



SINCE 2022

Restaurant LITTLE PLEASURES

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INTRODUCTION

After deep research for location and ideas we all agreed that whatever business we decide to open have to be innovated. We do need to look for progress every day and try to grow in every aspect at all the time.

- Who we are?
- Where we are?
- What we are?
- Why we are?



AIM AND OBJECTIVES

Our Aim will be to create an extraordinary unique brand to provide our guests not just food but a lifestyle full of pleasures.

- To offer exceptional customer service
- To research for prospective target customers
- To focus on the restaurant aesthetic



BUSINESS DESCRIPTION AND HISTORY

Little pleasures will be a name that the people will keep repeating after visiting us. The combination of good trained waiters , best cocktail makers and top cooks in London will give memorable experience to each of our guests. We do understand that our company don't have background and only the time will show that our plan will works.

- Take the best from each of us.
- Be perfect and nothing less.
- Target costumers.
- Business location and opening date



LEGAL REQUIREMENTS

- Food business registration.(England)
- Food premises approval. (England)
- Premises license.
- Personal license.
- Restaurant insurance.
- Pest control regulations.
- Uk standards food hygiene certificate.
- Covid-19 restaurant regulations





MISSION AND VISION

MISSION:

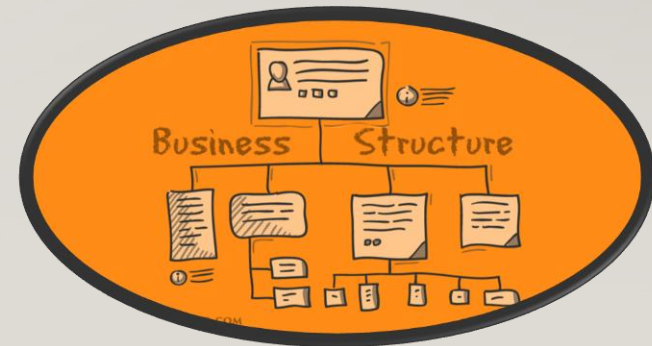
- Where we will be in 1 year time.
- Where we will be in 3 years time.
- Franchise after 10 restaurants.

VISION:

- Weekly goals with possibility of changing.
- Monthly researches for innovations and the progress of our competition.

BUSINESS STRUCTURE

- Partnership
- LLP-Limited Liability Partnership
- Every owner have a limited liability



PRODUCT DESCRIPTION

- Our food menu consist of a variety of high quality products.
- Diverse drinks menu, offering the possibility to choose from soft drinks and fresh juices , to the most aromatic and fragrant wines.



SERVICE DESCRIPTION

- Warm and friendly place with an excellent and special atmosphere.
- Young and teenager staff, ready to satisfy and respond to all our customer requests.
- MISSION: Great Food - Friendly Service- Satisfied Customer!

MARKETING ANALYSIS AND TRENDS

- Keep track of industry influencers and publications
- Absorb up-to-date industry research and trends reports like a sponge
- Make the most of digital tools and analytics to assess industry behavior
- Listen to your customers
- Competitor observation



SWOT ANALYSIS

- Strengths:
 - high quality products
 - good atmosphere
 - attentive and friendly customer service
 - good and high adaptability
- Weaknesses:
 - rising manufacturing costs
 - the competition
 - resource problems
- Opportunities:
 - explore marketing segments and changes and trends
 - loyal returning customers
- Threats:
 - seasonal effects
 - changing customer base
 - nearby competitors
 - competitors offer cheaper price

Garret Ecommerce SWOT Analysis

S

Strengths



- Same Day Delivery within the city
- Urban core has under 1 hr delivery expectancy
- High-quality foods
- 200+ Drivers
- Trusted and high product sales exposure

W

Weaknesses



- Costly
- No monthly subscription options or scaled payment arrangement
- Inaccessible to a larger consumer audience
- Poorly optimized SEO tags

O

Opportunities



- Optimize current mobile app for responsiveness and built-in feedback
- Attract a larger, wider target consumer audience
- SEO focus can help drive a great amount of online traffic and improve online product sales ranking / metrics

T

Threats



- Can operate at a loss to drive away competition
- Costly state laws to oversee grocery delivery and accountability under review/evaluation



PESTLE ANALYSIS

Political - international trading tariffs, restrictions, visa requirements, price control.

Economic - current UK economic situation, currency inflation, interest rates, taxation level.

Social- cultural norms, attitudes to product, consumer preferences, age and gender distribution.

Technological - emergence of innovative technologies affecting the production, marketing or sale of a product, automation of processes.

Legal - legislative issues, such as consumer protection laws, health and safety laws, licensing regulations.



OPERATIONS

- **Specific** – Be clear on what you want employees to achieve.
- **Measurable** – Be able to quantify the goal in order to track progress.
- **Attainable & Realistic** – It's great to be ambitious but make sure you aren't setting your team up for failure. Create a goal that everyone is motivated to complete with the resources available.
- **Timely** – Provide a deadline so everyone has a date they are working towards.

An operations plan answers the following questions:

Who

Who is responsible for the given task?

What

What tasks need to be completed?

Where

Where will the operations take place?

How

How will the tasks be performed?

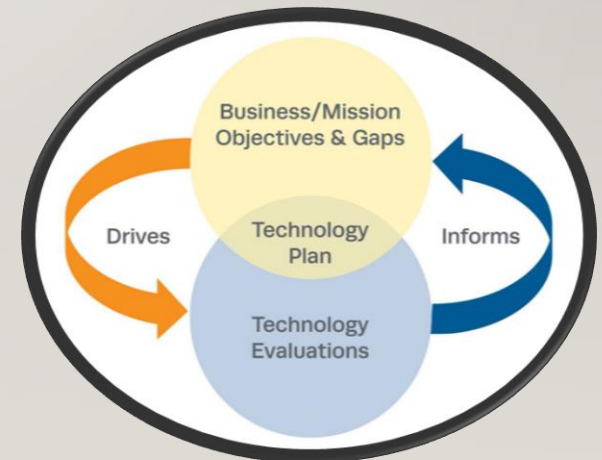
How Much

How much is it going to cost to complete the task?



TECHNOLOGY PLAN

- Evaluate the environment for innovative uses of technology.
- Define desired results
- Identify the core technologies needed for meeting the vision and focus on those first.
- Identify the remaining technologies applicable to the mission or business area end-state.
- Establish a quantifiable feedback system to measure progress.
- Assess the current state of the organization implementing the plan.
- Assess the life-cycle costs of technology.



MANAGEMENT AND ORGANIZATION

Operational plans are usually how things need to happen. Strategic plans are all about why things need to happen, However Tactical Planning are to identify the bottle neck and overcome it . Contingency Planning to support other plans if something goes A to B.

1st year

- Focus on Marketing
- Sales and customer relation
- Create brand identity

2nd year

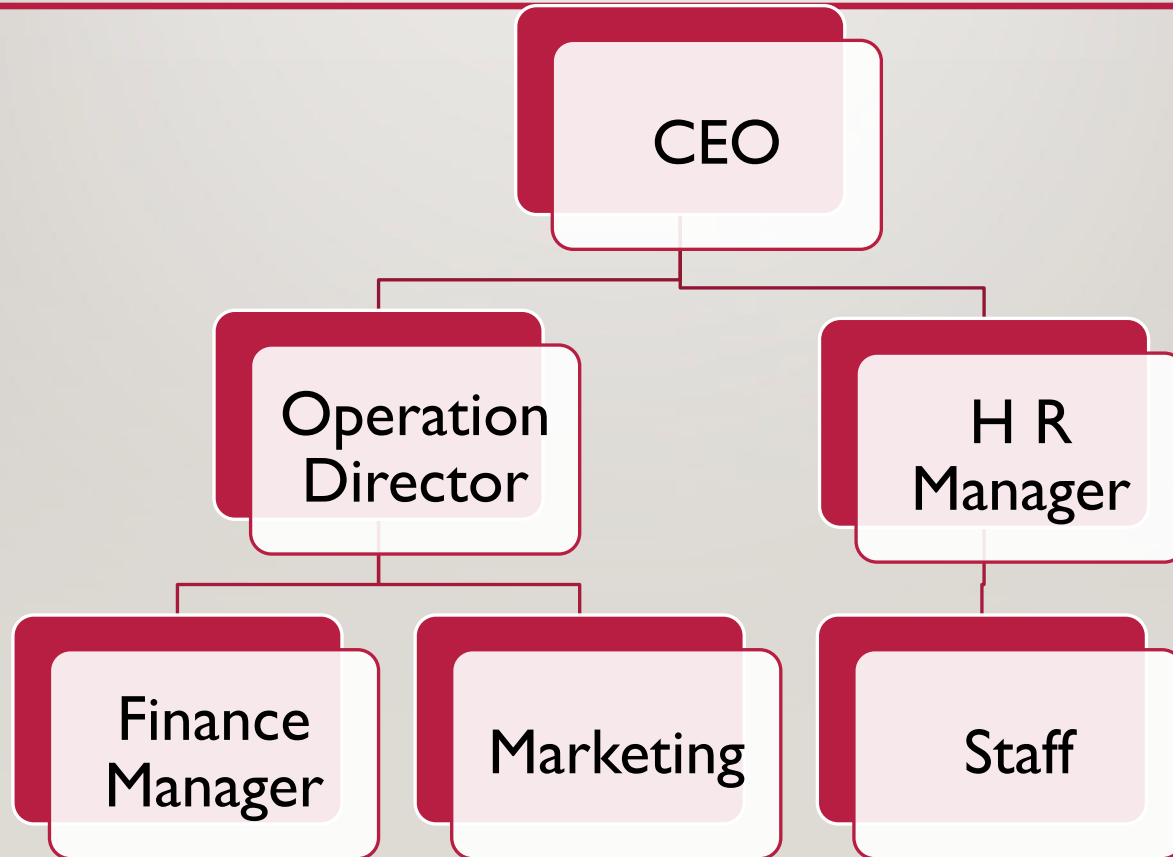
- Focus on sales
- Look for franchise opportunity
- Brand awareness

3rd year

- Focus on capital raise
- Maintain year on growth



ORGANIZATIONAL STRUCTURE



SOCIAL RESPONSIBILITY AND SUSTAINABILITY

Sustainable food manufacturing is a strategy for manufacturing cycles and frameworks that are unpolluted or at least less polluted, use sustainable energy and non GMO product, are financially effective, are genuinely safe for workers meeting everything without compromising the needs of the future plan.

- Organizational Governance
- Human rights
- Worker ethical practice
- Environment friendly practice
- Fair operating practices (Marketing & sales)
- Consumer Issues
- Community involvement and development



DEVELOPMENT

Development plan of a business are the most ironic Plan where a business evaluate present for growing in future.

- Focusing on long-term Goals
- Proper estimation on cost for growth.
- Focusing on quality growth not many trail and error.
- Focusing on only real growth opportunities: think quality, not quantity



MILESTONE

Milestones	Start Date	End Date	Budget
Installing the bar with equipment	02/11/2021	12/01/2022	5,000
Installing kitchen grill, good, and flattop	08/11/2021	28/02/2022	10,000
Interior designing	10/12/2021	04/03/2022	5,500
Menu Set up	02/02/2022	25/02/2022	500
Hire staff including chef & Front Manager			0
Build and launch new website	20/02/2022	09/03/2022	1,000
Raw Materials ordering	02/03/2022	28/03/2022	3,000
Drinks ordering	14/03/2022	20/03/2022	4,000
Print & Digital Media Marketing	24/02/2022	19/03/2022	4,000

EXIT PLAN

Exit Plan is mainly explanation how the investor's or share holder's interest will be reflected upon end cycle of the Business.

Accurate exit strategy helps to avoid many unavoidable mistakes.

- Open at least 4 branches in London
- Sell it to a group where our business will be looked after.





FINANCIAL DATA

- Financial data would help to provide the financial health of the restaurant (Healy and Mac, 2019).
- Income Statement, Balance Sheet and Cash Flow Statement would be the essential parts of financial data (Shim *et al.* 2021).
- The financial data would necessary to be established on a crucial schedule developed by the management (Dube *et al.* 2021).

FINANCIAL DATA CONTINUED...





PROFIT AND LOSS ACCOUNT

- The Profit and Loss Account helps to monitor the total revenues and total expenses of the firm (Nemeschansky, 2020).
- The positive results indicate profits and the negative results depict losses (Tyagi and Bolia, 2021).
- Inconsistent sales or Overspending is the major cause of losses within the firm (Spivakovskyy, 2021).

PROFIT AND LOSS ACCOUNT CONTINUED...

Little Pleasures Estimated Profit and Loss Statement For the year ended 31.12.2022		
Particulars	2021 £	2022 £
Sales:		
Food	85400	1296600
Liquor	9900	112200
Total Sales	95300	1408800
Cost of Sales:		
Food	40500	259230
Liquor	1250	22300
Total Cost of Sales	41750	281530
Labour:		
Management	11200	123000
Staff	23460	215690
Employee Benefits	7900	83400
Total Labour	42560	422090
PRIME COST	84310	703620
Other Controllable Expenses:		
Direct Operating Expenses	5800	78600
Music and Entertainment	320	5150
Marketing	1480	23690
Total Other Controllable Expenses	7600	107440
Controllable Income	3390	597740
Non-Controllable Expenses:		
Occupancy Costs	15500	132600
Equipment Leases	2750	32000
Depreciation and Amortisation	1750	35000
Total Non-Controllable Expenses	20000	199600
Restaurant Operating Income	-16610	398140
Interest Expense	699	780
Other (Income)/Expense	320	2300
Earning Before Income Taxes	1019	3080



CASH FLOW STATEMENT

- A cash flow statement would provide information about cash receipts and payments (Ahmad and Adaoglu, 2019).
- Cash Inflow and Cash Outflow would be the important parts of the Cash Flow Statement (Dogru and Upneja, 2019).
- It helps to monitor the financial health of the restaurant effectively (Song *et al.* 2021).

CASH FLOW STATEMENT CONTINUED

Little Pleasures Estimated Cash Flow Statement For the year ended 31.12.2022	
Particulars	2022 £
Operations	
Cash Receipts from:	
Customers	652390
Other Operations	256000
Cash Paid for:	
Inventory Purchases	265000
General Operating and Administrative Expenses	113000
Wage Expenses	132000
Interest	10500
Income Taxes	28600
Net Cash Flow from Operations	359290
Investing Activities	
Cash Receipts from:	
Sale of Equipment and Property	36500
Sale of Investment Securities	32000
Collection of Principal on Loans	16500
Cash Paid for:	
Purchase of Equipment and Property	-41000
Purchase of Investment Securities	-24500
Making Loans to Other Entities	-20600
Net Cash Flow from Investing Activities	-1100
Financing Activities	
Cash Receipts from:	
Borrowing	25000
Issuance of Stock	119000
Cash Paid for:	
Dividends	-165000
Repayment of Loans	-30000
Repurchase of Stock	28000
Net Cash Flow from Financing Activities	-23000
Net Increase in Cash	335190



BALANCE SHEET



- The Balance Sheet would represent the value of the assets and liabilities of the restaurant (Yembergenov and Zharylkasinova, 2019).
- It would help to assess the financial health of the restaurant (Asamoah, 2018).
- The higher value of the current assets than current liabilities would be effective for the restaurant (Chatfield *et al.* 2020).



BALANCE SHEET CONTINUED...

Little Pleasures Estimated Balance Sheet For the year ended 31.12.2022		
Particulars	2022	
	£	£
ASSETS		
Current Assets		
Cash	12875	
Accounts Receivable	4560	
Inventory	3250	
Prepaid Expenses	1150	
Short-term Investments	6500	
Total Current Assets		28335
Fixed Assets		
Long-term Investments	8600	
Property, Equipment and Plant	12000	
Intangible Assets	5600	
Total Fixed Assets		26200
Other Assets		
Deferred Income Tax	3200	
Other Assets	1250	
Total Other Assets		4450
Total Assets		58985
LIABILITIES AND OWNER'S EQUITY		
Current Liabilities		
Accounts Payable	6090	
Short-term Loans	2010	
Income Taxes Payable	5400	
Accrued Salaries and Wages	5600	
Unearned Revenue	2560	
Current Portion of Long-term Debt	3200	
Total Current Liabilities		24860
Long-term Liabilities		
Long-term Debt	5500	
Deferred Income Tax	3600	
Other Liabilities	5585	
Total Long-term Liabilities		14685
Owner's Equity		
Owner's Investment	8900	
Retained Earnings	4500	
Other	6040	
Total Owner's Equity		19440
Total Liabilities and Owner's Equity		58985

CONCLUSION

Even if it is a small business, it can bring and we are sure that it will bring enormous results in the close future. The business plan is very well established. We are not afraid of anything, on the contrary, we are ready to cope with any challenge.

The biggest challenge for us is to cope with competitors, and sincerely believe our business will succeed.



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THANK YOU!

Any Question?