



Managing Enterprise in the 21st Century

BMSW4006_LON

STUDENT NAME AND NUMBER

Andreea Pacuraru - 2115391

Zina Gheorghina Patrascu - 2115387

Bianca Agripina Sztan - 2115858

Daniela Ambros - 2115350

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Prifysgol Cymru

Y Drindod Dewi Sant

University of Wales

Trinity Saint David

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Andreea Pacuraru – 2115391: Detailed summary of the business plan

Executive summary

The restaurant business plan has chosen a comprehensive framework for guiding the plan, forecasting every element of the restaurant management and the operations from the aspect of the location, financials, menu design, and employee training. These can help develop and improve the restaurant ideas into a big reality for stating the purpose and goals of the selected food organisation, Turkish Twist, which will be set up in London, UK (Cho et al., 2019). A thorough description needs to be added and interpreted from the aspect of the restaurant food business for addressing the eating and drinking place properly for preparing and offering several kinds of food and beverages for the overall consumption of the human beings. Henceforth, the consumption of human beings needs to be interpreted from the perspectives of the premises of such services as catering and banquets. Thus, the chosen target market is London which focuses on the overall group of customers by setting the proper aim and attracting them with the help of the specific segment associated with the dining market. The funding requirements of this chosen restaurant food business are to carry out the total required funding that supports the franchise, including the guarantee and making the bond among the performances of the newly recruited and hired staff (Balasubramanian & Konar, 2019). Hence, the restaurant market must be analysed to associate the target audience with the age groups between 16 and 55. Additionally, the appropriate location where it will be established must be analysed in detail by focusing on the fundamental analysis of the competition in the restaurant food business. The competitors of this new set up business are Kibele restaurant, Hala restaurant, Liman restaurant and Iznik so far (Burak, 2020).

INTRODUCTION

The competitive advantage of this chosen food business is to provide similar quality-oriented food at comparatively lower prices for associating the manager for buying the items in a greater quantity at discounted price rates. The viability of this new business is to train the recruited staff that are 8-10 in number and must be provided with exceptional services for making the unique usage of technology for making the entire

market of the restaurant well and checking the whole quality of food this Turkish restaurant.



**Figure 1:
Snapshot of
the growth
potential**

(Source:
Developed
by author)

Skills and experience

PREVIOUS EXPERIENCE WITH THE EMPLOYMENT

As the author has the complete experience of being the general manager in the previous restaurant organisation, now she has decided to open a newly set up business, namely, Turkish Twist in London. Hence, she already possesses excellent customer handling and serving skills, developing commercial awareness, improving flexibility, making good interpersonal skills, organisational and problem-solving skills, and teamwork skills (Fedosova, 2022). All the other members apart from the manager also have different skills and experiences. They are owners, bookkeepers, assistant managers, team members, kitchen managers, head cooks, and subordinate cooks. As the author was the general manager, thus, previous experience of her was researching the wholesale supply of food and negotiating the full product and servitude process. By calculating the future needs for placing orders, making the kitchenware and the equipment ready for managing and storing the invoices and contracts of the vendors in terms of overseeing the staff performances of the restaurant business to ensure the entire quality of business. The author's role in the earlier work is the post of 'general manager' (Kim & Song, 2020), which is relevant to this new set-up business. She has become a business owner by gaining the overall idea and experiences regarding improving the business and serving the best food quality by attracting many customers.

EDUCATION OR TRAINING RELEVANT TO THE BUSINESS

As the author took a degree in hotel management from a renowned institute, thus, when she involved herself in a restaurant as a general manager, she acquired some training courses regarding this that were helpful for her to succeed in her professional career (Kim, Song & Youn, 2020). The author has had a passion for food and hospitality; she also proved that she could lead her subordinates. She also possessed excellent and strong communication and problem-solving skills by paying attention to detail. Hence, as she was able to continue work under pressure, she also had strong medication skills for solving the issues between the staff and the guests, making them able to be self-motivated.

THE TRANSFERABLE SKILLS, TRAITS AND TALENTS RELEVANT TO THE BUSINESS

The transferable skills that the general manager of a Turkish restaurant is required to possess are customer service skills, management of the staff, human resource skills, team leadership, inventory management, payroll and administrative skills, conflict resolution and social-media planning, respectively (Walker, 2021). The talents that were also possessed by the author when she was the general manager was a strong knowledge of operating front and back-office, including food, beverages inventory, food safety and staff supervision. Henceforth, a strong understanding needs to be developed relating to the cost and labour systems, thus, which also leads the entire restaurant towards gaining the desired profitability. Additionally, as the author acquired strong communication and leadership skills as the general manager, she maintained his technical and professional knowledge entirely by tracking the restaurant business's emerging trends (Yatsenko, 2020). The traits that should be in a general manager that the author already played role must have possessed an upbeat attitude, consistency, physical stamina and problem-solving skills. The other traits that the author has acquired were proactiveness, innovativeness, and customer-service savvy.

EXISTENCE OF THE SKILL GAPS

The skill gaps in the general manager (the author) were the present workflow-based skill sets that could not align with the required skills for doing the jobs. Hence, as the

hard technical skills are being regarded as the primary skill gaps, thus, the other employees of the restaurant may also lack the soft skills required for doing the job well (Mun & Jang, 2018).

EXPERIENCE AND QUALIFICATIONS AND WAYS OF ADDRESSING THOSE

The experience of a restaurant's general manager is to oversee the regular business activities, improve the entire business activities, associate the training heads and departments, develop and improve the strategic planning, manage the overall budgets, communicate business goals and create several policies, respectively (Nguyen, 2018). Therefore, the qualifications of a restaurant general manager must have a degree in business management, good experience in the restaurant industry, ability to work on a long hour basis, keep knowledge of the bookkeeping software, excellent customer service, and excellent communication skills.

Business description and history

VISION AND MISSION STATEMENT

The **vision statement** of the restaurant business is to look at the future to help and provide the appropriate direction to the business. The **mission statement** of the restaurant business is to identify the purpose of serving the products and state the reason for the existence of the restaurant by mentioning its proper values of it (Kuzmin et al., 2018).

The business objectives of the restaurant business are as follows:

- To provide and satisfy the customer experience by including enjoyable food and a relaxing atmosphere
- To run the entire business operation to make it efficient enough to make the adequate money
- To serve quality-based food at affordable rates by focussing on the ambience and the atmosphere
- To know the actual target market properly, that is, in the UK, must be manageable also from the perspective of making better customer relationships

DESCRIPTION OF THE BUSINESS

The restaurant business tends to prepare and serve the food and drinks for the entire selected customers while offering them various take-away and food delivery services. Therefore, the other statement regarding this same business can also be considered and interpreted as the characteristics of the business are making the association of the tasty food, delivering good services, providing a thorough hospitality atmosphere, offering the products and services at reasonable costs (Ivanivna et al., 2021). Additionally, choosing a convenient location, offering a range of beverages, making the culinary expertise, and stating the hygiene and cleanliness may also be associated with the chosen restaurant business of Turkish Twist.

PRODUCTS AND SERVICES

The products that are offered or served by this newly set up restaurant for attracting customers in London to associate them with it for tasting the taste of the food. Henceforth, the product's name is Baklava, which is considered one of the sweet Turkish dishes; Sis Kebab is another name of Turkish food that tends to encompass several streets eats, making it most famous. The other Turkish dishes are Done, Pide, Kumpir, Meze and Kofte, respectively (Judina, 2020). Apart from the products, the restaurant business also tends to service several effective services: table service, assisted service, self-service, particular service, and single-point service.

SHORT-TERM OBJECTIVES

The restaurant business's short-term objectives are enhancing the monthly net sales, increasing the regular-base net sales, and improving the streams of new revenues. Additionally, improving the top-selling items, testing the new menu items, and testing the service charges come under the short-term goals (Hidayat et al., 2019).

MEDIUM-TERM OBJECTIVES

The medium-term objectives of this restaurant business are making and developing the business's desired outcomes that need to be accomplished within one to five years of duration.

LONG-TERM OBJECTIVES

The long-term objectives of the restaurant business are the inclusion of specific improvements to the competitive position of the organisation, improving the technology-based leadership, return on investment, profitability and improving productivity, brand image and target employee relationships (Cho et al., 2019).

Business structure

The general manager has decided to set up a new Turkish restaurant in London with the help of the four owners of this new business, who also invested an amount of money. Hence, the roles that need to be discussed are from the perspectives of the restaurant owner that have to possess (Burak, 2020). The diagram, along with stating the roles there, is illustrated below:

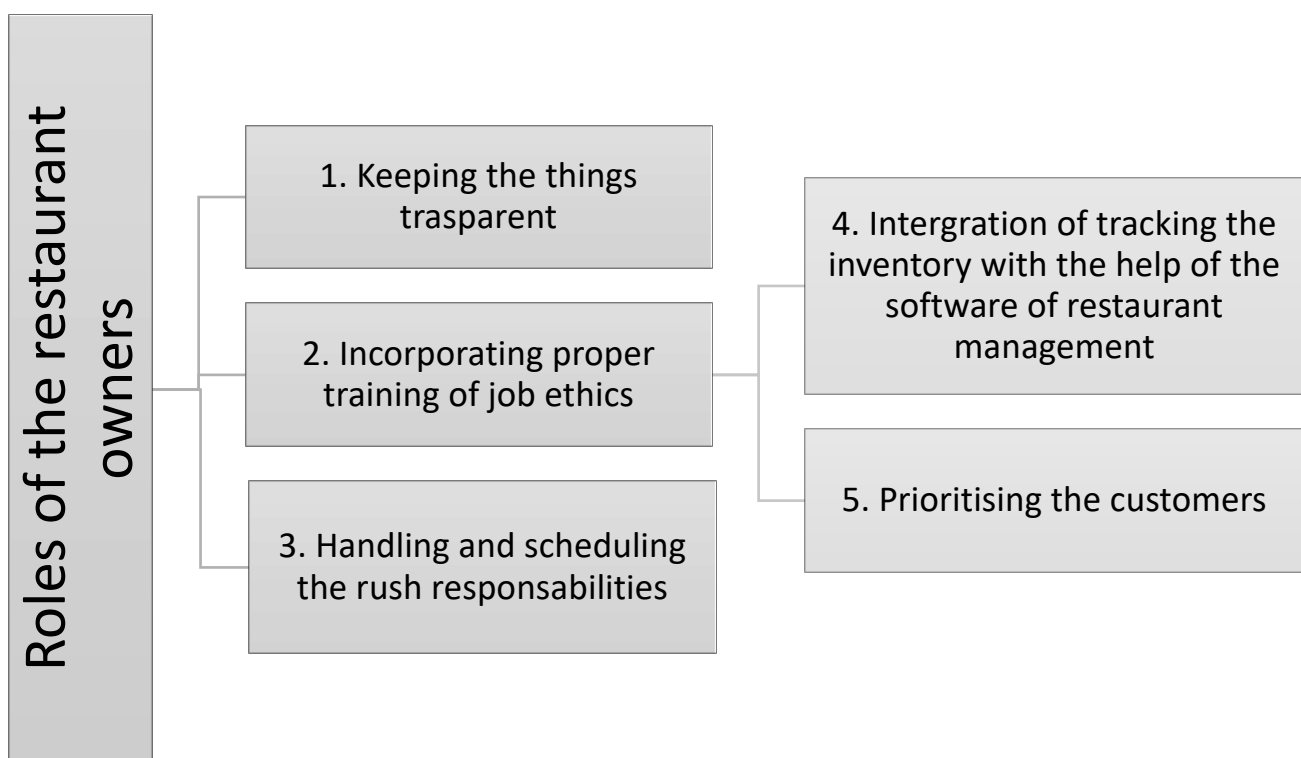


Figure 2: Roles of the restaurant owners

(Source: Developed by author)

PESTEL analysis

The PESTEL analysis of the restaurant industry is stated below:

POLITICAL	→ Health and safety-related policies can affect the restaurant industry; thus, the businesses must take proper care of hygiene and cleanliness. → The political stability may also ensure the amount of flourishing the business by stating the govt policies changing over time (Balasubramanian & Konar, 2019)
ECONOMIC	→ The growing tendency of individuals can ensure better revenues for the restaurant industry → The taxation policy also affects the quality and purchase of the products that may affect the restaurant industry too → Growing labour cost is also observed as a matter of concern for the entire restaurant industry that may lead to lower profit generation (Fedosova, 2022)
SOCIAL	→ The hectic lifestyle of the people can increase the dependency on the people that may make the readymade food instead of the home-cooked food → The rapidly growing population may increase the demand and sensitivity toward transgender employees for infection directly in the restaurant industry (Kim & Song, 2020)
TECHNOLOGICAL	→ The introduction of the latest software needs to be managed to generate more profits and lead the fewer errors → The technology has possessed the scope of experimenting the promotional strategies for reaching the people more quickly for leaving a long-lasting impression (Kim, Song & Youn, 2020)
ENVIRONMENTAL	→ The restaurant industry must carefully follow government laws to lower the risks of environmental damages. → The food industry needs to recognise and appreciate the chances of shifting the customers to Turkish food dishes (Walker, 2021)
LEGAL	→ The hygiene criteria and the food quality must be associated as the crucial factors for increasing the safety of the legal factors (Yatsenko, 2020) → The safety standards need to be maintained with the welfare of the employees to address several vital aspects of the restaurant industry

Zina Gheorghina Patrascu - 2115387: Market Analysis and Needs

Market situation and trends

The market growth of full-service restaurants in the UK is almost 114.8% in 2022. The Covid rules and restrictions imposed on the hospitality industry have declined its market growth in 2020-21. However, the lifting of restrictions in 2021-22 will recover the market growth of the hospitality industry (ibisworld, 2022).

The demand for multinational foods increasing among UK food lovers. They prefer to try authentic and popular dishes from different countries. Among all other multinational cuisines, the demand for Turkish food is increasing due to its wide range of tasty dishes options and healthier sides. Social media research has been conducted to understand the current market demands and trends. In different popular social media channels, people share their experiences in different fields. They post check-in of restaurant visits and share images of their preferred foods and beverages. Social media research has helped to develop the new business plan.

Target customers

Turkish Twist will operate the business in the UK hospitality industry. The main target customers of the restaurant business are the people of age groups from 15 to 55. People with a preference for Turkish cuisine and quality restaurant services will be targeted. Moreover, in London, more than 200,000 Turkish nationals are living currently. These Turkish nationals will be targeted to offer them the authentic food taste of the country.

The STP analysis is conducted below to segment the target market.

STP Analysis

Segmentation: The target customers of Turkish Twist are UK-based customers as well as Turkish nationals living in London. The age group of 15 to 55 will be mainly targeted. Moreover, the restaurant will target those below the age group of 15 and above the age group of 55 by offering special dishes and services to them. People who prefer to try authentic Turkish food and like to spend their quality time with their families and friends in an international cuisine restaurant will be targeted.

Targeting: Targeting Turkish nationals will be the most profitable for the restaurant. Moreover, customers with stable financial backgrounds can be considered the main target customers. Reaching the UK customers who mostly have their comfort foods in restaurants will be difficult as they hardly prefer to try international authentic foods.

Positioning: The positioning of the offered services will be done based on the USP of Turkish Twist. The authentic and premium quality Turkish cuisine is their Unique Selling Proposition. The restaurant will be established in the popular and busy street of London to make the services available for all. The restaurant service will be positioned in both offline and online marketplace to reach a large customer base (Kampamba, 2015).

CUSTOMER NEEDS OR PROBLEMS:

Turkish Twist will offer authentic and popular Turkish cuisine that will satisfy the tastebuds of customers. Most food lovers in the UK prefer to have different multinational cuisine, especially authentic food dishes. In the UK, many people like Turkish foods, especially Doner Kebab. Though many multinational restaurants have been offering multinational foods, the authentic flavour of Turkey is still missing. Turkish cuisines offer a variety of delicious dishes along with healthier foods (Eells, 2016). Therefore, food lovers demand quality food along with healthy ingredients which will be fulfilled by Turkish Twist.

PRICING STRATEGY:

Turkish Twist will follow the cost-plus pricing strategy to set the prices of their menu. This is the most common and effective pricing approach that restaurants generally use. The owner of the restaurant will be responsible for all the costs that go into a plate, including fixed costs, like the utility bills, the rent, and wages paid to cooks and staff. After determining the cost of a food plate, the profit margin will be added on top. All of these will be dispersed among several offerings that will be made for customers (LaMarco, 2019).

Competitor Analysis

A large number of Turkish restaurants are operating the business in London. The key competitors of Turkish Twist are Kibele Restaurant, Hala Restaurant, Liman

Restaurant, Iznik, and others. The strengths and weaknesses of competitors can be identified by applying SWOT analysis.

COMPETITOR 1 - KIBELE RESTAURANT

STRENGTHS: → Kibele Restaurant offers a range of modern and classic Turkish cuisine along with vegetarian and vegan foods, cocktails and beverages. → The restaurant has developed a representative Turkish atmosphere with live music and belly dance. → They maintain proper safety measures for customers (kibelerestaurant, 2022).	WEAKNESSES: → The price range of the restaurant is quite high. → Kibele Restaurant is lacking effective marketing and promotional strategies.
OPPORTUNITIES: → Kibele Restaurant can improve their online presence to increase sales. → The cooperation among their staff can improve their business operations.	THREATS: → Several restrictions regarding Covid-19 have been providing a threat to the restaurant in terms of increasing profitability. → Immense market competition is a huge threat to Kibele Restaurant.

COMPETITOR 2 - HALA RESTAURANT

STRENGTHS: → The main strength of Hala Restaurant offers authentic and home cooked fresh meals to customers (halarestaurant, 2022). → The restaurant offers their dishes at affordable prices. → They offer several discounts and offers, like Happy Hours and others to attract customers.	WEAKNESSES: → Hala Restaurant is lacking proper safety measures for customers. → The restaurant does not offer a wide range of choices for customers.
OPPORTUNITIES: → Hala Restaurant can increase their customer base by strengthening their online delivery facility.	THREATS: → The pandemic restrictions are a huge threat for the restaurant as they have been facing difficulty to increase their sales.

→ They have the opportunity to increase their customer base by adding more options to their menu.	→ Market competition is a huge threat to Hala Restaurant.
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SWOT ANALYSIS OF TURKISH TWIST:

STRENGTHS: → Turkish Twist will offer a wide range of fresh and authentic Turkish dishes to customers. → The restaurant will offer foods and beverages at affordable prices. → The menu will include various options for vegetarian and vegan dishes along with dishes for health-conscious customers. → The restaurant will develop a classic and modern atmosphere that will be suitable for all age groups. → It will develop proper health and safety measures to ensure customer health.	WEAKNESSES: → Turkish Twist may lack sufficient human resources during the initial period. → Another weakness that can be considered for the restaurant is the limited distribution network. → Lack of proper transportation system for online food delivery.
OPPORTUNITIES: → Turkish Twist has the opportunity by developing a strong customer base from both offline and online business processes. → The restaurant can attract target customers by establishing effective marketing plans. → The demand for authentic and quality Turkish dishes can increase the sales of Turkish Twist.	THREATS: → The several rules and restrictions due to the pandemic may confine the sales and profitability of Turkish Twist. → A large number of Turkish restaurants have been operating the business in London with quality food and affordable pricing strategies that can provide a huge threat of competition to the restaurant.

Marketing and sales plan

OBJECTIVES:

- To develop a strong customer base by providing quality products
- To increase the sales margin by 10% within the next 12 months
- To select proper channels for business promotion that will help to reach a large number of target customers

- To augment the revenue income by 15% within the next 1.5 years

TARGET CUSTOMERS:

The key target customers of Turkish Twist are young and middle-aged customers with stable financial backgrounds. The business will moreover target Turkish nationals living in London.

MARKETING MIX:

PRODUCT- Turkish Twist will offer authentic Turkish cuisine by ensuring food quality and healthy components. It will offer breakfast, lunch, and dinner to customers along with beverages and other side dishes. Its menu will include a range of Turkish food items, like Humus, Greek salad Baklava, Doner kebab, Sis kebab, Pide, Kofte, Meze, Kumpir, Vegetarian kebab, and others. Each item will be prepared and served fresh to customers.

PRICE- Turkish Twist will offer services at affordable prices. Costs of the starters will be around £4.00-£6.00 and a full portion of the meal will cost around £13.00-£15.00. Several offers and discounts will be provided to customers on a daily basis and special offers will be applied on holidays and occasions.

PROMOTION- Turkish Twist will mainly focus on the online marketing campaign and promotional activities to promote the business. They need to publish unique content on different social media channels, like Instagram, Facebook, Twitter, and others to grab the attention of their target customers. Along with that, advertisements will be published in local newspapers, TV commercials, radio, hoarding and billboard to promote the restaurant (Isoraite, 2016).

PLACE- The restaurant will be located in the busy and popular street of London where a large number of people visit regularly. Customers moreover can order dishes of Turkish Twist from their website. The restaurant moreover will make available their online services for customers by developing partnerships with various food delivery partners.

PEOPLE- Turkish Twist has a strong focus on both their customers and employees. They will provide proper value to customers by fulfilling their needs and expectations.

Along with that, ethical working practices will be developed to create a suitable working culture for their employees.

PROCESS- Each function of Turkish Twist will go through an effective and systematic process. The main focus of the restaurant will be on their food preparation and customer service. Moreover, the restaurant should focus on their marketing process to market and promote the business successfully.

PHYSICAL EVIDENCE- The physical appearance of the restaurant will be created to attract customers. The interior of the restaurant will be made with modern and unique furniture and decorating items. It will consist of modern technology and sustainable equipment. The packaging materials of food will be recyclable.

Channels to promote the business:

The business will mainly be promoted through social media. The popular social media channels will be utilised to publish advertising content. Apart from that, advertisements will be published in print media, television, and radio. Moreover, leaflets will be circulated to grab the attention of people.

KEY PROMOTIONAL ACTIVITIES:

- | |
|---|
| 1. The advertising strategy will be effective to reach target customers and increasing sales. Advertising content will be published in print, electronics, and online media to promote the business. |
| 2. Direct marketing will be involved to communicate with target customers. In this case, emails, brochures, and pamphlets will be sent to individual target customers. This strategy will help the business to effectively communicate with their potential customers. |
| 3. Content marketing can help Turkish Twist to grab the attention of their target customers. They can publish unique content, image, video, customer reviews, and offers on their own website and social media platforms to increase their customer base and sales in future (Claudia, 2022). |

Budget plan:

Essentials		Expenses	
Technology and equipment		£10000	
HR expenditures	Salaries	£5000	
	Promotion	£1000	
	Training	£3000	
		£9000	
Research activities		£3500	
Promotional activities and advertisement		£4000	
Others		£1000	
Total		£27500	

GANTT CHART:

Activities	Month1	Month2	Month3	Month4	Month5	Month6
Establishing marketing objectives						
Identifying target customers and competitors						
Identifying the company's strengths and weaknesses						
Selecting proper channels and promotional strategies						
Budget plan						
Monitoring and reviewing the plan						

Monitoring and review process:

The monitoring process of the marketing plan and activities will involve different tools and strategies which will help the business to monitor their promotional activities effectively. The online traffic of the business will be monitored to understand whether the promotional activities are being successful or not. Moreover, real-time monitoring will help the business to track their reach out and respond to their target customers from different social media platforms (Whatman, 2021). Turkish Twist moreover needs to maintain their sales report in future to measure their success.

The management of the business needs to review the performance of employees and marketing executives to identify whether any improvements require or not. Apart from that, they can face to face to interact with their customers to obtain their feedback and reviews. Based on that they will be able to modify their services and marketing activities. Moreover, they should focus on collecting their employees' feedback to identify any issues restricting them to conduct effective marketing activities (De Pelsmacker *et al.*, 2018).

Bianca Agripina Sztan - 2115858: Operations and regulations

This part of the business plan will outline the regular requirements of the business in detail. This will include details of the two key suppliers for the new business set-up **“Turkish Twist”**. Operations in this new business set-up will further include other operational considerations including if the company currently employing any new staff or not, and if yes, how many staff will be employed. The training needs of the staff and whether the new business would include training or not will also be included in the operations section (ALEXANDRA TWIN, 2019). The business will operate from **London** both as a **restaurant** and **online services** having the least **staff of around 8-10 providing 50% table services** as of now. Since it is a new restaurant, it will be liable to follow and abide by certain laws and regulations including considering the insurance and identifying potential business risks.

Details of two key suppliers or key relationships that are or will be important to running your business

The restaurant industry has been known to be a cutthroat industry, although in London one can find ample restaurants and cafés all around serving different kinds of delicacies. **“Turkish Twist”** will develop its existence in London, serving Turkish delicacies. The two key supplies for **“Turkish Twist”** include **Equipment & non-perishable supplies** and **Food Products supplies**. For this new set-up developing a good relationship with the suppliers

SUPPLIER / RELATIONSHIP 1

ORGANISATION	RELATIONSHIP STATUS
• Equipment Supplier: London Restaurant Equipment suppliers. • Restaurant: Turkish Twist • Relationship: B2B	Equipment Supplier at the Turkish Twist Restaurant. Currently, Turkish Twist has prepared a menu that has predominantly Turkish Foods, desserts, snacks, Turkish Coffee, and main courses. For most of the delicacies, there are requirements of equipment in the kitchen which are supplied by London Food Equipment Suppliers. This is

	a Business-to-Business relationship and the new restaurant, does not have many suppliers contact, therefore, here the relationship needs to be positive and stronger (ALEXANDRA TWIN, 2019).
SERVICE PROVIDED 1. The equipment supplier business has supplied bigger ticket items to Turkish Twist such as grill, walk-in-cooler, furniture, and ovens. The relationship status does not have to be maintained as these are all one-time purchases, however, the restaurant needs to keep in contact with it as after years with a change of demand, the restaurant may add on furniture designs or new kitchen equipment. 2. The services further include providing certain products on a recurring basis which included janitorial supplies, and paper products, and for that Turkish Twist found London Restaurant Equipment Supplier to be a reliable one (Hayes, 2021). Turkish Twist will be a new set up and finding a reliable supplier is critical for it as it can get reasonable prices with excellent customer service. 3. The service further included all commercial restaurant equipment supplies which are as follows: • Kitchen cooking appliances and utensils such as stoves, micro-	KEY TERMS OF THE RELATIONSHIP Here, for Turkish Twist, the key terms of the relationship with the London Restaurant Equipment supplier include effective two-way communication. Trust is another key term as this will be a new set-up restaurant in London and initially, it needs to show trust towards the supplier of equipment as it is a major investment because most of the kitchen appliances are one-time purchases or at least will go on for years, therefore showing trust towards the appropriate supplier of appliances and equipment can help the restaurant establish a good relationship with the supplier.

oven, griddles, grills, broilers, steamers, and immersion cookers. This further includes equipment like a freezer, fridge, dishwasher, heat lamps, condensations hoods, ice machines, and espresso machines. • Work Surfaces and food storage include storage spaces, steam tables, freezer or walk-in cooler, and cold food tables. The services here further include providing cooking tools like tongs, knives, spatulas, microwavable containers, serving spoons, ladles, and brushes. • Paper products and serving ware include plates, napkins, tablecloths, placemats, glasses, paper towels, and toilet paper which is not a one-time purchase unlike the other equipment and the restaurant since a start-up will buy these in bulk from a single supplier (Hayes, 2021). • Furthermore, the supplier will also arrange tables, chairs, and host stand of choice and for that Turkish Twist needs to measure the space. Other decors like paints, wallpapers, window treatments, and carpeting are the other services.	
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SUPPLIER / RELATIONSHIP 2

ORGANISATION Food Products supplier: "Source your raw material"- a local London-based supplier. Name of the restaurant: Turkish Twist. Business relationship: Business-to-business.	RELATIONSHIP STATUS Here, the relationship status would be different since unlike equipment and certain appliances that are supposed to be invested one time, food products need to be collected fresh on a regular basis. Therefore, here, Turkish Twist needs to carry out in-detailed market research to reach more suppliers rather than sticking to one. Initially as has been mentioned, it will start the restaurant with a B2B relationship with that of "Source your raw material" which is a local London-based restaurant. Moreover, since it is the start, the restaurant will maintain a positive relationship with this local supplier as it would be the best (Hayes, 2021). From this, the restaurant can anytime order their products and do not have to wait, also, all the materials will be locally available. However, apart from this supplier, the restaurant needs to search for some other suppliers to tally the price of the products plus it has to be the supplier that sells the basic food products as well as some specific spices and dry fruits that are a must in authentic Turkish cuisine. Here, the power of suppliers is more as there will be few suppliers with some of the specific ingredients that are a must in Turkish cuisine.
SERVICE PROVIDED	KEY TERMS OF THE RELATIONSHIP The key terms include fairness and maintaining a fair part regarding transactions

Food quality cannot be sacrificed and the services that this food supplier will provide include the following: The food items (raw) that the restaurant has to store include meats, proteins, rice, grains, seasonings, oils, herbs (fresh regularly), seafood, vegetables, fruits (fresh regularly), sweeteners, and other desserts items' ingredients (McClay, 2019). These include vendors: • Produce Vendors: Local Farms for fresh fruits for dessert and salad as well as fresh vegetables. • Meat Vendors: Poultry, Beef from local farms through this small supplier. • Sea-food vendor: Third-party is involved here and gets seafood of different frozen varieties from fish farms through this supplier. • Dry Goods: Turkish Twist will purchase all dry goods in bulk.	and bargaining. It is important for Turkish Twist as it is its first supplier it got connected with and therefore fairness should be the foundation and key terms of a relationship. The terms and conditions further include fair policy as there will be involvement of manufacturer, retailer and wholesaler.
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Other operational considerations

Yes, staff are being employed currently as it is a new start-up restaurant. It will be a Turkish restaurant in London and the business has planned in employing minimal staff as of now. The reason behind this includes the following:

1. It is a start-up business and the company will include limited staff, the main ones initially as huge investments to include more staff can be riskier and can lead to loss.
2. Secondly, due to Covid-19 the restaurants will maintain covid protocols and will hire few staff (McClay, 2019).
3. Thirdly, as there is still lockdown taking place in different areas of the world, London can get hit by the wave again, and employing too many staffs could end up not being

able to pay them, therefore initially the company will go by the idea of employing limited staff and initially will increase.

HOW MANY STAFF DO YOU CURRENTLY EMPLOY?

Currently, there will be the following staff on board:

1. GENERAL MANAGER

Responsibilities: The general manager will have the entire responsibility to look after the overall operations including providing direction for regular operations, and making sure that the company standards are maintained in every part of operations (hse.gov.uk, 2019). The responsibility further includes delivery and product preparation monitoring and checking with the assistant manager and kitchen manager. It further includes keeping notes of customer relations as most of the customer base will be primarily Turkish and people of the Middle East along with London residents.

2. ASSISTANT MANAGER

Responsibilities: Reaching out for new suppliers, negotiating prices with the suppliers, storing and managing vendors' invoices and contracts, and calculating all the needs of the equipment and kitchenware, based on those placing orders. The responsibility further includes making sure that there is quality dining and observing staff performance.

3. KITCHEN MANAGER

Responsibilities: The key responsibility is coordinating the food orders, managing all the kitchen staff, checking the temperature and food plating, and scheduling the shifts for the kitchen staff and all team members including chefs (gov.UK, 2022). The key responsibilities further include maintaining the price of the menu items collaboratively with the general manager. He will further be in charge of ordering food supplies as well as kitchen appliances and equipment.

4. TEAM MEMBERS including kitchen staff, Head Chef, and other Chefs.

There will be a total of 10 staff including 1 head chef, three chefs, two more staff managing kitchen and restaurant and one keeper to manage the cleaning part.

Responsibilities of Head Chef: Directing and controlling the food preparation procedure, polishing and approving the dishes, working closely and managing the other chefs, and developing recipes and menus.

Training Needs

Initially **"Turkish Twist"** only plans to employ those who are experienced, having a minimum of 1-2 years of experience in their relevant field. Since it is a start-up restaurant, hiring freshers and providing training to them will not only require time but will moreover require costing which is not aligning with the current capital and objectives of the business, additionally considering the external environment where many restaurants still could not rebound after Covid-19 pandemic.

WHERE DOES OR WILL YOUR BUSINESS OPERATE FROM?

The "others" option has been selected as "Turkish Twist" will have a physical presence as a newly opened restaurant in London. Besides, keeping in mind the current situation and aligning with the new trend, the company has from the beginning started with online services by collaborating with food delivery organisations. Apart from this, the restaurant will take home delivery orders as well. With that, as of now, the restaurant will only operate with full customers for the first one week and then will shift to allowing only 50% of the customers, which accounts for using half of the table each time.

What laws or regulations have you considered for your business and/or industry?

In order to launch its restaurant and carry out the business in the UK, "Turkish Twist" will have to follow the following regulations:

- 1. Food Standards Act 1999:** This will help in following the Food Standards Agency. This ensures that the restaurant is not using any harmful ingredients and thus protects public health. It will provide Turkish Twist with the power to work in the customer's interest (Food Standards Agency, 2018).
- 2. Food Safety Act 1990:** Under this Act, the restaurant cannot add anything that can be harmful to the people (Food Standards Agency, 2020).
- 3. The Food Safety Order 1991:** This is important for Turkish Twist since it is a start-up, and the manager of this restaurant needs to read this safety order carefully.

What insurance do you currently have in place, or do you intend to put in place for your business?

There is no specific restaurant insurance, however, Turkish Twist needs to ensure that it has public liability insurance. This insurance will cover compensation costs and legal costs. This will be applicable if any customers get injured or become ill during their visit to the restaurant.

Apart from that, Turkish Twist moreover has employers' liability insurance that can cover the restaurant in cases if one of the staff becomes injured or ill due to work (gov.UK, 2022).

Other insurance that Turkish Twist will consider include contents insurance, building insurance as well as stock insurance.

Business risks

After the operational analysis, it can be stated that the business risk that Turkish Twist may face is investment issues. This further includes staff shortages issues as it has initially employed fewer staff to avoid any risk of lockdown. Moreover, the pandemic situation is still not under control, and anytime another wave may outbreak, and the new start-up may face loss as it is already stocking raw materials in bulk.

Daniela Ambros - 2115350: Technology Plan

Technology is said to be one of the most important aspects of doing business in modern times. To do business, restaurants need to evolve and understand that the new generation is tech-savvy and prefers the internet and communication to be introduced in it. It can be said that technology seems to make its mark in the restaurant business. To be successful and agile in today's world a restaurant needs to quickly adapt to changes in the procedures and protocols. The use of technology in the business helps in streamlining the entire operations of the restaurant into concern (Cavusoglu, 2019). Furthermore, it can be said that technology usage is seen to be much more adaptable since 2020 especially due to the pandemic. Because of the pandemic the restaurants had been forced to make technological changes that later helped them in doing more business.

AN IMPORTANT TYPE OF RESTAURANT TECHNOLOGY AND THE HARDWARE

It will be necessary for the Turkish restaurant to adapt to the technology in order to keep up with the times, which will contribute to the growth of the company. The various technologies that can be installed in the restaurant to increase its productivity are as follows:

→ ORDER AND PAY AT THE TABLE

After the pandemic, it is efficiency, speed, and safety that are said to be the most important part of the dining experience. To make the most of it, the Turkish Restaurant must run the restaurant with at least 50 percent of the seats so that physical distancing can be maintained. With the availability of contactless and mobile payment, it will give the benefit to the guests to order and pay for their meals directly from their mobile devices. It will thus give the guests proper peace of mind and the table turn times will be improved (Sunthornpan & Hirata, 2021, August). It will also be helping in reducing much of the labour costs.

→ QR CODE AND WEB PAGE

The organisation Turkish Twist will give the opportunity to its customers to scan the QR code menu from Table Stand Design. The QR code allows the customers to access the main menu, choose a language, and place an order. Additionally, for people with visual impairments, the order system will also contain accessibility

features, including read-aloud and dictate. Through that page, a client can select the hour and table by looking at the virtual restaurant plan in order to book the Party Room and restaurant tables without any assistance. These technologies will improve the guest experience and will be helping the company in avoiding productivity and staffing constraints.

→ KITCHEN DISPLAY SYSTEM

It is one of the most popular technologies that restaurants implement, Turkish Twist will also be using the same. The following technology is said to be environmentally friendly as it is fully digital. Mounted on the wall the following helps the staff in the kitchen to look over the orders that come through on one screen. Thus, it helps the restaurant's staff to organize and fulfill the order. Thus, the following will be helping the restaurants to improve ordering speed and accuracy and in turn will improve the guest experience (Rachapaettayakom et al., 2020).

→ TV AND WI-FI

Aside from entertainment, TV's can also serve as marketing tools in the restaurant. For instance, majority sports fans including football, leagues prefer to watch their favorite games in restaurants with their friends. By having them in the restaurant, it will increase the popularity of it and the budget. To make all technologies available to the use of staff and customers it is essential to have free WI-FI.

→ INTEGRATED ONLINE SOLUTION

Turkish Twist will be having dedicated online food ordering platform that will be delivering foods. Other than that, the company will also be partnered with the food aggregator applications that will be helping the company in catering to the needs of the online customers within a 12 km radius.

→ LEVERAGING TECHNOLOGY TO STREAMLINE THE RESTAURANT OPERATIONS

It is the technology that helps in streamlining the end-to-end operations of the restaurant and helps in delivering constant customer service (Ragobeer, Klopper & Lubbe, 2018). It is the technology that can help a restaurant in gathering knowledge about using technology:

- Turkish Twist must use the latest technologies in the order to seamlessly track the order. The restaurant along with the food aggregator application will also be tied up with a food reservation application that will help people in making table reservations.
- With the implementation of technology into the operations of the company, the restaurant will be improving its front-end operations.
- It will help the staff of Turkish Twist in greater efficiency in the kitchen operations with the use of the Kitchen Display System.
- With technology implementation, Turkish Twist will be improving its marketing and customer engagement.

Management and Organisation

In most companies along with this restaurant, it can be said that the management of the restaurant will be having three levels in it, lower-level management, middle level, and upper-level management. Managerial positions in restaurants differ depending on the size of the operation of the company and how many employees are on the payroll. Therefore, for the company Turkish Twist, it can be stated that the following must be done for effective management in the company:

The management of the company needs to ensure that all the staff of the restaurant is valued. For the restaurant business, the main problem is said to be the problem with employee turnover (Murillo & King, 2019). Thus, to keep the employees motivated giving them proper value is essential.

In order to increase the footfall at a restaurant, it is imperative that the owner should change the menus that are to be served on a seasonal basis. Turkish Twist must have some signature dishes for them that will encourage the customers to keep coming back to the restaurant.

The restaurant must be thoughtful enough to do their marketing as it is one of the most important things that ensures people will be coming to the restaurant. To do this, Turkish Twist must implement a solid restaurant marketing strategy to do business in London. The company must make use of social media to promote its restaurant (Ogunmokun et al., 2020). For their promotion, the company can offer cheaper lunch than that of the traditional marketing outlets. Social presence must be maintained by the company.

Turkish Twist must also train its staff to cater to all the needs of the customer. All the staff of the company must be aware how to respond to the customer when they ask about modifications for their dietary restrictions.

The company on the other hand must make the sales tracking and inventory of the company easier and must always pay attention to online reviews.

Organisational structure

Regarding the organisational structure of the company, it can be said that it is the organisational structure of the company that helps in determining the roles and duties of employees of the company (Mukwakungu et al., 2019, October). However, for Turkish Twist the general structure of the restaurant will be based on including members like:

- Owners of the restaurant
- General Manager
- Assistant Manager
- The bookkeeper of the restaurant
- Bar, Dining Room and Kitchen Leaders
- Team Members

It is presumed that the owner of the company is its primary shareholder and therefore responsible for its organizational structure (Irina & Oleksandra, 2021). The owner has the most control over the restaurant and often delegates his/her task to the bookkeeper, manager assistant or the general manager of the restaurant. The general manager looks at most of the operations in the restaurants after the owner. He/she is in charge of hiring staff and maintaining the relationship with the customers and the suppliers. The GM is the one who is in charge of monitoring the budget of the restaurant and ensuring that the restaurant meets its financial goal (Roshan, Shamil & Herath, 2021). Next comes the Assistant Manager of the company and this individual is in charge of tracking the inventory of the restaurant and also orders the inventory when it is needed. Assistant Manager also does engage with the customers to ensure proper satisfaction. The bookkeeper of the restaurant is generally in charge of the accounts and the finance of the restaurant. This person also ensures that the restaurant is compliant with federal and local laws. The head chef or the kitchen manager is the one who controls and directs the food preparation process. This

individual is also in charge of approving the dishes before they reach the customers. The individual handles a team of waiters and chefs that looks after the order and the preparation of the dishes.

Social Responsibility and Sustainability

Regarding the social responsibility and the sustainability of the company, it can be said that Turkish Twist will be paying a fair wage to the workers working in the company. The company will also get involved in doing activities like campaigns to help people in need. The company will always be on a higher moral ground creating a culture of dignity and respect in the community. It can be noted that it is the Corporate Social Responsibility of the company that defines the business model and the degrees of the responsibility of the company. Implementing the following will have a positive impact on the world. A company that abides by the CSR model would owe accountability to its customers and employees as well as local communities and the environment (Ou, Wong & Huang, 2021). Implementing the CSR model will be helping the company in taking more precautions about society and the environment.

CSR activities that the company can implement themselves to be more environmentally friendly in the UK are as follows:

- The company must always take necessary steps in reducing its carbon footprint by choosing local produce, as it is one of the most important and the most talked topics in the business.
- The restaurant Turkish Twist must involve itself in doing charity works such as Save the Children, Save Trees, British Red Cross, and so on. Also, clients will be able to make donations online for charity before paying their bills.
- The company must also look over purchasing fair trade products and must invest into environmentally conscious businesses.
- The company must get itself involved in doing more volunteer work and must improve its labour policies (Lee et al., 2020).
- In the UK, it is seen that people are turning themselves into vegans and most of them like plant-based foods. Turkish Twist must also cater to these kinds of foods and must also have a category specially for Vegans in their menu.

- The Turkish Twist restaurant must reduce food wastage by producing only the amount of food that is needed. Moreover, it is planned to use only the amount of water that is required in its operations.
- The company's budget and environmental health will be improved by using biodegradable takeaway packaging.
- Rather than depending on most of the technical devices, the company must always look over various ways by which they can use the energy efficiently.
- The foods that will be catered in the Turkish Twist will be gluten-free and the restaurant will be using GMO-free products for cooking to keep in mind the health of the people.
- To minimize the wastage of food the company will be organizing various training sessions for the staff on how to minimize waste. The general public can also take part in the following sessions (Shim et al., 2021).
- The company will be donating all the excess food daily to the ones in need in the UK. The company will be partnering with an NGO in the UK to do the following activity and thus the excess food will not get wasted.
- The company will be supporting the local community members of the company by providing them with jobs in the restaurant.

COMMON PART: FINANCIAL DATA

SOURCE OF FINANCE

Source of finance is one of the important concepts for budgetary development that assist to identify the key sources to financing the business operation. There are different sources of finance that can be seen which are including long-term sources of finance and short-term sources of finance. As the long-term sources, bank term loans, the equity share capital can be used whereas the short-term sources of commercial paper or denture holding can be seen. Here, as the source of finance, Bank loan, owner's capital and equity share capital has been seen. It is expected that the company will be sourcing £25,000 from the bank as the term loan and £30,000 from the equity share capital investment amount.

Daniela Ambros - 2115350: Cash Flow Statement

A cash flow statement has been used to forecast the cash flow amount for the business over a period of time. A cash flow statement is a tool for evaluating the potential flow of cash and developing a budget for the business to operate successfully. This statement includes all the retained earnings that have been expected by the company to sustain operations and make external investments. The following state shows all cash outflows related to economic activities and other investments for one year. A cash flow statement includes the cash received from customers as an inflow and the cash outflow as an outflow from operating, investing, and financing activities. Furthermore, the net cash flow is calculated as the sum of the operations (da Costa Webber et al., 2018). Among the documents that form the cash flow statement is the balance sheet of the company.

Turkish Twist Restaurant Cash Flow Forecast	Date 20/04/22	For time period 2021											
	January	February	March	April	May	June	July	August	September	October	November	December	Full year
Cash opening balance	£30,000	£65,000	£55,000	£25,000	£46,000	£6,000	(£8,000)	£99,000	£89,000	£49,000	£64,000	£54,000	
Cash flows from operating activities (CFOA)													
Cash receipts from customers	£100,00	£40,000	£40,000	£80,000	£40,000	£40,000	£160,000	£40,000	£40,000	£80,000	£40,000	£40,000	£740,000
Cash paid to employees	(£32,000)	(£42,000)	(£32,000)	(£36,000)	(£72,000)	(£36,000)	(£42,000)	(£42,000)	(£42,000)	(£42,000)	(£42,000)	(£42,000)	(£502,000)
Cash paid to suppliers	(£7,000)	(£7,000)	(£7,000)	(£7,000)	(£7,000)	(£7,000)	(£7,000)	(£7,000)	(£7,000)	(£7,000)	(£7,000)	(£7,000)	(£84,000)
Interest paid on loans	(£1,000)	(£1,000)	(£1,000)	(£1,000)	(£1,000)	(£1,000)	(£1,000)	(£1,000)	(£1,000)	(£1,000)	(£1,000)	(£1,000)	(£12,000)
Income taxes paid	(£25,000)	£0	£0	£0	£0	£0	(£3,000)	£0	£0	£0	£0	£0	(£28,000)
Net cash provided by (used in) operating activities	£35,000	(£10,000)	£0	£36,000	(£40,000)	(£4,000)	£107,000	(£10,000)	(£10,000)	£30,000	(£10,000)	(£10,000)	£114,000
Cash flows from investing activities (CFIA)													
Purchases of property and equipment (CapEx)	£0	£0	(£30,000)	£0	£0	£0	£0	£0	(£30,000)	£0	£0	£0	(£60,000)
Acquisitions	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Net cash used in investing activities	£0	£0	(£30,000)	£0	£0	£0	£0	£0	(£30,000)	£0	£0	£0	(£60,000)
Cash flows from financing activities (CFFA)													
Proceeds from issuance of debt	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Repayments of debt	£0	£0	£0	£0	£0	(£10,000)	£0	£0	£0	£0	£0	(£10,000)	(£20,000)
Dividends paid to shareholders	£0	£0	£0	(£15,000)	£0	£0	£0	£0	£0	(£15,000)	£0	£0	(£30,000)
Net cash provided by (used in) financing activities	£0	£0	£0	(£15,000)	£0	(£10,000)	£0	£0	£0	(£15,000)	£0	(£10,000)	(£50,000)
Cash ending balance	£65,000	£55,000	£25,000	£46,000	£6,000	(£8,000)	£99,000	£89,000	£49,000	£64,000	£54,000	£34,000	

Bianca Agripina Sztan – 2115858: Sales Forecasting

The profitability of the company for the business is predicted to be 65 percent, which is fairly good for the supermarket company, as seen in the graph. This can help the company make money in the first year and reach out to more clients. On the opposite, after analysis, it was discovered that the business's net profit margin is predicted to be 5%, which is low and not beneficial for the organisation. As a result, the company should place a greater emphasis on this. The operating margin is estimated to be 8%, which itself is low and could pose a danger to the business in its first year. The current ratio, but at the other hand, is predicted to do well.

1. Product breakdown

Product breakdown				
	Product / Service 1	Product / Service 2	Product / Service 3	Product / Service 4
Product / Service name	Coffee	Pide	Sis Kebab	Baclava
Sale price (per unit)	£9.00	£25.00	£50.00	£20.00
Cost price (per unit)	£4.00	£10.00	£25.00	£9.00

2. Number of sales per month

**Average sales volumes per day based on 30-days per month.*

Month	Coffee	Pide	Sis Kebab	Baclava	Total sales volumes per month	Average sales volumes per day*
January	1500	850	205	480	3035	101

3. Sales (£)

**Average sales value per day is based on 30 days per month.*

Number of sales per month						
Month	Coffee	Pide	Sis Kebab	Baclava	Total sales value (£) per month	Average sales value per day*
January	£13,500.00	£21,250.00	£10,250.00	£9,600.00	£54,600.00	£1,820.00

4. Cost of Sales

Month	Coffee	Pide	Sis Kebab	Baclava	Total cost of sales (£) per month	Average cost of sales per day*
January	£6,000.00	£8,050.00	£5,125.00	£4,320.00	£23,495.00	£783,17

Zina Gheorghina Patrascu - 2115387: Break-Even Analyses

Break-even analyses are the financial analyses used to determine the equilibrium point of product production. BEP analyses have been used to identify the point where the sales value and cost of the business operation are the same. BEP has been identified to evaluate the point where the company will face no profit and no loss situation. It can be used to identify the required production and sales for the business to avoid the loss from the business operation.

$$\text{BEP} = \text{Fixed Cost} / (\text{Selling price per unit} - \text{Variable cost per unit})$$

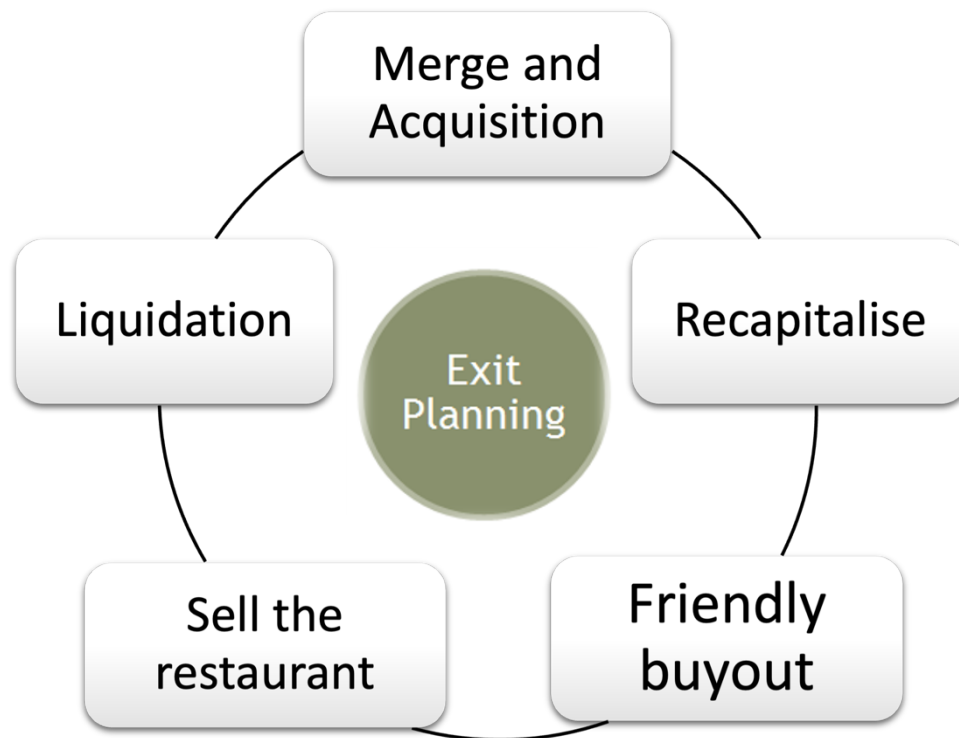
Particulars	Amount	
Rental expense	£3,000	FIXED COST
Salaries	£5,000	
Accountant fee	£500	
FIXED COST	£8,500	
Food supplies, Liquor Expense	£500	VARIABLE COST
Gas/Electricity	£500	
VARIABLE COST	£1000	
Sales	£1,500	
BREAK-EVEN POINT	£17	

Andreea Pacuraru – 2115391: Development, Milestone and Exit Plan

The project's development has advanced according to schedule. The company's financial manager was responsible for preparing the business's finances and establishing a projected budget. In addition, the marketing manager examined the advertisement and identified the target customers, which was also developed in the project up to this point. The operational manager strategised resource strategies because the corporation will only have a few appliances and resources in the supermarket as a one-time investment. However, because the fruits and vegetables will be fresh and sold daily, the operations manager struck a contract with the farm where they will be purchased.

As a result, it is expected that the company will increase its sales value by 15% within two years, and the profitability will grow by 5.5% within the next two years. In addition, it is expected that the company will improve its operation efficiency by reducing the operational cost by 5% within the next two years.

MILESTONE	DUE DATE
1) Increase sales value by 15%	2 years
2) Profitability will grow by 5,5%	2 years
3) Improve efficiency by 5%	1 year
4) Reduce operational cost by 5%	2 years



CONCLUSION

It is concluded that, managing enterprise in the 21st century has associated the business entrepreneurs for creating the overall business plan with ease for keeping the track of the records regarding addressing the ways of managing the entire organisations in a same way. Thus, the software that has already been included in this regard, needs to be kept or maintained safe for checking the level of production, managing expenses and the customer satisfaction. Henceforth, as there is an ability among the managers to manage the required changes within the organisational domain, thus, it also interprets the ability to motivate the individuals by solving the issues and helping the people to develop the analytical thinking skills for being a strategic or a visionary manager.

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APPENDIX 1 - Group Presentation – Business Plan

Managing Enterprise in the 21st Century

BMSW4006_LON

Lecturer: Rexon Nting

Date: 01/05/2022



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

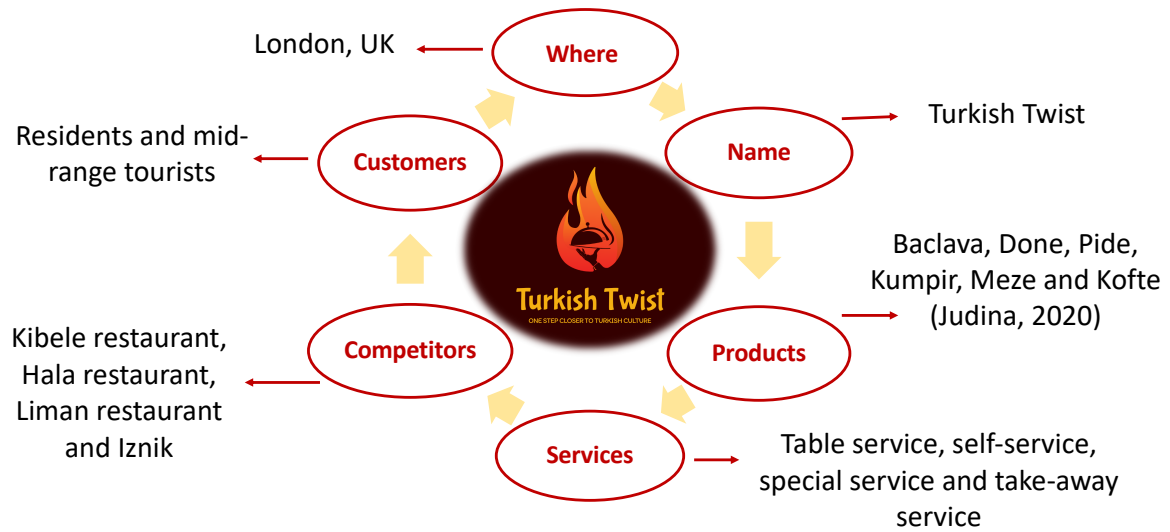


STUDENT NAME	STUDENT ID	TOPIC
Andreea Pacuraru	2115391	Business description and history
Zina Gheorghina Patrascu	2115387	Marketing analysis and trends
Bianca Agripina Sztan	2115858	Operations and regulations
Daniela Ambros	2115350	Management and organisation of the business, Technology Plan
COMMON PART	-	Financial data and forecast

Table of contents

- Business description and history, business structure, product and service description
- Market analysis and trends
- Operations and regulations
- Management and organisation, social responsibility and sustainability issues, technology plan
- Financial data and forecasts, development, milestones, and exit plan

TURKISH TWIST : Business Overview



MISSION

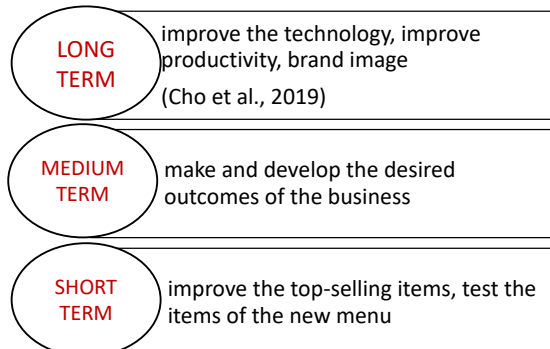
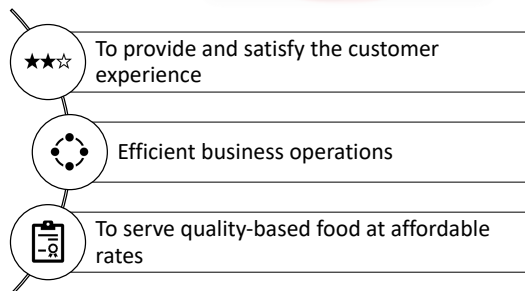
to identify the purpose of serving the products



VISION

provide the appropriate direction to the business

Objectives





PESTEL ANALYSIS



P OLITICAL	Health and safety-related policies
E CONOMIC	The taxation policy
S Ocial	Readymade food instead of the home-cooked food
T ECHNOLOGICAL	Technology offer the opportunity to apply promotional strategies (Kim, Song & Youn, 2020)
E NVIRONMENTAL	The food industry needs to work in collaboration with government
L EGAL	The safety standard need to be maintained with the welfare of the employees (Yatsenko, 2020)

Marketing Analysis and Trends

- The marketing plan has involved also monitoring and review process
- The market growth restaurant industry in the UK is 114.8% in 2022
(ibisworld, 2022)

Channels to promote the business	Direct marketing
- Social media - Advertisements in print media, television and radio - Leaflets	- Emails - Brochures - Pamphlets

MARKETING OBJECTIVES	DUE TO
To develop a strong customer base	
To increase the sales margin by 10%	1 year
To select proper channels for business promotion	
To augment the revenue income by 15%	1.5 years

STP Analysis

Segmentation	- Residents and tourist - Age group of 15 to 55 mainly
Targeting	Customers with stable financial backgrounds
Positioning	- Established in the popular and busy street of London - Offline and online marketplace

SWOT Analysis

Strengths: - fresh and authentic Turkish dishes to customers - affordable prices - vegetarian and vegan dishes - pleasant atmosphere	Weaknesses: - human resources - limited distribution network. - delivery of orders
Opportunities: - offline and online business processes - the restaurant can attract target customers by establishing effective marketing plans - authentic and quality menu	Threats: - the pandemic period - competition to the restaurant

Operations

- ***“Turkish Twist”*** will operate from **London** both as a **restaurant** and **online service** having the least **staff of around 8-10** **providing 50% table services** as of now.
- The two key supplies for ***“Turkish Twist”*** include **Equipment & non-perishable supplies** and **Food Products supplies**.
- It is a start-up business and the company will include limited staff. (Hayes, 2021).



LAWS OR REGULATIONS

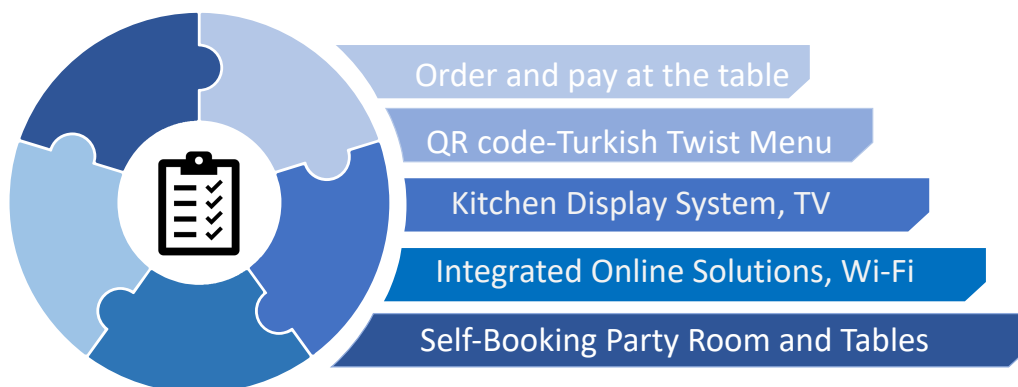
- **Food Standards Act 1999:** This ensures that the restaurant is not using any harmful ingredients and thus protects public health (Food Standards Agency, 2018).
- **Food Safety Act 1990:** Under this Act, the restaurant cannot add anything that can be harmful to the people (Food Standards Agency, 2020).
- **The Food Safety Order 1991:** This is important for Turkish Twist since it is a start-up and the manager of this restaurant needs to read this safety order carefully.

The Insurance needed to be covered

- Turkish Twist needs to ensure that it has **public liability insurance**. This insurance will cover compensation costs she legal costs.
- Turkish Twist moreover has **employers' liability insurance** that can cover the restaurant in cases if one of the staff becomes injured or ill due to work (gov.UK, 2022).
- Other insurance that Turkish Twist will consider include contents insurance, **building insurance** as well as **stock insurance**.

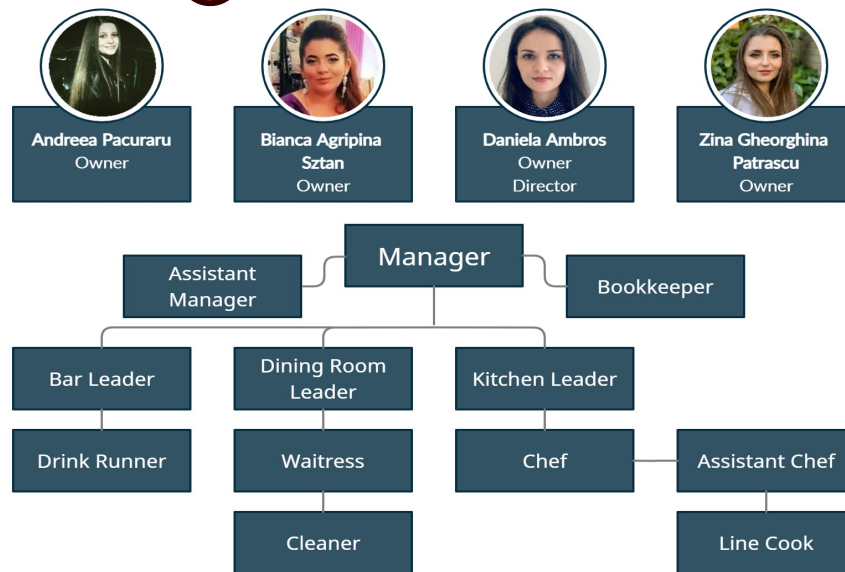
2

Technology Plan





Organisational Chart



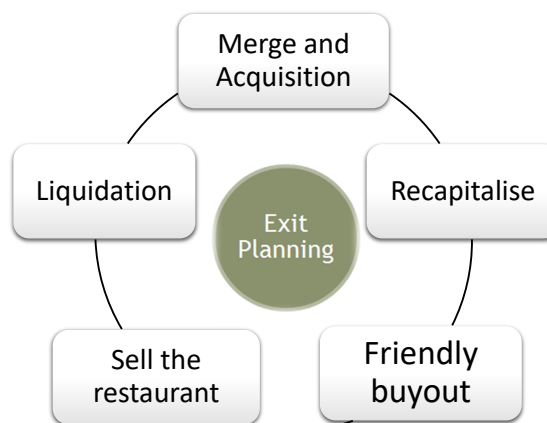
CSR and Business Ethics



Aspects of business behaviour that society, stakeholders, and employees expect from it (Ferrell & Fraedrich, 1997).

MILESTONE AND EXIT PLAN

MILESTONE	DUE DATE
1) Increase sales value by 15%	2 years
2) Profitability will grow by 5,5%	2 years
3) Improve efficiency by 5%	1 year
4) Reduce operational cost by 5%	2 years



Andreea Pacuraru - 2115391

Turkish Twist Restaurant Cash Flow Forecast	Date 20/04/22	For time period 2021											
	January	February	March	April	May	June	July	August	September	October	November	December	Full year
Cash opening balance	£30,000	£65,000	£55,000	£25,000	£46,000	£6,000	(£8,000)	£99,000	£89,000	£49,000	£64,000	£54,000	
Cash flows from operating activities (CFOA)													
Cash receipts from customers	£100,00	£40,000	£40,000	£80,000	£40,000	£40,000	£160,000	£40,000	£40,000	£80,000	£40,000	£40,000	£740,000
Cash paid to employees	(£32,000)	(£42,000)	(£32,000)	(£36,000)	(£72,000)	(£36,000)	(£42,000)	(£42,000)	(£42,000)	(£42,000)	(£42,000)	(£42,000)	(£502,000)
Cash paid to suppliers	(£7,000)	(£7,000)	(£7,000)	(£7,000)	(£7,000)	(£7,000)	(£7,000)	(£7,000)	(£7,000)	(£7,000)	(£7,000)	(£7,000)	(£84,000)
Interest paid on loans	(£1,000)	(£1,000)	(£1,000)	(£1,000)	(£1,000)	(£1,000)	(£1,000)	(£1,000)	(£1,000)	(£1,000)	(£1,000)	(£1,000)	(£12,000)
Income taxes paid	(£25,000)	£0	£0	£0	£0	£0	(£3,000)	£0	£0	£0	£0	£0	(£28,000)
Net cash provided by (used in) operating activities	£35,000	(£10,000)	£0	£36,000	(£40,000)	(£4,000)	£107,000	(£10,000)	(£10,000)	£30,000	(£10,000)	(£10,000)	£114,000
Cash flows from investing activities (CFIA)													
Purchases of property and equipment (CapEx)	£0	£0	(£30,000)	£0	£0	£0	£0	£0	(£30,000)	£0	£0	£0	(£60,000)
Acquisitions	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Net cash used in investing activities	£0	£0	(£30,000)	£0	£0	£0	£0	£0	(£30,000)	£0	£0	£0	(£60,000)
Cash flows from financing activities (CFFA)													
Proceeds from issuance of debt	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Repayments of debt	£0	£0	£0	£0	£0	(£10,000)	£0	£0	£0	£0	£0	(£10,000)	(£20,000)
Dividends paid to shareholders	£0	£0	£0	(£15,000)	£0	£0	£0	£0	£0	(£15,000)	£0	£0	(£30,000)
Net cash provided by (used in) financing activities	£0	£0	£0	(£15,000)	£0	(£10,000)	£0	£0	£0	(£15,000)	£0	(£10,000)	(£50,000)
Cash ending balance	£65,000	£55,000	£25,000	£46,000	£6,000	(£8,000)	£99,000	£89,000	£49,000	£64,000	£54,000	£34,000	

Daniela Ambros - 2115350

Sales Forecasting

Product breakdown				
	Product / Service 1	Product / Service 2	Product / Service 3	Product / Service 4
Product / Service name	Coffee	Pide	Sis Kebab	Baclava
Sale price (per unit)	£9.00	£25.00	£50.00	£20.00
Cost price (per unit)	£4.00	£10.00	£25.00	£9.00

Number of sales per month						
Month	Coffee	Pide	Sis Kebab	Baclava	Total sales value (£) per month	Average sales value per day*
January	£13,500.00	£21,250.00	£10,250.00	£9,600.00	£54,600.00	£1,820.00

Bianca Agripina Sztan - 2115858

Break-Even Analysis

- Break-even is when a business is making neither a profit nor a loss.

Particulars	Amount	
Rental expense	£3,000	FIXED COST
Salaries	£5,000	
Accountant fee	£500	
FIXED COST	£8,500	
Food supplies, Liquor Expense	£500	VARIABLE COST
Gas/Electricity	£500	
VARIABLE COST	£1000	
Sales	£1,500	
BREAK-EVEN POINT	£17	

$$\text{Break Even Point} = \text{Fixed costs} / \text{sales-variable costs}$$

Zina Gheorghina Patrascu - 2115387

OUR DESIGNS



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