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BUSINESS DESCRIPTION / MARKET OPPORTUNITY

The hospitality sector is growing day by day. However, due to coronavirus, the UK hospitality industry had to face a lot of circumstances. All the bars, pubs, and restaurants are considered in the hospitality sector. This is one of the industries that has been hit the worst by the pandemic (Office For National Statistics, 2021). The hospitality industry's turnover has been significantly influenced by sales laws. The hospitality sector is a key supporter of UK government enterprise aid programs like the CJRS and capital grants. The government has also put in place welfare programs for the hotel industry (Seagraves, 2020). Therefore, considering all the measurable factors, it has been decided to start a new pub business focusing on Italian dishes and sports. East London has been selected as the location of the new pub. The new pub is supposed to be entitled 'Ozora.'

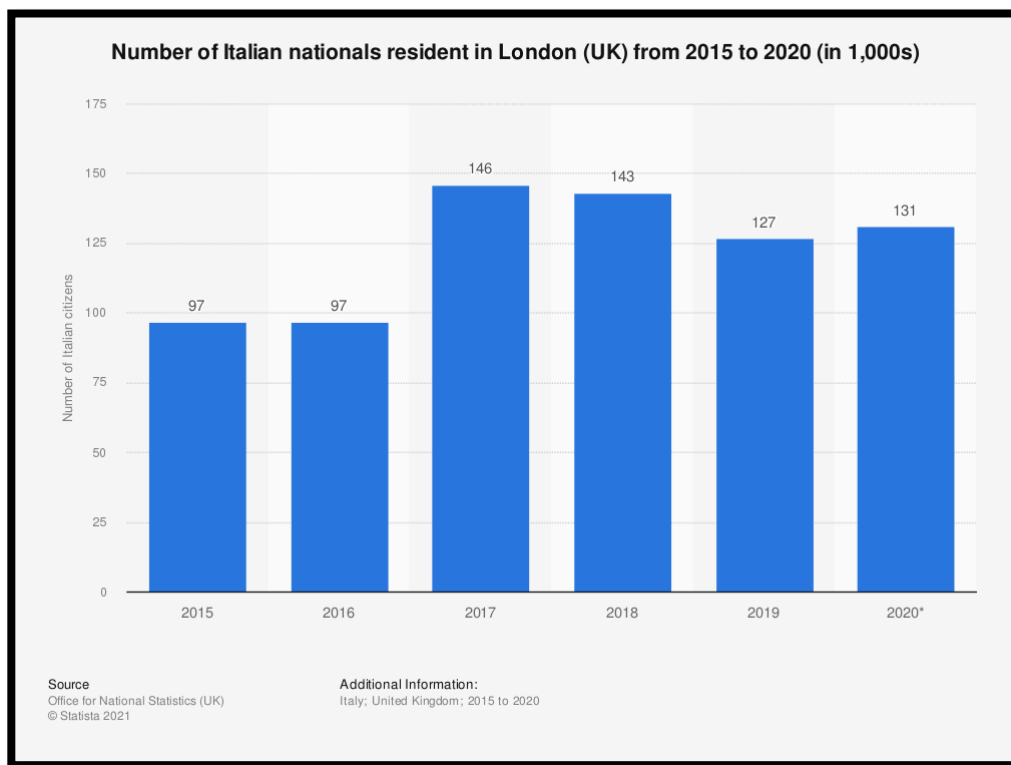


Figure 1: Italian Community in London

(Source: Varrella 2022)

The population mostly prefers Italian sports, and the Italian community is higher in east London (Johnston 2022). Considering this fact, Ozora will be solely focused on Italian

dishes and enlisted as the Italian Sports Bar in the midst of East London. The following goals will be met by setting up a new pub in the East London area:

- i) Allow it to develop naturally.
- ii) Accomplishment of the company's goal, which includes increasing shareholders' value.
- iii) Analysis of the Industry Despite the fact that the hotel business is very demanding, western life trends continue to promote its continuous expansion. People are increasingly short on time, finances, as well as skills, to prepare meals for themselves since the Coronavirus pandemic throughout the world (Santos, 2021). Trends matter, and yet this pub is ideally positioned to leverage the current interest in lighter, healthier fare at moderate to low pricing.
- iv) Providing for the needs of the customers, including simple access to the pub and outstanding customer service.
- v) Promote Italian culture with excellent Italian dishes and telecast Italian sports in the pub, which will provide a familiar atmosphere to the Italian community of East London.

Considering the post-Covid-19 world, the good hygiene and sanitizing measurement will be taken, and it is assumed that most Italian will love it because of its ambiance, sports culture, and authentic Italian dishes as they have not visited their place due to covid-19. There are lots of Italian pubs that serve Italian dishes are there in the east London; however, the major attraction will be the telecast of Italian sports which will enlighten the Italian culture among the Italian community, and the Italian sports freak is acknowledged as the primary customer of the pub 'Ozora.'

INDUSTRY ANALYSIS

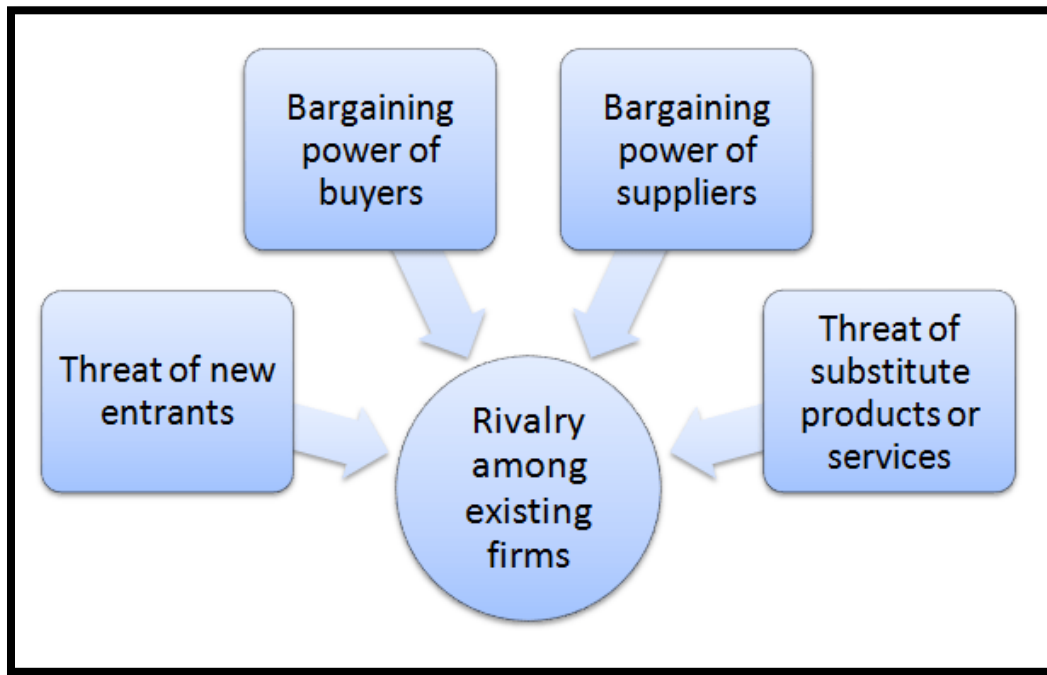


Figure 2: Industry Analysis Framework

(Source: Author)

The threat of new entry

New restaurant entrants may bring new capabilities and process innovations to the table, putting pressure on Ozora to drop prices and cut costs whereas offering new value propositions to customers, putting pressure on Ozora to lower prices and cut costs while trying to offer new ways to add value to customers. To leverage over the competition, Ozora need to overcome all of these challenges to gain an edge over the competition and raise high barriers for the new entry in the market.

Threat of substitutes

According to Abinsay (2020) the business's profitability is negatively affected when a new product or service accomplish similar customers needs in distinct ways, A replacement product represent a major threat when it seems to provide a better value proposition from

the industry's current offerings. Ozora could be able to counter the Threat of Substitute by focusing on service rather than just commodities.

Bargaining power of customers

The bargaining power of buyers can be considered high, as the target market of Ozara will be prevalently regular customers, therefore for the business is pivotal to maintain high standard and accomplish their needs to retain and to acquire more customers. Therefore, besides the extra value that Ozara will offer streaming the Italian football, the products that offers to the customers have numerous substitutes and alternatives and this led to higher bargain power of buyers. In the long run, Ozara should try to expand the business to a larger segmentation market as according to Kozlova et al. (2019) differentiates the customer segmentation's customer diminishes customer's bargaining power while also increases sales and manufacturing procedures (Kozlova et al., 2019).

Bargaining power of suppliers

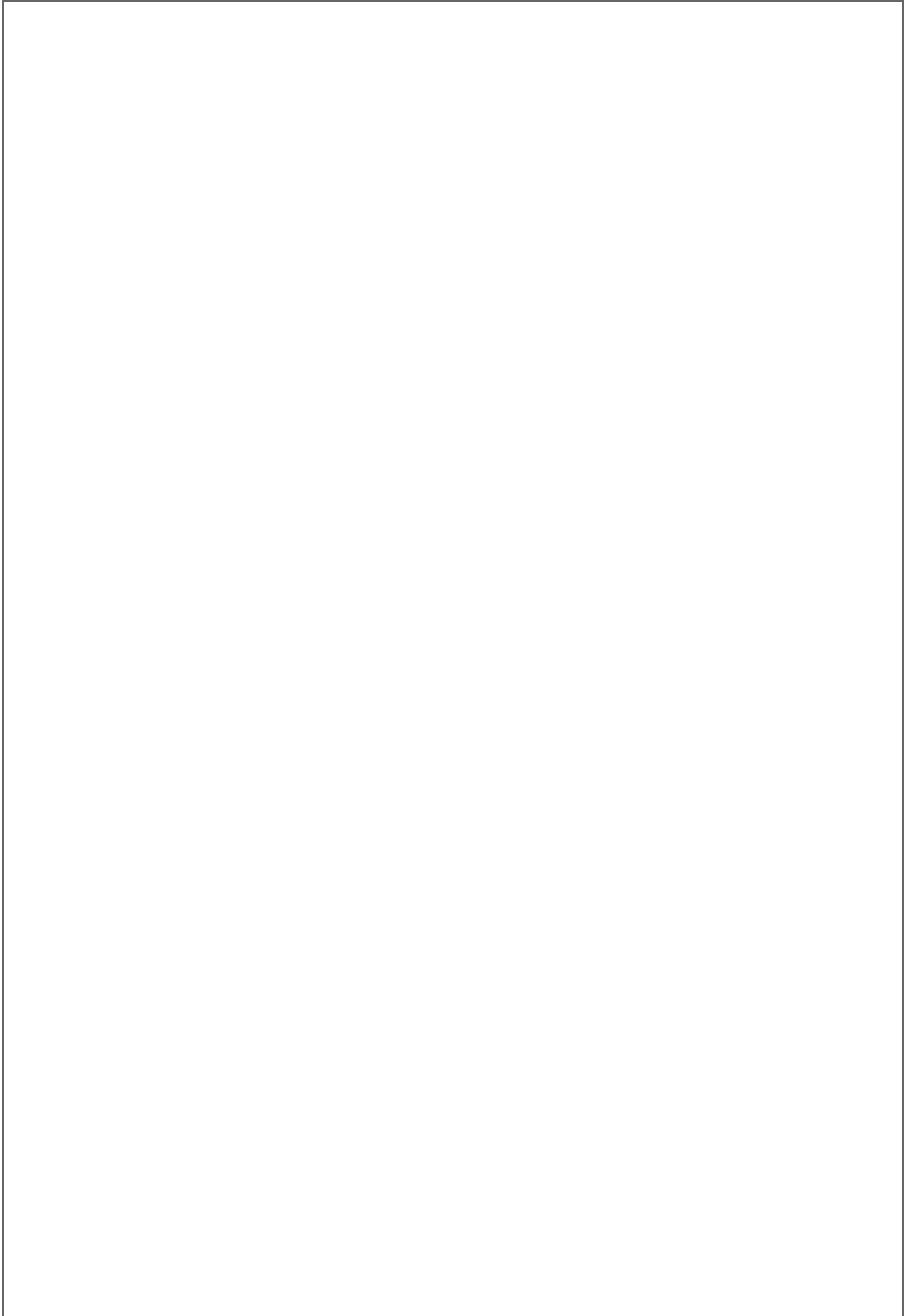
The majority of pub owners like to get their raw materials from a variety of sources. The Services sector's power of suppliers utilizes their negotiation strength to get greater pricing from the companies in this industry. Higher supplier negotiating power decreases the total revenue of the pub.

Competitive Rivalry

Gloria and Santa are considered Ozora's most important rivals. Revenues would diminish and the corporation's financial condition will suffer if there is severe rivalry among present participants in this area. Ozora appears to be in the dining industry, owing to its emphasis on the demanding Italian sports culture. This competition has a negative effect on the organization's long-term operational viability (Hubbard, 2018).

Name of competitor	Differentiation
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Gloria	Traditional Italian cuisine is paired with locally brewed beers. Ozora will embrace the Italian flavors of soft drinks and hard drinks as well.
Santi	Popularity, Ozora can leverage social media marketing to promote it in a wide range of locations.
Gotto Trattoria	An extended dining area with a marble bar, mirrored ceiling, and rich, eccentric design serves Italian cuisine. The major attraction of Ozora will be the Italian sports culture and its delicacies (Nicolai, 2018).



OPERATIONS AND MANAGEMENT TEAM

OPERATIONS

Collective Foods, as well as a direct import from Italy, would be the firm's primary food supplier. Because these two vendors provide identical commodities, the bar management must select between them. Ozora will choose the provider who offers us a shop credit, has quick delivery, as well as offers the greatest overall pricing. OfficeMax or Staples will provide Ozora with office materials. The remaining pub supplies (pots, pans, silverware, and cooking utensils) will be purchased through an internet store. Utilizing touch screen devices located all across the bar area, supply chain, order placement, and process would all be accomplished. The giant HD television for telecasting sports will be supplied directly from the famous electronic store in East London, Nudlo Electronics. Ozora will focus on branded HD quality and excellent sound systems for the giant television.

Ozora will employ a certain type of software that offers the best dining operating system. This technological solution may be configured to suit the demands of Ozora. Customer service and quality control will be aided by regular training sessions. Cooking food items, performance as well as food portion control, drinks or rather stock management, technology use, good hygiene, organization, and standard of living, advertising including media relations will all be covered throughout the program (Kim *et al.*, 2021). The number of customers that visits every day, the number of meals and drinks prepared and sold, the value of suppliers, as well as the wastage proportion will all be measured and compared. It has been planned that, on the launch day, Ozora will provide free soft drinks to visitors and host a night party for the visitors. By leveraging social media, excitement among sports freaks and others can be possible to get the maximum number of visitors.

REVENUE MANAGEMENT

Revenue management seems to be a type of supply and demand management that is more advanced. Its main goal is to increase earnings by regulating domestic consumption through variable pricing and capacity management. The following are the four strategic revenue management variables (Abad *et al.*, 2019).

Scheduling (reservations, appointments), availability (demand averaging), as well as pricing (duration restrictions, turnover charges). Revenue management enables businesses to deliver the correct offering at the correct time to the appropriate consumer at the optimum price by leveraging information technology, value proposition, as well as process improvement (Bisson, 2022).

With its comparatively limited capacities of obtainable tables, fresh produce inventory, rapidly changing requirements, limited changes to fixed financial ratios, as well as services distributed for free in the brand in advance through bookings and reservations, financial management is well suitable for the hospitality industry, Ozora can minimize their prospect loss. In order to prevent loss of revenue, Ozora needs to look into a few important factors. Regarding those facts, Ozora must acknowledge that something must be incorrect and also be concerned about it. It must establish a commitment to fix the situation and detail exactly what should be done. Ozora's top executives will be accountable to ensure everything is under control and act with strategic approaches, when is required.

A comprehensive marketing strategy will be developed and maintained, including local news media including food business models. Since it will be used at the pub while keeping close communication with the consumers, in-store advertising campaigns are thought to be more successful. Table tents, an in-store visit offered to each and every potential customer, promotional materials, annual birthday celebrations, as well as a grand inauguration ceremony would all be components of this. Because once Ozora expands, additional publications will be contacted. Numerous major advertisements would be placed in the magazine throughout the month to describe the Italian Sports bar idea to clients (Rohlf, 2020). The pub would engage more visitors by serving high-quality, healthful meals in an interesting and entertaining atmosphere.

MANAGEMENT TEAM

Name	Skills	What do they bring to the firm
Jack Johnson	Excellent management	He will manage all the operational processes of Ozora
Charlotte smith	Assistant manager	Will handle front office and daily activities
Megan Taylor	Head Chef	Cook all Italian dishes
Daniel Johnson	Chef	Mostly prepare beverages and help Megan

MARKETING

Product: Ozora is an Italian Sports bar. Ozora aims to be the best sports-themed restaurant throughout the East London area. This would be the area's only sports bar where customers can have much more pleasure throughout their leisure and dining hours. Numerous screens with much more sports activities would be available at the sports bar, unlike anyplace else in the neighbourhood. Every table-top at the sports bar will have state-of-the-art table-top acoustic monitoring, allowing customers to enjoy their preferred show without even being distracted by the noisy environment. To achieve our aim of total quality in a food and entertainment environment, the sports bar would blend food choices, setting, lighting, as well as assistance to generate a feeling of optimism.

Price

Ozora will try to maintain reasonably and competitively prices whatever is possible to retain the customers as the target market is regular customers rather than casual buyers. However, inflation is keeping raising the cost of food and expenses like energy bills (Sandercock, 2022). For this reason, is pivotal to keep monitoring the changes in prices of the costs and expenses in order to adjust the prices when needed.

Inflation rate for food in the United Kingdom (UK) from March 2015 to March 2022

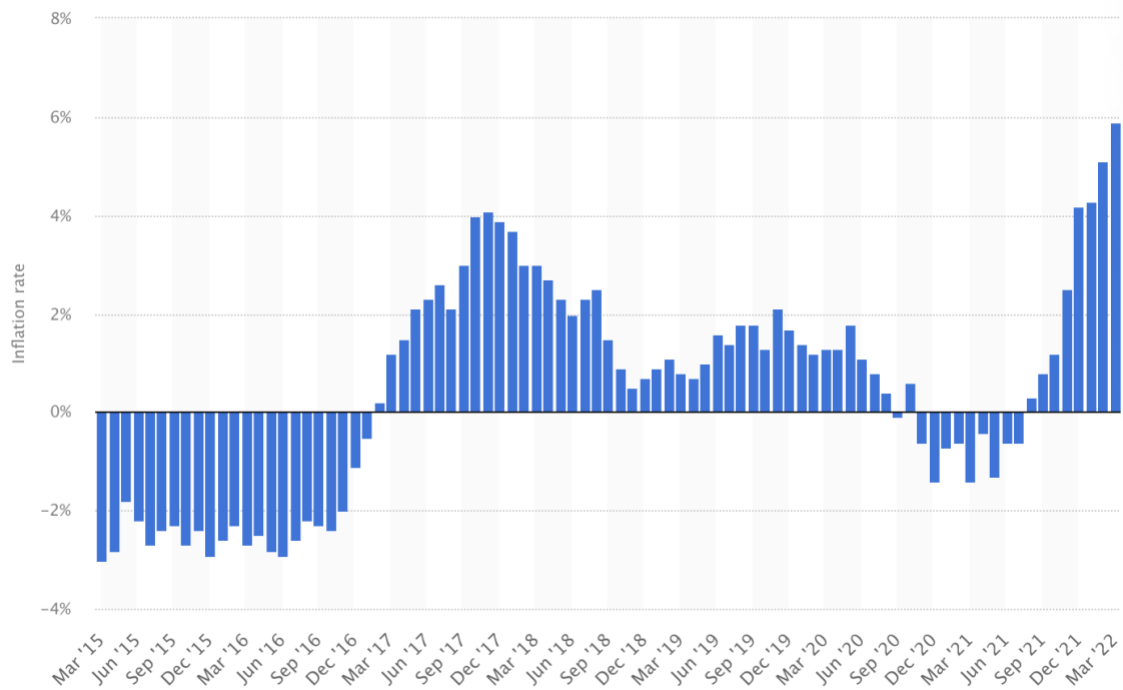


Figure 3: Inflation rate for food in the UK

(Source: Wunsch, 2022)

When Ozara will open the prices for a meal will be between £10 and £15. For game-day guests, the bill will be more. The purpose of the Ozora administration is to make customers pleased so that they would invest more money in the end. Consultants at Ozora feel this is because they create an environment that stimulates visitors to remain longer as well as invest more money while still leaving enough table availability owing to their prolonged hours of operation.

Promotional Mix

There will be three types of promotional strategies to leverage maximum customers to Ozora as follows.

Social media:

Ozora main target market are young/middle-age male adults football's fan. Will be created various social media account on different platform as Facebook, Instagram and TickTock, where new contents will be uploaded daily. Besides its own social media channels, it is pivotal a constant presence of Ozora on others target social media accounts e.g. 'Italiani a Londra di Luca Di Gregorio' that is a group on Facebook with more than 80k member for all the italian community that are living in London (Di Greogorio, 2015).

Public Relations:

Besides its actively contributes on social media on target social accounts as 'Italiani a Londra di Luca Di Gregorio', Ozara will have a member that will actively taking parts in the face to face social events initiatives creating in those social platform to create more brand's awareness and to expand the social network, in order to trying to handle future social events in Ozara.

Advertisement:

Posters on the walls advertise promotions and food items.

Biweekly changes were made to the outside comment board.

Celebration of the Launch Event.

Ozora birthday celebrations will be held once a year to commemorate the accomplishments of the previous year..

Place

Ozora will be based in the East End of London. Bedford was selected as the pub's site because it includes higher-income areas where customers might be more willing to spend for a more costly meal or supper. There is indeed a large Italian community nearby, which might also assist in marginalizing Ozora's target customer. According to Johnston (2022), Bedford is the residence for the highest percentage of Italians in the UK, where 1 every 5 people has Italian descent. The pub will be built in a modern design that is both basic and stylish.

The channel of distribution will be either direct and indirect. Besides, the major revenue will come from the direct distribution of the physical presence of the restaurant, Ozara will also exploit indirect distribution channel for food deliveries as Uber Eats, Just Eats and Deliveroo to gain extra revenue and also create more brand's awareness on the neighborhood.

FINANCIALS

Sources of funds: where would you be getting funds from?

This project was budgeted using Zero-based spending, which entails identifying tasks to be completed and afterwards financing resources to finish the work regardless of present capacity. This ensures that resources are being utilized effectively. On this basis, the work budgets were created for each expenditure justified in terms of its use in the program. It has been decided that most of the funding budgets will be acquired from the stakeholders, and the rest will be reimbursed from the sponsorship. For example, two famous radio stations will be broadcasted in Ozora, and the HD giant television will be from an eminent brand also, who will respectively sponsor Ozora to set up properly.

Use of funds

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Revenue (from your operations and marketing section)	£20,000	£33,000	£28,000	£29,000	£40,400	£34,800
Fixed Costs (List out your fixed costs)	£15,000	£15,000	£15,000	£15,000	£15,000	£15,000

Variable Costs (List out your variable costs)	£2000	£2000	£2000	£2000	£2000	£2000
Profit	£3000	£16,000	£11,000	£12,000	£23,400	£17,800

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