

**Managing Enterprise in the 21<sup>st</sup> Century**  
**Assignment 1 and 2**  
**Class: BMSW4006**

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03 September 2020



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# La Romantica Business plan BMSW4006 Lecturer Molly Jack

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# Business Overview

- La Romantica is a new and unique idea of a business
- Grand Opening summer 2021 start-up
- Located in North east Sardinian, Italy
- Location is called “Arco di cala Romantica” an arch in the rock
- Available seating in water
- Terrace dining with sea view
- Fine Dining with traditional Italian meals made by popular chefs
- Indulge into Vintage root vine and champagnes



# Business Overview

## Entertainment

- Performing live music by popular artists (Andrea Bocelli)
- Support local artists by hosting art exhibitions
- Classic violin for the “Romantics”
- Management team
- Partnership business

each member manages their own department



# Business overview: Business aim



## MARKETING AUDIT

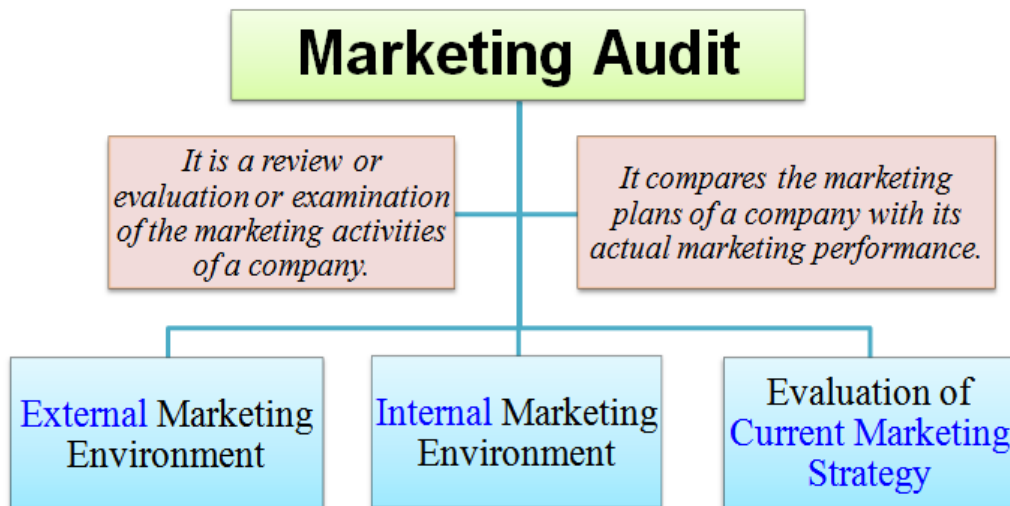


# Market Audit

A marketing audit is a comprehensive, systematic analysis of the business marketing environment of an organization, both internal and external. It covers the organization's goals, objectives, strategies, and principles in order to identify any problems or areas of opportunity and recommend a course of action that best suits the needs of the business

## Components of a Successful Marketing Audit

- **The audit needs to be comprehensive.** An audit should cover all areas of marketing, not just areas where a problem is already perceived or areas that the team knows they excel in
- **The audit needs to be systematic.** Order and efficiency are key elements of a successful marketing audit
- **The audit needs to be regular and recurring.** Some companies only conduct an audit when things are going horribly wrong, but as we all know, an ounce of prevention is worth a pound of cure.



Marketing Audit Evaluates Above Three Key Areas.

## How to Conduct a Marketing Audit

- **Step 1: Describe All Marketing Goals and Objectives**
- Your marketing goals should be comprehensive and well thought out.  
[Marketing goals should be SMART](#) and align with overarching business objectives.
- **Step 2: Create Your Customer Personas**
- If you haven't created detailed [buyer personas](#) for your ideal buyer, take this opportunity to do so.
- **Step 3: Identify the Competition**
- Name the top 3–5 competitors in your industry. Note their business information, such as the company name, website, and headquarters location.
- **Step 4: Describe Your Products and Services**
- Be sure to include all features, benefits, pricing, sizing, and distribution methods for each product and service that you offer. Analyze how each of your products or services compares to your top competitor(s).
- **Step 5: Map Out Your Inventory**
- Create a detailed document that contains all of your current marketing assets. Compile and catalog all of your brand materials and marketing collateral
- **Step 6: Analyze Data and Draw Conclusions**
- **Step 7: Make a Plan and Put It into Action**
- After analyzing the results of your marketing audit, you can make more informed decisions about how to move forward

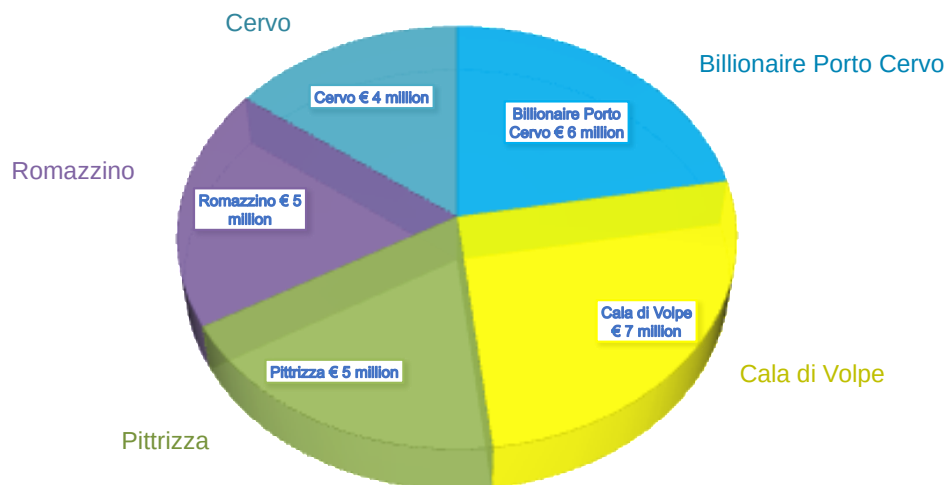
# Target Market

## Identification of the market segment

- Demographic
- Geographic
- Psychographic



## Competitors' Revenue Analysis



# MARKETING PLAN

SPONSORSHIP

ADVERTISING

MARKETING TARGET

## SWOT ANALYSIS

### STRENGTHS

- Quality of product & service
- Location
- Atmosphere
- Events

### WEAKNESSES

- Small
- Seasonal work
- Only one location

### OPPORTUNITIES

- Expansion
- Increase of quality of service
- Reduce prices
- Multiply the revenue
- Best location of the area

### THREATS

- Hiring wrong people
- Suppliers closing down
- Prices increasing
- Weather forecast

# Sponsorship



- Public relation hospitality agencies
- medium- high level recognised artwork
- Michelin star chef's reputations
- Hosting VIP events with famous influencer

Events to gather specific target of people

## ADVERTISING



- Instagram
- Catalogues
- Banners
- Websites
- Trip advisor
- Telemarketing
- Twitter
- Local radio

Advertisement will connect with the audience at lower cost rather than sponsor

TV's VIP

TURISM

INFLUENCER

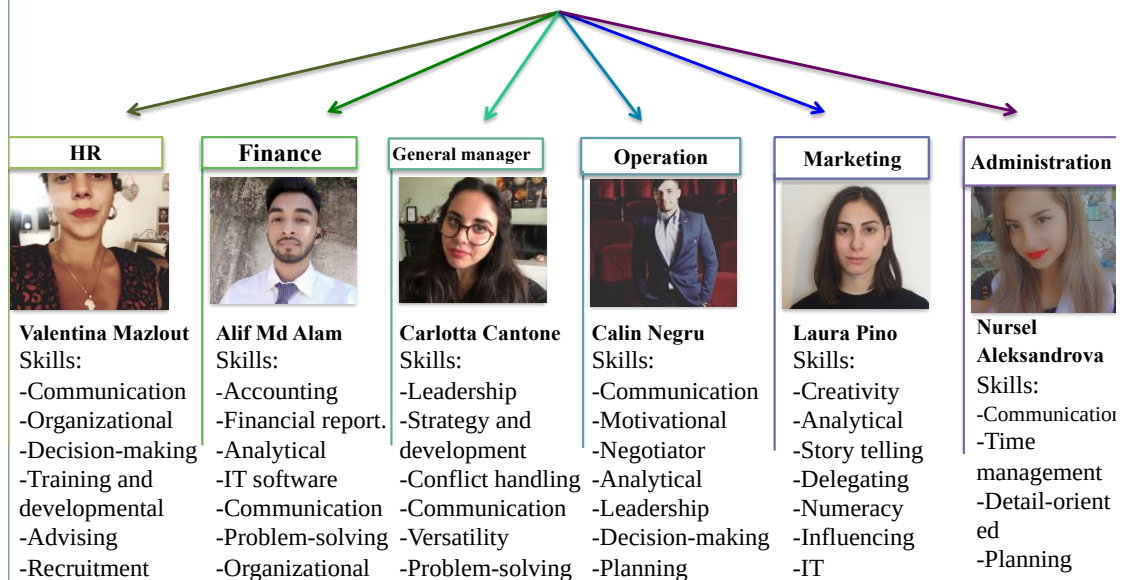
POLITICIANS

AUTHORS and MOVIES STAR



A common but solid strategies to be introduced to the public and selling a unique experience.

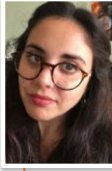
## Management team



# Management responsibilities



- Preparing and updating employees files related to hiring, transferring, promoting and terminating
- Explaining hr procedures, policies, procedure, law and standards to new employees
- Addressing any employee relational issue



- Managing recruitment and hiring process as well as ongoing training
- Overseeing daily business operation
- Developing and implementing new strategies
- Training managers
- Creating and managing budget
- Evaluating performance and productivity
- Improving revenue



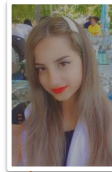
- Website management
- Social media management
- Copywriting and content management
- Data analytics
- PR and corporate communications



- creating forecasting models
- assessing risk in investments and ensuring all accounting activities comply with regulations
- Processing of sales, cashbook and journal transaction
- Ensuring monthly process of payments of payroll in accordance with trust policies

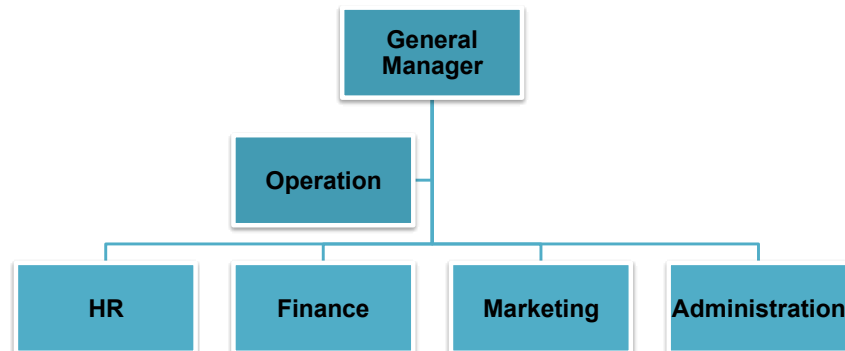


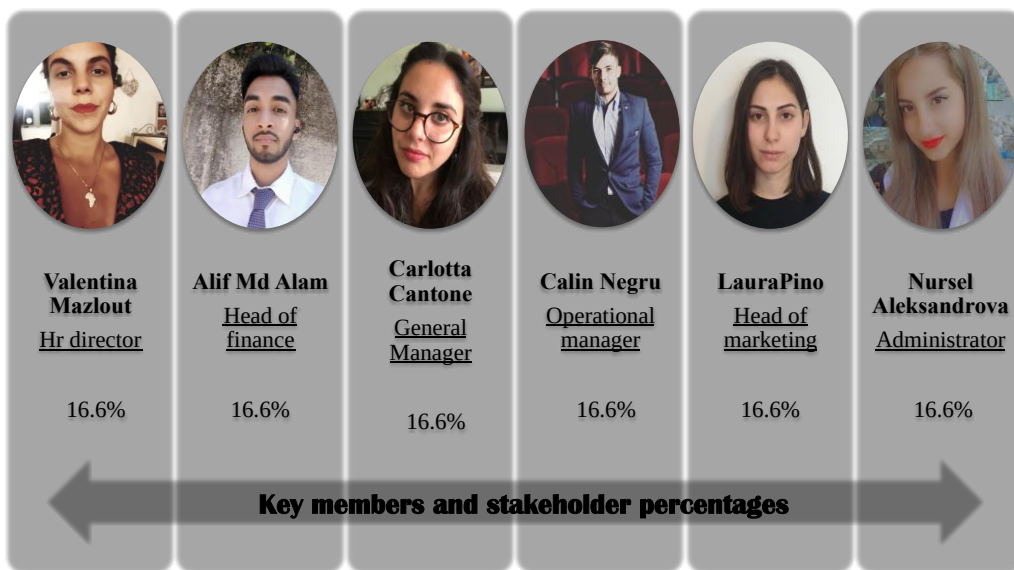
- Assist Hr with recruiting when needed
- Develop, implement and review operational pol
- Managing stock control and inventory
- Ensuring H&S regulation are followed
- Supporting all functions of the business to work together



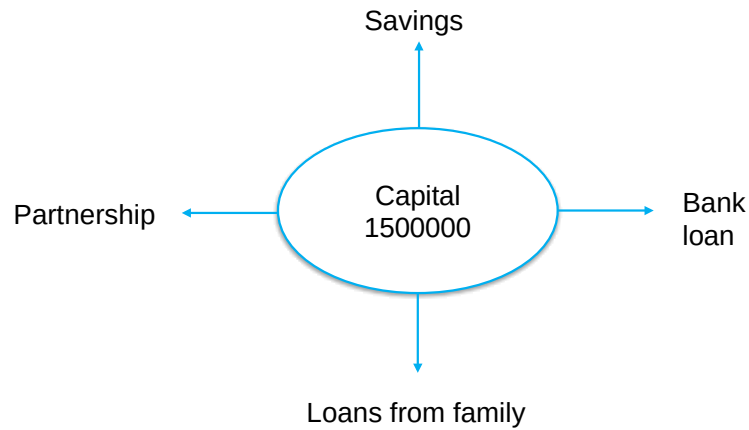
- Organizing, arranging and coordinating meetings
- Management of office equipment
- Sorting and distributing incoming and outgoing post
- Managing administrative staff
- Track stock of office supplies and place orders when Necessary
- Create and update records and database

# Management structure

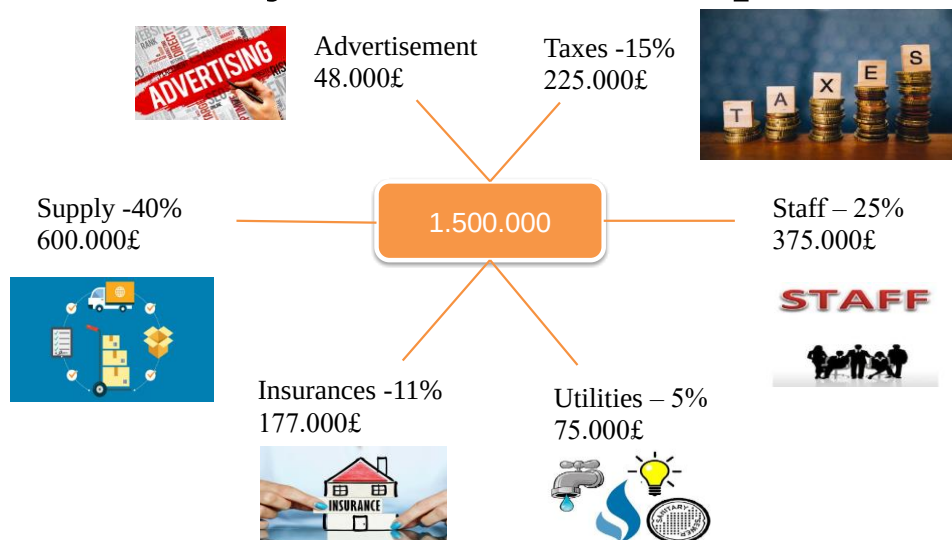




# CAPITAL



## Why we need this capital?



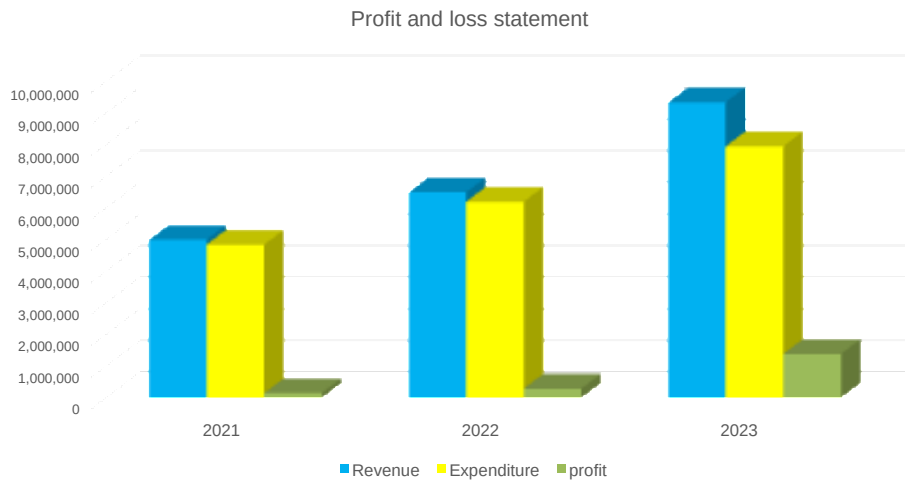
## Operating expenses (3 years)

| LA ROMANTICA             |  |                  |                  |                |
|--------------------------|--|------------------|------------------|----------------|
|                          |  |                  |                  |                |
| Expenditure              |  | YEAR             | YEAR             | YEAR           |
|                          |  |                  |                  |                |
| CATEGORY                 |  | 2021             | 2022             | 2023           |
|                          |  |                  |                  |                |
| Cogs                     |  | 2,000,000        | 2,392,000        | 2,991,466      |
| Taxes                    |  | 750,000          | 715,000          | 1,402,249      |
| Utilities                |  | 250,000          | 787,000          | 467,416        |
| Salaries                 |  | 1,250,000        | 1,813,000        | 2,617,533      |
| Advertisement            |  | 48000            | 23,555           | 10,000         |
| Insurances               |  | 550,000          | 474,500          | 467,416        |
|                          |  |                  |                  |                |
| <b>Total Expenditure</b> |  | <b>4,848,000</b> | <b>6,205,055</b> | <b>7956080</b> |

## Income statements (3 years)

| LA ROMANTICA         |  |                  |                  |                  |
|----------------------|--|------------------|------------------|------------------|
|                      |  |                  |                  |                  |
| Revenue              |  | YEAR             | YEAR             | YEAR             |
|                      |  |                  |                  |                  |
| CATEGORY             |  | 2021             | 2022             | 2023             |
|                      |  |                  |                  |                  |
| Food                 |  | 2,500,000        | 2,925,000        | 3,739,333        |
| Bar                  |  | 2,000,000        | 2,600,000        | 3,271,916        |
| Private Parties      |  | 500,000          | 975,000          | 2,337,084        |
|                      |  |                  |                  |                  |
| <b>Total Revenue</b> |  | <b>5,000,000</b> | <b>6,500,000</b> | <b>9,348,333</b> |

# Profit and loss statement



Thank you!

Any Question?

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03 September 2020

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**Nursel Alexsandrova**  
**1905701**

**Introduction:**

As the Administrator of our unique experience Restaurant La Romantica I will present the Business Overview. In this report you will find the full Business Details. I will include our location food and services. Furthermore I will speak about the business Aim and our objectives. From this report you will find out exactly what our business is about and what we are promising for the society. Please read on.

## **What is an Executive Summary?**

In the words of (Blake, 2015) an executive summary is the first section of a business plan or proposal that provides a brief overview of the document and contains its main points. In other words, it is a condensed version of a complete business plan or proposal. It is primarily used in the business world, but its application in academia is also possible.

## **Why do we write and Executive Summary?**

Writing an effective executive summary can help you gain the attention of your investor. (Leong, 2005) Between the idea stages to the formation of the business stage, there are two intermediate stages, which any entrepreneur will go through: the executive summary stage and the business plan stage. One has to note that both stages are interchangeable. In the real world, one can first write a full business plan (which usually takes about 3-6 months (according to my freelance consultant friends who do it as a business) and then summarize the whole plan into an executive summary. On the other hand in business plan competitions, one submits the executive summary for the first stage of the competition, and then submit the full business plan if they make it to the semi-final stages of the competition. Before turning an idea into a reality, the entrepreneur needs to have a plan on paper before searching for his team and approaching investors.

## **What is Business Overview?**

In the words of (O'Rourke, 2018) a company overview (also known as company information or a company summary) is an essential part of a business plan. It's an overview of the most important points about your company—your history, management team, location, mission statement and legal structure. It usually appears after the executive summary in your business plan. This is typically the shortest chapter of a business plan document, but that doesn't reduce its importance. If you're presenting this plan to people outside of your company, this is your opportunity to

introduce yourself and your business, and you are going to want to put your best foot forward.

### **Our Business Overview:**

We have a unique and luxury idea of a business in the nature. This is an opportunity for everyone who loves being outside near natural habitats. The restaurant we have decided to create is called La Romantica calling all the romantics out there. The reason we have chosen this name is because the environment we are planning for the restaurant is very romantic. Also it is something no one has experienced before. Our restaurant located in Northeast Sardinian, Italy. The location is called “Arco di cala romantica” meaning an arch in the rock. This is because we are planning to locate our restaurant at the seaside near rocks. We will locate tables and chairs in the sea for the brave once. This will be a great way to eat dinner with your feet in the beautiful see water. However this seating area will only be available in the middle of the day. We would want to make sure the water temperature is warm. This will demonstrate the best view also. Moreover we will have a seating area in the terrace for a variety with an amazing sea view.

The restaurant will be open seven days a week. We will offer special theme nights to attract new customers to La Romantica. The restaurant will be fine dining in a cozy atmosphere. Warm colors, fresh flowers, soft music, candles and amazing artwork from some of the area’s most notable new artists. This will contribute to a sense of community and give new artists a chance to show their work for a diverse clientele. During the busy summer months you can also sit outside on the sea and we will offer a special summer menu, featuring lighter fare, exotic drinks, as well as non-alcoholic offerings. The balcony and sea setting will be a fun and casual atmosphere for the summer crowd.

The service will be relaxed, very friendly and correct. We will hire the best people available, training, and motivating and encourage them, and thereby retaining the friendliest most efficient staff possible. Our management team is comprised of

individuals whose backgrounds consist of 50 years' experience in food, restaurant and hotel, catering, management, finance, marketing, art and motion pictures

This seating area will be perfect for those who want to enjoy the view and taste our amazing food. Our menu will consist of authentic Italian cuisine. This will be dishes such as pizza pasta and many more. We are planning to hire famous chef to add to the sophistication of our restaurant. The famous Italian chef Antonio Carlucci will make all dishes. We believe that this will attract more clients to our restaurant. All types of fresh fishes will be on the menu. Vintage root wine and champagne will be served to our customers by sommeliers. This will add to the romantic night and make it a special one to remember.

La Romantica will entertain with live performing music by the famous singer Andrea Bocelli and many more. As a group we have a lot of friends that are singers. Therefore to add to our extraordinary restaurant experience we are planning to ask our friends to perform and entertain our clients. We will host Art exhibitions from local talented artists to support the local economy. There are so many talented individuals that need a hand to succeed. We have decided to help them out and host their art work in our restaurant at specific dates and times so our clients can take a look and purchase. This will help the artists complete their artworks in better standards. Furthermore this will encourage the growth of our restaurant's clientele. Occasionally we will invite world famous artists to portray their arts too. The classic violin will also play a part in the romantic evenings to relax and cheer our clients. Our restaurant's statement piece will be the violin. The classical music to your ear while sipping on your wine is the great combination. Believing in this our violinist will be there to make your night a one to remember. We are a team of 6 therefore La Romantica will be a partnership owned restaurant. As all six of us own a 16.6% of stakeholder ship. Each individual specializes in different areas. Therefore members will manage their area of specialty. I am the administrator of the restaurant. This means that I will be the one to organize and coordinate meetings. Also manage all office equipment and make sure we are on track. I will be in charge of sorting and distributing incoming and outgoing mail. This is to make sure we do not miss any important letters regarding the opening of La Romantica. Creating and updating record and database will also be my part this is to make sure that the information

Our main aim as a business is to provide a unique and luxury one in a lifetime experience for all our clients. Although there many beautiful places to eat out. We do not want to be known for only our food. (klund, 2019) As a restaurant we want to make a statement and stand out. This includes leaving a positive mark from that night. As a team of stakeholders we would like to be known for the experience we provide. We want to make them feel special and worth it on the day. In the future we are aiming to be world famous and expect clients from all over the world to visit. The main focus of La Romantica is to introduce tourists the traditional foods of Italy and never be forgotten about.

Most important to us is our financial success and we believe this will be achieved by offering high-quality service and excellent food with (Mcgregory, 2019) an interesting twist. We have created financial projections based on our experience and knowledge of the area. With a start-up expenditure of \$385,000 we can generate \$1,085,465 in sales by the end of year two, and produce good net profits by the end of year three.

We are seeking an SBA 7(A) loan guaranty for \$200,000 with a 7% interest rate. We are investing \$60,000 of our own capital and seeking to raise an additional \$125,000 from investors. Our preferred instrument will be a five year subordinated note with an attractive coupon rate of 12% for the first two years and 15% for the remaining three years. At the end of five years the investors' notes will have matured and original principal plus a 2% premium and the final interest payment will be made. Our investor philosophy is conservative. Since restaurant start-ups are so speculative our belief and commitment to our investors will be to pay a generous, predictable rate of return while not strangling our operational cash flow. As our business becomes more established and reliable, our ability to pay an improved return of capital will be evidenced by an increased coupon rate of 15% of original principal. At maturity we feel it proper to retire the notes with a 2% premium to original principal invested.

La Romantica is a great place to eat, combining an intriguing atmosphere with excellent, interesting food. The mission is not only to have great tasting food, but have efficient and friendly service because customer satisfaction is paramount. We want to be the restaurant choice for all families and singles, young and old, male or female. Employee welfare will be equally important to our success. Everyone will be treated fairly and with the utmost respect. We want our employees to feel a part of the success of La Romantica Restaurant. Happy employees make happy guests. We will combine menu variety, atmosphere, ambiance, special theme nights and a friendly

staff to create a sense of 'place' in order to reach our goal of overall value in the dining/entertainment experience. We want fair profits for the owners, and a rewarding place to work for the employees. In the word of (Berry, 2020)Due to intense competition, restaurateurs must look for ways to differentiate their place of business in order to achieve and maintain a competitive advantage. The founders of La Romantica realize this. With the re-development of Long Branch, it needs a place that will fit into the 'new look' of the community that is sophisticated and entertaining. The fact that no other restaurants in the area have this concept and atmosphere presents us with a window of opportunity and an entrance into a profitable niche in the market. To conclude our Business Overview as a team we are very dedicated and believe that our restaurant has good forceable future. By offering a unique experience we believe that our clientele will quickly build up as the word of mouth will spread fast. With our amazing food, view and Overall experience it would be easy to reach success. We will strive to do our best in order to make our customers and employees happy.

**Laura Pino**

**1915292**

### **ABSTRACT**

This report analyses the target market sector of luxury restaurant *La Romantica*, first giving a definition of such and then examining the methods studied to understand and evaluate who are the potential customers of the business. Once the market segment had been identified, through analysing the competitors of *La Romantica*, the ultimate goal was to create a successful company that could stand out from the competition in the surrounding area and place themselves as a top dining location. This paper will observe the research done and discuss the reasons behind the decisions made in order to make this business a viable and profitable venture. The purpose of the paper is to understand who the clientele is and how the business will effectively distinguish itself from the other restaurants in the same region to become a success.

### **EXECUTIVE SUMMARY**

The business in question, *La Romantica*, a luxury restaurant built inside the arched rock of Cala Romantica in the north-east of Sardinia, with the name deriving from its distinct location. The surrounding area is renowned for its luxury hotels, resorts, a golf club and the famous shipyard Marina di Porto Cervo. With many popular tourist attractions situated nearby, the restaurant is easily accessible despite striving to remain private to preserve its exclusive and alluring nature. The idea of the business was born with the desire to enrich the area, offering celebrities and high-end customers a unique dining experience, served up in a secluded setting by the sea of Sardinia. The restaurant will offer the option of reserving a table on top of the rocks next to the water; serving traditional Sardinian dishes cooked by the best chefs in the world and staging daily entertainment from popular musicians and performers. *La Romantica* is following the *Pareto Principal*, or 80/20 rule, in which it states that for 80% of the resulting success, the company will have to invest 20% of the effort.

In other words, the business is aiming to invest in decorated Michelin star chefs and offer sophisticated entertainment which will correspond to twenty percent of the selection, and in return, yielding eighty percent of activity. *La Romantica* already has six investors with a combined available sum of 1 million euros to start the project; of which requires a total of 1.5 million euros. Therefore, to complete the launch of the restaurant, in May 2021, another 500,000 euros is needed. The size of the restaurant will be approximately 300 square meters, with a total number of eighty seats across thirty tables; twenty-five located in the main area of the restaurant and five tables arranged by the seashore.

## **TARGET MARKET**

Target market indicates the number and type of people a company would consider to be their future clients and to whom they could potentially sell their services or products (Kenton, 2019). Therefore, consumers are fundamental for this research in which they try to identify their commonalities. Among the main data to be collected, for a good identification of target market, we can consider demographic data such as: age, gender, family size, education, income and occupation. For this business, the clientele will consist of people aged forty to seventy years old; they go to Costa Smeralda to spend their holidays in luxury resorts and are looking for new, unique experiences (National Agency of Tourism, 2020). These potential customers are people with higher incomes such as TV personalities, entrepreneurs, influencers and politicians. Geographically, the business is located in an area famous for elite tourism; the audience the business will target will be similarly elite and high society types. *La Romantica* is situated 2 miles from Porto Cervo, which is the heart of tourism in the coast and 2 and half miles from the Marina di Porto Cervo shipyard. This data indicates that, being a seasonal restaurant; the largest turnouts will come from these two most renowned places. In addition to demographic and geographic data, psychographic data can be identified, through which one can outline a wider profile of the client such as their interests, hobbies and sometimes even their opinions. Hence, many visitors of this area are often famous people and usually their opinions are public and consequently easy to interpret.

This data information is important to understand the market segment to which the business intends to turn. Market segment means creating customer groups that have the same common characteristics by understanding their needs, in order to identify and implement a correct market strategy for the business one is building (Oxford, 2020). There are several tools that help to better identify the target audience of a business, especially, as in this case, if it is new and there is no experience with existing clientele. These tools in question are *Facebook Insights*, *Google Trends* and *My Best Segments* which can help clarify market segment research.

In fact, *Facebook Insights* provides detailed data to determinate the perfect time in the day to post, what time of contents is popular and the best day in the week, this is to increase the followers of the business (Joss, E., 2020); *Google Trends* helps determine interest in a particular keyword or topic over time, so you can infer the preferences and desires of a potential customer (Word Stream, 2020); finally, with *My Best Segments*, it evaluates market segments by linking consumer behaviors, in order to obtain information that allows the company to create strategies to enhance the business' performance (Claritas, 2020). These tools are therefore useful and helpful in defining the market segment to target and compare it with its competitors.

Therefore, it is important to understand the market trends which are 'a broad change in attitude and behaviour in society over time. These can serve to influence the acceptability of products by consumers with some products going out of fashion whilst others become more popular' (The Free Dictionary, 2012).

In other words, it is possible to understand what is most desired among the elite; market segment taken into consideration. Consequently, according to Luxe Digital (2019), analysing this market trend, the luxury industry is growing exponentially, reaching figures of 1.4 trillion dollars, and at the same time this industry has changed with the new generation of the elite. Therefore, it is important to create a personal dining experience that is both special and unforgettable.

## COMPETITORS' ANALYSIS

The location chosen for *La Romantica* business, in the north-east of Sardinia, is an area renowned and well connected. The *La Romantica* restaurant will be placed in the rocks of the Cala, in order to pay homage to the landscape.

Within this restaurant market, the business is classified as a medium-sized enterprise, thus the expected annual turnover will be around 5 million euros.

By doing market research, five competitors were identified that have similar characteristics to *La Romantica* restaurant and these are: *Billionaire Porto Cervo*; *Cala di Volpe*; *Pittrizza*; *Romazzino* and *Cervo* restaurant. *Billionaire Porto Cervo* is mainly a nightclub that also offers a restaurant service, with prices ranging between €300 and up per meal. It offers Mediterranean cuisine, pizzeria and has an entire menu dedicated to Japanese food; they promote local, seasonal produce and home-made menu items. *Billionaire Porto Cervo* is famous for its evenings with notorious DJs and international TV stars and has become a symbol of attraction for characters from the world of the entertainment industry. Its annual turnover is around 6 million euros (Gulo, 2018), however in 2019, Flavio Briatore, former owner of *Billionaire* club, sold 49% of the company shares to Family Office Clementy (Listaimmobiliare, 2019). In 2016 there was a major expansion of the *Billionaire* brand in places like: Cortina d'Ampezzo, Monte Carlo, Istanbul, Marabella, Bodrum, Baku and Dubai. The Smeralda Holding company, controlled by the Qatar investment Authority, owns the hotels and restaurants: *Cala di Volpe*, *Pittrizza*, *Romazzino e Cervo*.

In their restaurants they offer Mediterranean cuisine based mainly on fish, bringing international chefs who revisit the traditional Sardinian dishes. Consequently, there is great attention in their selection of fresh, organic produce, with the seasonality of food being respected by the use of local products and in particular, in the *Cala di Volpe* restaurant, they have their own vegetable and fruit garden, bringing their price range from €300 upwards, per person, for a meal. The clientele of these four luxury restaurants is similar to those who frequent the *Billionaire*, therefore people from the world of industry or with a high income. Their turnover in 2017 was about 94.6 million euros (Smeralda Holding, 2020) and as the *Hotel Business Magazine* states (2019), between 2020 and 2022 the company intends to expand the restaurants in the beach club, in order to give the customer the opportunity to extend the night within the same structures. The clients of these different businesses are similar to the profile of the *La Romantica* business market segment, moreover after more market trend research, the company Luxe Digital suggests (2020), that the value of the customers privacy is most important and therefore, the experience has to be tailored to each patron. Consequently, the business can offer exclusive private dining on the beach front, away from the main restaurant, that will elevate *La Romantica* above its

competitors. This business project is aimed at a niche audience, made up of the wealthy, celebrities and famous individuals, or people that are working at the top level in the financial fields; as the restaurant offers high-end products, consisting of locally sourced fish, meat, vegetables and fruit predominantly. With a high focus on sustainability, working closely with the local farms, fishmongers and vineyards. The price of the food will reflect the quality of the research into the suppliers, the superiority in the execution of the dishes, which will be constructed and delivered by an internationally renowned chef. The menu will change seasonally and follow on with this trend of sustainability. The location will also be a defining factor in the luxury aspect of the restaurant. With the main building being carved into the rock, beside the sea, creating a unique, cave-like structure. There will also be an exclusive, secluded area located down steps towards the water, away from the main building, where a few tables will be available to be reserved. On occasion, there will also be events organized, for example, readings from famous authors, and performances by top musicians, exclusive concerts and vernissage exhibitions. Per person, one can expect to pay from €300 upwards for a meal at this restaurant.

In recent circumstances, with the ongoing global pandemic, *La Romantica* will be an attractive and easily managed destination, having the private location and the numbers in the restaurant being controlled at all times to create the exclusive, luxury dining atmosphere. Also, with the produce being obtained via local sources, creating minimal contact with international delivery companies and suppliers, this all contributes to having a conscientious and well-equipped company in the current COVID-19 climate.

## CONCLUSION

For the purpose of this project, researching the target market thoroughly was of fundamental importance because I believe it represents the core development of every business. The correct identification of the market segment enables to understand what the potential customers of *La Romantica*'s might be: customers who will enjoy the luxury experience and subsequently become aficionados in vision and ethos.

A business without its customers could not exist; the customer base grows when the offer is equally appealing and original, especially in affluent areas, and this has been

the main drive behind this business idea. In accordance with the initial vision of the paper, the objective of this business is to compete with what the Costa Smeralda in the North of Sardinia already has to offer by bringing a unique restaurant service to this idyllic spot in the Mediterranean Sea. The arch Cala Romantica area, already well known for its tourism, will have a distinctive dining experience in *La Romantica*, and it will differentiate itself from the competition with its elite appeal, secluded location and finest quality, local, sustainable menu. *La Romantica* represents a perfect combination of a refined originality of the service, accompanied by the respect and enhancement of the Sardinian territory.

In conclusion, from the data collected in the report it can be said that this business and vision have the potential to succeed.

**Valentina Mazlout**  
**1915293**

## **MARKETING PLAN**

### **MARKETING STRATEGIES INTRODUCTION**

A strong marketing plan has to relate in all the aspect to bring audience to the business; in this report, will be introduced the marketing strategies willing to be applied to our business; it will cover the details step by step of the strategies we planning to use to sponsor and advertising the business and why is important to have a good marking plan in particular for the new business, in order to reach out a specific target. We will discuss the budget available to invest to promote the business, and how it will change through the years, why is important for a new business to find a good sponsorship. Sponsorship is a targeted approach to marketing, as brands can choose to sponsor an event or team that resonates with their customer base, with a goal to expand upon it (Muxworthy, L. fleximise.com).

### **SWOT ANALYSIS**

Before the presentation of the marketing strategies planned to execute, firstly will go through the prior analysis of the business to understand and, possibly enhance the strength, consider the possible risks that could be faced in a present time as in future, find the weaknesses and seek the opportunities; is vital to have this information to make the right steps to create a successful environment;

- *Strength:* our restaurant will be located in a unique perspective of the beautiful Sardinia island, the structure of the restaurant is studied to present unforgettable atmosphere for our guest, where will enjoy the quality of our local food and beverage, made with passion from our Michelin star Chef, served from our expert and well trained five-star service. This will make our restaurant the perfect location for events and private hiring which will generate advertising where we could take the advantage to have free of costs advertising from our guest through their pictures that will be posted to their

social network, will be helpful for us and be more discoverable and will collect fans.

- *Opportunities:* We believe that from strength comes opportunities and to make this happen we will start with the improvement of what we already possess; keep improving the quality of the service alongside with the increasing of the business, will be also the chance of decreasing the prices from the suppliers as we will be able to loads the orders of our products. We have calculated that from the third month of commenced business we could be able to multiply the revenue and may take into consideration the idea of expansion. Studying the territory, we should do no not have to fear about competitors; La Romantica restaurant could be the best location in the area.
- *Weaknesses:* There are not many weaknesses that our business should be intimidated of, but the fact that our restaurant will work only seasonally has to be considerate also as weak point in our disadvantage because it could be challenging especially at the beginning of the season. Another point that we considerate as weakness for our business is the capacity as we only have a small number of tables due to the tiny location.
- *Threats:* the risk we could face during the start-up of the business could depend from us but some of it could be out of our control; Hiring the wrong people could cost a deficit that can affect the staff but also the service in fact due to the small dimension of the restaurant, the amount of people running the service is counted and essential. Another risk to take in consideration could be the closure of the supplier we relate to, will be a waste of time to revise the menu. Just as mention before, the seasonal business could meet various type of disadvantage as per the price increasing depending on the season, as it usually happens in summer. The major risk we could face and is out of our oversight is the weather, as per the restaurant is in grand part outdoor.

### **SPONSORSHIP**

As previously mentioned the business although will work seasonally on a determinate time of the year, is vital to acquire a strong sponsorship company relate to, like hospitality marketing Agencies, seems to be the faster way to reach the category of target aspired. Their role will play a crucial part about the public relations

of the business, through a series of sponsor located in events and venues from their own connections, where the target marketing will gather either for leisure or business (Moodle). Sponsorship is the act of supporting business and is vital to create and study the right strategies in order to take the business to a successful path. A company can benefit in many ways from sponsorship. Harvey Meyer in *“Nation's Business”* wrote in the list a huge range of potential benefits as it can enhance a company's image and visibility, like differentiate the company from competitors, helps develop closer relationships with current and potential customers while able to showcase products and services to the predefined target in specific places. Sponsorship allows the company to compete more effectively against competitors that have much larger advertising budgets through well-conceived strategy, they can boost sales as they improve the benefit through the events they support. In addition to the advertising and promotional aspects of sponsorship, it also provides benefits in the community relations. A comprehensive sponsorship can help virtually any organization achieve visibility as a good of the community. Organizations are known when they support programs that improve the quality of life of the entire local community, including tourism, employment, environmental programs, arts, and cultures.

## ADVERTISING

Advertisement is an essential part when the subject is creating visibility for a new business; most of the time could be acquired for a very low price or even free of charge. Advertising comes as a paid form of communicating a message by the use of one or more than one media. It is persuasive, informative, and designed to influence purchasing behaviour (UKEssays.2018). When we talk about advertising different channels are involved; the ideal way to reach the local community in order to attract and create loyal customers and guests, it could be through the use telemarketing which most of the time result to be the most effective as the Tv still the major source of information and is reachable from everyone, as well as the catalogues at least, in the Nation where the business is located. Internet is the primary channel where a business could benefit from visibility from almost an unlimited range potential target, furthermore, establish connection worldwide as it is always discoverable any time of the day. Investing on advertisement through the giants of the social media as per

Facebook, Instagram and Twitter has always been rewarding in terms of financial investment; in fact, create a weekly advertisement, create the opportunity to be noticed from a wide range of potential customer, which per marketing research, the social media tool belief that this particular person should see this advertisement. This method will allow a potential customer to be linked to the website of the business (Meenaghan, T. 2015). Nevertheless, not to be underestimated is the free of charge advertising that guests and customer will post on the network by sharing their experiences and emotions via pictures and rates the business by leaving reviews to another giant of the network as TripAdvisor. An organization can avoid costly mistakes by developing a strategy that focuses on what the message is and what the desired result should be. In order to accomplish this goal, advertising representatives should determine what type of advertising is best for the business (UKEssays.2018).

## **TARGET MARKETING**

The definition target market refers to a group of potential customers to whom a company wants to sell its product or services. This group could also include specific customers to whom a company directs its marketing efforts. A target market is one part of the total market for a good or service (Kenton, W.et al 2020). Another strategy that we have decided to adopt is taking advantage of the Michelin Star reputation of the chef in charge collaborating with our business, that surely will gather specific client target that could turn to another free of charge advertisement from important guests through their social network, we believe this will be an asset. Defining a target market is vital for our business because it defines the difference between selling our service, not planning where you target to sell your service, could be a big mistake and create a loss for the business, trying to rustle new clients or customers without knowing who it will target can cost the business a lot of time and money. Our aim is to attract a certain category in order to multiply the advertising of the business at reductive costs. A social media target audience is the specific group of people you want to reach with your social channels. There is a category of people who are most likely to be interested in your content, products, or services. They are likely united by some common characteristics, like demographics and behaviours (Newberry, C.2020). To be considerate also are the competitor's social media, it always worth checking out what kind of strategies or approaches are they using could be beneficial,

there is the chance to learn something from their experiences that might our business did not face, yet.

## **BUDGET**

A definition of budget could be a financial plan for a defined period, normally a year that is known to greatly enhance the success of any financial undertaking. Having in count on your monthly income and expenses allows you to make sure that the business earned money is being put to its highest and best purpose. However, who enjoy an income that covers all bills with money left over, the budget can help maximize savings and invest. A budget is an estimation of revenue and expenses over a defined future period of time and is usually compiled and re-evaluated on a periodic basis. Budgets can be made for a person, a group of people, a business, a government, or just about anything else that makes and spends money” (Ganthy, A. et al 2020). As a factors, lead to success and development of new businesses services happening by summarising the literatures on news goods development and services marketing, the results of a major investigation of new service development in the business-to-business services where sectors are reported in the operative expenses sheet (Craig, Smith, N. et al 1997). Invest on advertising it always results to be rewarding to any business; the fees involved in event marketing can range from a few hundred dollars to hundreds of thousands of dollars, depending on the scale of the event and the level of the sponsor's engagement. In addition to the cost of staging the event itself, there are also associated with advertising, publicity, and administrative costs to consider. The budget will be invested will vary through the years; a good quality of sponsor that has reached the predefined target, will decrease the needs of advertising alongside with the increasing of the business: as the tabular below shown we planning to invest the amount of forty-eight thousand euros and we have estimated to see this price drop year by year of an average of 55% compared to the previous.

|                      | Year 1 | Year 2 | Year 3 |
|----------------------|--------|--------|--------|
| Advertisement budget | 48.000 | 23.555 | 10.000 |

As shown above, of the major investment that will be made at the first year of business where we aim to maximise the restaurant notoriety via our sponsors to a pre-defined target in such a way that would be successful from the launch throughout the season.

**Carlotta Cantone**  
**1914739**

## **Management team**

Many investors and lenders believe the management team's efficiency and expertise is one of the most critical criteria used to assess a new company (Haden, 2015). Good help is challenging to find — and even harder to lose. As a business owner, employees' turnover doesn't just come back to your time and your bottom line. The fact is, if you don't invest in your people, you don't invest in the future of your business. Investing in your employees is an essential part of creating a dedicated workforce and an effective way to reduce your turnover. Further research evaluating small business failures' essential factors showed that 98% of the losses were due to management shortcomings. Just 2% of the casualties are attributed to factors outside the control of those involved (Lasher, 1994). An organizational or business role is a central processor collection of activities within a corporation's department or division. Businesses also divide their work into separate divisions or functional areas. Each of these functional areas may have to complete particular tasks (Misra and Kanungo, 1992). Our business's primary functions are marketing, human resources, finance, operation, administration, and general management. **The marketing sector** is concerned with recognizing potential customers' needs and desires and advertising its goods or services (Wrobletsky, 2019).

The marketing department's primary practical tasks shall be: Advertising, Market Research, Promotion, and Selling Products. To cover such a significant role, we assigned this task to Laura Pino.

### **Laura Pino, Director of Marketing**

"A mass communication graduate of Rome University, Laura brings to us nearly six years of marketing experience and a proven ability to integrate best practices into emerging businesses. Websites, smartphones, and digital marketing all came of age as the proud redbird worked as a district marketing manager for Rai Media and then marketing manager of her own successful brand LRPN. Laura helped these companies navigate sea changes in the industry and return to profitability by

developing imaginative and synergistic marketing campaigns. We expect her to replicate these efforts at La Romantica marketing, at least when she's not busy critiquing the latest creations at her family's award-winning Sardinia winery."

With such an extensive curriculum, Laura will contribute with many transferable skills such as creativity, storytelling, numeracy, analytical, IT, influencing, and delegating. Those are just some of the transferable skills acquired by our talented employee and will apply them to achieve her primary day to day duties and responsibilities; website management, social media management, copywriting and content management, data analytics, and PR and corporate communications.

Moving forward, the **Human Resources department** manages the people who work for the business. The main functional activities carried out by the human resources department are: Recruitment and selection, staff training, industrial relations, and Health and safety (Misra and Kanungo, 1992). There couldn't be a better candidate than Valentina Mazlout.

#### **Valentina Mazlout, HR Director**

"With such an impressive background, Valentina brings to us nearly ten years of management experience and a proven ability to integrate best practices into recruiting and training. Working as an HR assistant at Wagamama and the Soho House has made her an excellent, hardworking, and highly knowledgeable individual. Valentina helped these companies by creating effective employee relations, managing payroll, benefits, and training. We foresee her doing a brilliant job at La Romantica, and we expect her to be the team's pillar."

Owing to the fact that she possesses excellent communication, organizational, decision-making, training and developmental, advising, and recruitment skills, Valentina will take charge of the day to day responsibilities, which will consist of the following: preparing and updating employees files related to hiring, transferring, promoting, and terminating, explaining hr procedures, policies, procedure, law and standards to new employees, addressing any employee relational issue and managing recruitment and hiring process as well as ongoing training.

Another critical aspect of the business is the **Finance department**. The finance department is responsible for managing the money, including the budget, and is responsible for handling the money that goes into and out of business. They will deal

with all financial processes, such as paying suppliers, paying staff salaries, and receiving customers' payments.

### **Md Alif Alam, Director of Finance**

"Alif is the Financial Controller of La Romantica. His expertise is in small and medium-sized enterprises, where he can be hands-on with company finance. It enjoys all aspects of accounting, budgeting, forecasting, and cash flow by providing top-quality financial and management information. With a background in business growth and strategic planning, Alif shares the same passion with ambitious business owners. He has worked in accountancy across various industries for over five years. Alif's strength is in data analysis and compiling insightful reports, so he enjoys preparing management reports, research, and cash forecasts."

Alif possesses excellent accounting, financial reports, analytical and IT software skills, communication, problem-solving, and organizational skills.

Overviewing the daily responsibilities will be a natural role for such a brilliant individual, creating forecasting models, assessing risk in investments and ensuring all accounting activities comply with regulations, processing of sales, cashbook and journal transaction, ensuring the monthly process of payments of payroll following trust policies will be only a few of the daily task. Besides, one more significant aspect of our business's primary functions is the **Operation department**. This function covers all stages of the production or service of a product. It is the Operations Department's responsibility to produce the product or provide the service and ensure that the product or service is of the required quality to satisfy the customer.

### **Calin Negru, Operation Director**

"Right hand of our CEO, Calin, makes sure that its day-to-day operations are on track. He organizes our various teams so that they can interact and function efficiently. Calin sees growing opportunities based on what happens every day in our business and share them with our CEO. Besides, Calin joined his father and brother in a family-owned company. Owing to a small vineyard in Bulgaria, he works as often in the vineyard as in the office or at trade fairs."

The operation Director will cover a wide range of responsibilities from assisting Hr with recruiting when needed and developing, implementing, and reviewing operational policies, managing stock control and inventory, ensuring H&S regulation

are followed, and supporting all business functions to work together. Furthermore our candidate will provide. As previously mentioned, Calin will work along with the CEO, who will take charges as a General Manager for La Romantica. The operation Director will cover a wide range of responsibilities from assisting Hr. with recruiting when needed and developing, implementing, and reviewing operational policies, managing stock control and inventory, ensuring H&S regulation are followed, and supporting all business functions together. Furthermore, our candidate will provide additional transferable skills to the team. Some of those skills are communication, motivational, negotiator, analytical, leadership, decision-making, and planning. As previously mentioned, Calin will work along with the CEO, who will take charges as a **General Manager** for La Romantica. An individual in GM's position is a generalist who is familiar with all business areas and can manage processes and functions across the company. General managers are typically expected to speak the languages of finance and accounting, logistics, distribution, marketing, human resources, research and development, and engineering (Pearson, n.d.).

#### **Carlotta Cantone, General Manager**

"Originally from Italy, Carlotta, Managing Director of La Romantica, has extensive experience in the hospitality industry. She has used her expertise to continue the restaurant's success by bringing it to the next level while also contributing to the success that it is today! Besides that, Carlotta has been working with notable international directors and CEOs from different hospitality industry companies. Our General Manager helped these companies navigate sea changes in the industry and return to profitability by ensuring the creation and implementation of a strategy designed to grow the business; providing direct management of key functional managers and executives in the business unit, and coordinating the development of key performance goals for functions and direct reports."

Her core skills are leadership, strategy and development, conflict handling, communication, versatility, and problem solving. Primary duties and responsibilities will include supervising the day-to-day operations of the business unit or organization, ensuring the development and implementation of a strategy to grow the business, and leading the development of key performance targets for functions and direct reporting. Additionally, to provide direct management of key functional managers and executives in the business unit, ensuring operational strategies to

achieve specific goals and objectives, secure the overall reliability and efficiency of the unit's services to consumers. Finally, to participate in main or tailored marketing activities; Oversee leading recruiting and talent growth programs, evaluate and decide on principal investments in facilities, technology, and resources.

Moving on, the final pillar of our business functions is the **administration department**. The business administration purpose is facilitating the coordination and contact of departments by performing administrative tasks and serving as a receptionist.

### **Nursel Aleksandrova, Administration Manager**

"Having started her career in management, Nursel has over six years of work experience with a wide range of skills, including accounting and all PA / secretarial work areas. She also specializes in recruiting, training, and HR. Nursel is extremely customer-oriented with excellent communication skills and is well-versed in all office administration areas, currently employed primarily in PA, including diary management, event planning, travel arrangements, copying and audio recording, and proofreading and writing, credit monitoring, and training administration. She is a skilled user of Microsoft Office, Xero. In her spare time, Nursel loves spending time with her family and friends and is a keen outdoor person. She loves biking, walking around the local countryside, and keeping fit."

Office Management, Reception, Filing, Organisation, Time Management, Communications, Attention to Information, Problem Solving, Multitasking, Order Management, Billing, Reporting, Analysis, Ordering, Invoicing, Scheduling, Typing, Computer Skills are only some of the wide range of skills that Nursel will contribute with, as part of the team. All those transferable skills will help her processing her main responsibilities, which are the following; organizing, arranging, and coordinating meetings, management of office equipment, sorting and distributing incoming and outgoing post, managing administrative staff, track stock of office supplies, and place orders when necessary, create and update records and database.

## **Structure of the team**

Organizational structure is the mechanism by which work moves through an enterprise. It helps the team to work together to execute activities within their roles. The vertical system separates jobs and workers by specialization. It is a hierarchical structure, typically vertically integrated. It stresses standardization in the organization and procedures of specialist workers in relatively little work (reference). We chose to apply this system because after considering both advantages and disadvantages, we believe Vertically organized organizations have consistent lines of control, with smoother decision-making and better assigning of duties to workers. Workers in a vertical structure have well-defined roles and responsibilities, which minimize task complexity and promote high production efficiency. Besides, there is a straight road to career preparation for workers who pursue job advancement. Employees are motivated to work hard to achieve a higher level (Rosie, n.d.). On the top of our pyramid, we encounter the CEO working as a General Manager, managing the business's other fundamental functions. Right below, we face the Operation Managers who help the General Manager dealing with the Hr., finance, Marketing, and Administration. As we are a team of six, La Romantica is going to be a partnership-owned restaurant. In conclusion is important to mention that In conclusion, we created this unique team because all six of us own a 16.6 percent stakeholder ship. In this way, each person specializes in different fields, and offices will then control their specialization field.

**Md Alif Alam**

**1915307**

## **Financial plan**

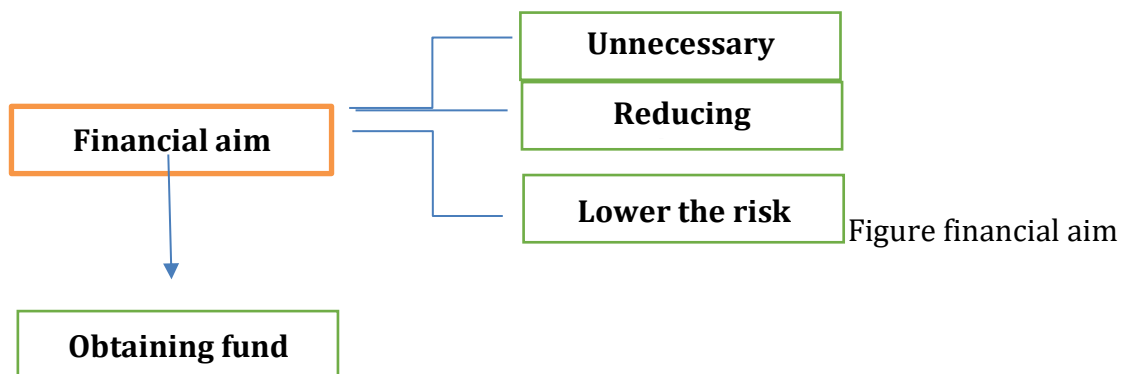
A new study from CreditLoan.com shows that 86% of Americans say they've been broke in the past or is currently broke. Yet, according to the report, despite not wanting to live a penniless lifestyle, almost none of the 1,000 survey respondents were willing to cancel their cell phone or Internet plan to save money (O'connel,2018). Many people don't know how to manage their money so they end up in debt or bankrupt. There's terminology for those who know how to manage your money in an efficient way called a financial plan. This report will show a basic way to create a financial plan, some aspects to consider about like assets location, portfolio income, cash flow, and investment income. It will give you the definition of the terminology mentioned before for a better understanding. In order to achieve for knowledge of inserting a financial plan in a business plan model. At the same time, it will help you to learn how to convince your investor or whom you are aiming to, throughout strategy using simply your body language or communication skills.

### **Why the financial plan is essential?**

“Financial plan is a document containing a person's current money situation and long-term monetary goals, as well as strategies to achieve those goals”(Kagan, 2020). During a presentation, the financial plan is the first thing that your investor will see because it shows the numbers and reality of your project, so it has to convince our investor throughout solid assets and a plausible capital to support the whole project. Is essential knowing what will be the situation of your project within 3 years? As per the idea of GUȚĂ, “a capitalization inadequate and inefficient financial management can destroy the business, even if the underlying business idea is very good and offered products sell well in the market”. So to avoid being refused by our investors is important to not only have a good idea but you need even a good knowledge of the field.

## Financial goal of the business plan

The goal for a business plan is to create a stable source of income higher than the outcome that allows to generate profit or similar for the organization no profit. How does it work? (Figure 1):



### a) Unnecessary expenses

Sometimes is reasonable considering that everything is not essential for example if we buy two ice machine and we are using only one of the two we bought it means that is a waste of money. Therefore is important to have a general idea of what is essential and what is less important.

### b) Reducing contingency

“The fit of organizational characteristics to contingencies leads to high performance, organizations seek to attain fit”(Donaldson,2001). Contingency is a important section to consider, according to a survey made by matt Mansfield (2020) of all small businesses started in 2014:

- 80 percent made it to the second year (2015);
- 70 percent made it to the third year (2016);
- 62 percent made it to the second year (2017);
- 56 percent made it to the second year (2018);

Reason for this high percentages is the lack of experience, to avoid this our entrepreneur has to think in advance for example if he hires an engineer before an accident happen (machine doesn't work) he would be able to save time and prevent the production from stopping that will bring him a huge loss.

### c) Lower the risk

The European society views financial risk, currency risk, liquidity risk as the most serious risks.( Christopolous & barrat, 2016; Mentel et al, 2016; Brammertz et al. 2009, Betáková et al., 2014). Financial risk is correlated to the possibility of not having a sufficient income( cash flow), requesting a loan and not being able to repay on time, interest and tax. Lower preventing and solving the risks that may occur achieve the risk.

#### **d) Obtaining fund**

Moro and Fink (2013) reported that banks play an essential role in financing firms, major of the time the capital is formed mostly by the bank loan. Other different type of gathering fund is borrowing from your family or having already savings.

### **Aim, methodology, and data**

The aim of the report is to learn the structure of a financial plan, which includes a real presentation of a start-up where it will go to be analyzed each and every aspect. In relation to the presentation, we would discuss at the end some of the strengthen of our projection and what not do.

### **Method**

Our start-up example will be La Romantica is a restaurant located in Sardinia. First of all, we want to focus attention on the turnover of the Romantica, which will show a steady increase throughout the three-year period considered. This steady increase will allow us to expand or reinforce in the subsequent years for example expanding the staff, more seats for the clients, and higher efficiency for the services.4.1 sample of financial plan. Initially, the estimated capital invested is 1500000; savings, partnership, loans from family, and from a long-term bank loan have gathered this amount. The first year the amount is 300000 but in the subsequent year, it will increase up to 400000. This agreement with the bank gives us a strong assurance, which it will allow us to carry out interventions such as renovations. The spreadsheet

moreover represents the trend of the main financial index for the next three years. La Romantica expected to have a continuous increase in sales and an interest 6% of increment in the second year. Research we made reported that the condition is favorable to grow up the hospitality industry in this area that will automatically bring success for our Romantica.

### **Capital expenditure**

So the capital will be invested is around 1500000, to pay our personal staff 375.000£ (25%), pay the taxes 225.000£ (15%), supply means food and equipment 600.000£ (40%), insurances 177.000£ (11%), utilities such as water, electricity and gas 75.000£ (5%) and for the last advertisement which is 48.000£ for the first year. As we see the expenditure and the capital are the same amounts because we are really confident in our revenue that will bring us a profit in the first year following the next years. So let's see our spreadsheet of the expenditure for the next 3 years

### **Operating expenses (3 years)**

| LA ROMANTICA             |  |                  |                  |                |
|--------------------------|--|------------------|------------------|----------------|
|                          |  |                  |                  |                |
| Expenditure              |  | YEAR             | YEAR             | YEAR           |
|                          |  |                  |                  |                |
| CATEGORY                 |  | 2021             | 2022             | 2023           |
|                          |  |                  |                  |                |
| Cogs                     |  | 2,000,000        | 2,392,000        | 2,991,466      |
| Taxes                    |  | 750,000          | 715,000          | 1,402,249      |
| Utilities                |  | 250,000          | 787,000          | 467,416        |
| Salaries                 |  | 1,250,000        | 1,813,000        | 2,617,533      |
| Advertisement            |  | 48000            | 23,555           | 10,000         |
| Insurances               |  | 550,000          | 474,500          | 467,416        |
|                          |  |                  |                  |                |
| <b>Total Expenditure</b> |  | <b>4,848,000</b> | <b>6,205,055</b> | <b>7956080</b> |

Table 1.0

There are 6 different categories of expense for La Romantica restaurant, which are:

- “Cogs refer to the direct costs of producing the goods sold by a company. This amount includes the cost of the materials and labor directly used to create the good (Hayes, 2020)”. Cogs are formed by the raw material but as we mentioned before we will establish some contract with the farmer nearby to reduce the cost of a serious amount and to follow the trend km0 that make the ingredients more fresh and suitable for our target clients.
- Taxes always remain (15%) for the next three years.
- Utilities cover the cost of 5% in the first year followed by the second year with an increase due to the need for more energy to serve more people. And the last year we see an interesting decrease due to implementing an efficient boiler and investing in green energy.
- Salaries cover 25% in the first year but we have estimated an increment of the wages in the second year due to achieving goals established on the contract.

- Advertisement in the first year we will invest a considered amount of 48000£ followed by a decrease for the next two years coming
- Insurances cover 11% of the total expenditure but as car insurance the more you are in a relationship with the same insurance company the less you have to pay.

### Income statements (3 years)

| LA ROMANTICA    |  |           |           |           |
|-----------------|--|-----------|-----------|-----------|
|                 |  |           |           |           |
| Revenue         |  | YEAR      | YEAR      | YEAR      |
|                 |  |           |           |           |
| CATEGORY        |  | 2021      | 2022      | 2023      |
|                 |  |           |           |           |
| Food            |  | 2,500,000 | 2,925,000 | 3,739,333 |
| Bar             |  | 2,000,000 | 2,600,000 | 3,271,916 |
| Private Parties |  | 500,000   | 975,000   | 2,337,084 |
|                 |  |           |           |           |
| Total Revenue   |  | 5,000,000 | 6,500,000 | 9,348,333 |

Table 1.1

The chart showed in the first year enlighten an immediately modest amount of profit and an increment of the revenue in the second year of 4% followed along with 6 % in the third year. Besides the increment of the revenue, we have also a raise of 6% of the profit in the second year and 10% on the third.

About that, we would like to inform you below with more details about the revenues.

- The total of the revenue on the first year considered providing 6000 courses at the restaurant with an average price of 300, take away 3000 courses with an average price of 220£

- Revenue also makes up 40% from the bar thanks for our wine section which we serve very refine and precious wine quality and also we gave proper training to our staff to help customers choose wine.
- Private parties form the third category of the revenue, which constitutes 10 % of the revenue. But in the third year, we see an interesting increase due to an expectation of an increase in our popularity, which in the reaction it will bring more customers and more events.

## **Profit and loss statement**

In the first year we're expecting a reasonable amount of profit but for the following years coming it will increase by 6% in the second year and a huge increase of 10% for the third year (see figure 1.3). Those projection has been gathered by assuming multiple theories such as we will have more experience year by year so it could help us to learn how to spend the money efficiently, our service will become more popular so automatically will bring more customers following by more income and investing in green energy.

## **Discussion**

Analysing the sample shown five topics capital, expenditure, operating expenses, operating income, and profit/loss statement. The strength of this financial is the projection of three years so it gave a general idea for our investor to know how feasible the project is. Also, it starts giving the reason why they need that exact amount giving a list of expenses required to start the project. Moreover, this sample used an easy chart to show the profit and loss statement so for the investor it's easy to understand because the investor wants that project is tied and easy to catch the attention. The weaknesses in this area it doesn't include the repayment section which will give an explanation of how the money will be repaid for example the 80/20 rule (Pareto's law) and how long it takes to receive the investment back.

## **Conclusion**

This report gives an overall idea to understand the structure of a financial plan also gives a piece of basic knowledge to start your own financial plan. Throughout this report is shown sample which analyzing in-depth we can see the mistakes and essential information to pick up to learn how to make a proper financial plan.

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