

prezentare restaurant task2

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Enterprise and Entrepreneurship



Introduction

This presentation will involve the creation of one such enterprise through a business plan of a restaurant called Happy Healthy Food which will be a modern 100% plant based restaurant located in the heart of London.



Overview of the business idea

The name of the restaurant is Happy Healthy Food and the restaurant will offer 100% vegan and plant based food offering to the youth demographic of London along with the working class population who are in need of quick and healthy meals.



Legal structure and Management

In context of the restaurant being developed, the business will partner with another local vegetarian food chain in London which is *Mildreds* which has been serving vibrant vegan and plant based food since the 1980's



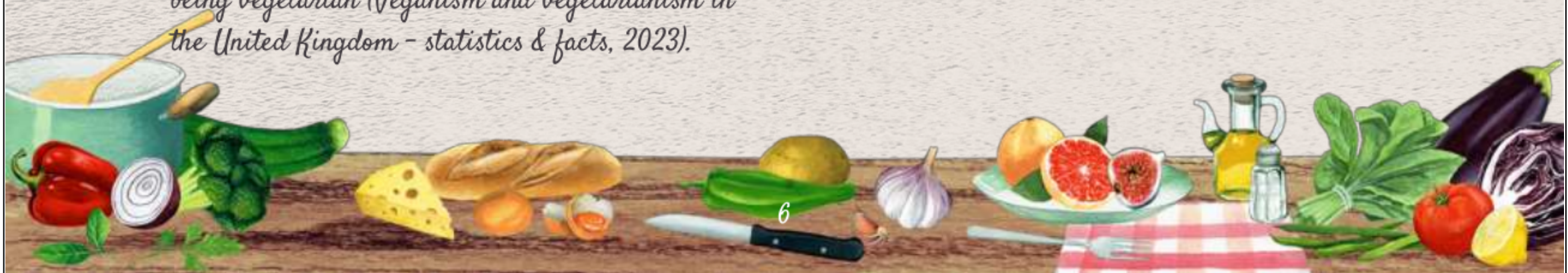
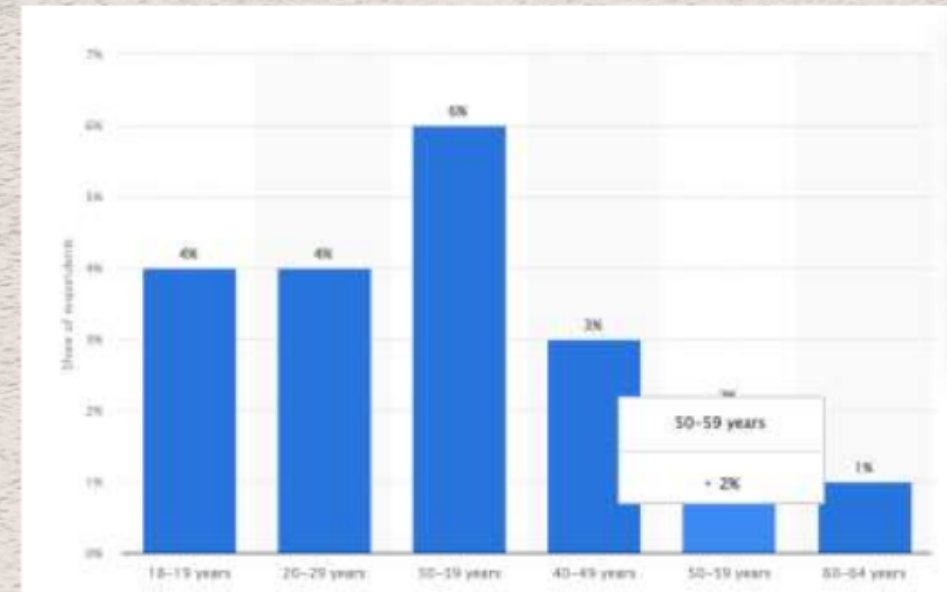
Targeting methods and promotional strategies

The working demographic of London comprised of people aged between 21 to 30 years who are usually starting out or are well into their professional careers. Due to hectic lifestyle and work pressure, this demographic suffers from various mental and physical health issues which are often aggravated due to unhealthy diets.



Industry and competitors analysis

The restaurant market size in the UK currently is quite robust with market value of £18.1 Billion as of 2022 with an average annual growth of £5.4 billion which signals a strong recovery post the losses caused by the COVID-19 pandemic. The vegan and vegetarian food market segments which the restaurant specializes in is also seeing good growth in the UK with 4% of the population currently identifying as vegan and 6% of the population being vegetarian (Veganism and vegetarianism in the United Kingdom - statistics & facts, 2023).



Sourcing and utilization of funds

Bank Loan - This method will help the business in generating early sources of funds without giving away any ownership stake within the organization. The business will primarily use this funding to rent a location within central London for building the restaurant along with getting the restaurant furnished and a kitchen setup with modern cooking equipment's.



Conclusion

The above concluded business pitch presentation highlighted the various processes and components which are involved in the development of a new business idea revolving around the establishment of a vegan restaurant in London.



²References

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