

BUSINESS PLAN [YEAR]

LOGO

A Food Franchise

Add a joy of best taste



John Doe



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1.

EXECUTIVE SUMMARY

PRELUDE

ANALYZING THE MARKET

PRODUCT OFFERING

MISSION

MARKETING OBJECTIVES

TEAM

FINANCIAL SUMMARY

PRELUDE



TIP

Ritza is a brand created while keeping healthy, tasty, easy, and convenient in mind. The brand has been carefully designed to sit in a market place and on a high street as a pop-up style store with a wide range of flavors and products to suit modern-day consumers. Ritza focuses primarily on preparing chicken wraps that are salubrious and succulent. Not only th

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ANALYZING THE MARKET



TIP

There are two market needs we are attempting to fill. First, there's a need for a fast food restaurant that produces high quality, great flavored food, at a low cost. In other words, there's a need for value beyond "cheap." Ritza will fill that need gap by providing above-average quality subs, and good, but not necessarily low prices. The niche for Ritza resides s

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PRODUCT OFFERING



TIP

The company will offer a large variety of wraps, salads, soups, chili, chips, cookies, and sodas. The wraps are made with Ritza's unique sauces and the dough is freshly grinding daily. The wrap is prepared for every order and the soups are made daily.

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MISSION



TIP

The company will offer a large variety of wraps, salads, soups, chili, chips, cookies, and sodas. The wraps are made with Ritza's unique sauces and the dough is freshly grinding daily. The wrap is prepared for every order and the soups are made daily.

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MARKETING OBJECTIVES



TIP

- Position Ritza as a local company, with strong ties to the community.
- Perceived as the cleanest, most responsive QSR or FFR in UAE.

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TEAM



TIP

John Doe is the man behind the phenomena-in-the-making “Ritza”. People close to him will have no doubts that he is a chef/entrepreneur of extreme temperament and his uncanny talent for food makes him stand among the well known in the business today. Before taking on the decision of launching Ritza John cut his teeth at the award-winning Michelin res

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FINANCIAL SUMMARY

Profit & Loss Chart

Start writing here...

Projected Revenue Data

Here you can embed your projected revenue data from financial forecasting.

2.

INTRODUCTION

ABOUT THE CHEF

ABOUT RITZA

PROOF OF CONCEPT

INDUSTRY OVERVIEW

OUR TARGET MARKET

OUR OPPORTUNITIES AHEAD

ABOUT THE CHEF



TIP

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ABOUT RITZA



TIP



Ritza focuses primarily on preparing chicken wraps that are salubrious and succulent.
 would invol

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PROOF OF CONCEPT



TIP

Though everything for Ritza starts afresh, one thing that needs to be highlighted is the fact that this concept of Ritza was launched in the UK in 2005 and it worked wonders. To say the least, people were



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INDUSTRY OVERVIEW

FOOD INDUSTRY IN THE UAE

Start writing here...



TIP

With the rising population and the per capita income, UAE's food consumption is also growing. Recent unrest across gulf nations and economic crises across Eurozone is also driving the population of UAE because of increasing migrants.

Statistics Reveal

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CURRENT INDUSTRY PROBLEMS

Whom ?

People,
Restaurant/Street Food
consumers.

Causes

- Fast foods are high in saturated fats which are widely held to be a risk factor in heart disease. It has high sugar levels and usually, food safety standards are not maintained.
- Fast-food consumption has been shown to increase caloric intake, promote weight gain, and an elevated risk for diabetes
- Excessive use of Artificial Preservatives- The products used are usually high on preservatives or are stale having a negative impact on consumer's health.

Impact

Health Problems, Rapid increase in Obesity among the kids , Excessive use of Artificial Preservatives

Solution



We at Ritza have a clear intent of preparing fresh and healthy food at quick service and this would be done by serving it with integrity. One of the many steps that would be adopted is the use of fresh ingredients, stop relying on artificial flavors or fillers, and even making health safety and hygiene acquire the pole position in the use of the Central Food Production Unit. To couple this with the fact that wraps are any day healthier and lighter than bread

and to use fillers like spinach and tomato would certainly make the food high on taste yet modest on the calorie-front.

Solution Features



Fresh

Write something about a feature.



Healthy



Quick

OUR TARGET MARKET



TIP

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OUR OPPORTUNITIES AHEAD



TIP

The fast-food industry in the UAE has witnessed a sharp growth and it is expected that the figures would touch close to \$780 million by the year 2015. The growth in the UAE food market may be attributed to several factors which may include the following –

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3.

5 C ANALYSIS

COMPANY

OUR TEAM

OUR MILESTONE: SUCCESSFUL IN UK

COLLABORATORS

CUSTOMERS

COMPETITORS

COMPETITORS MAPPING

COMPANY



TIP

Ritza is a fast food restaurant to be launched in Dubai which would serve wraps, salads, and soups, however, the restaurant aims to make itself synonymous with wraps as this would be its prime product and the major source of revenue generation for Ritza. The aim is to serve palatable wraps which would also have high nutrition value, at a cost

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OUR TEAM



JOHN DOE

CEO - johnd@example.com

He is the man behind Ritza With more than 15 years of experience in the food industry, John has had education completed from dream institutions like Harvard and Preston. He is a Michelin star trained chef and there are no surprises that previously, he has also held high positions such as the Site Development Head Chef in Fuller, Smith and Turner, Surrey, UK. developing recipes.

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OUR MILESTONE: SUCCESSFUL IN UK



TIP

Ritza's journey began in a popular city center mall in Preston, the UK in the year 2011. Preston which houses many students brought a strong population to the fast-food store. To say the least, people were absolutely delighted to consume the wraps served with our special Ritza sauce. The UK voyage ran successfully for nine months and the management c

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TIP

The entire team at Ritza would be united under the same idea of serving quality without compromising on the nutrition at a very reasonable cost in double-quick time. Before hitting the floor, the staff would be trained on operations and functions. The team at each Ritza unit would be bifurcated into two viz. Back of House & Front of House teams, covering every ic

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RITZA'S OPERATIONAL MODEL

Start writing here...



TIP

Ritza Go Model

The Ritza Go is a quick-serve, static unit, similar to the one that successfully ran in the UK. This ideal location for this kind of model would be malls and business centers. The menu would be short and simple.

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Start Writing here...



TIP

To turn all the above-mentioned models into a huge success, installing Central Food Production Unit (CFPU) holds the key. It is such a vital unit that it would indeed help Ritza run to its maximum potential. This CFPU helps produce food in a safe and hygienic way and also drives the brand to maintain its standards. Not only this, but this also prevents the chefs from making mistakes.

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CENTRAL FOOD PRODUCTION UNIT (CFPU) – RITZA'S CORNERSTONE

Start writing here...

COLLABORATORS



TIP

Our collaborators will play a significant role in driving our business across all spheres of services. The best part of a fast-food restaurant in terms of investments is that it has a huge spectrum where it is not necessary to go out looking for Venture Capitals only. However, a few of the domains that can cater to Ritza have been listed below –

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CUSTOMERS



TIP

Ritza aims to target the biggest chunk of the population by attracting students, working professionals, families, top executives, etc. as fast food is no-more a treat but it has also turned as a need of the hour for many of people with the schedule of people turning busier with each passing day. As Ritza would pay special attention to the health and nutrition index, gyms, etc.

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Start Writing here...

COMPETITORS



TIP

Dubai has emerged as a global city and there is no denying the fact that Ritza would face stiff competition, from the big name-and-fame players along with the other local fast-food restaurants. Some of them may be listed below –

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Start Writing here...

COMPETITORS MAPPING



TIP

Despite the fact that there are quite a few competitors in the market, the following needs to be considered –

- The existence of so many restaurants itself testifies to the fact that there is a tremendous void that needs to be filled w

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4.

SWOT ANALYSIS

Strengths

Ritza's main strength lies in its taste as the entire catering would be managed by a Michelin Star trained chef Krishna Parekh

This comes with the high nutrition value that would be consciously taken care of locally adapted food/taste that suits the natives

Ritza, despite being launching itself has all the experience of how to start from the scratch situation as it had established itself successfully in the UK

Quick serving speed

Reasonable cost

S

Weaknesses

No proven business venture success achieved so far in the UAE

Sufficient funds that would be required to fulfill the marketing and advertising obligations

W

Opportunities

The expansion of the fast-food industry acts as a big plus for fast food restaurants

Increasing demand for healthy fast food

Changing the eating habits of the people due to fast-paced life has further strengthened the demand in the UAE

The ease of doing business in the country puts start-ups with plenty of opportunities

O

Threats

Natural threats that arise from the already existing players in the market

High iteration rate at fast-food restaurants

Any fast food restaurant is highly sensitive to any kind of negative publicity

T

5.

CLIMATE

PEST ANALYSIS

BUSINESS MODEL

PEST ANALYSIS



TIP

The UAE is a politically stable country with strong political reforms. Further, the government is focusing on the overall development of the country.

The UAE maintains active diplomatic ties with over 60 countries, primarily in Europe and Asia. It is considered to be one of the le

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POLITICAL

Start writing here...



TIP

The economy of the United Arab Emirates is the second largest in the Arab world (after Saudi Arabia), with a gross domestic product (GDP) of \$570 billion (AED2.1 trillion) in 2014. The United Arab Emirates has been successfully diversifying its economy. 71% of the UAE's total GDP comes from non-oil sectors.

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ECONOMICAL

Start writing here...



TIP

Dubai carries a large expatriate population (more than 80%).

The diversified population brings in multi-cultured people together who have different tastes and preferences.

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SOCIAL

Start writing here...



TIP

UAE possesses renewable energy and a sustainable environment

Dubai has a network of various industrial areas, business parks, world-class seaports, and reliable power and utilities all of which deliver efficiency.

flexibility, reliability, reasonable cost, and size.

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TECHNOLOGICAL

Start writing here...

BUSINESS MODEL

<p>Key Partners</p> <p>Already existing players in the fast food and health & well being industry</p> <p>Angel Investors who could be top executives to celebrities to entrepreneurs etc.</p>	<p>Key Activities</p> <p>Our mission is simple and that is, “Fast, cheap, fresh, delicious food with a fine dining taste profile” which unequivocally implies to serve high-end fast food and beverages at a quick pace having high nourishment value that pleases our customers</p>
<p>VALUE PROPOSITION</p> <p>Ritza’s tends to serve high-quality fast food without compromising on the nutrition value with quick serving speed</p> <p>For all units, the price of food would always be at par with what people can afford despite all the frustrating ambiance and services</p>	<p>Customer Relationship</p> <p>Ritza aims to build customer relationship by taking their opinions about critical elements of the dining experience which may include staff courtesy, service speed, order accuracy, food & beverage quality, food services, restaurant layout, and cleanliness</p> <p>Keeping all your customers updated with what’s new and also sharing success stories through emails and social media channels.</p>
<p>COST STRUCTURE</p> <p>Cost of production - Operating expenses - Rent, Salaries, etc.</p> <p>Marketing commitments would be an ever going disbursement</p>	<p>Key Resources</p> <p>The restaurant units that includes all operational models viz., Ranch, Wrap and Go</p> <p>Our Michelin Star trained chef – John Doe</p> <p>Our team of planning pundits, managers, and staff supervisors.</p>
<p>Customer Segments</p> <p>Health Conscious people</p> <p>Youngsters</p> <p>Family</p> <p>Working professionals</p>	<p>Channels</p> <p>Ritza would locate itself strategically at different places with the maximum footfall that grabs paramount attention</p> <p>This would cover the Airport to Malls to high-end residential areas</p>
<p>REVENUE STREAM</p> <p>Fast food – Wraps, Salads, Soups, and Beverages</p> <p>Corporate Orders - Franchising at a later stage</p>	

6.

STRATEGY

SEGMENTATION, TARGETING, AND POSITIONING (STP)

MARKETING STRATEGY

THE 5 CRITICAL SUCCESS FACTORS

EXPANSION PLAN

RISK

SEGMENTATION, TARGETING, AND POSITIONING (STP)

Segmentation:	Targeting :	Positioning :
<p>Demographics: Primarily young men and women belonging to each section of the society from professionals to students.</p> <p>Geographic: Launch ourselves in Dubai and then float to other places in UAE and then target India as the next country</p> <p>Psychographic: Trendsetting youngsters always looking to experiment</p>	<p>Our main focus would always be to target young people, males or females from all economic sections of the society •</p> <p>Our family restaurants aim to cater to the conventional section of the society</p>	<p>Highly nutritious to separate it from the other fast foods thereby inviting from all sections from job professionals to businessmen to students to health-conscious freaks</p> <p>The Ritza Sauces will get people addicted to it</p>

MARKETING STRATEGY



TIP

FOODIE PHOTOS/ INSTAGRAM

The very best way to promote business online is of high quality, drool-inducing photos. Visual content is in high demand

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ONLINE STRATEGY

Start writing here...



TIP

Compelling offers that will drive footfalls

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OFFLINE STRATEGIES

Start writing here...



TIP

Phone-based loyalty programs where customers get a discount on their registered phone numbers.

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LOYALTY PROGRAMS

Start writing here...



TIP

Offer privilege discounts to corporate clients through tie-ups with companies in the nearby locations.

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CORPORATE TIE-UPS

Start writing here...



TIP

We would take into account the following factors to drive footfalls towards our store:

- Placing greater value on “pleasant experience” and ability to “socialize”
- Considering amenities such as Wi-Fi equally important

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OTHER DRIVERS OF FOOTFALLS

Start writing here...

THE 5 CRITICAL SUCCESS FACTORS

We believe in consistent quality and service that will fetch us sustainable growth. Following touchpoints are the most critical aspects of our business which need to be focused on and checked regularly.



Price



Speed Of Service



Location



Quality of food



Cleanliness

EXPANSION PLAN



TIP

Ritza's plans are sky-high and it has high ambitions of expanding its business. It realizes that this would not take place until things are punctiliously planned and executed. To start off, there are reasons behind its launch aimed at Dubai and it could be brought down to the reasons as follows...

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Start Writing here...



TIP

The first phase of Ritza will witness the launch of the Ritza Go Model. This is primarily because it would require the least investment among all the other business models and also, at the same time, Ritza would be able to win the hearts and minds before it builds its reputation through its other models...

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Phase I

Start writing here...



TIP

Once the first phase has manifested itself in building strong roots, we would move on to the next phase and that would be franchising Ritza as a part of our expansion plan. Though Ritza would deeply study before making anyone avail of this option, however, implicitly, it would mean Ritza is moving in the right path with more and more people in terms of custom...

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Phase II

Start writing here...



TIP

Once the above two are consolidated, we would move on to search other cities within UAE like Abu Dhabi, Sharjah, etc. as these are equally popular cities and try to replicate all our models as in Dubai. We would also look beyond the borders and target India to give Ritza a global name and fame, however, before making any decision in terms of moving out, factors

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Phase III

Start writing here...

RISK



TIP

There is always a risk involved in setting up any venture and Ritza is no different. Despite all the factors that support the establishment of a fast food joint in Dubai, the following are the risks involved –

- Finding the right location that gains maximum

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Start Writing here...

7.

FINANCIALS

PROFIT & LOSS STATEMENT

CASH FLOW STATEMENT

BALANCE SHEET

FUNDING DETAILS

PROFIT & LOSS STATEMENT

Projected Revenue Data

Here you can embed your projected revenue data from financial forecasting.

CASH FLOW STATEMENT

Projected Revenue Data

Here you can embed your projected revenue data from financial forecasting.

BALANCE SHEET

Projected Expense Data

Here you can embed your projected expenses data from financial forecasting.

FUNDING DETAILS

Projected Funding Data

Here you can embed your projected funding data from financial forecasting.



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