

SHIS BIGGIES · EST. 2026

Affordable Fine Dining *with a Sustainable Heart.*

Business Plan Presentation

PRESENTED BY

Shianne Adams

Enterprise & Entrepreneurship · LCLM4006_LON · ID 2508527

DATE

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Meet the founder *behind the plate.*

A vision shaped by hospitality, creativity, and a belief that thoughtful food should be accessible to everyone.

- **Owner** Shianne Adams — hands-on founder and creative lead.
- **Vision** Elevated dining, priced for everyday celebration.
- **Passion** Creative cooking that keeps guests coming back.
- **Promise** Quality food, relaxed rooms, an honest brand.



CRAFTED WITH CARE

The concept, *in one warm room.*

A high-end restaurant with a calm, comfortable setting — built for families and friends to linger, share, and return.

01

The Menu

Diverse plates including vegan, vegetarian and signature desserts — inclusive by design.

02

The Service

Dine-in, takeaway and delivery — the same quality across every channel.

03

The Atmosphere

A relaxing, unhurried space where memories are made worth remembering.

Sole trader — *small, agile, accountable.*

01	Full control	Every decision — menu, hires, hours — sits with the founder.
02	Direct profits	Earnings flow straight back to the person building the brand.
03	Flexibility	Freedom to pivot fast when the market shifts.
04	Lean admin	Less paperwork; more time on plates and guests.
05	Menu agility	Rapid response to trends and customer preferences.

STRUCTURE

“One person. One vision. One accountable table.”

— Caroola (2024)

Six forces shaping *the environment.*

P

Political

Wage & tax risks; opportunity in state grants.

T

Technological

Contactless payments and digital marketing at scale.

E

Economic

Inflation and rising food costs across supply chains.

E

Environmental

Sustainable packaging and stricter waste laws.

S

Social

Health-first choices and rapidly evolving tastes.

L

Legal

Food safety, hygiene and data protection compliance.

How we respond — *on purpose.*

01 Watch the policy line

Monitor government policies and budgets closely to protect margins.

03 Package with a conscience

Sustainable packaging and clear recycling across the operation.

02 Listen where guests speak

Use social media and customer feedback to spot trends early.

04 Compliance, always

Full alignment with food safety, hygiene and data protection law.

Reference: Fisher (2025) — Eco-friendly packaging and its impact on customer loyalty.

Five tables, *one open door.*

01 Families Quality, comfort and affordability for everyday moments.	02 Working Professionals After-work dining that feels like a small reward.	03 Young Adults & Students Casual, affordable, and Instagram-worthy.	04 Vegans & Vegetarians A menu built for choice, not compromise.	05 Dessert Lovers Celebration plates for the moments that matter.
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What guests want — *beyond the plate.*

Shis Biggies guests are not just buying dinner. They are buying attention, comfort, and a room that lets them stay.

- **Value quality** Ingredients, plating, and service that earn their price.
- **Crave comfort** Warm rooms, unhurried pace, considered lighting.
- **Expect service** Staff who read the table and make guests feel seen.
- **Want an experience** A complete evening — not just a meal on a bill.

VISIT OCCASIONS

The reasons they book.

- Family meals
- Birthdays & anniversaries
- Date nights
- After-work catch-ups
- Social gatherings

Why guests choose us — *and come back.*

01

Affordable fine dining

High-end plates, honest prices.

02

Warm, welcoming service

Trained, attentive, human.

03

Sustainable packaging

Every takeaway leaves a lighter footprint.

04

Inclusive menu

Vegan, vegetarian, and everything between.

05

A room to linger in

Designed for longer, better evenings.

Show the food.

Reward the regulars.

Channels

Instagram & TikTok first.

TikTok is the fastest-growing platform for food discovery (Watson, 2024). We lead with short-form video of plates, prices, sustainability practices and menu variety.

Offers & Loyalty

01	Student discount	Everyday value for a key segment.
02	BOGO nights	Reasons to share the table.
03	Birthday specials	Owning celebration occasions.
04	Loyalty scheme	10 meals rewarded in the first 3 months.

Affordable fine dining, *served sustainably.*

Quality food, warm rooms, inclusive menus, and a brand built to be trusted — course after course. The commitment to excellence offers comfort and passion, with fresh ingredients and inclusive menus, ensuring a memorable dining experience and inviting patrons to return repeatedly.

REFERENCES

Caroola (2024) — Advantages of the sole trader structure.

Fisher (2025) — Eco-friendly packaging and customer loyalty.

Watson (2024) — TikTok as the fastest-growing marketing platform.

Thank you.

Questions welcome — the table is set.