

# Business plan (only for course) assignment

[Business](#), [Management](#)



Custom Foods aims are to provide a healthy and contemporary style food to its kings (customers) by exclusive service. Unlike the competitors, Custom Foods will give its customers some excellent services and provide the best products with a high quality, novelty and identity. By carefully analyzing a customers needs and preferences, Custom Foods can provide a perfect fit based on the customer's intended demands. Custom Foods is a partnership business, owned by Mr.. Sheikh Muhammad Raman and Nor E Nab. Either the partners have a university honors degree and a 2 years of hotel management experience.

Custom Foods have an exceptional production plan to produce fresh vegetables, meat and fish. The chef and service staffs will be obedient to exercise strict standards of sanitation, quality production, and presentation or packaging. In the operational point of view, Custom Foods will be open 7 days a week and the restaurant will be start at 7. 00 AM and will be close at 11. 00 Pm We will also provide a training facility for our employees. We the manager is responsible to regularly test the purity and quality of our product.

Food costs and inventory control will be handled by our computer system and checked daily by management. Custom Foods most probably be start from the month May, 2011. We have a financial plan to make a profit between TX. 500000-650000 before the year 201 2; we will try our best to expand our business in busy area. We have also a long term plan to borrow a lump sum amount of TX. 1200000 by the year 2012, TX. 2000000 by the year 2013. TABLE OF CONTENTS 1. INTRODUCTION 2. 1 Description of the restaurant 2. 2 Status 2. 3 Financing 2. 4 Confidentiality of the report 2.

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ORGANIZATIONAL PLAN 9. 1 Form of Ownership 9. 2 Management Structure ; Style 9. 3 Management Team Background 10. ASSESSMENT OF RISK 11. FINANCIAL PLAN 12. FINDINGS OF THE STUDY 13. CONCLUSION 4. POLICY RECOMMENDATIONS 1. INTRODUCTION: CUSTOM FOODS FREE SCHOOL STREET 302 HEATPROOF, SHABBY, DACHA-1210 CELL. 01651196955 WV. Customized. Com Co- owners: Sheikh Muhammad Raman, Nor E. Nab 1. 1 Description of the Restaurant: Custom foods, a Dacha based restaurant, will be operated in Shabby, a medium-sized restaurant serving healthy, contemporary style food.

Foods include the various types of loaf and parrot for breakfast, rice for the lunch and dinner with the tasty curry of chicken and beef. We will also facilitate some fast foods and beverages to our customers with exclusive service. 1. 2 Status: The restaurant most probably can be start from the month May, 2011. We know that the founders are Sheikh Muhammad Raman and Nor E Nab. Raman is the President and Nab is the Vice-President. The location is on free school street, just on the corner of Heatproof Square and

close to a dense population of the target market. . 3 Financing: Initial financing is requested is a TX. 600, 000 loans to be paid off over five years. This debt will cover restaurant space, equipment and supplies, advertising and selling costs. The total investment with the mentioned loan is TX. IOWA. 1. 4 Confidentiality of the Report: This report is confidential and is the property of the co-owners listed above. It is intended only for use by the persons to whom it is transmitted, and any reproduction or divergence of any of its contents without the prior written consent of the restaurant is prohibited. 2.

OBJECTIVES OF THE STUDY: The research objectives regarding our paper are:

- \* To develop an effective and efficient business plan for the restaurant
- \* To identify the major prospective area of our business
- \* To know how to produce a good quality product
- \* To know how to create a standard quality of attitude, fairness, understanding, ND generosity among management, staff, customers, and vendors

To identify the best possible services, the restaurant should provide. 3. METHODOLOGY OF THE STUDY: In spite of the scarcity of published data, I have been tried to make the assignment informative and handy.

The data used in the assignment have been complied through different complicated ways- Bangladesh Bank publication, Bangladesh Bureau of Statistics, working for gathering concept of other restaurant activities. I discussed with the employees of the various restaurant to make this assignment more acceptable. 3. 1 Primary Sources I have consulted with the successful entrepreneurs and executives of this field. For completion of this

study, various secondary data has been collected from online and existing research papers. The main sources of secondary data are: a. Data from published reports of Bangladesh Bank. B.

Data from Bangladesh Bureau of Statistics (BBS). C. Different Books, Journals, Periodicals, News papers etc. 3. 3 Data Collection Method and Analysis: All the data have been collected by sample survey by providing the employees with a set of questions. All the data have been analyzed by using descriptive and inferential statistics with the help of MS Word and Excel-2007. 4. INDUSTRY ANALYSIS: Although the restaurant business is very competitive, the lifestyle changes created by modern living continue to fuel its steady growth. More and more people have less time, resources, and ability to cook for themselves.

Trends are very important and Custom Foods is well positioned for the current interest in lighter, healthier foods at moderate to low prices. Moreover, the larger population size has created stronger prospects in restaurant business especially in Dacha city. 4. 1 Future outlook and trends If the business is meeting its projections by month December, we will start scouting for a second location and develop plans for the next unit. Our five year goal is to have 3 restaurants in the greater Braider and Motile area with a combined annual profit between TX. 00000 and TX. 1000000. In Dacha city restaurant business is called one of the less risky businesses where the possibility and percentage of failure is very low. The new and existing entrepreneurs are rapidly utilizing their knowledge in this profitable sector. The future trend is also perfect to operate the venture because the

government is such careful about the quality, price and activities of the restaurants. 4. 2 Analysis of Competitors: There are over one dozen restaurants in the Heatproof square area that sell food at almost similar prices.

Although this presents an obvious challenge in terms of profit, it also indicates the presence of a large, strong potential. The newest competitors have made their successful entry based on an innovative concept or novelty. Custom Foods will offer innovative products in a familiar style at a competitive price. Our aggressive plans of take-out and delivery will also give s an advantage to create a good profit before the competition can adjust or similar concepts appear. Competing with Custom Foods for the target market are these categories of food providers: \* Independent table service restaurants of similar menu and price structure. Commercial foddering companies serving students directly. There are three major ways in which we will create an advantage over our competitors; \* product identity, quality, and novelty \* high employee motivation and good sales attitude \* Innovative and aggressive service options. There are different classes of people lives and works in Heatproof. Our actual argue customers are the garments employee of two garments, employees and shoppers of the renowned Mottled Plaza, Eastern Plaza and Shabby National Museum, buyers and sellers of the Heatproof Bazaar, Students of Diamonds high school and mass people.

The business environment is also positive because lots of the people of this area are professional and usually eat outside the home. 5. DESCRIPTION OF

VENTURE: 5. 1 Products and Services Our main products will be rice, portal, Nan-rut, smooch, signora, chicken barbarian, polar, chichi barbarian, valued, lichen, fried chicken and the curry of fish, vegetables, chicken, beef, pulse etc. We will also offer different types of beverages and our all product will be healthy (low-fat, low cholesterol, natural ingredients), flavor, and familiar. Our goal is to create the image of light satisfying and still nutritious food.

There will be three ways a customer can purchase food. They may sit down at one of the 36 seats in the dining room and get full service from a waitperson. A separate take-out counter will service those who wish to pick up their food. Most take-out food will be prepared to order with orders coming from either the telephone or fax. Delivery (an indirect form of take-out) will be available at certain mimes and to a limited area. 5. 2 Office equipment ; Personnel: We have bought 6 tables and 36 chairs of high quality only for our customers along with a special desk and chair for the manager.

All of our furniture is bought from the TOBY furniture. We also bought a computer, essential equipments of kitchen room and a total of 8 tube lights and 3 fans. Along with our chef we have a total 6 personnel and 4 of them are waiters. We have a plan to pay our service staff as wage basis and the chef will work as monthly salary basis. In our restaurant we will also provide overtime facility. 6. PRODUCTION PLAN: Food production and assembly will take place in the kitchen of the restaurant. Fresh vegetables, meat and dairy products will be used to crate most of the dishes from scratch.

The chef will exercise strict standards of sanitation, quality production, and presentation or packaging over the kitchen and service staff. 6. 1 Names of Suppliers of Raw Materials The name of the suppliers those who provide us raw materials are: \* ABA baker, supply to us chicken, meat and fish from Heatproof Bazaar. \* Sadism supply to us the vegetables and fruits \* Raman supply to us the beverages. 7. OPERATIONAL PLAN: The restaurant will be open for lunch and dinner 7 days a week. Service will begin at 7: 00 AM and end at 11: 00 PM. The restaurant will be closed on two Did festivals.

Employees will be trained not only in their specific operational duties but in the philosophy and applications of our concept. They will receive extensive information from the chef and be kept informed of the latest information on healthy eating. 7. 3 Systems ; Controls A big emphasis is being placed on extensive research into the quality and integrity of our products. They will constantly be tested for our own high standards of freshness and purity. Food costs and inventory control will be handled by our computer system and checked daily by management. . 4 Delivery ; Catering Food for delivery may be similar to take-out (prepared to order) or it may be prepared earlier and stocked. Catering will be treated as deliveries. 8. MARKETING PLAN: We fixed a reasonable price for all of our products concentrating on other restaurants. Distribution will be operated in three ways of table service, take out from the restaurants and home delivery. Price lists of some common products are mentioned below: Product I Prices (TX. )I Prices on competitors venture I Valued 140 1 50-60 |



L chichi | 35 | 40-45 | Portal 1 51 7-8 | Signora 151 7-8 | Polar | 50 | 60-90 |  
Full fried Chicken | 190 200-250 | Chicken barbarian and Tehran | 50 55-60 |

\* Print media local newspapers, magazines and student publications Direct  
mail subscriber lists, offices for delivery \* Miss. Yellow pages, charity events

9. ORGANIZATIONAL PLAN: Our venture is a partnership oriented business.

The partners are Sheikh Muhammad Raman and Nor E Nab. 9. 2

Management Structure and Style Sheikh Muhammad Raman will be the  
President and Chief Manager. The general manager Mr.. Nab, chef and all  
other employees will report to him. 9. 3

Management Team Background Either the partners or managers have a  
university honors degree and a 2 years of hotel management experience. 10.

ASSESSMENT OF RISK: In our venture we have had to face a technological  
risk because of collecting modern technology by the competitors. We know  
that the technology reduces both the cost and time of an organization. We  
feel it as a risk because we are in primary stage of restaurant business with  
a limited capital. But we will try our best to cope up with the technological  
development. 1 1 . FINANCIAL PLAN: Because our business is a new venture  
we have no financial plan as like as existing businesses.

Our basic financial information is included in the introductory page because  
it is helpful to predict the whole venture at a glance. It should be included  
that, if we can meet our projections and earn a minimum expected amount  
of profit we will try our best to expand our business in busy arena. In the  
following chart we tried to focus that by the year 2013, our expected total  
investment will be TX. 35 lake which would be 20 lake in 2012 and 10 lake in

2011. In this amount 19 lake will be collected from borrowings in 2013, which would be 6 lake in 2011. The owner's asset will be 16 lake in 2013, which would be 4 lake in 2011.

Lastly, the expected net profit will be 18 lake in 2013, which would be 3 lake at the beginning year. (Amounts are in Lake Take) 12. Findings of the Study:

The research findings regarding our paper are: \* We had able to develop a perfect and realistic restaurant venture plan \* We could know how to spread business arena in busy area \*We could know how to produce quality product and how to provide best services to the customers We are able to understand how to create a standard quality of attitude, fairness, understanding, and generosity among management, staff, customers, and vendors. 13. Conclusion:

We hope that our venture will provide a long term quality product and services to its customers and will create a greater image in producing standard quality product. We are also optimistic that it will be an ideal venture to other same type businesses and new entrepreneurs. It will help to increase the aggregate demand of the general people because of our reasonable and comparatively cheaper price. It will also encourage the unemployed and opportunity sensitive people to start a new restaurant business and it will indirectly help to increase the GAP of the country and thus the per capita income of the countryman's must enhance.

Moreover it can be expect that it will help to make the burdened family member as a human capital and reduce