



# Enterprise and Entrepreneurship

## Assignment 2



# MOJO GARDEN

FAMILY RESTAURANT

## Business Plan

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# Introduction

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Mojo Garden is a modern family restaurant located in Camden, London, offering fresh food, excellent service, and welcoming atmosphere for families and visitors

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**During this presentation, I will cover:**



Business Overview



Legal Structure



PESTEL Analysis



Marketing Strategy



Funding Requirements

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# Overview of the Business Idea

Mojo Garden is a premium family restaurant concept that combines fresh, high quality cuisine, warm hospitality, and a relaxing atmosphere to create memorable dining experiences for every guest.

## OUR PROMISE

Customers – Exceptional service – Memorable experience

## OUR SERVICES

IN

Comfortable dining experience



DELIVERY

Fast and reliable local delivery

TAKEAWAY

Quick and convenient meals



PRIVATE EVENTS

Celebration & corporate events





**MOJO GARDEN**  
FAMILY RESTAURANT

# LEGAL STRUCTURE



## PRIVATE LIMITED COMPANY (LTD)

Mojo Garden will operate as a Private Limited Company registered in the UK.

### WHY WE CHOSE A LIMITED COMPANY



Limited Liability



Professional Image



Access to Finance



Future Growth

(Companies House, 2025)



# Management Structure

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OWNER

HEAD CHEF

RESTAURANT  
MANAGER

FINANCE&ADMINISTRATION



# ORGANISATIONAL CHART



**OWNER**



**RESTAURANT MANAGER**



**HEAD CHEF**



**HEAD WAITER**



**ADMIN & FINANCE  
MANAGER**

**KITCHEN  
STAFF**

**KITCHEN  
PORTERS**

**WAITERS**

**BAR STAFF**

**FINANCE  
ASSISTANT**

**GOODS  
RECEIVER**

# PESTEL ANALYSIS



| Key factor    | Impact                                             | Business strategy                                                               |
|---------------|----------------------------------------------------|---------------------------------------------------------------------------------|
| Political     | UK food safety regulations                         | Full compliance with Food Standards Agency requirements ( <i>GOV.UK, 2025</i> ) |
| Economic      | Inflation increases food and utility costs         | Cost control and supplier negotiations ( <i>ONS, 2025</i> )                     |
| Social        | Growing demand for healthy, family-friendly dining | Fresh ingredients and children's play area ( <i>Statista, 2024</i> )            |
| Technological | Growth of online ordering and digital payments     | Online booking, POS system and contactless payments ( <i>Statista, 2024</i> )   |
| Environmental | Sustainability and waste reduction                 | Recycling and sustainable packaging ( <i>GOV.UK, 2025</i> )                     |
| Legal         | Food hygiene and employment regulations            | Staff training and legal compliance ( <i>GOV.UK, 2025</i> )                     |

# MARKETING STRATEGIES



## PRIMARY CUSTOMER SEGMENTS

**FAMILIES**

**OFFICE WORKERS**

**STUDENTS**

**TOURISTS**

## UNIQUE SELLING POINTS

**FRESH,HIGH-QUALITY  
INGREDIENTS**

**FAMILY-FRIENDLY  
ATMOSPHERE**

**CHILDREN'S PLAY AREA**

**PRIVATE EVENTS**

**TAKEAWAY**

## MARKETING STRATEGIES

**SOCIAL MEDIA  
MARKETING**

**GOOGLE BUSINESS  
PROFILE**

**LOYALTY PROGRAME**

**SEASONAL PROMOTIONS**



MOJO GARDEN  
FAMILY RESTAURANT

# FUNDING REQUIREMENTS



£100,000

## FUNDING SOURCES

MY CAPITAL

£40,000

BANK LOAN

£60,000



**MOJO GARDEN**  
FAMILY RESTAURANT

## Start-up Costs

| Item                                 | Cost            |
|--------------------------------------|-----------------|
| Property deposit and advance rent    | £18,000         |
| Restaurant refurbishment and fit out | £25,000         |
| Kitchen equipment and appliances     | £28,000         |
| Furniture and interior decorations   | £10,000         |
| Children's play-area equipment       | £6,000          |
| Licences, legal fees and insurance   | £3,000          |
| Launch marketing and website         | £4,000          |
| Opening working capital              | £6,000          |
| <b>Total start-up cost</b>           | <b>£100,000</b> |

# FIXED OPERATING COSTS



| Fixed Cost Item                        | Jan            | Feb            | March          | April          | May            | Jun            |
|----------------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|
| <b>Rent</b>                            | £5,000         | £5,000         | £5,000         | £5,000         | £5,000         | £5,000         |
| <b>Staff Salaries</b>                  | £15,000        | £17,000        | £19,000        | £21,000        | £23,000        | £25,000        |
| <b>Business Rates&amp;Utilities</b>    | £2,000         | £2,100         | £2,200         | £2,300         | £2,400         | £2,500         |
| <b>Insurance</b>                       | £800           | £800           | £800           | £900           | £900           | £900           |
| <b>Marketing&amp;Promotion</b>         | £3,000         | £2,500         | £2,000         | £1,500         | £1,200         | £1,000         |
| <b>Cleaning &amp; Waste Management</b> | £600           | £700           | £800           | £900           | £1,000         | £1,1000        |
| <b>Total Fixed Costs</b>               | <b>£26,400</b> | <b>£28,100</b> | <b>£29,800</b> | <b>£31,600</b> | <b>£33,500</b> | <b>£35,500</b> |



| Variable Costs        | Jan     | Feb     | March   | April   | May     | Jun     |
|-----------------------|---------|---------|---------|---------|---------|---------|
| Raw Materials         | £6,000  | £7,500  | £9,000  | £10,500 | £12,00  | £13,500 |
| Beverages             | £1,500  | £1,800  | £2,100  | £2,400  | £2,700  | £3,000  |
| Packaging             | £500    | £600    | £700    | £800    | £900    | £1,000  |
| Part Time Staff Wages | £3,000  | £4000   | £5,000  | £6,000  | £7,000  | £8,000  |
| Delivery              | £600    | £700    | £800    | £900    | £1,000  | £1,100  |
| Card processing Fees  | £400    | £500    | £600    | £700    | £800    | £900    |
| Total Variable Costs  | £12,000 | £15,100 | £18,200 | £21,300 | £24,400 | £27,500 |

# Revenue Forecast (6 Months)



| Revenue Source               | Jan            | Feb            | March          | April          | May            | Jun            |
|------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|
| <b>Dine-in Sales</b>         | £22,000        | £30,000        | £38,000        | £46,000        | £54,000        | £60,000        |
| <b>Beverage Sales</b>        | £4,000         | £5,500         | £7,000         | £8,500         | £10,000        | £11,500        |
| <b>Takeaway&amp;Delivery</b> | £3,000         | £4,500         | £6,000         | £7,500         | £9,000         | £10,500        |
| <b>Private Events</b>        | £1,000         | £2,000         | £3,000         | £4,000         | £5,000         | £6,000         |
| <b>Total Revenue</b>         | <b>£30,000</b> | <b>£42,000</b> | <b>£54,000</b> | <b>£66,000</b> | <b>£78,000</b> | <b>£88,000</b> |

# Break-even Analysis



| Break-even Analysis   | Jan      | Feb      | March   | April   | May     | Jun     |
|-----------------------|----------|----------|---------|---------|---------|---------|
| <b>Fixed Costs</b>    | £26,400  | £28,100  | £29,800 | £31,600 | £33,500 | £35,500 |
| <b>Variable Costs</b> | £12,000  | £15,100  | £18,200 | £21,300 | £24,400 | £27,500 |
| <b>Total Costs</b>    | £38,400  | £43,200  | £48,000 | £52,900 | £57,900 | £63,000 |
| <b>Revenue</b>        | £30,000  | £42,000  | £54,000 | £66,000 | £78,000 | £88,000 |
| <b>Profit</b>         | - £8,400 | - £1,200 | £6,000  | £13,100 | £20,100 | £25,000 |

# CONCLUSION



Family-friendly restaurant with a unique concept.

Strong marketing strategy and clear target market.

Realistic financial plan with sustainable growth.

Break-even expected within the first few months.

High potential for long-term profitability.

## REFERENCES

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QUESTIONS?