Name of business - Desi Kitchen

Business owners - Four partners of 25 % shares each.

Mission Statement - At Desi Kitchen our mission is to bring signature flavours of the Indian subcontinent to enhance the palate of the locals (Crane, 2018).

Product/Service - We will be serving Asian breakfasts and thalis' which are typically consumed in the Indian subcontinent. We aim to create a home cooked style menu and method whereby we will prepare a fresh quantity batch cooked to order (City & County of Swansea, 2011).

Physical resources - After searching on google we found that these physical resources are needed for our business.

Hardware- Machines

- Coffee machines such as Espresso machines and automatic drip coffee maker
- Kettle - (**OPTIONAL** but because coffee machines have a hot water dispenser)
- Cooker - The building already has cooker and standard kitchen equipment but may need to be upgraded if needed. Another standard kitchen equipment are:

- Oven
- Microwave
- Sink
- Blender
- Coffee grinder – If we plan on using fresh coffee beans
- Fridge and freezer
- Toaster (for paninis and other things that need toasting)

- Till (POS system and other related hardware)
- Receipt machine
- Card machine
- Telephone
- Security system (OPTIONAL cameras and others)
- Dishwasher (**OPTIONAL**)

Hardware – Tables Plates, Cups, Mugs and Cutlery

- Tables and chairs – The building already has chairs and tables but may be changed to improve the look of the building
- Napkins, Table cloths and others
- Printed menu and wall menu
- Shelves
- Storage (Cupboards, draws and others if needed)

Goods – Ingredients and others

- Ingredients
- Milk
- Coffee beans
- Sugar
- Panini bread and other breakfast foods (will be decided when making menu).
- Containers

The team will decide what is need and what isn't, so this list will change. The building already comes with some stuff which means we will not need to buy a lot more equipment unless the partners want to (Grullon, 2017).

Financial Resources

- Funding – Bank loans and personal savings
- Other sources of finance – funding from Business of Wales
- Overall cost to set up - £40,000
- Solicitor and legal fees

(Gov.uk, 2018)

<u>Bank Loans</u>

Advantages

- Very low, fixed interest rates
- Monthly payments
- Build business credit
- Debt is owed to the bank

Disadvantages

- Interest to be paid (more money owed)
- Lengthy paperwork
- Longer waiting period
- Requires a strong credit

- Usually requires collateral

(NAV, 2018)

Fixed Costs

<u>Utility bills per week</u>

- £1000 per quarter (gas)
- £650 per quarter (electric)
- £10 a week landline
- £20 a week water bills
- £343.21 advertising

<u>Insurance</u>

- Building & content insurance £100 per month

<u>Legal & Accountancy</u>

- £1500 per annual year on accounts
- £600 legal cost (one off)

<u>Rent and Rates</u>

- £110 per week

VARIABLE COST

<u>Raw materials</u>

- Ingredients £400
- Beverages £200

CAPITAL COST

- Equipment £1800

- Tables and chairs £1968
- Kitchenware and tableware £500

Human resources

- The business will firstly start with just the partners as the business is starting off small.
- The four partners will be working two in the kitchen and two in the front
- If business gets busier then we will look for more floor staff or kitchen staff through the following methods:
- Job centre
- Word of mouth
- Family
- Advertisements on social media if needed

Kitchen staff - Will oversee the food preparation and other kitchen related tasks such as:

- Kitchen prep
- Kitchen cleaning
- Dishwashing

Front staff - Will do the following tasks:

- Take orders

- Using tills
- Seat customers
- Prep shop floor
- Clean shop floor

All members will be involved during the end of the day in counting and recording the days profits.

The four partners will also divide the following job roles up:

- Person in charge of finance
- Person in charge of Advertisement and PR
- Recruitment
- Decor and arrangement of shop floor (mostly will be done with all partners)
- Person in charge of ordering goods and ingredients

When the business becomes busier then it will be easier to delegate tasks as more people will be hired. But before that all partners will have a go at all the roles to give all members experience in all areas to avoid issues when a certain member is not available on days. This will allow the business to run normally with temporarily reduced staff.

Other things such as accountants, maintenance and others will be discussed further with the team (Berkerly University of California, 2018).

Marketing Activities

Target Market

- Asian community and the local residents of Swansea

Market Segment

- We aim to appeal to the area surrounding the café
- Offer a loyalty card

Market Position

- Value for money
- Good quality food
- Prepared fresh on-site

(Tanchak, 2013)

Our target market will be mainly Asian community and the local residents of Swansea. The location has a lot of passing trade. St. Helens Road is the hub for our target demographic. A newly renovated larger mosque has been constructed to facilitate the growing numbers of Swansea worshippers.

The 7P's of Marketing Mix

- Product – Production of food and service in our café
- Pricing – The cost of food will include a markup to make a profit
- Place – Prime location on St. Helens Road
- Promotions – Leaflets, social media and loyalty card
- Process – Onsite production of food, cook to order and fresh quantity batch
- People – Consistency of food and customer service
- Physical Evidence – Sit down service and decoration to suit the theme

(Prachi, 2016)

Marketing Activities

- Distribution of flyers
- Promotions and competitions run on social media
- Posters in shop windows
- Sponsorships
- Word of mouth through the community

(B&B Press, 2017)

SWOT

Strengths

- The location of the restaurant will be in the middle of the Asian communities' shopping hub
- Walking distance for a lot of target customers
- Food will be freshly prepared using quality ingredients
- Owner run – lower operating costs

Weaknesses

- Already established restaurants in the area – competition
- Low number of seats
- No takeaway or home delivery option available

Opportunities

- Takeaway and delivery service
- Loyalty cards

- Healthier eating options
- Nutritional value of dishes

Threats

- Competing restaurants located nearby
- New eateries opening
- Price increase in food and drink

SMART Action Plan

Action Plan

Specific	Measurable	Achievable	Relevant	Time-Bound
-We want Desi Kitchen to be the number one choice for people.	-We will continually monitor the footfall to ensure our marketing strategy has worked.	-The goal will be achieved by ensuring that the marketing strategy is working well and targeting the demographic.	-We see this as a worthwhile business as its fills a gap in the market.	-We want to be up and running in six weeks.
-We want to provide people with quality food at a reasonable price.	-Our goal will be reached when we are hitting our weekly targets in terms of sales.	-Word of mouth will ensure that we have created a valuable customer base through reputation.	-It is the right time to start this business as we want to serve traditional homemade dishes which will be freshly made to order.	-Rotas and roles will be scheduled on a weekly basis with clear tasks and objectives.
-We need to make sure our products and service is		-Running regular promotions and competitions via social media	-All four partners have the necessary skills, commitment and	-All advertising will be campaigned straightaway

consistently above average.		alongside our loyalty programme will keep “buzz”.	resources to input in to the business.	starting with the distributions of flyers.

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Appendices

Owners of Business and designated roles

- Nashrin Ali- Marketing activities
- Nusrat Raja- Financial Resources
- Mokbul Ali- Human Resources
- Shilpy Ali- Physical Resources

Business Proposal

Mission Statement

At Desi Kitchen our mission is to bring signature flavours of the Indian subcontinent to enhance the palate of the locals.

(Crane, 2018)

Name of Business

Desi Kitchen

Product/Service

We will be serving traditional Asian breakfasts and thalis' which are typically consumed in the Indian subcontinent. We aim to create a home cooked style menu and method whereby we will prepare a fresh quantity batch cooked to order.

(City & County of Swansea,2011)

Physical Resources

- Location – Swansea, St. Helens Road
- Low rent and rates
- Passing trade
- Cooker, microwave, coffee machine, fridge and freezer
- Equipment will be purchased from money invested in the business

Financial Resources

- Funding - Bank loans and personal savings
- Other sources of finance – funding from Business of Wales (government grant)
- Overall cost to set up - £40,000
- Small run café
- Solicitor and legal fees

(Gov.uk 2018)

Bank Loans

Advantages

- Very low, fixed interest rates
- Monthly payments
- Build business credit
- Debt is owed to the bank

Disadvantages

- Interest to be paid (more money owed)
- Lengthy paperwork
- Longer waiting period
- Requires a strong credit
- Usually requires collateral

(NAV, 2018)

Financial Resources (continued)

FIXED COST

Utility bills per week

- £1000 per quarter (gas)
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- £343.21 Advertising

Insurance

- Building & content insurance £100 per month

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Rent and Rates

- £110 per week

Financial Resources (continued)

VARIABLE COST

Raw materials

- Ingredients £400
- Beverages £200

CAPITAL COST

- Equipment £1800
- Table and chairs £1968
- Kitchen ware and tableware £500

Human Resources

- Four partners will be working in the business
- Level 2 Health and Hygiene and catering experience required
- If needed new employees will be selected by face to face interview
- Job Centre, word of mouth, family and social media to find staff
- Pay will be National minimum wage

Marketing

Marketing is defined as a process by which individuals or groups obtain what they want/need by offering products and exchanging products and services of value with others freely. It is thought of as art of selling products (Tanchak, 2013).

Target Market

- Asian Community and Local residents of Swansea

Market Segment

- We aim to appeal to the areas surrounding the café
  - Offer a loyalty card

Market position

- Value for money
- Good quality food
- Prepared fresh on-site

The 7Ps of Marketing Mix

- **Product**- Production of food and service in our café.
- **Pricing**- The cost of food will include a mark up to make a profit.
- **Place**- Prime location on St. Helens Road.
- **Promotions**- Leaflets, social media and loyalty card.
- **People**- Consistency of food and customer service.
- **Process**- On site production of food, cook to order and fresh quantity batch.
- **Physical Evidence**- Sit down service and decoration to suit the theme.

(Prachi, 2016)

Marketing Activities

- Distribution of flyers
- Promotions and competitions run on social media
- Posters in shop windows
- Sponsorships
- Word of mouth through the community

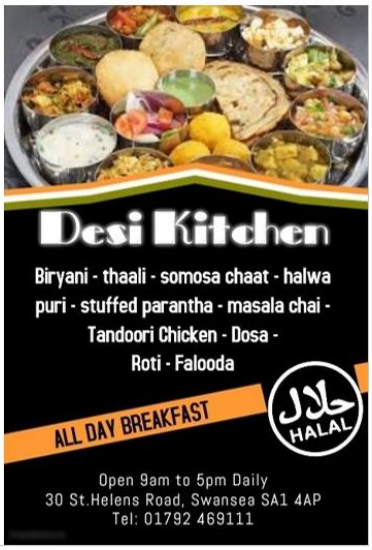
Design of flyer

- Colourful
- Informative
- Eye catching

Advertising

- Leaflets distribution £35 per day
- 10000 of A5 flyers £104.21 (vista print)

(B&B Press, 2017)



Loyalty Card

On each visit the card will be stamped. 6 stamps can be redeemed for a beverage of choice

Advertising - 5000 cards £239.99 (Vistaprint)

SWOT

Strengths

- The location of the restaurant will be in the middle of the Asian communities' shopping hub
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- Owner run - lower operating costs

Weaknesses

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- No takeaway or home delivery option available

SWOT (continued)

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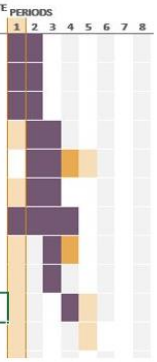
-We need to make sure our products and service is consistently above average.		-Running regular promotions and competitions via social media alongside our loyalty programme will keep "buzz".	-All four partners have the necessary skills, commitment and resources to input in to the business.	-All advertising will be campaigned straightaway starting with the distributions of flyers.

Gantt Chart

ACTIVITY	PLAN START	PLAN DURATION	ACTUAL START	ACTUAL DURATION	PERCENT COMPLETE
INTRODUCTION	1	2	1	2	100%
MISSION STATEMENT	1	2	1	2	100%
PRODUCT/SERVICE	1	2	1	2	100%
PHYSICAL RESOURCES	2	2	2	2	100%
FINANCIAL RESOURCES	1	3	2	4	90%
HUMAN RESOURCES	2	3	2	2	100%
MARKETING ACTIVITIES	1	4	1	4	100%
SWOT ANALYSIS	3	1	3	2	100%
SMART TARGETS	3	1	3	1	100%
PRESENTATION SLIDES	4	1	4	2	95%
DELIVERING PROPOSAL	6	1	5	1	0%