

Why our business will succeed

- We offer cheap food.
- Have convenient and clean service.
- Food is prepared by good chefs.
- Our business attracts many people especially Muslims.
- There is a high demand for Halal food.
- Our business is in the centre of the town (High Productivity).

SWot exercise

S: Great population of Muslims/Eastern religion in town. Unique restaurant. Access to capital.

W: Hard to attract other racial groups.

O: To provide great tasting food for Eastern cultures. An opportunity to make money.

T: Burglaries. Competition with other restaurants. Other security threats.

Questionnaire

(20 people were reviewed with the following questions)

1. Do you like halal food? YES:12 NO:8
2. How would you like us to advertise our business? Poster:6 News10 Radio:4
3. Would it be convenient if the business would be situated at Alexander Road? YES:16 NO:4
4. What kind of halal food do you like? Spring Roll:1 Bunny Chow:1 Chicken+Curry:2 Halal Pie:4 Samosa:12

5. Do you support the other halaal restaurants? YES:8 NO:12
6. Why do you support them? Religious/Cultural Reasons:4 They Like The Food Made There:16
7. Do you get value for your money? YES:15 NO:5
8. How long do you usually wait for your meal? 10min:5 15min:10 20min:5
9. Would you like to contribute to the business by buying shares from us?
YES:7 NO:13
10. Do you usually eat in the restaurant or takeaway/drive-through?
Takeaway:8 Eat:12
11. Do you think our business will be successful? YES:16 NO:4

Business description

Silver Platter

"Eat curry, don't worry !"

We mainly offer Eastern food and target especially the Indian community. We have a unique menu because of our diverse cultural foods. We offer a unique Eastern cultural experience for those who love Indian cuisine, well even if you don't like it and you've never tried it, you should! We have got spotless premises with a smokers and non-smokers section. Our highly qualified chef from India has his own unique way of preparing and presenting meals to suit all your needs.

Price: We offer cheap prices.

Product: Eastern Cultural food.

Place: Alexander Road.

Promotion: Newspaper; Broadcasting; Food
Specials.

Budget

| | | | |
|--------------|-------------|---|--|
| Expenses | Equipment | Stoves Cutlery Pottery Tables + Chairs Till Machine Computer Telephone Counter Fridge Ice Machine Gas Cylinders | R1500 R3000 R2500 R10000 R2500 R5000 R1000 R3000 R3000 R3500 R2500 |
| | Labour | Receptionist Cashier Waiters Manager Cleaner Security Chiefs | R1000 R1000 R375 R3000 R200 R800 R900 |
| | Stock | Drinks Food(fruit, veg, meat, desert) | R5000 R10550 |
| TOTAL | | | R56950 |
| Capital | Partnership | Robin Nibras Waseem Zaahir Shelton | R10000 R10000 R10000 R10000 R10000 |

| | | | |
|--------------|--|---------|--------|
| | | Bradley | R10000 |
| TOTAL | | | R60000 |

Miscellaneous Prices

| | |
|--------------------|---------|
| Daily Dispatch | R2000 |
| Pamphlets, Posters | R2000 |
| Performances | R800p/m |

| | | |
|----------|---------|-------|
| Rent | Deposit | R5000 |
| Expenses | Rent | R5000 |

Marketing Plan

- Target market is everyone who wants food.
- Advertisers: Sign board, sponsored by Coco cola.
- 25% Market share.
- Weekly special performances by invited performers.
- Specials on food weekly.

| Target Market | Market Share | Marketing Strategies |
|-------------------------------------|---------------------------------|---|
| For everyone who wants food, mainly | 25% market share due to so much | We advertise our food on a sign board which |

| | | |
|---|--|--|
| <p>Indians. We want to attract those who enjoy Eastern foods.</p> | <p>competition in this area. Even though we have a small market share, we think our business will be a success because of the high demand for our unique Indian food. Our food is different to other restaurants which will create a higher demand for our food.</p> | <p>is sponsored by Coco cola. Advertising on newspapers such as Daily Dispatch Handing out pamphlets and posters which promote our business. Advertising is a strategy that can help us compete with other businesses. Specials on our foods help us promote and attract people. Weekly special performers will attract and entertain customers in our restaurant.</p> |
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Operational Plan

| <i>Person Responsible</i> | <i>Task</i> | <i>Time/Date</i> |
|------------------------------------|--|-------------------------------|
| N.Abdullah Marketing Manager | Does most marketing research and advertises. | Before 15:00 September |
| W.Choonara Shop Manager | Open & close shop. Record expenses & sales. | 08:00 until 17:00 Everyday |
| Z.Munga | Orders all materials. | 08:00 until 17:00 |

| | | |
|-------------------------------------|--|------------------------------------|
| Sales Assistant | Help serve the customers. | Everyday |
| S.Mollentze Assistant Manager | Assists with W.Choonara's job | 08:00 until 17:00 Everyday |
| R.Hyder Marketing Assistant | Do market research and help serve customers. | 15 September |
| B.Keyter Treasurer | Handles all finances of business. | Everyday from 08:00 until 17:00 |