



Green Verdant
— KITCHEN —
— UK —

Business Plan for Green Verdant Kitchen UK

Student: Robert Andrei Filip

Student ID: 2439387

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Lecturer's name: Dr Chung Lai Johnny Wan



Overview – Business Concept, Products & Services

- **Business Name:** Green Verdant Kitchen UK
- The adopted concept will be a multicultural sustainability restaurant in London.
- Green Verdant Kitchen UK will deal with plant-based, internationally inspired cuisine made of locally sourced plants available in the country.
- The restaurant will adopt a zero-waste as the operational philosophy that integrates sustainable packaging and energy-saving kitchen systems (Zaman, 2022).
- Target market includes eco-conscious UK residents and foreign tourists who want to enjoy authentic, responsible dining experiences.

Overview – Unique Selling Points (USPs)

- Blue Ocean Strategy (Tang and Chin, 2024).
- Local Farm Partnerships (Cooke and Barling, 2025)
- Plant-Forward Menu
- Zero-Waste Ops (Onyeaka et al., 2023).



Overview – Management Structure & Legal Format

PRIVATE LIMITED COMPANY



- The restaurant will adopt a flat and lean management structure to facilitate agility (EBSCO, 2021).
 - ✓ General Manager will be in charge of operations and sustainability mandate.
 - ✓ Head Chef will help in menu development and ethical sourcing.
 - ✓ Marketing and communications lead will be in charge of brand storyteller and community development.
- Legally, Green Verdant Kitchen UK will operate as a Private Limited Company (Ltd) (Government of the UK, 2024).
 - ✓ This will help secure personal assets as it have minimal liability.
 - ✓ Private Limited company provides a more viable and consistent image to potential investors.



ENVIRONMENTAL LAND MANAGEMENT



PESTEL Factor 1: Political (Government Support for Sustainability)

- ✓ Presence of agricultural policy of the UK government after Brexit, namely the Environmental Land Management (ELM) scheme.
- ✓ The opportunity include rewards sustainable agriculture, collaborative system of local farms for ensuring sustainable agriculture (Cooke and Barling, 2025).

Factor 2 – Economic (Consumer Willingness to Pay for Sustainability)

- ✓ There is increasing customer readiness to spend more on sustainable and ethical brands.
- ✓ According to Statista (2024), UK consumers have a very strong and prolonged preference towards spending more on brands that adhere to sustainability and ethical behaviours.

Factor 3 – Social (Health-Conscious and Sustainable Lifestyles)

- ✓ There is high, long-term cultural shift to health, eco-friendly lifestyles in UK.
- ✓ This is supported by the growth of spending on gym and fitness is picking up, and 18-34-year-olds are the primary contenders to the trend due to their newfound interest in health and reduced nightlife (BRC, 2024).
- ✓ Existence of “Meat-Free Mondays” and the accountability of food sourcing (Żakowska-Biemans, 2025).

Marketing Strategy 1 – Digital Storytelling and Social Media

- Digital marketing tactics are now an essential part of the restaurant business. They offer a variety of ways to connect with customers, build a brand, and grow the business.

Approach:

- This strategy will aim to ensure transparency and storytelling, besides providing visual perspective of menu (Mandung, 2024).
- The content will include artner farms, interviews with local suppliers, and back-of-the-scenes footage of zero-waste operations (Lewis, Addison-Smith and Middha, 2025).
- Instagram and TikTok will be the main platforms for this strategy.

Rationale:

- The trust of millennials and Gen Z comes from the brand's authenticity as well as its sourcing and ethical behavior (Prasanna and Priyanka, 2024).
- Involvement of customers in custom-created content using makes them brand advocates.



Digital Storytelling

Marketing Strategy 2 – Experiential Marketing and Strategic Partnerships

- We aim to establish memorable, immersive experiences and community-building partnerships.

Approach:

- Host monthly "Meet the Farmer" dinners with guests having direct contact with local producers (Magx, 2025).
- Efficient partnership with local tourism boards and get listed in sustainable tourism guides (Ducker, 2025).
- Partner with local environmental charities and urban gardening initiatives (Palakshappa, Bulmer and Dodds, 2024).

Rationale:

- Develops distinctive, emotional experiences that create emotional attachments and loyalty.
- Travellers are becoming more conscious of sustainability in their dining experience (Ducker, 2025).
- Strategic alliances strengthen brand commitment and create favorable coverage.





Funding Requirements – Total Amount and Sources

- Green Verdant Kitchen UK require a total funding of £150,000

Funding Sources:

- Equity Investment (60% – £90,000):
- Small Business Loan (40% – £60,000):

Rationale for Funding Mix:

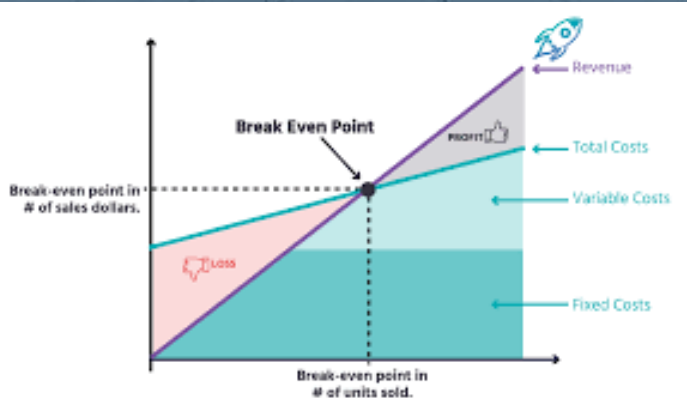
- The equity investment is not only capital but also a great industry knowledge and network (Lange, Rezepa and Zatrochová, 2024).
- Offering convenient terms and scheduled repayment, small business loans are a sign of financial discipline to investors (British Business Bank, 2025).



Funding Allocation – First Month Startup Expenses

Expense Category	Amount (£)
Lease Deposit & Renovations	60,000
Commercial Kitchen Equipment	35,000
Initial Inventory (Local Sourcing)	15,000
Licensing & Legal Fees	5,000
Marketing Launch Campaign	20,000
Working Capital Reserve	15,000
Total	£150,000

Financial Viability – Breakeven Analysis and Cash Flow



Component	Description
Breakeven Analysis:	✓ Fixed Monthly Costs: £23,000 (excluding cost of goods sold) ✓ Variable Cost per Customer: £12 (ingredients and packaging) ✓ Average Revenue per Customer: £35 ✓ Contribution Margin per Customer: £23
Breakeven Point:	1,000 customers per month (33–34 customers per day)
Cash Flow Projection	✓ Positive net cash flow projected by Month 4
Rationale	✓ The conservative model provides a buffer for the initial trading period (Maiyo, Cheboi, and Limo, 2025). ✓ Demonstrates financial viability to potential investors.

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