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Restaurant business plan for The Black Pearl

When it comes to starting a new business swot analysis will help entrepreneurs position their business in a way that the trade will break even within the shortest time frame, is to critically conduct SWOT analysis before proceeding to launch the business.

What really makes SWOT analysis particularly important is that, it can help you discover opportunities that you are well placed to exploit. And by understanding your strengths and weaknesses of your restaurant you can manage and eliminate any threats that could catch you unaware. Also by looking at your competitors using Swot analysis you can start thinking of strategies that help you distinguish yourself from competitors in order to compete successfully

Strength

Our strength in the Black Pear is based on our ability to serve fresh seafood market. The options having them either in our restaurant The Black Pearl to have lunch,dinner or even by delivering their orders straight to their houses, offices or any location they choose. The fact that we offer outdoor services is an advantage in the restaurant industry

- New & refreshing
- Seafood specialised staff
- High-enthusiastic team
- Experienced management team
- Modern & relaxing environment
- Localise taste
- Outstanding

Weakness

So far we have been able to identify a few weaknesses on our part. One of them being the fact that we might possibly launch out big and start competing with major

restaurants in swansea which may likely count to our disadvantage. But we are perfecting plans on own part to leverage on our work force and finance to maximize profits.

- Confusing menu
- Price confusing
- Expensive price
- Loud and packed environment
- Long waiting duration
- Low efficiency booking system
- Restaurant has low exposure

Opportunities

Restaurant business in swansea and even in the whole of the UK is indeed a profitable business venture. Another opportunity that we stand to explore is the point that our restaurant is located in Uplands which is a very nice area with good positions and people.

- Health conscious trend
- High exposure location
- Loyal returning customers
- Revitalization of Swansea city

Threat

The threat that is likely going to confront us is the fact that we are competing with already established restaurant that services meals and also there are other entrepreneurs who are likely going to launch similar businesses which our course they will compete with us in winning over the available market, Another threat that we are likely going to in the area of government policies. This is especially when it comes to the importation of raw ingredients that can't be found.

- Competitors offer delivery & takeaway
- Competitors is located nearby
- Competitor offer authentic seafood
- Competitors offer cheaper price

S.M.A.R.T actions planning

- **Specific** (simple, sensible, significant).
- **Measurable** (meaningful, motivating).
- **Achievable** (agreed, attainable).
- **Relevant** (reasonable, realistic and resourced, results-based).
- **Time bound** (time-based, time limited, time/cost limited, timely, time-sensitive).

Specific- Goals should be simple and clear defined it should be represent what why and how of the smart model. A goal as lowering your food costs because its too expensive is too vague. A specific goal include, From your back-of-house software, like your kitchen display system, you can gain insight into how well your

kitchen is functioning. The speed of service metrics shows how quickly you're processing orders from the POS to the kitchen and back onto the floor. Cook time variance shows how long something should take to cook, and how long you're making.

What- lower my costs by 3% by the end of September to improve our profit by using better tracking methods and training my chefs with the best practise.

Why- to improve our profit margins

How- by using better methods for returned dishes, eliminating menu items that no longer sell well.

Measurable -our goals should be measurable so that you can easily gauge the restaurant of measuring goals is to create daily or weekly sales report, we want to gain about 3000 pounds weekly. This report helps us to identify which products are salable so that you can increase to 5000 per week. We will measure my progress by how many new clients i bring with the new seasonal menu, and by how much the new media like facebook, instagram. Twitter help gain new customers.

Achievable- when we set our achievable goals we may be able to identify previously overlooked opportunities or resource that can bring you closer to it. Our goal also needs to be realistic and attainable in order to be successful, we need to develop the skills required to become the head of marketing. And by having experienced chefs in our restaurant it will help us achieve our goals.

Relevant- This step is about ensuring that goal matters to you and is relevant to your goals for example if you're making it a goal to be more consistent with

certain things that go on in the kitchen. If you notice anything slipping up in your kitchen data reporting will help you pinout which areas you should mainly focus on. Adding additional clients to make my business and increase my revenue.

Time Bound- Every goal needs a target date, so that you have a deadline to focus on and something to work this part of the SMART goal criteria helps to prevent everyday task from taking priority our longer term goals isn't important to give as a realistic time frame for accomplishing the smaller goals that are necessary to achieving our final objective, we want to have 10 new clients within 3 months

In 12 months time I see The Black Pearl being a very successful restaurant as its based in the uplands area which is a very known and busy area which has been a very popular area to dine in throughout these past couple of months. and by having a restaurant in a well known area it will bring more customers and bring new opportunities which will be beneficial to The Black pearl as it will increase the profit drastically.

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