

Business Plan for Lebanese Restaurant

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Dionisie Sauciuc	1816175	Description of Business
Wisdom Olympio	1816877	Marketing
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Raul Marian Obreja	1816173	Financial Plan, References

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Executive Summary

- The Lebanese Restaurant will provide adequate Lebanese culture
- consumers are willing to buy Lebanese food products for the taste
- provide main courses, side dishes, snacks as well as drinks for their consumer base
- restaurant will also provide Lebanese food related items at their main course
- provide the most famous as well as complex Lebanese snacks, main course food item
- The organization will be opened at a 4000 square feet place





Mission Statement

The restaurant aims to give exclusive Lebanese foods, which were never tasted by people in London at a homely atmosphere where families can have a great time.

Purpose of Business

This business plan is documented for laying a ground plan for the business of Lebanese restaurant

Business Goal

- *To increase customer satisfaction*
- *To maximise profit*
- *To satisfy employee base*

Description of Business



- The organisation Lebanese Restaurant will be located at 22 Edgware Rd.
- The organisation will provide main course, snacks, beverages and side dishes as part of their service.
- The restaurant will provide Knefe, Sweet Manakish, Mouajanet as a part of their Lebanese breakfast item, different forms of soups, both vegetarian as well as non vegetarian as a part of their side dish.
- The management of the restaurant are willing to design a comfortable place for their consumers.

Business Analysis

- Political:
- Economical:
- Social
- Technological:
- Environmental
- Legal



Marketing

	1st month	2nd month	3rd month	4th month	5th month	6th month	Total
Newspapers and other print media	£ 123.50	£ 123.50	£ 123.50	£ 123.50	£ 123.50	£ 123.50	£ 741.00
Yellow pages	£ 93.25	£ 93.25	£ 93.25	£ 93.25	£ 93.25	£ 93.25	£ 559.50
Others (newsletters, fliers, church bulletins)	£ 475.70	£ 475.70	£ 475.70	£ 475.70	£ 475.70	£ 475.70	£ 2,854.20
Total for six months							£ 4,154.70

Estimated Market Share and Sales

- Depending upon the Lebanese Restaurant's customer profile, the numbers have been compiled below.
- The report that the Phoenix Real Estate prepared has been utilised for the compilation based upon information obtained from the Facts Report.
- The report had been created utilising the Lebanese Restaurant as the point of focus while delineating numbers by a radius of five, three and one mile.

Cont...

Promotion & Advertising

- The business will use few methods for promoting about this restaurant in London. ***Official website*** of this restaurant will be set where information related to various food items and news about special discounts will be given.
- Some ***online advertising*** will be used and for this ***social media*** sites like Instagram and Facebook will be main mediums (Kang *et al.*, 2015).
- These mediums will help in finding communities, who are interested in Lebanese food.

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Sales Tactics

- The restaurant will have trained servers, who will ask customers if they require any further items.
- They will tell customers about special offerings regarding Lebanese food items in a persuasive tone to attract them. There will be professional attitude in servers but warmth will be present in them.

Service/Warranty

- The organisation will always look after the quality of their range of products and they always put heavy attention towards the basic satisfactory rate of their consumers.
- They will incorporate such a consumer support system where they will easily get in touch with consumer feedback.



Competitor Profile

Competitor 1

- **Name:** Arabica Bar and Kitchen
- **Location:** Borough Market, 3 Rochester Walk, London, SE1 9AF, UK
- **Website:** <https://www.arabicabarandkitchen.com/>

Competitor 2

- **Name:** Maroush
- **Location:** 21 Edgware Rd, Hyde Park Estate, London W2 2JE, UK
- **Website:** <https://www.maroush.com/>

Competitor 3

- **Name:** Comptoir Libanais
- **Location:** 1-5 Exhibition Road, London, SW7 2HE, UK
- **Website:** <https://www.comptoirlibanais.com/>

Financial Plan

Cost Analysis

Start-up expenses

Initial cash contributions from owner	£	12,000.00
Loan for equipment	£	23,900.00
Loan for remodeling	£	23,200.00
Loan for operations	£	29,550.00
Investors' contributions	£	20,000.00
Total amount of cash available	£	108,650.00

Total Costs of Capital Requirement

Starting inventories	£	7,500.00
Lease for building	£	9,525.00
Equipment cost	£	25,650.00
Fees for legal purposes	£	750.00
Fees charged for accounting	£	1,200.00
Permits and licenses	£	13,525.00
Remodeling works	£	19,675.00
Deposits for public utilities and others	£	800.00
Advertisements on newspapers and other mediums	£	1,200.00
Sales promotion (prizes, coupons, and others)	£	1,500.00
Total Start-up Expenditure	£	81,325.00
Starting cash balance	£	27,325.00

Financial Plan

Capital Equipment

Equipments	Amount
Small kitchen	£ 9,625.00
Large kitchen	£ 2,575.00
Chairs	£ 1,500.00
Tables	£ 1,200.00
Chairs and couches	£ 3,000.00
Lamps	£ 1,600.00
End tables	£ 500.00
Curtains	£ 200.00
Braided rugs	£ 300.00
Sound system	£ 2,150.00
Space planner	£ 1,800.00
POS System for PC	£ 2,200.00
Software	£ 200.00
Dishes	£ 850.00
Signage	£ 2,500.00
Uniforms for employees	£ 500.00
Air condition	£ 2,000.00
Lights	£ 1,600.00
Total Capital Equipment Expenditure	£ 34,300.00

Other financial data

Project Statement of Income for the year ended December 31, 2019

	Jan	Feb	Mar	Apr	May	Jun
Sales	£ 55,325.00	£ 56,875.00	£ 58,425.00	£ 60,975.00	£ 64,525.00	£ 69,075.00
(-) Cost of sales	£ 12,250.00	£ 13,100.00	£ 13,950.00	£ 14,800.00	£ 15,650.00	£ 16,500.00
Gross profit	£ 43,075.00	£ 43,775.00	£ 44,475.00	£ 46,175.00	£ 48,875.00	£ 52,575.00
Operating expenses						
Salary of owners	£ 3,250.00	£ 3,250.00	£ 3,250.00	£ 3,250.00	£ 3,250.00	£ 3,250.00
Staff wages	£ 12,070.00	£ 12,070.00	£ 12,070.00	£ 12,070.00	£ 12,070.00	£ 12,070.00
ERE	£ 5,320.00	£ 5,320.00	£ 5,320.00	£ 5,320.00	£ 5,320.00	£ 5,320.00
Advertisements	£ 815.00	£ 832.00	£ 832.00	£ 832.00	£ 832.00	£ 832.00
Accounting and legal expenses	£ 150.00	£ 167.00	£ 184.00	£ 201.00	£ 218.00	£ 235.00
Supplies	£ 250.00	£ 275.00	£ 300.00	£ 325.00	£ 350.00	£ 375.00
Dshwasher lease	£ 153.00	£ 153.00	£ 153.00	£ 153.00	£ 153.00	£ 153.00
Live Entertainment	£ 2,500.00	£ 2,500.00	£ 2,500.00	£ 2,500.00	£ 2,500.00	£ 2,500.00
Lease and rent	£ -	£ -	£ -	£ 3,367.00	£ 3,367.00	£ 3,367.00
Maintenance and repairs	£ 400.00	£ 400.00	£ 400.00	£ 400.00	£ 400.00	£ 400.00
Insurance	£ 2,660.00	£ 2,679.00	£ 2,698.00	£ 2,717.00	£ 2,736.00	£ 2,755.00
Utilities	£ 2,261.00	£ 2,284.00	£ 2,307.00	£ 2,330.00	£ 2,353.00	£ 2,376.00
Licenses and taxes	£ 121.00	£ 421.00	£ 721.00	£ 1,021.00	£ 1,321.00	£ 1,621.00
Miscellaneous expenses	£ 250.00	£ 250.00	£ 250.00	£ 250.00	£ 250.00	£ 250.00
Depreciation and amortization	£ 350.00	£ 350.00	£ 350.00	£ 350.00	£ 350.00	£ 350.00
Net Operating Expenditure	£ 30,550.00	£ 30,951.00	£ 31,335.00	£ 35,086.00	£ 35,470.00	£ 35,854.00
Operating profits	£ 12,525.00	£ 12,824.00	£ 13,140.00	£ 11,089.00	£ 13,405.00	£ 16,721.00

			MONTHS												
Cash in-flows	Description (as required)	Starting point	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	TOTAL
Anticipated sales		£0	£55,325	£56,875	£58,425	£60,975	£64,525	£69,075	£73,625	£78,175	£82,725	£87,275	£91,825	£96,375	£875,200
Value of your Start Up Loan		£76,650	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£76,650
Initial cash contributions from owner		£12,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£12,000
Investors' contributions		£20,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£20,000
Total cash in-flows (A)		£108,650	£55,325	£56,875	£58,425	£60,975	£64,525	£69,075	£73,625	£78,175	£82,725	£87,275	£91,825	£96,375	£983,850

			MONTHS												
Cash out-flows	Description (as required)	Starting point	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	TOTAL
Cost of sales		£0	£12,250	£13,100	£13,950	£14,800	£15,650	£16,500	£17,350	£18,200	£19,050	£19,900	£20,750	£21,600	£203,100
Existing assets for business purposes		£20,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£20,000
Rent or premises costs		£0	£0	£0	£0	£3,367	£3,367	£3,367	£3,367	£3,367	£3,367	£3,367	£3,367	£3,367	£30,303
Business rates for your business		£0	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£2,400
Utilities (gas, electricity, water)		£0	£2,660	£2,679	£2,698	£2,717	£2,736	£2,755	£2,774	£2,793	£2,812	£2,831	£2,850	£2,869	£33,174
Insurance		£0	£2,261	£2,284	£2,307	£2,330	£2,353	£2,376	£2,399	£2,422	£2,445	£2,468	£2,491	£2,514	£28,650
Telephone and internet		£0	£230	£355	£480	£605	£730	£855	£980	£1,105	£1,230	£1,355	£1,480	£1,605	£11,010
Marketing and advertising expenses		£0	£815	£832	£832	£832	£832	£832	£832	£832	£832	£832	£832	£832	£9,967
Vehicle running costs		£0	£2,350	£2,530	£2,710	£2,890	£3,070	£3,250	£3,430	£3,610	£3,790	£3,970	£4,150	£4,330	£40,080
Equipment purchase or leasing		£0	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£3,600
Postage, printing, stationery		£0	£90	£100	£110	£120	£130	£140	£150	£160	£170	£180	£190	£200	£1,740
Transport and delivery		£0	£180	£205	£230	£255	£280	£305	£330	£355	£380	£405	£430	£455	£3,810
Professional fees (legal, accounting etc.)		£0	£150	£167	£184	£201	£218	£235	£252	£269	£286	£303	£320	£337	£2,922
Your salary (if PSB is in deficit)*		n/a	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Your salary (over and above your PSB needs)*		n/a	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£12,000
Staff costs		£0	£12,070	£12,070	£12,070	£12,070	£12,070	£12,070	£12,070	£12,070	£12,070	£12,070	£12,070	£12,070	£144,840
Start Up Loan monthly repayment*		n/a	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£6,000
Total cash out-flows (B)		£20,000	£35,056	£36,322	£37,571	£42,187	£43,436	£44,685	£45,934	£47,183	£48,432	£49,681	£50,930	£52,179	£553,596
Your net cash flow (A-B)		£88,650	£20,269	£20,553	£20,854	£18,788	£21,089	£24,390	£27,691	£30,992	£34,293	£37,594	£40,895	£44,196	£430,254
Your monthly opening		£0	£88,650	£108,919	£129,472	£150,326	£169,114	£190,203	£214,593	£242,284	£273,276	£307,569	£345,163	£386,058	£430,254
Your closing cash position		£88,650	£108,919	£129,472	£150,326	£169,114	£190,203	£214,593	£242,284	£273,276	£307,569	£345,163	£386,058	£430,254	£430,254

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Thank You