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**Programme: Certificate in Higher Education
Business Skills for the Workplace**

Module: Enterprise and Entrepreneurship

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Business Plan: FreshBowl Restaurant

Overview of the Business Idea

Business concept:

FreshBowl is a small, modern, casual-dining restaurant that focuses on healthy, affordable, and freshly prepared meals. The restaurant offers bowls made with grains, proteins, vegetables, and homemade sauces. Customers can choose from a menu of pre-designed bowls or create their own combinations. The idea responds to growing public interest in healthier eating, convenience, and transparency about food ingredients.

Products and Services:

FreshBowl will offer a menu of signature bowls such as grilled chicken bowls, vegan tofu bowls, salmon bowls, and build-your-own options. Additional items include fresh juices, fruit cups, and healthy snacks. The restaurant will provide dine-in, takeaway, and online ordering services through a simple digital platform and third-party delivery apps.

Target market:

FreshBowl will mainly target:

- Students and young professionals seeking affordable, quick, healthy meals
- Health-conscious individuals
- Office workers looking for lunch options
- Local families wanting fresh meals at fair prices

This market is large and continuously growing due to rising health awareness and busy lifestyles.

Location:

FreshBowl will be located in a busy urban area near offices, student accommodations, and public transport. This ensures a steady flow of potential customers during lunch and dinner hours.

Management Structure:

FreshBowl will start as a small business with the following management structure:

- **Owner/Manager:** Responsible for operations, supplier relations, budgeting, marketing, staff supervision.
- **Head Chef:** Oversees food preparation, menu quality, and kitchen organisation.
- **Two Kitchen Assistants:** Support cooking, food preparation, and cleaning.
- **Two Front-of-House Staff:** Handle customer service, cashier duties, and order packaging.

As the business grows, FreshBowl may hire more staff, but the initial structure is simple and cost-effective.

Legal Format:

The business will operate as a **private limited company (Ltd)**. This format limits personal financial risk for the owner and gives the business a professional image. It also makes it easier to access loans and funding in the future.

Environmental Analysis (PESTEL)

A PESTEL analysis examines the external environment affecting FreshBowl.

Political Factors

Government policies on food hygiene, safety standards, and employment laws will affect the restaurant. The UK government encourages healthier eating, which is an advantage for FreshBowl because it promotes nutritious food. Political stability also supports consumer confidence and investment in new businesses. However, increases in minimum wage or changes in food import tariffs could raise operating costs.

Economic Factors

The cost of living crisis continues to affect people's spending habits. While some consumers may reduce spending on expensive restaurant meals, they still look for affordable and healthy options. FreshBowl offers value-for-money meals, which may attract budget-conscious customers. Inflation may increase food and energy costs, so the restaurant must manage suppliers carefully and avoid waste. Economic recovery and employment growth in urban areas can also increase demand for quick lunch options.

Social Factors

There is a strong trend toward healthy lifestyle choices. People are more concerned about their diet, allergens, and food quality. Many customers prefer fresh, natural ingredients over fast-food meals. Social media also influences food choices, as people enjoy posting pictures of colourful meals. FreshBowl can benefit from these trends by promoting its healthy bowls online and offering visually appealing dishes. Additionally, vegetarian and vegan diets are increasing, so offering plant-based options is essential.

Technological Factors

Technology plays an important role in modern restaurants. FreshBowl will use digital tools for online orders, card payments, and simple marketing campaigns on Instagram and TikTok. Food delivery apps such as Deliveroo and Uber Eats can increase sales. Technology also helps with inventory management, reducing waste and improving accuracy. However, the business must invest in basic software and a reliable internet connection.

Environmental Factors

Customers are increasingly aware of sustainability. FreshBowl will use environmentally friendly packaging such as biodegradable bowls and paper bags. The restaurant will also reduce food waste by preparing ingredients in measured quantities and donating unused fresh food to local charities when possible. Energy-efficient appliances will help reduce electricity costs and support eco-friendly practices.

Legal Factors

FreshBowl must follow food safety regulations, hygiene standards, allergen labelling rules, and employment laws. Staff will require health and safety training, and the restaurant must maintain a high hygiene rating. Data protection laws also apply to storing customer information from online orders. Failure to follow these rules can result in fines or closure, so compliance is essential.

Marketing Strategies

FreshBowl will use a mix of marketing strategies based on the 4Ps: Product, Price, Place, and Promotion.

Product Strategy

FreshBowl's main product is healthy, fresh bowls with a variety of ingredients. The meals will be visually appealing, colourful, and customisable. The restaurant will offer:

- Vegan, vegetarian, halal, and gluten-free options
- Seasonal specials to keep customers interested
- Fresh juices and healthy snacks

The focus on quality, freshness, and health will differentiate FreshBowl from traditional fast-food outlets.

Price Strategy

FreshBowl will follow a **competitive pricing** strategy. Prices will be lower than premium restaurants but slightly higher than fast-food chains due to higher ingredient quality. Average meal prices will be:

- Signature bowls: £8–£11
- Build-your-own bowls: £7–£12
- Fresh juices: £3–£5

Student discounts and loyalty points will attract returning customers. Bundle offers (e.g., bowl + juice) will encourage higher spending.

Place Strategy

FreshBowl will be located near offices, colleges, and transport links. This ensures heavy foot traffic. The restaurant will offer:

- Dine-in seating for 20–30 customers
- Takeaway counter for quick service
- Delivery options through online apps

This multi-channel approach increases accessibility and convenience.

Promotion Strategy

FreshBowl's promotional plan includes:

1. **Social Media Marketing**
 - Posting daily photos of bowls
 - Running student discounts on Instagram
 - Collaborating with small local influencers
2. **Grand Opening Event**
 - Offering 20% off in the first week
 - Giving free samples outside the restaurant
3. **Loyalty Programme**
 - Every 8 meals = 1 free bowl
4. **Local Partnerships**
 - Working with gyms, yoga studios, and universities to offer discounts
5. **Online Advertising**
 - Using Google Maps, local ads, and food delivery app promotions

These strategies aim to build a strong customer base and increase brand recognition.

Funding Requirements and Startup Costs

Funding Required

FreshBowl requires **£45,000** to start operations. This funding will cover:

- Equipment and furniture
- Rent and deposit
- Licences and insurance
- Ingredients for the first month
- Marketing and branding
- Salaries before revenue stabilises

Funding Sources

FreshBowl will use a combination of:

1. **Owner investment (£10,000)** – demonstrates commitment.
2. **Bank loan (£25,000)** – repayments will be manageable with expected monthly revenue.
3. **Small Business Grant (£10,000)** – possible through local councils supporting new enterprises.

This mix reduces debt pressure and supports long-term growth.

Startup Expenses (First Month)

Category	Estimated Cost (£)
Rent & deposit	6,000
Equipment (cookers, fridges, POS)	12,000
Furniture & décor	4,500
Licences, permits & insurance	1,500
Initial food supplies	4,000
Staff training & wages	7,000
Marketing & branding	2,000
Technology (website, software)	1,500
Utilities & cleaning	1,000
Other expenses / contingency	5,500
Total	45,000

These expenses ensure FreshBowl is fully prepared to operate from day one.

Reference List

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