



Prifysgol Cymru

Y Drindod Dewi Sant

University of Wales

Trinity Saint David

Module Name: Managing Enterprise

Module Code: BMSW4011

Assignment Title: Business plan PowerPoint

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Presentation *Overview*



Business Overview



Market Analysis



Operations & Finance



Marketing Strategy



Why invest in me



Conclusion

Product / Service Description

Demi's Place



Demi's Place
Inclusive Eats, Brighter Days



SENSORY-FRIENDLY RESTAURANT

A calm, welcoming dining space designed to reduce sensory overload and stress.



DESIGNED FOR AUTISTIC AND NEURODIVERGENT CHILDREN

A space that celebrates differences and supports every child to feel comfortable and included.



DEDICATED SENSORY ROOM

A quiet, sensory space for children to relax, reset and feel safe when needed.



AUTISM-TRAINED STAFF

Caring, trained team members who understand, support and connect with our guests.



FLEXIBLE DINING OPTIONS

Custom menu choices to suit sensory needs, preferences and dietary requirements.



SAFE, INCLUSIVE FAMILY ENVIRONMENT

A supportive space where families can enjoy quality time without judgement.





Business Name & My Story



Demi's Place

- ♥ Named after my daughter, Demi
- ♥ Inspired by her experiences as an autistic child
- ♥ Represents a warm, welcoming and family-focused environment.



My Story

- ♥ Parent of an autistic child
- ♥ Experienced challenges when dining in traditional restaurants
- ♥ Several years of hospitality
- ♥ Identified a gap for sensory-friendly dining
- ♥ Created Demi's Place to support neurodivergent children and their families

Mission Statement & SMART Objectives



Mission Statement

To create a safe, inclusive and understanding restaurant where families with autistic and neurodivergent children can enjoy meals together in a calm, supportive and judgement-free environment.



SMART Objectives



Open within **12 months**



Train **100%** of staff before opening



Achieve **80%** positive Feedback



Gain **50** regular families in year 1



Reach break-even within **18-24 months**



Legal Structure & Location



Legal Structure



Easy and inexpensive to set up



Full control over business decisions



All profits would belong to myself



Personal liability for business debts



Location



Easy access via the A48 and Eastern Bypass



Convenient for families across South Wales



Limited local competition



Quiet residential setting suitable for autistic children





HRM Structure



STAFF STRUCTURE



Owner/Manager

Oversees daily operations
Manages finances and
customer services



Kitchen Staff

- Prepare and serve food safely



Front of House Staff

- Welcome customers
- Provide table service



Sensory Support Trained Staff

- Support neurodivergent children and families
- Ensure an inclusive dining experience

HRM STRATEGY



Autism awareness training
for all staff



Ongoing professional
development



Inclusive and supportive
workplace culture



Focus on excellent
customer service



Our team is at the heart of Demi's Place,
creating a safe, supportive and welcoming experience
for every family.



Start-up Costs



Total start up investment



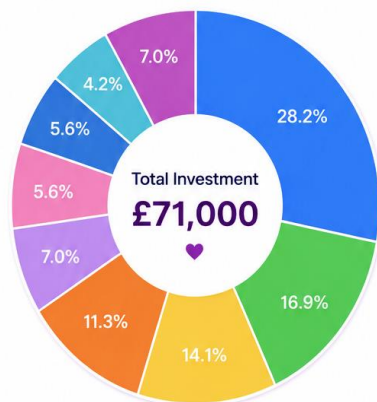
Investment includes a dedicated sensory room



Funding covers equipment, stock and marketing



Provides a strong foundation for business growth



	Kitchen Equipment	£20,000	28.2%
	Sensory Room Equipment	£12,000	16.9%
	Furniture & Décor	£10,000	14.1%
	Premises Deposit & First Month's Rent	£8,000	11.3%
	Food & Drink Stock	£5,000	7.0%
	Training & Marketing	£7,000	9.9%
	Licences & Insurance	£8,000	11.3%
	Website & Marketing	£3,000	4.2%
	Contingency Fund	£5,000	7.0%



A smart investment in an inclusive future.

These start-up costs provide everything needed to create a safe, supportive and welcoming space for every family.



Cash Flow Forecast



Expected revenue growth
as customer numbers increase



Growing demand
for sensory-friendly dining experiences



Revenue generated
through food sales, drinks and family events

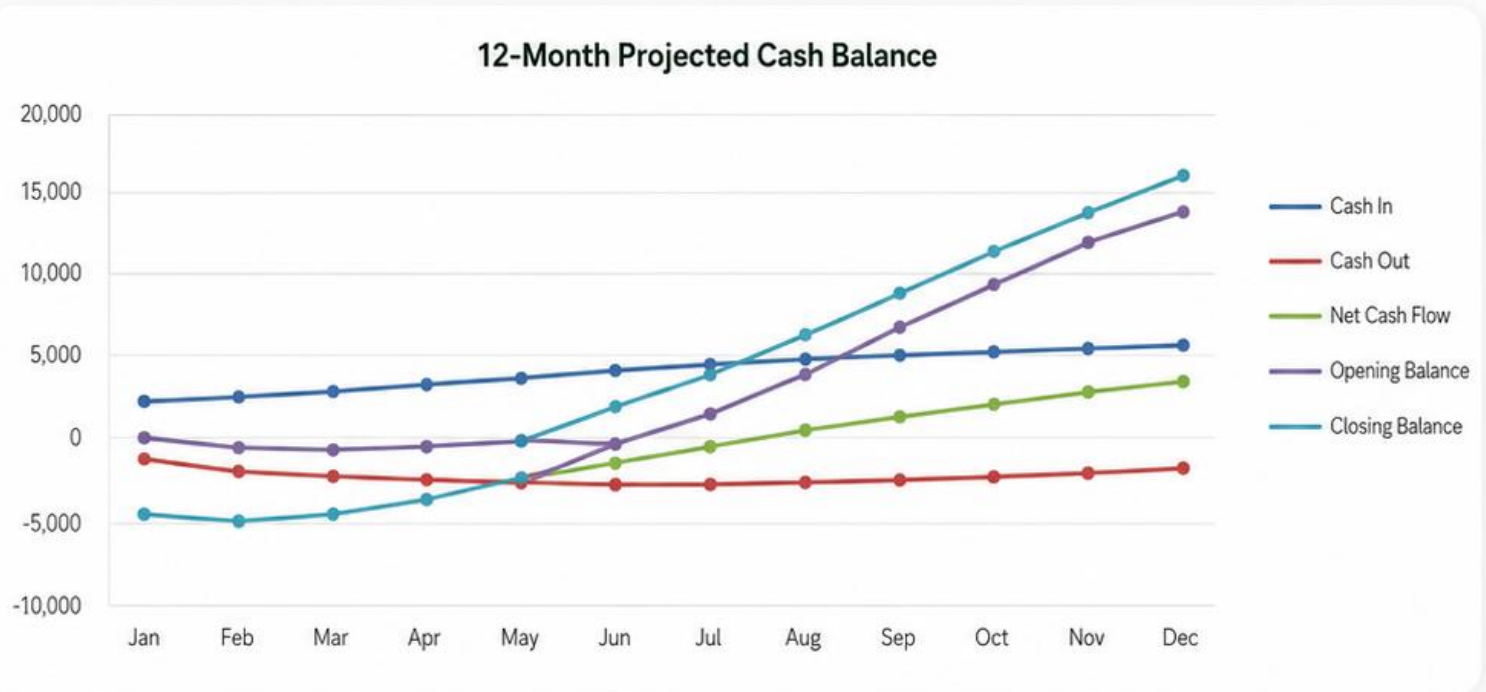


Business expected to become profitable
after the start-up phase



Long-term goal
of sustainable growth and expansion

12-Month Projected Cash Flow													
Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Cash In	2,000	2,200	2,400	2,600	3,000	3,200	3,400	3,600	3,800	4,000	4,200	4,400	38,800
Cash Out	-2,400	-2,300	-2,200	-2,100	-2,000	-1,900	-1,800	-1,700	-1,600	-1,500	-1,400	-1,300	-21,900
Net Cash Flow	-400	-100	200	500	1,000	1,300	1,600	1,900	2,200	2,500	2,800	3,100	17,300
Opening Balance	0	-400	-500	-300	200	1,200	2,500	4,100	6,000	8,200	10,700	13,500	0
Closing Balance	-400	-500	-300	200	1,200	2,500	4,100	6,000	8,200	10,700	13,500	16,600	16,600





Target Market

We serve families and communities who value **inclusive, stress-free** dining experiences.



Families with autistic and neurodivergent children



Families living in Cardiff, Newport and surrounding areas.



Parents seeking a safe, **non-judgement** and stress-free dining experience.



Children who benefit from sensory-friendly environments



Families looking for understanding and inclusive hospitality



Our Market Segments



Primary Market

Families with autistic children

01



Secondary Market

- Neurodivergent adults
- Support groups
- Schools and community organisations

02



Tertiary Market

Families seeking quieter dining experiences

03



*Good food. Welcoming space.
Everyone belongs.*



Market Research Results

We gathered feedback from families and the local community to validate the need for a sensory-friendly restaurant in Cardiff.

KEY FINDINGS



Growing Awareness of autism and neurodiversity



Limited Options of sensory-friendly restaurants in Cardiff



Families Want More inclusive dining options



Demand for Trained Staff and sensory spaces



Opportunity to meet an underserved market need



The results confirm a **strong need** and **opportunity** to create a welcoming, inclusive space for all families.

SURVEY RESPONSE OVERVIEW



44

Total Responses



77%

Have a child with additional needs



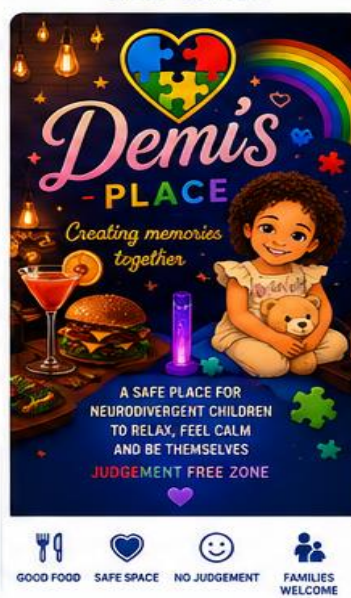
91%

Would visit a sensory-friendly restaurant

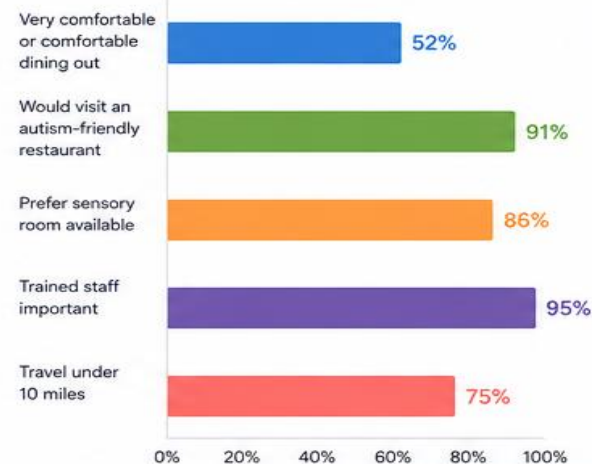
FACEBOOK POST



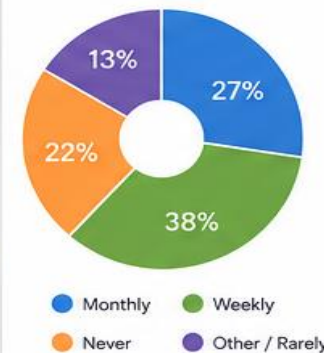
BRAND CONCEPT



KEY INSIGHTS FROM SURVEY



How Often Do You Visit Restaurants?



SURVEY RESPONSES (SAMPLE)

Start time	Completion time	Do you have children?	Does your child have autism?	How often do you visit restaurants?	How comfortable do you find dining out as a family?	What challenges do you face when dining out?	How appealing is an autism-friendly restaurant to you?	Would you be likely to visit an autism-friendly restaurant?	How far would you be willing to travel?	Any additional comments?
6/17/2025 20:19	6/17/2025 20:19	Yes	No	Never	Very comfortable	Noise levels	Not appealing	No	Under 5 miles	Maybe
6/17/2025 20:20	6/17/2025 20:20	Yes	No	Monthly	Somewhat comfortable	Noise levels	Very appealing	Yes	10+ miles	No
6/17/2025 20:21	6/17/2025 20:21	Yes	Yes	Monthly	Not comfortable at all	Noise levels, waiting times	Very appealing	Yes	Under 5 miles	No
6/17/2025 20:22	6/17/2025 20:22	Yes	Yes	Weekly	Somewhat comfortable	Noise levels, other diners	Very appealing	Yes	5-10 miles	Yes
6/17/2025 20:23	6/17/2025 20:23	Yes	Yes	Weekly	Somewhat comfortable	Noise levels, crowds	Very appealing	Yes	5-10 miles	Maybe
6/17/2025 20:24	6/17/2025 20:24	Yes	Yes	Monthly	Very uncomfortable	Light, noise, other diners	Extremely appealing	Yes	5-10 miles	No
6/17/2025 20:25	6/17/2025 20:25	Yes	Yes	Weekly	Somewhat comfortable	Limited food options	Very appealing	Yes	10+ miles	No
6/17/2025 20:26	6/17/2025 20:26	Yes	Yes	Monthly	Very comfortable	No challenges	Somewhat appealing	Maybe	5-10 miles	No
...	...	...	...	...	...	...	...	...	...	...



The research shows strong demand for a sensory-friendly restaurant in Cardiff.
Families want a safe, inclusive space – and we can provide it.



Inclusive Dining



Happy Families



Stronger Community



Brighter Future



SWOT Analysis

Assessing our internal strengths and weaknesses, and external opportunities and threats to build a successful sensory-friendly restaurant in Cardiff.



STRENGTHS



- Unique sensory-friendly restaurant concept
- Autism-trained staff
- Personal experience and passion
- Dedicated sensory room



OPPORTUNITIES



- Growing awareness of autism and neurodiversity
- Increasing demand for inclusive dining
- Potential partnerships with schools and autism charities
- Expansion to additional locations in the future



WEAKNESSES



- High start-up cost
- New business with no established reputation
- Limited financial resources
- Reliance on local customer base



THREATS



- Competition from established restaurants
- Rising food and operating costs
- Economic downturn affecting customer spending
- Changes in regulations or business costs



Good food. Safe space.



Everyone welcome.



PESTLE Analysis

PESTLE analysis shows that Demi's Place is well positioned to benefit from growing awareness of autism and increasing demand for inclusive services. However, the business must manage rising costs and comply with legal requirements to ensure long-term success.



PESTLE		Impact on Demi's Place
	P Political	Government support for disability inclusion and small business grants could help Demi's Place with funding and development.
	E Economic	Inflation and rising food, energy, and staff costs could increase expenses and reduce profits.
	S Social	Growing awareness of autism and neurodiversity means more families are looking for sensory-friendly and inclusive places to eat.
	T Technological	Social media, online booking systems, and digital marketing can help attract customers and grow the business.
	L Legal	The restaurant must follow food hygiene laws, health and safety regulations, employment laws, and the Equality Act 2010.
	E Environmental	Using sustainable packaging, reducing food waste, and energy-efficient lighting can improve the restaurant's environmental impact and reputation.



Demi's Place can take advantage of growing demand for inclusive dining experiences, but it must carefully manage costs and meet legal requirements to achieve sustainable growth.

Marketing Strategy

Our marketing strategy focuses on building awareness, creating meaningful connections and encouraging repeat visits through engagement, community and inclusive experiences.



Social Media Marketing

Use social media to raise awareness, showcase our inclusive environment and engage with our community.

- Facebook
- Instagram
- TikTok



Community Partnerships

Build strong partnerships that help promote our mission and reach families who need us most.

- Schools
- Autism support groups
- Therapy centres



Customer Engagement

Encourage word-of-mouth and build trust through positive experiences and customer feedback.

- Testimonials and reviews
- Referral Programme



Events & Promotions

Host and take part in events that build awareness and bring our community together.

- Autism awareness events
- Family activity days
- Restaurant launch event



Our goal is to be more than a restaurant – we want to be a trusted, inclusive space where everyone feels welcome.

Pricing Strategy & Marketing Mix



Demi's Place
Inclusive Eats, Brighter Days



Pricing Strategy



Differentiation pricing strategy



Competitive but reflects specialist services



Flexible and affordable **childrens** meals



Added value through sensory room and trained staff



Great value. Inclusive by design.
Made for every family.



Marketing Mix (7Ps)



Product

Sensory friendly dining experience



Price

Affordable, value-based pricing



Place

Cardiff location accessible to families



Promotion

Social media, Partnerships and events



People

Autism-trained staff



Process

Flexible booking and customised meals



Physical Evidence

Sensory room, calming décor and visual menus

Inclusive today,



empowered every day.



Why invest in me



Demi's Place
Inclusive Eats, Brighter Days

I am passionate about creating a sensory friendly dining experience that makes a **real difference** for autistic children and their families.



Personal experience and passion for the concept

Driven by personal experience and a genuine passion to create a safe, welcoming space for all families.



Strong hospitality industry knowledge and customer service skills

Extensive hospitality experience with a focus on delivering excellent service and memorable customer experiences.



Clear understanding of the needs of autistic children and their families

In-depth understanding of sensory needs and the challenges families face, ensuring the right environment and support.



Evidence-based business plan supported by Market Research

A well-researched business plan backed by market research and industry insights.



Unique business idea with strong community impact

A unique concept that fills a gap in the market and creates positive change in the community.



Commitment to creating an inclusive and sustainable business

Dedicated to building a business that is inclusive, environmentally responsible and sustainable for the future.



Investing in Demi's Place means investing in inclusion, community and a brighter future for families.



Conclusion



Demi's Place
Inclusive Eats, Brighter Days



Demi's place will provide a **unique sensory-friendly dining experience** for autistic and neurodivergent children and their families.



Market Research shows **strong demand** for inclusive dining environments and specialist support.



The business combines **social impact** with **commercial potential** through a clear marketing strategy, financial planning, and **sustainable growth** objectives.



Demi's Place aims to create a **safe, welcoming space** where families can enjoy dining together without stress or judgement.



Demi's Place is more than a restaurant – it's a place of understanding, inclusion and happy memories.





References



Demi's Place
Inclusive Eats, Brighter Days



ACADEMIC SOURCES

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- 2 **Anderson, A.H., Stephenson, J. and Carter, M. (2017)** 'A systematic literature review of the experiences and supports of restaurant and community participation for individuals with autism spectrum disorder', *Research in Autism Spectrum Disorders*. Available via: <https://www.sciencedirect.com> (Accessed: 19 June 2026).
- 5 **Fletcher, T.S. et al. (2023)** 'Guidelines for Sensory Havens in Autism and Sensory-Friendly Events', *Intervention in School and Clinic*, 57(1). Available at: <https://journals.sagepub.com/doi/10.1177/00400599231171715> (Accessed: 19 June 2026).
- 6 **Strand, M. (2020)** 'Colour-based food preferences and selective eating in autism spectrum disorders', *Nutrients*. Available at: <https://pmc.ncbi.nlm.nih.gov/articles/PMC7907582/> (Accessed: 19 June 2026).
- 7 **Fletcher, T.S. (2022)** 'Sensory-friendly autism program innovations designed to improve participation and inclusion', *Journal of Family Studies*. Available at: <https://www.tandfonline.com/doi/full/10.1080/14473828.2021.1943868> (Accessed: 19 June 2026).
- 9 **Kettley, S. et al. (2026)** 'Designing hospitality through sensory workshops for autistic people with eating ordered behaviour', *Proceedings of the Design Research Society Research Conference 2026*, pp. 1–19.



INDUSTRY & PROFESSIONAL SOURCES

- 3 **National Autistic Society (2023)** *Eating Out and Autism: Tips for Families and Restaurants*. Available at: <https://www.autism.org.uk> (Accessed: 19 June 2026).
- 4 **Autism Speaks (2018)** *Autism-Friendly Restaurants*. Available at: <https://www.autismspeaks.org> (Accessed: 19 June 2026).
- 8 **Pathfinders for Autism (2019)** *Dining Out with Autism Awareness: Tips for Restaurant Staff*. Available at: <https://pathfindersforautism.org> (Accessed: 19 June 2026).
- 11 **Gupta, D. (2024)** 'Guests with Autism: A Study on Social Sustainability', *EHL Insights*. Available at: <https://insights.ehl.edu/social-sustainability-autism> (Accessed: 19 June 2026).



Thank you for your time and consideration.

Demi's Place aims to create a more inclusive dining experience for autistic and neurodivergent families.





AI Statement



Demi's Place
Inclusive Eats, Brighter Days



STATEMENT

I, **Channice Iles, 2507824**, confirm that the work submitted for **BMSW4011, assignment "Managing Enterprise,"** is entirely my own. I did not use **generative AI tools** (e.g., ChatGPT, Copilot, Gemini, image or code generators) to plan, draft, write, translate, or revise any part of this submission. Any permitted tools were limited to basic spelling and grammar checks.



Signed:

Channice Iles



Date:

18/06/2026



Academic integrity and originality are important.
All work submitted is my own.

