	2,400	2,400	2,400	2,880	2,400	2,400	3,360
10	Wages to staff		4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	6,000
11	Premises rent, rates & utilities	612	1,224	1,224	1,224	1,224	1,224	1,224	1,224	1,224	1,224	1,224	1,224	1,224
12	Telephone	40	40	40	40	40	40	40	40	40	40	40	40	40
13	Print, Stationary	300												
14	Advertising promotions	1000												
15	Bank charges	50	50	50	50	50	50	50	50	50	50	50	50	50
16	Prof fees solicitor, accountant	600												
17	Insurance	100	100	100	100	100	100	100	100	100	100	100	100	100
18														
19	Total expenditure	22,702	8,614	9,094	8,614	8,614	8,614	8,614	8,614	8,614	9,094	8,614	8,614	10,774
20	Income after expenditure	17,298	1,386	2,906	1,386	1,386	1,386	1,386	1,386	1,386	2,906	1,386	1,386	3,226
21	Opening balance	0	17,298	18,684	21,590	22,976	24,362	25,748	27,134	28,520	29,906	32,812	34,198	35,584
22														
23	Closing balance	17,298	18,684	21,590	22,976	24,362	25,748	27,134	28,520	29,906	32,812	34,198	35,584	38,810

SWOT Analysis

Strengths

- The business will be in the heart of Asian community meaning a lot of the primary customers are located closer which will also lead to the business name being spread faster.
- Desi Kitchen will have an advantage over Indian takeaways and restaurants close by as they are more expensive compared to the Value for money cuisine we will offer.
- Quality ingredients and freshly cooked foods
- Social media advertising is free of cost
- Walking distance for a lot of customers
- Owner operated lower operating cost

Weaknesses

- The seating area is smaller than our competition
- Already established restaurants

Opportunities

- Takeaway and delivery service
- Healthier eating options
- Loyalty cards

Threats

- Any new eateries opening near us
 - Price increases in our foods and ingredients
- (Alisson, 2018) (Collin, 2013)

Conclusion

- Desi Kitchen will have a £40,000 start-up cost, £10,000 Business of Wales grant and £30,000 in savings and personal loans. Weekly estimated takings will be £2,500 and during Christmas, Easter, Bank holidays and sporting events the business will be 40% higher with a weekly running cost of £2,000. The partners will manage and work in the business. Desi Kitchen will cook the food fresh and use only quality ingredients, as the butchers and grocers are next door we will not use any frozen foods. To promote our business, we have already set up a business website and we will advertise in the Evening Post and on social media. Desi Kitchen will introduce loyalty cards to attract customers. If customers can not finish their food, we will put the leftovers in containers for them to take home. We will cater for functions and charity events. Our aim is to have the business open and running within three months.
- If we do not reach our targets we can fall back on the £20,000 bank loan as our contingency plan.

INTRODUCTION																
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
3	ACTIVITY	PLAN START	PLAN DURATION	ACTUAL START	ACTUAL DURATION	PERCENT COMPLETE	PERIODS									
4							1	2	3	4	5	6	7	8	9	10
5	INTRODUCTION	1	2	1	2	100%										
6	MISSION STATEMENT	1	2	1	2	100%										
7	PRODUCT/SERVICE	1	2	1	2	100%										
8	PHYSICAL RESOURCES	2	2	2	2	100%										
9	FINANCIAL RESOURCES	1	3	2	4	90%										
10	HUMAN RESOURCES	2	3	2	2	100%										
11	MARKETING ACTIVITIES	1	4	1	4	100%										
12	SWOT ANALYSIS	3	1	3	2	100%										
13	SMART TARGETS	3	1	3	1	100%										
14	PRESENTATION SLIDES	4	1	4	2	100%										
15	DELIVERING PROPOSAL	6	1	5	1	100%										
16	Website Design	6	3	6	4	100%										
17	Questionnaire design & findings	7	2	7	3	100%										
18	Cashflow	7	2	7	2	100%										

Nashrin Ali speaker notes for final presentation

Firstly, I'd like to say a good afternoon to everyone and a thank you for joining us once again. My name is NASHRIN and I will start by recapping some key elements from the business proposal. As you may remember from our last presentation, we

are proposing to open a new café with a twist. The food that we want to serve will be of traditional savoury snacks and breakfasts that we have been brought up with from childhood. The food we want to serve has been passed down from our parents which were also passed down from previous generations. I know now we live in a climate where trends are catchy and consumers are willing to try something new, upload on social media thus sharing experiences especially with food. Some of the dishes we want to serve may not have been tasted by many. I shall cover a brief recap from our last proposal and marketing activities. Mokbul and Shilpy will be covering the operations section and Nusrat will cover the Financial resources.

Slide 1 - As you can see from the slide our mission statement is – At Desi Kitchen our mission is to bring signature flavours of Indian Subcontinent to enhance the palate of the locals. We wanted to keep the mission statement short, snappy and contain the essence of the business's core elements.

Slide 1 – Our product is food, focusing more on the savoury snacks and good hearty breakfasts which are flavoursome and filling. Breakfast thalis will be served all day along with traditional beverages.

Slide 2 – Our aims and objectives are to make money which is top priority, so we can continue to be in business, thrive and be successful. Of course, to be able to do this we need to establish

a good customer base, reputation is key here as we feel that by maintaining a good customer service would ensure a return of patrons. In order to ensure we have a high footfall we need to maintain high standards on the quality of food we serve ensuring the consistency is also maintained. It's a cut-throat world we live in now where it's the survival of the fittest. We will need to monitor our position amongst rivals nearby and make sure that we do our best to keep up by continually updating our business strategy to fit the demand.

Slide 3 – Every business should have a unique selling point to be able to thrive and we feel that we can offer

value for money – we want to place ourselves in the middle where we are affordable in terms of pricing but won't undervalue our products as we will be using quality ingredients and the food will all be freshly handmade, and we have cut out any frozen or processed food that tends to be served. We feel that this in itself will bring value to the products.

I shall now hand you over to Mokbul and Shilpy. (slide 4,5,6)

Slide 7 – The marketing activities we have undertaken are distribution of flyers door to door in the area. Flyers are a cheap and effective way of marketing and can reach a large audience quickly. All the relevant information of the business is on the flyer including contact details and address. We want to also make menu leaflets which can be picked up from our premises should customers need one. We will also have loyalty

cards which will be offered to all customers on arrival. This would ensure that a customer would feel appreciated and we would have a return customer base.

We have also established the importance of social media and that people spend many hours on Facebook and Instagram. We will be on both platforms displaying our menu option, upcoming events including competitions and promotions. We feel that social media is an excellent free advertising tool.

Slide 8 - We have devised a website for the business. Websites are usually the first go to place in seeking more information about a business. We wanted the website to represent our business.

Slide 9- I will quickly go through to the findings from our questionnaire we conducted. Majority of the respondents' selected quality and cost as most important. We feel that we can bring quality food at an affordable price.

Slide 10 – Over half of the respondent's selected that they spend £20-£30 on average on a meal for two. This is consistent with our pricing strategy. 75% of our respondents were of an Asian background. This finding is in line with our target demographic.

Slide 11– 75% of respondents have suggested that their dietary requirement is Halal. We can concur that we will be serving

Halal food. 62.5% prefer to eat in. We are a sit-down café where people can dine in.

Slide 12– 62.5% prefer Indian food as their number one choice. We can cater to this demand. Over 95% have said that alcohol is not a requirement with their meal. We hope that the beverages we will be offering will be sufficient.

Slide 13 – 75% feel parking is important. Though we don't offer any onsite parking there are plenty of parking facilities nearby. Half of the respondents' have selected that they prefer spicy food. We can adjust to individual tastes as we are cooking to per customers order.

I shall now pass you on to Nusrat.