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SUBJECT:-BUSINESS PLAN

In swansea city I want to start a business plan for a restaurant or indian takeaway. Swansea is a very good area for restaurants business because there are tourist and many people because of place like the mumbles pier the beach and the town centre and there a hotels to accommodate these people and with a restaurant nearby it will attract customers. The people in swansea like trying different types of food like chinese indian etc also people are busy because they have good jobs and they don't have enough time to cook at home so they eat at their restaurant this was found by research. The customers order online a lot so we will include delivery with things like student discount and this is a good way to attract because in swansea there are many people who are students at like colleges etc. If the customers pick it up from the restaurant they can get a discount. Inside the restaurant there will be a different design like painting decorations and bars. We will plan to give good food, service, and employees (experience). The place will be clean and there will be signs to make it clear that the shop is opened or closed. At summer we will provide the customers AC and in winter there will be heaters so we are ready for the weather. We will create a website with making everything clear for things like delivery, menus and the address. In the website making the food and choosing which one you want will be clear and it will show allergies etc. There will be modern furniture, kitchen etc so it looks clean and very welcoming. When customers enter we will be very polite and make them feel happy with their experience.

This assignment is for a business and it will have a business plan. The business is for a restaurant. I have looked towards the target of owning this business and how i will achieve it and how profit can be made. When making a business the main focus is on the financial state and you have to prepare and how you are going to start it by buying it and this maybe by getting a loan and if you do you will need to make profit to give them the money back to the loaners and if you do not do this your business has failed and you are in debt and this is not what a good business man would do. If i do a loan i will need to know how to pay it back and make sure i do by training the staff and making the business successful through making a business plan. I will have to check all the factors that could stop this e.g politics environment (pestle) etc. I have assessed the positive and negative outcomes and have found ways to counteract the negative situations i have done this from using the PESTLE and SWOT analysis also the five forces model these help me evaluate and summarise the financial issues

Geographic: richest place about city centre or tourist area and the international euro train station and international airport or busy capital

Gender: male and female age over work permit legal age for example uk laws over 16 get work permit insurance.

SWOT and PESTEL analysis

strengths

Brand picture for good quality items and online advertising like facebook, twitter.social media etc.good staff men and women,like young age,if make reputation from customer.local warehouse using for buying indian products.restaurant business in swansea very popularity indian food even in the world majority people knows indian curries or indian restaurant.indian curry business is profitable because this business is high demand for people.

weaknesses

Management is very difficult because there is always an employer problem,in swansea the lifestyle is different so when trying to recruit people it will be very hard for people also swansea is a small city. The human resource is very difficult to manage but finding ways to avoid these problems will work

Opportunities

Opportunities could be that customers could get free delivery, discounts and many more things that will be appealing to the customers.You will need to give good service to the people and make sure they have the great experience and these are things you could do to make sure that the business is successful

Threats

The threats of owning a business and using money in it is that if you buy from another company and use it to sell for your own then you would need to sell more to make profit so you can make your business grow but if you do this people will notice and will want to buy from the cheaper store so it is competition. If the weather is bad then it will impact on the sales on the day the weather isn't good e.g less people coming to the store.If you get a loan from the bank and the business does not succeed you will be in trouble and will be in debt

PESTEL Analysis

The politics of the UK are stable now because of covid19 situation.any restaurant business requires licensing from starting that is government policy,sometimes political make decisions are not in relish of the restaurant business company,big issue of leave european union (BREXIT)

The Economic situation in swansea is going all the time difficult. Swansea including uk people who had required expanse may feature a problem because of leaving the EU, also the COVID-19 is forcing all the stores and shops to close which could make the supply expire and reduce the income of many people also it has gone as far as people losing their jobs and people are struggling at the moment

Social life in swansea correlating to a business is that it is a city and has a good number of population and in swansea there are a lot of students because many colleges and universities are being built and doing student discounts will attract them, also in swansea there are many attractions like the beach which will attract tourist

Technology in 2020 is very modern and extremely helpful because people now want everyone to be quicker because everyones busy and barely have any time in their hands, so creating

things like online websites and making links for delivery and stuff make people want to use your company or business more.

Environmental factors in Swansea when owning a business is that in Swansea the weather changes a lot and it stops people from going places sometimes also if it is bad then it could stop customers coming in and if it's really bad supplies from deliveries

Legal things when doing a business is very strict so you have to be careful and make sure you keep things like health certificates, smoke alarms, fire exits etc intact and make sure you don't lose important things. Due to the Pandemic more rules have been in place like staying 2m apart and probably wearing masks etc.

Business plan power

Buyers power, substitutes, supplier power, rivalry, segmentation, targeting, positioning

Financial issues if a new business started before needs capital or fixed cost element and Variable cost element.

Conclusion

Restaurant business is good profitable business. Before starting everybody such SWOT and PESTLE analysis. Swansea is a good place because the people here like to eat Indian curries etc which will make the business already popular and if you have the right facilities and staff you can make a good amount of profit e.g. by making websites and making everything easy for the customer. If you follow all these analysis and avoid the problems and threats as much as you can you should have a very successful business with profit and not a loss. You will need to have a good location for example if it was near a motorway or bus station people can come from anywhere and it is easier for people however if the business fails you will be in debt and it will be because of the service, place or other factors. If you do a company business then there will be more profit because it is known to many people already and people will gain their trust to get their food from you e.g. if I have bought a business that is from the Tesco's company then more people will come and trust the store because they have most likely have had personal experience from other shops very similar to it. In a shop you need to make sure you have the right things for health and safety, fire exits and extinguishers and smoke alarms etc to ensure safety of everyone. When recruiting people you can advertise on many places like social media job centres etc in Swansea it is harder because the population is smaller compared to places like London and places in England

Reference

I have wrote in my own words and have gotten some help from online

