**Business Plan**

**COMPANY NAME**

**23/08/2021**

**Contents:**

1. Your business and objectives
2. Your skills and experience
3. Your target customers
4. Your market and competition
5. Your marketing and sales plans
6. Your operational plans
7. Back-up plan
8. Supporting evidence (if applicable)

|  |
| --- |
| **1.** **Your business and objectives** |
| **Briefly describe your business, outlining the different product(s) and/or service(s) you offer:** |
| Turkish fast-food restaurant: The authentic Turkish fast-food restaurant serving Lamb Doner kebab, chicken shish Kebab, mixed kebab platter, family meat platter, Falafel wraps, varieties of burgers and vegan food menu. Keeping the restaurant menu simple and precise but offering a quality and real Turkish taste food |
| **Objectives:** |
| **Short term (current year):** |
| * Opening one restaurant unit this year * Securing the good customer reviews and feedbacks |
| **Medium term (next 1 – 2 years):** |
| * Operating business as per the cash flow prediction * Injecting more capital investment so that it improves business ambience |
| **Long term (3 years and beyond):** |
| * Open another franchise * Employee more staff |
| **Your Start Up Loan:** |
| **Describe how you will use your Start Up Loan and how it will help you achieve these objectives:** |
| The loan will help to support the basic prerequisites such as purchasing quality furniture, bespoke kitchen equipment, process to employ staff, stock items |
| **2. Your skills and experience** |
| **Outline any previous experience, employment or other work that you have done that is relevant to your business:** |
| 1.Working in UK food and hospitality industry from the last 8 years.  2. 5 years of Turkish Kebab Restaurant employer experience |
| **Outline any education or training you have had that is relevant to your business:** |
| Pursuing Business and management university degree |
| **Outline any transferable skills, talents or traits you have that are relevant to your business:** |
| Excellent exposure & work experience in UK Hospitality industry for the last 8 years. I will be able to apply these skills and share & indulge all the Turkish kebab restaurant employer experience here and teach the staff at the same time. |
| **Briefly outline any gaps in your skills, experience or qualifications and explain how you will address these:** |
| Since I have been working in this industry continuously there were no such gaps in skills application |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **3.** **Your target customers** | | | | |
| **Demographic details:**  *Delete any answers not applicable to you and provide some description as relevant.* | | | | |
| **Age:** | **Gender:** | **Income:** | **Types:** | **Target regions:** |
| All ages | All genders | £100,000 + | * Individuals * Businesses * Families * Other | * Local? |
| **How many potential customers do you estimate are in your target regions for this financial year?** | | | | |
| Estimating around 15,000 to 20,000 customers | | | | |
| **Briefly describe your target customers and any other distinguishing features, expanding on any of the areas you have already highlighted above:** | | | | |
| Turkish food lovers, kebab and all fast-food lovers, Turkish vegan food, vegan kebab lovers | | | | |
| **What customer need or problem does your product(s) and/or service(s) address?** | | | | |
| Creating a vegan friendly, vegetarian, and allergy free menu.  Creating a hygienic and customer friendly ambience  Complying with the covid risk assessment | | | | |
| **Explain your approach to pricing your product(s) and/or service(s):** | | | | |
| 1. Researching all the local restaurant menu pricing 2. Creating the pricing bearing in mind of producing 50% profit after the deducting all the direct and indirect business expenses | | | | |

|  |  |
| --- | --- |
| **4.** **Your market and competition** | |
| **What research have you conducted to understand your market, including your industry, regions, customers, competitors?**  *Delete any answers not applicable to you and provide some description as relevant.* | |
| * Focus groups * Market testing * Trade fairs or exhibitions * Personal experience * Social media research | |
| **Competitor 1:** | |
| **Name, location, website:** | **Average prices:** |
| German Doner Kebab | Between £8 to £14 |
| **Strengths:** | **Weaknesses:** |
| * **Big franchise** * **Own big financial capital** | * **Quality and quantity of the food** * **Food authenticity and service quality** |
| **Competitor 2:** | |
| **Name, location, website:** | **Average prices:** |
| Iskender Kebab | Between £8 to £14 |
| **Strengths:** | **Weaknesses:** |
| * **Big franchise** * **Own big financial capital** | * **Quality and quantity of the food** * **Food authenticity and service quality** |
| **Your business:** | |
| **What sets your business apart from your competitors?** | |
| Producing good customer service by providing quality, quantity, authentic and hygienic food.  Offering various discounted food package based on the seasonal variations.  Generating constant profit, keeping employees motivated by giving them business incentives, offering free staff meals and staff family discounted food vouchers | |
| **Your strengths:** | **Your weaknesses:** |
| * Passion about Turkish fast-food * Passion about hospitality industry * Food presentation, customer interaction |  |
| **Current or future opportunities:** | **Current or future threats:** |
| * Opening more local authentic Turkish kebab food units | * Chances of establishment of big franchise in the local area |

|  |
| --- |
| **5.** **Your sales and marketing plans** |
| **How do you or will you promote your business?** *Delete any answers not applicable to you and provide some description as relevant.* |
| * Advertising (online) * Advertising (print, radio, TV) * Search engine marketing * Social media * Referrals * Leaflets * Events and exhibitions |
| **Pick three of your key promotional activities and describe how they currently (or will in the future) help you meet your business objectives:** |
| 1. Local food festivals: These events attract customer from wide range of geographical area, which gives access to understand the various age group customer food interests. These events also give an opportunity to understand the local competitors, their menu, pricing, and service |
| 1. Food Discounts, gift vouchers and student discounts: These scheme benefits in attracting more customers,   Not only for the time being benefit but also for the seasonal variations |
| 1. Family menus: This gives good opportunity to attracts customer families. The best results appear at the time of school holidays, local summer fairs and during festival seasons. |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **6.** **Your operational plans** | | | | |
| **Please provide details of two key suppliers or key relationships that are or will be important to running your business:** *Detail as relevant in the boxes provided below.* | | | | |
| **Supplier / Relationship 1:** | | | | |
| **Organisation:** | | **Relationship status:**  *Delete any answers not applicable to you.* | | |
| Local Butchers | | * Contact under negotiation * Project-based arrangement * Contract or retainer in place | | |
| **Service provided:** | | **Key terms of the relationship:** | | |
| **Fresh meat products** | | Good supplier payment agreement | | |
| **Supplier / Relationship 2:** | | | | |
| **Organisation:** | | **Relationship status:**  *Delete any answers not applicable to you.* | | |
| Local fresh produce | | * Contact under negotiation * Project-based arrangement * Contract or retainer in place | | |
| **Service provided:** | | **Key terms of the relationship:** | | |
| Fresh vegetable products | | Good supplier payment agreement | | |
| **Other operational considerations:** | | | | |
| **Do you currently employ staff?**  *Delete any answers not applicable to you and provide some description as relevant.* | | | | |
| * Not yet but I have plans to take on staff in the next 12-months *(proceed to question B)* | | | | |
| 1. **How many staff do you currently employ?** | | | | |
| **Full time:** | **0** | | **Part time:** | **0** |
| **Outline the key staff** **roles within your business (e.g. job title, responsibilities, key skills):** | | | | |
|  | | | | |
| 1. **How many staff do you intend to take on in the next 12-months?** | | | | |
| **Full time:** | **4** | | **Part time:** | **2** |
| **Describe the key responsibilities and skills you anticipate giving to these new staff:** | | | | |
| * Kebab Maker: preparing authentic Turkish kebabs and other menu items * Waitress: providing good customer service * Cleaner: keeping restaurant premises hygienic * Kitchen porter: helping the main chef all the time | | | | |
| **Where does or will your business operate from?** *Delete any answers not applicable to you and provide some description as relevant.* | | | | |
| * Retail unit | | | | |
| **What laws or regulations have you considered for your business and/or industry?** | | | | |
| * Food hygienic * Food standard * Food safety * Health and safety * Staff training | | | | |
| **What insurance do you currently have in place or do you intend to put in place for your business?** | | | | |
| Business premises insurance will be in place once the business about to start its operation. | | | | |

|  |
| --- |
| **7.** **Back-up plan** |
| **How will you manage your loan repayments if your business doesn’t go according to plan?**  Your back-up plan should highlight:   * What your loan repayments are * How you would manage these repayments in the case of an unexpected event * Why you feel this is a realistic plan |
| If the business doesn’t operate as per the forecast the followings will be applied for the loan repayment   1. Capital investment from the director: this is the more realistic option to repay the loan and keep the business floating 2. In case of the unexpected event the director will use the personal saving to repay loan 3. This is the realistic plan since there is no other option predict what will the future of the business now. |

|  |
| --- |
| **7.** **Supporting evidence** |
| **You can either copy and paste any supporting evidence in this section or create a bullet point list of your supporting items and send them in with your application separately. Any supporting evidence you provide should support and strengthen the claims you have made and help our loan assessment team feel more confident about lending to you.**  *Please note, this is not a mandatory field, but your Business Adviser may request additional supporting evidence once they have reviewed your full application.* |
| * **Cash flow forecast of the business** |