

TITEL :FAT BOY'S PIZZA

Model Name: Managing Enterprise in the 21st century
(BMSW4006)

Name of Students: (group 3)

JAVAD KHORRAMIPOUR KHOSHDAREGI(2030121)

NICOLA(2029745)

ISADORA(2030449)

TUTORS NAME:

Dr RAHMAN



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Introduction

Fat Boys Pizza is a newly established pizza place which is located in a lovely location with indoor and outdoor seating area. We are not a normal pizza place you would find on your local high street.

Our recipe is a combination of different ingredients from different region, which would give our customers different varieties of flavors. We believe in ourself and home-made products.

Our unique approach for customers offering pizza slices as an option for younger customer. And in any case of dissatisfaction the customers will have a full refund.

Today I am going to talk about my part of our business plan which is includes: 1. Business Description and History 2. Business Structure 3. Aim and Objectives 4. Product and Service Description and 5. Marketing Analysis and Trends.

Business Description and History

Fat Boy's Pizza is newly established business, and it is located in the center of Stratford city in East London.

It is a chilled environment to hang out with friends and family, option of seating area outside with shelter and both tables. The legal corporate name of the business is Fat Boy's pizza. We all had a vision of a successful food business. We will manage our business by always producing flavors pizza at the best price with excellent customer service.

Fat Boy's pizza managed by 3 people who all share partial responsibility . The business is registered with HMRC, and we have signed and agreement between ourselves which outlines the agreed share in profits, losses, liabilities, bills also the level of ownership. We also formed and exit strategy if ever required.

As partners we would all hold personal responsibility for any unfortunate business debts, losses, or negligence. Also, I am nominated partner for managing the partnerships business records and keeping tax returns.

Our business premises is in Stratford center in the east London in a very busy shopping male and surrounded by 3 schools and two Universities and several primary school .

Our opening hours are Monday to Sunday between 11PM to midnight , including Christmas day and all other religious festivals and all bank holidays.

Business Description and History

The nature of our business is focused on pizza and burgers and pasta.

All ingredients will be freshly sourced with free delivery in the locally. We have set up our own website which includes an app which will enable customers to order online to get their food as quickly as possible. As mentioned previously our business is surrounded by a number of colleges and schools and by shopping malls and very busy main road. We believe by serving and providing excellent quality food to our customers we will be very successful and by next 6 months to one year our business will be able to expand.

I am an experienced pizza chef, and my partners have outstanding business qualities. I will hold responsibility for providing food such as: pizza, burgers, and pasta, and my partners have held responsibly for finance and operations.

We will employ part time staff to serve food to customers indoors and outdoors. Our staff will have a good customer service quality and also, we will provide training for our staff which is free.

Our food is freshly sourced, organic of food quality and customer oriented, if there is customer dissatisfaction, they can obtain a full refund. We will be an experimenting with exiting flavors and tests to our customers. Also, we have offered pizza by the slice, group combo packages, effective coupon offers and replace plastic punch cards. We have set up local listening online, segment email list and engage mobile channel and good trustworthy delivery will be assured.

We have been awarded health and hygienic certification from the local authority.

We have registered the premises with our local authority's environment health service. As a new business, we have drafted a plan based on the hazard analysis and critical control point (HACCP).

This plan will ensure our food is safe from biological, chemical, and physical hazards as well as allowing us to identify potential hazards.

Business Structure

Our **Partnership Business Structure** has similar requirements and responsibilities to working as a sole trader, except I have two more business partner.

We have a signed agreement outlining the agreed share in profits, losses, liabilities and level of ownership between us. Our business also include exit direction for any of partners decided to leave the business.

We believe it is the simplest business structure for two or more partners.

All partners hold personal liability for any unfortunate business debts, losses or negligence. In additional, each partner in our business have individually registered as being self- employed and have completed our own individual tax returns to pay our own tax and national insurance contributions.

Also, we have all been agreed on a name for our business and have chosen a nominated partner.

The nominated partner will be the person who is responsible for ensuring all administration task which has been completed on time.

Products And Service Descriptions

Our range of products are unica to Fat Boy's pizza as we have produced many different flavors and tastes. Our food contain high quality and organic and we will ensure that customers satisfaction is one of our main concerns.

Fat Boy's Pizza ingredients are sourced and freshly every day. We believe it is essential for our customers health and satisfaction that our food is always fresh and most importantly handmade.

All are toppings cost free and there is a variety of toppings available, and we are selling our pizzas already sliced if required for young people.

Fat Boy's Pizza are indeed very proud of themselves that we are able to maintain our individual secret recipes can not be found any where else.

Fat Boy's Pizza have offer of Varity of services that includes :

- Sit-down (indoor and outdoor)
- Free delivery
- Take-away
- Order online
- Mobile channel

Aim and Objective

The Aim of this business is to create and sell food and organic quality pizza, burgers and pasta, personalized food cook to order or create your own pizza and other food in store and home-made pizza made everyday as well as keeping the quality of our food forever.

The Objective of our business is to make:

- A profits of 20.000 in the first year
- To create a survey with the customers to see what they would like change if anything.
- To create new flavors on the base of pizza, burgers and pasta.
- To open another pizza business in different location within 2 years.
- To create good customer's service.

Marketing Analysis and Trends

- **Marketing Competitor:**

We are aware that today there are numerous competitors in the market, so we have to analysis and recognize the strength and weakness in the market .

We have been looking at one or two large business ventures such as : pizza hut and dominos which we should use their experience in our business.

As I am mentioned the market is already competitor, so we have developed a new flavor of pizza and pasta which is totally the recipe belong to us also, this flavor has not been used before which will enable our business to convince and attract people to get know our business day by day.

This is one **way** of being able to compete with major business .

Marketing Needs:

Our Business is located in a very busy area which is surrounded by many schools and two University as well as busy main road. Our customers will be young in a hurry and require a good quality fast food and competitive prices.

We believe this encourage them to make repeat visits and bring other customers with them to our shop. And also, our reputation for good fast food and good services will increase.

We have developed a website that includes , ordering Online, telephone contact and also a free delivery promise to make everything easy for our customers to have a good quality food and easy to order. This will make it more convenient for our customers to order their meal with peace of mind!

We believe the time efficiency and reliability is very important and we will promise that our product is going to be delivered quickly and always worm.

Customer's satisfaction is vital, and we do respect our customer's time .

Market Research:

We have conducted a series of questionnaires to our customers for their opinions about customers satisfactions and new ideas. This research was conducted in a varieties of ways.....1. we have emailed the questioners to our food suppliers and to our fresh market's suppliers. 2. emailed local schools and collages with the survey. 3. emailed to our personal customer's email. 4. hand in out customers survey from our restaurant.

Advertising :

Advertising is very important part of development of the proposed pizza shop. We feel that it is essential to develop a comprehensive marketing campaign to encourage customers to familiarize themselves with our product and our brand .

We have printed out 10.000 leaflet to promote our business also we are in the process of contacting local business, bus garages and London transport especially in our local area.

We are confident by good advertising is an important way to absorb more customers and our business will gradually increase.

Conclusion

Moving forward my team is confident that fat boys' pizza can continue to provide home made products, flavorsome pizza at a good price .

We will continue to push sales achieve good profit so we can expand the business in different location. We will keep a feed back from our customers so we always know what we can do better.

We believe in ourself so we will keep our promises that we have already given to our customers .

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