

CONFIDENTIAL

Foodcy Restaurants

(Finger lickin' good)

Business Plan

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Opportunity

Problem Summary

Choosing a restaurant is a dream of mine. It came as a result of my desire to make people happy and help those who can't afford much. To capitalize on consumer demand for healthy and quality food, companies are introducing a on demand food source. We will focus more on working individuals, family and those who mean to go diet.

Solution Summary

Today, Nigerians are busier than ever balancing a hectic schedule of work, family, personal activities, and professional events. Working couples, busy students, and super moms all look to packaged healthy foods as a convenient on-the-go breakfast, quick snack, or meal alternative for office, home, sports, or travel.

Market

Our market target is a health-conscious factory worker and working-class individuals looking for a quick, nutritious breakfast, snack, or dessert. Our consumers may include couples, working singles, students, and families with kids.

Why Us?

Our goal is to build a nationally recognized brand to provide breakfast, snacks.

Expectations

Forecast

For the first three years the business might not be able to make as much profit, that is because we will be creating awareness for ourselves. After the initial three years, we will be able to assess what our business will look like, and how much more will be invested into it.

When this happens, there will be massive changes and projects in the restaurant. We will then consider building more branches from our home branch and getting more partners.

Problems & Solution

Problems

One of the main factors affecting the restaurant business is the difficulty of coming up with a unique selling point in an oversaturated industry. What will you be bringing new that your competitors don't already have? How will you stand out?

Also, lots of problems in restaurants and their solutions have to do with customer service. To turn customers into return customers, you need to keep them happy and offer them a flawless dining experience. This can be particularly challenging when they are disrespectful or disruptive.

Our Solution

First, we will have a unique selling point that will help customers remember us and want to return. Here a few unique restaurant concepts we have thought about:

Having a dog café /cat café; setting pop culture themes (from classics like Star Wars, Harry Potter, Game of Thrones, or Black Mirror); we will also be making our own meal not like all the other restaurants who have the same menu; swings as chairs, menu descriptions that read like a poem, and so more.

We will also focus on our customers service since its one of our fundamental concerns.

Customer conflicts in a restaurant can escalate quickly, and to ensure that this is taken care of very fast and fair, we Train our staff to be accommodating but firm. Ensuring the customer is perfectly pleasant, we treat every step of the dining experience with attention. It's not just the food that matters to us, we keep in mind that customers might want to leave online reviews. If we get a lot of negative reviews, it can negatively affect our popularity and trustworthiness. That said, no number of good reviews is worth anything if our customer is rude or even aggressive toward the wait staff.

Also, we will try to automate our food services (make online ordering available for our buyers). We mean to implement an online ordering system on our restaurant's website. Online payments and POS will also enable customers to find it much easier to pay online than cash at delivery.

Target Market

Market Size & Segments

We are targeting a lot of segments and will be using demographics. Demographics include age/generation, gender, dwelling location (urban, suburban, rural), religion, and income. Some characteristics specific to demographic habits and their relation to dining are:

Age / Generation:

Generation Z: Born 1995 to 2020,

Spends money on food above all else (except internet bundles),

Prefers quick service and casual dining restaurants,

Grew up with digital technology, thus expect information at their fingertips,

If they're a part of your target market, online prevalence on social media and online review sites will be imperative.

Millennials: Born 1980 to 1994,

Eats out more often than the general population, with **53%** going out to eat at least once a week,

Prefers fresh, natural ingredients,
Prioritizes sustainability and ethics,
Prefers fast, casual and fine dining over traditional fast food like McDonalds,
Most likely to look at a restaurant's menu online.

Generation X: Born 1964 to 1980,
Prefers organic food,
Places a lot of value on family dining,
Not as digitally savvy as Millennial and Gen Z counterparts,
Still peruse review sites and social media.

Competition

Current Alternatives

The restaurant industry is fiercely competitive and operates on notoriously tight margins. Success or failure can hinge on your ability to develop competitive advantages and offer your customers something they cannot get from your competitors. Our current competitors at this stage are a few restaurants some blocks away from our shop. They started some years ago and have been progressing.

Our Advantages

All our food is made from natural products and little amount canned food. Our food is of very high quality as food items are purchased directly from farmers. The food is then prepared in a very healthy and hygienic way and place. To have comparative cost advantage with other companies, a have good customer relation and incentives, and lastly our unique way of menu and style.

Marketing & Sales

Conventional Marketing: Direct mail, Word of mouth, Yellow Page ads, Billboards and bus benches, Newspaper ads, Online or Digital Marketing, Google AdWords, Facebook/Instagram ads, Banner advertising, Email newsletters/ marketing.

Operations

Location & Facilities

Foodcy restaurants sits on 20 hectares of land in the outskirts of Abuja, Nigeria. From there we service the whole of Abuja and a few other states.

Equipment & Tools

1. Refrigeration Equipment
2. Ice Machines
3. Commercial Grills
4. Salamander Broilers
5. Griddles
6. Chef Knives
7. Commercial Shelving
8. Restaurant POS System with Kitchen Printer

Company

Overview

The form of ownership shall be private limited liability. It enhances the personality of the organization. A formal organizational structure demonstrating clear lines of communicating and reporting needs to be drawn up. This shall be accompanied by detailed account on the roles and responsibilities of each person in the team. At present, the project has a chairperson, accountants and managers.

Team

Management Team

Position	Numbers
Manager	2
Chef	2
Cook	4
Dish washers	3
Serving Staff	3
Hosting staff	1
Bus persons	2
Bartenders	1
Security	2

Financial Plan

Projected staff strength

	Year 1	Year 2	Year 3	Year 4	Year 5
Manager	2	2	2	3	3
Chef	2	2	2	4	4
Cook	4	4	4	8	8
Dish washers	3	3	3	5	5
Serving Staff	3	3	3	6	6
Hosting staff	1	1	1	3	3
Bus persons	2	2	2	4	4
Bartenders	1	1	1	2	2
Security	2	2	2	4	4

Projected Total Compensation Package per annum.

Staff	Packages
Manager	40,000
Chef	30,000

Cook	20,000
Dish washers	1000
Serving Staff	4,000
Hosting staff	4,000
Bus persons	4,000
Bartenders	2,000
Security	2,000

The company intends to raise an amount of approximately N750,000,000 of seed capital. N250,000,000 has already been committed by management.

Current Capital Structure

Shares Authorized	Shares Issued
15,000,000 common	1,500,000 common
1,000,000 preferred	0 preferred

Current Shareholders:

David Victor	300,000shares
Gabriel Solomn	300,000 shares
Favour Asa	300,000 shares
OmaWilliam	300,000 shares

For N750,000,000, the investing party will receive 750,000 preferred shares, or 33.3% of the company. Preferred shares will include senior debt and anti-dilution provisions as negotiated.

Projected Profit and Loss

Barring any unexpected circumstances, Foodcy Resturants is anticipated to break-even by Year 3 of operations. Profits for the company in subsequent years will accelerate with the increase in anticipated sales volume.

Projected Cash Flow

It will be noted that the company's cash flow will be steadily declining for the first year of operations. This is expected due to large capital investments and initial slow sales. The company has calculated its financial plan so that it will have enough cash from investors and enough debt to survive until profitability reaches acceptable levels.