

Managing Enterprise in the 21st Century (BMSW4006_LON)



Student Name

ID

Topic

Pascal Monica

1814621

Planning

Kashif Khan

1815907

Management

Eljo Ferzaj

1813700

Marketing and Sales

Gurgu Alexandru

1814056

Finance

Highlights

Bombay Express offers great customer service and a range of fun-night-out activities like karaoke. There is a bar and many comfortable tables to sit at and enjoy the food

Mission Statement

About 150,000 of Westminster is aged 20-40, meaning that they are the ideal customers we will target.

Objectives

To satisfy customers and build a repeat customer relationship.

Keys to Success

- Achieving a bigger goal and making customers happy with our services
- Using social media to promote and advertise
- Investing on guests

Description of Business

“Bombay Express” restaurant is a small 56-seater vintage, fast casual. Indian cuisine-based food.

Location

Westminster has 220,000 people, and only 7,200 of that number are Indian. Chance to show different food.

Company Ownership/Legal Entity

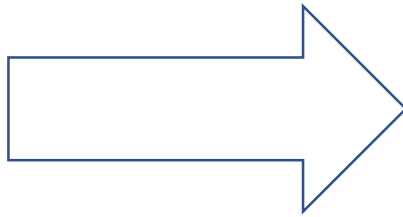
The most important certificate we need is the Food Hygiene Certificate.

Interior

Bombay Express will supply with a cozy scenery and comfortable and relaxing dining room.

Problem:

**Food waste and
recycling**



Solution:

**Recycle and buy
mostly reuse
materials**

Management:

Management defined as all the activities and task undertaken for achieving goal by continuous activities like planning, organization leading and controlling.

Planning:

Planning involves setting objective and deciding on action to be taken to achieve these objectives.

Strategic planning :

It's involves analysing competitive opportunities and threats, as well as the strength and weakness of the organizations.

Operational planning:

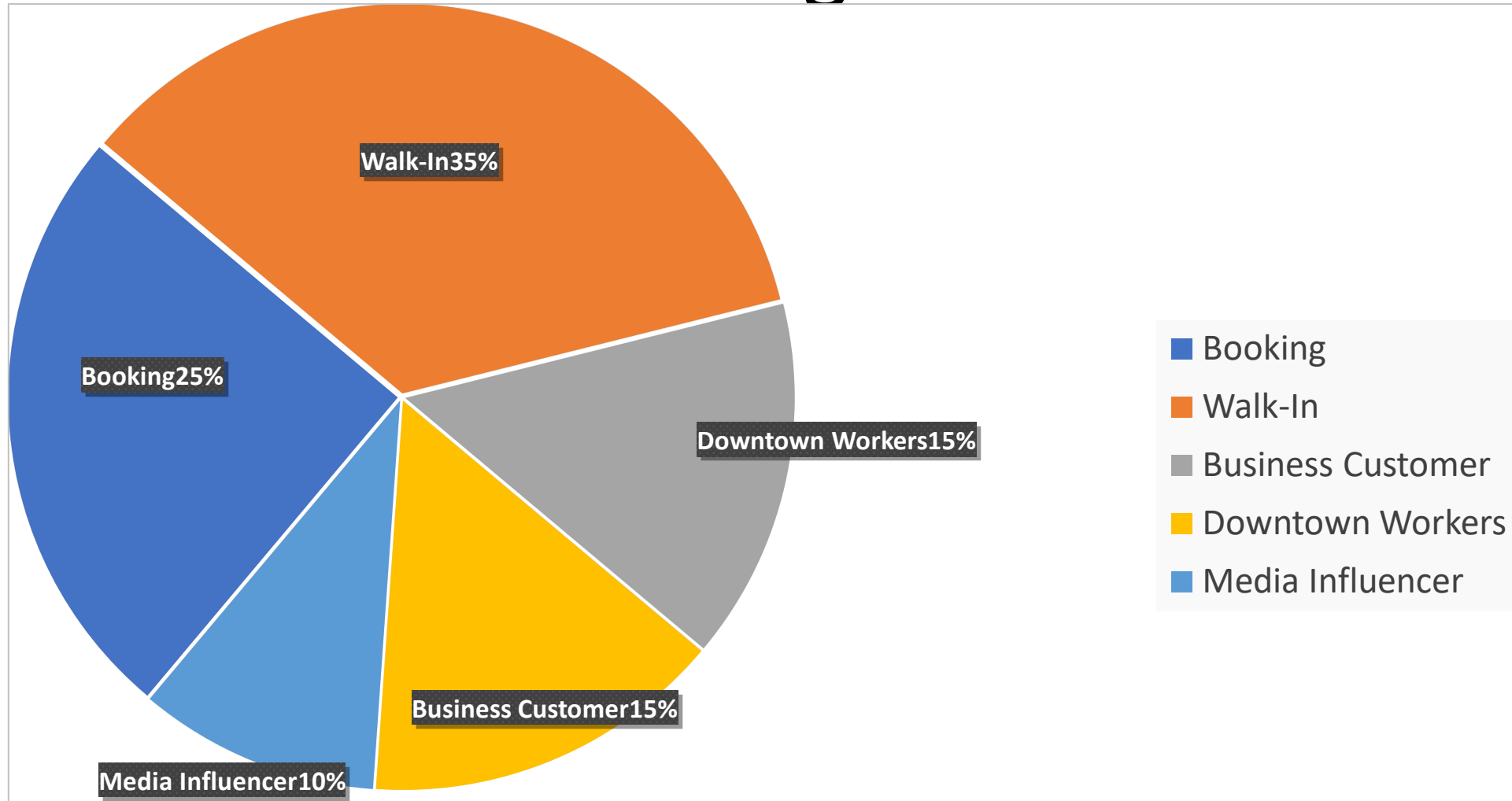
It's generally assumes the existences of organization wide or subunit goal and objective and specifies way to achieve them. Operational planning is a short –range (less than year) planning that is designed to develop specific action step the support the strategic and tactile plans.

Organization:

Organization also includes deciding what type of management structure is required. The structure is usually represent by organization chart, which provide a graphic representation of the chain of command with an organization.

Marketing

Market Segmentation



PR Agency

GERBER

Coverage total: **29**

Online: **15**

Print: **3**

Social Media: **11**

Coverage Reach: **30 Million**

Online: **28.5 Million**

Print: **1.25 Million**

Social Media: **420k**

Social Media Channels



innerplace_ldn

Follow

228 posts 2,434 followers 978 following

Innerplace Ldn

Innerplace is a luxury lifestyle concierge service dedicated to providing access to the most exclusive venues, events, luxury travel & members clubs 🍸

www.innerplace.co.uk



countryandtownhouse

Follow

2,479 posts 49.4k followers 1,195 following

Country & Town House Magazine

💎 Luxury Living

GB Great British Brands

🏡 Country & Town Interiors

🏠 Great British & Irish Hotels

🏫 School House Magazine

Travel 🌞 Fashion Food Spa 🧘

linktr.ee/countryandtownhouse

suitcase

Follow

4,034 posts 176k followers 867 following

SUITCASE Magazine

The Culture of Travel 🌍

In print and online 📖 📺

#SUITCASEtravels

linkin.bio/suitcase



fabulousmag

Follow

3,431 posts 51.1k followers 173 following

Fabulous

Celeb exclusives, fashion, and beauty news 🧑

linktr.ee/fabulousmag



telegraph

Follow

7,225 posts 477k followers 14 following

The Telegraph

Think ahead with the stories behind extraordinary images.

linkin.bio/telegraph



londonfoodfatty

Follow

1,395 posts 55.9k followers 212 following

Londonfoodfatty

🍖 2 Meat Eaters

🌱 1 Vegan

🍴 Eating our way through London

🔥 #londonfoodfatty

✉ londonfoodfatty@gmail.com

Why We Are Better Than Our Competitors

MASALA
ZONE

D I S H O O M

How will Bombay Express going to make money ?

By promoting the brand and the restaurant , offering high quality Indian cuisine food and drinks , making the customer stay a dream .

Revenue sources

1. Food
2. Drinks
3. Small Social Events

Who are our customers ?

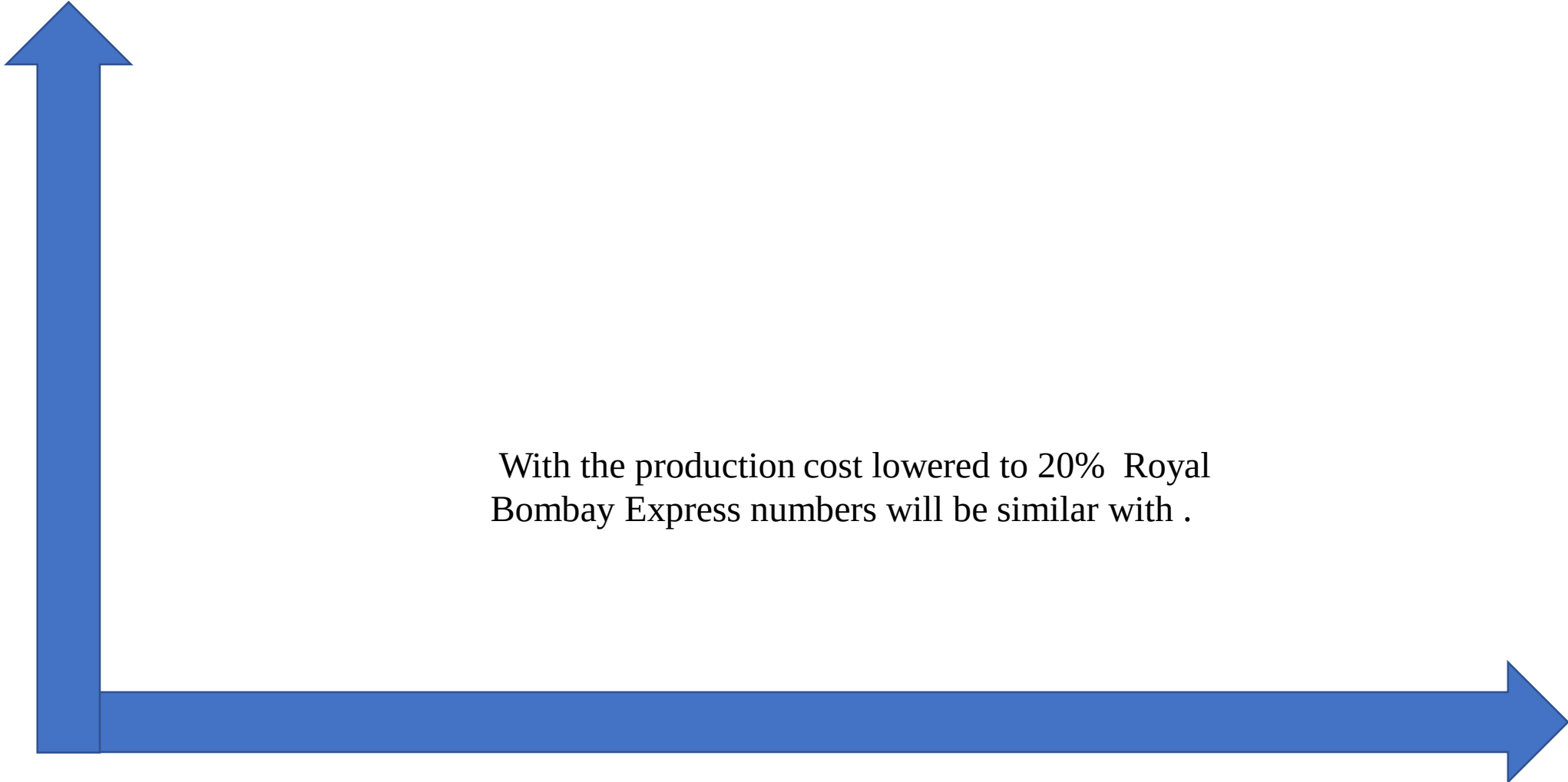
Bombay Express strives to put the fingerprint on the map of Oxford Street between the Indian community and locals , to tourist or workers that need a fast bite , everyone its welcomed .

Royal Bombay express pricing structure

Pricing structure it is builder in report with competition prices and the production cost

How will Royal Bombay Express will generate profit

By approaching the market with confidence , minimizing the running costs , and creating exquisite moments Bombay Express will generate a continuous profit.



With the production cost lowered to 20% Royal
Bombay Express numbers will be similar with .

Year 1	Year 2	Year 3	Year 4
444,000	621,600	714,000	843,600

CONCLUSION

Q&A

REFERENCES

- Berger JK Nobbs, Contagious (Simon And Schuster Audio 2013)
- '5 Ways to Improve Customer Experience In 2019 | Smart Insights' (Smart Insights, 2019) <<https://www.smartinsights.com/customer-relationship-management/customer-service-and-support/5-ways-to-improve-customer-experience-in-2019/>> accessed 7 September 2019
- '60 Restaurant Industry Statistics for Restaurant Owners In 2019 | Toast POS' (Pos.toasttab.com, 2019) <<https://pos.toasttab.com/blog/restaurant-management-statistics>> accessed 7 September 2019
- Brooke N, 'What Does A Health and Safety Manager Do?' (OSHCR, 2019) <<https://www.oshcr.org/what-does-a-health-and-safety-manager-do/>> accessed 8 September 2019
- Know R, 'Restaurant Management Tips: What Every New Manager Needs to Know - When I Work' (When I Work, 2019) <<https://wheniwork.com/blog/restaurant-management-what-every-new-manager-needs-to-know/>> accessed 7 September 2019
- 'OPERATIONS MANAGEMENT | Meaning in The Cambridge English Dictionary' (Dictionary.cambridge.org, 2019) <<https://dictionary.cambridge.org/dictionary/english/operations-management>> accessed 7 September 2019
- 'Restaurant Technology In 2017 | Toast POS' (Pos.toasttab.com, 2019) <<https://pos.toasttab.com/resources/restaurant-technology-industry-report>> accessed 7 September 2019
- 'Why and How to Surround Yourself with Restaurant Mentors | Toast POS' (Pos.toasttab.com, 2019) <<https://pos.toasttab.com/blog/restaurant-mentors>> accessed 8 September 2019