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BUSINESS PLAN 'Vegetarian restaurant' (with financial model)

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Abstracts

The report is half ready. The updating and translating process takes 3-5 business days after the order confirmation.

The project's idea: an opening of the cafe-restaurant of vegetarian orientation in Moscow, Russia.

Additional goals of the project:

popularization of the vegetarianism as an element of healthy nutrition;

generation of the entire culture of the vegetarianism as a trend;

meet the demand for vegetarian cuisine (due to the lack of specialized establishments of catering), provide the audience with the quality products.

Project's audience: representatives of Vaishnavism1, vegetarians, vegans, raw food followers, supporters of healthy nutrition and healthy way of life, as well as those, who are interested in new ideas (a group of people who are just fond of tasting everything new, without being the bright advocates of any trend).

Project's competitive sphere

The project's competitive sphere is presented by 4 specialized establishments:

cafe-restaurant «Receptor»;

culinary association «Receptor»;

restaurant «Avocado»;

cafe-restaurant «Loving Hut».

Peculiarities of the project's menu

There will be presented first courses, second courses, appetites and desserts, drinks in the menu of "Green Cuisine" restaurant:

soups (dal, potage, borsch, shchi (cabbage soup), rassolnik (soup with pickled cucumbers), okroshka and gazpacho during hot season and others of the kind);

garnish (plain rice, rice pulao (pilau), buckwheat, mashed potato or fried potato, etc.);

appetites (subji, chick-pea in spinach, cutlets of vegetables, zrazy, paneer with a sauce, etc.);

salads and cold snacks (including fruit salad, rajitu, lassi, etc.);

pastry (no less than three kinds (pasties with sweet and salted filling, cheesecakes, slices or loafs of non-yeasted, curd patties, pizzas, etc.)

Extracts of the research

In the context of a project the realization of a several main courses is presumed:

1. The establishment of catering (vegetarian restaurant).
2. The shop for prepared and freeze products.
3. Pastry to order.
4. Organization of special events and celebrations.
5. Home delivery, office delivery (cafe menu + pizza and sushi).
6. Take-out food.
7. Business-lunch.
8. Pastry delivery to other shops.

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Idea of cafe-restaurant

The aim of the project is establishing of the vegetarian fast service cafe-restaurant in Moscow. The needs of a target audience of restaurant's conception, positioned as a vegetarian, require the maintenance of the strict rules. Primarily, the dishes should be cooked considering the canons of vegetarianism that is a removal of products of animal origin from the menu.

Parameters of products sold

All products and dishes presented for realization should be cooked without using products of animal origin themselves or during the process of preparation.

Products suppliers will be subjected to thorough selection to correspond to the café's requirements. The priority on products' delivery will be given to small private farming enterprises. There is also considered a variant of self-contained growing of vegetables (cucumbers, tomatoes, cabbage, greens, etc.).

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