

BUSINESS PLAN 'Vegetarian restaurant'

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Abstracts

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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.

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.).

Contents

CHAPTER 1. PROJECT'S DESCRIPTION

- 1.1. Idea of café-restaurant
- 1.2. Parameters of products sold
- 1.3. Requirements for café-restaurant
- 1.4. Design and positioning of the cafe
- 1.5. Menu of café-restaurant «Green Cuisine»
- 1.6. Permissive documents for the opening of café-restaurant

CHAPTER 2. MARKET ANALYSIS

- 2.1. Analysis of the market of catering in Russian Federation
- 2.2. Market of catering in Moscow
- 2.3. Delivery of prepared dishes in Moscow

CHAPTER 3. PROJECT'S COMPETITORS

CHAPTER 4. ORGANIZATIONAL PLAN

- 4.1. Manning table of the project «Green Cuisine»

CHAPTER 5. SALES TARGET AND MARKETING STRATEGY

- 5.1. Pricing policy of the cafe
- 5.2. Attracting the clients

CHAPTER 6. OPERATIONAL PLAN

- 6.1. Basis of the choice of restaurant's location
- 6.2. Characteristics of the required apartment (rent)
- 6.3. Structure of area usage
- 6.4. Equipment for the restaurant
- 6.5. Choice of the products' suppliers
- 6.6. Diagram on project's realization

CHAPTER 7. FINANCIAL PLAN

- 7.1. Assumptions of the project
- 7.2. Sales forecast
- 7.3. Unit sales (in terms)
- 7.4. Sales price of project's positions
- 7.5. Revenue from the project's products
- 7.6. Prime cost of project's categories
- 7.7. Capital expenditure of the project (summarily, RUB)
- 7.8. Fixed cost (monthly)
- 7.9. Project's taxes
- 7.10. Profit and loss statement
- 7.11. Calculation of the discounting rate using the WACC method
- 7.12. Cash flow statement
- 7.13. Project's cost efficiency index

CHAPTER 8. ANALYSIS OF THE PROJECT'S SENTIMENTAL VALUE

INFORMATION OF THE COMPANY «VTSCONSULTING»

Tables

TABLES

Table 1. The largest services of food delivery (Russia and Moscow)

Table 2. Competitors of the project of vegetarian café-restaurant «Green Cuisine»

Table 3. Manning table of the project «Green Cuisine»

Table 4. Price of realization of products in restaurant

Table 5. Conventions used in project's settlements

Table 6. Fund of remuneration of labor of project's employees

DIAGRAMS

Diagram 1. Structure of consumer disbursements of Russian Federation citizens on visiting restaurants in comparison with other expenses, %

Diagram 2. Structure of market of catering in Russia considering the idea of establishment, % from the general amount of network establishments, thsd.

Diagram 3. Growth rate of the extent of fast-food market in Russia, money terms, \$ mln. USD32

Diagram 4. Main rates of the project

Diagram 5. Dynamics of retained earnings of the project

ILLUSTRATIONS

Illustration 1. Plan of apartment of the restaurant «Green Cuisine»

Illustration 2. Approximate interior of the restaurant's guest zone (view 1)

Illustration 3. Approximate interior of the restaurant's guest zone (view 2)

Illustration 4. Shop-window for realization of prepared products of restaurant (view 1)

Illustration 5. Shop-window for realization of prepared products of restaurant (view 2)

Illustration 6. Shop-window for realization of prepared products of restaurant (view 3)

Illustration 7. Approximate interior of the restaurant's guest zone (view 3)

Illustration 8. Elements of decorating the interior of restaurant (variant 1)

Illustration 9. Elements of decorating the interior of restaurant (variant 2)

Illustration 10. Elements of decorating the interior of restaurant (variant 3)

Illustration 12. Approximate plan of restaurant's apartment

Illustration 13. Variant of the chairs arrangement in the main room

Illustration 14. Banquet arrangement of the chairs in the main room of the restaurant

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