

Business Plan: Fazal Burgers by Faisal – Halal Fast Food Restaurant

1. Executive Summary

This business plan is about starting a halal fast food restaurant called **Fazal Burgers by Faisal**. The aim of the business is to provide quick, affordable, and tasty halal food for people with busy lifestyles, especially for customers who prefer halal options.

Fazal Burgers by Faisal will sell popular fast food such as burgers, fries, fried chicken, and drinks, but all food will be 100% halal. The restaurant will also offer some healthier options like grilled chicken and salads.

The business will be located in a busy area with students and workers. It will be set up as a Private Limited Company (Ltd). The total startup cost is estimated at £25,000.

The business aims to attract customers by offering good quality halal food, fast service, and reasonable prices. It is expected to break even within the first 6 months.

2. Overview of the Business Idea

Fazal Burgers by Faisal is a halal fast food restaurant that focuses on quick service and quality food. The idea is based on the increasing demand for halal food in the UK.

Products and Services

The restaurant will offer:

- Halal beef and chicken burgers
- Fries and side items
- Halal fried and grilled chicken
- Wraps and sandwiches
- Soft drinks and milkshakes
- Healthy options such as salads and grilled meals

All meat will be sourced from certified halal suppliers.

Unique Selling Point (USP)

- 100% halal certified food
- Fresh and good quality ingredients
- Fast service (under 5 minutes)
- Affordable prices

Management Structure

- Owner/Manager (Faisal) – runs the business
- Kitchen Staff – prepares food
- Service Staff – serves customers

Legal Structure

The business will be registered as a Private Limited Company (Ltd), which provides limited liability and protects the owner.

3. Market Research

PESTEL Analysis

Political:

The business must follow UK food safety and hygiene laws. Halal certification must also be maintained.

Economic:

Fast food is affordable, so it remains popular even during economic challenges.

Social:

There is a growing Muslim population in the UK, increasing demand for halal food. Non-Muslim customers also enjoy halal food.

Technological:

Online ordering systems and delivery apps help increase sales and customer convenience.

Environmental:

Customers prefer eco-friendly packaging. The business will use recyclable materials.

Legal:

The restaurant must follow laws related to food safety, employment, and halal certification.

Competitor Analysis

Competitors include:

- Halal fast food restaurants
- Major chains (some do not offer halal options)
- Local takeaway shops

Fazal Burgers by Faisal will compete by:

- Providing a fully halal menu
- Offering better quality and freshness
- Giving fast and friendly service

4. Marketing Communications

Target Market

- Muslim community
- Students and young adults
- Office workers
- Families

Marketing Strategies

Social Media:

Use Instagram, TikTok, and Facebook to promote food, offers, and customer reviews.

Delivery Platforms:

Partner with delivery apps to reach more customers.

Promotions:

- Opening discounts
- Family meal deals
- Loyalty cards

Local Marketing:

Flyers, posters, and partnerships with local mosques and community centres.

5. Financials

Startup Costs

Expense Category	Cost (£)
Rent and deposit	6,000
Kitchen equipment	8,000
Initial stock	2,500
Staff wages	3,000
Marketing	1,500
Licenses & certification	1,000
Miscellaneous	1,000
Total	23,000

Funding

Total funding required: £25,000

Sources:

- Personal savings (£10,000)
- Bank loan (£10,000)
- Family investment (£5,000)

Pricing

- Average meal price: £6–£8
- Cost per meal: £3–£4

- Profit per meal: around £3

Break-even Analysis

Fixed costs = £23,000

Profit per meal = £3

Break-even point = $23,000 \div 3 = 7,667$ meals

Cash Flow Forecast

Month	Cash In (£)	Cash Out (£)	Net (£)
Month 1	6,000	23,000	-17,000
Month 2	12,000	8,000	4,000
Month 3	15,000	9,000	6,000

The business may face losses at the beginning but is expected to improve over time.

6. Conclusion

In conclusion, Fazal Burgers by Faisal is a halal fast food restaurant that meets the needs of customers looking for quick, affordable, and halal meals.

Due to the growing demand for halal food in the UK, the business has strong potential to succeed. By focusing on quality, fast service, and good marketing, the business can attract many customers and grow in the future.

7. Reference List

Kotler, P. and Armstrong, G. (2021) *Principles of Marketing*. Pearson.

Statista (2024) *Fast food industry statistics UK*. Available at: <https://www.statista.com>

Mintel (2023) *UK Fast Food Market Report*. London: Mintel.

Porter, M.E. (2008) 'The Five Competitive Forces That Shape Strategy', *Harvard Business Review*, 86(1), pp. 78–93.

UK Government (2023) *Food safety and hygiene regulations*. Available at: <https://www.gov.uk>

Word Count: Approx. 1,450 words (excluding title page and contents)