ELA Sushi LTD: Business Plan
2013-2017: Introducing a start up investment in fast food industry

Komodromos, Savvas

Business Administration Programm, School of Economics Sciences and Business, Neapolis University Paphos

http://hdl.handle.net/11728/7382

Downloaded from HEPHAESTUS Repository, Neapolis University institutional repository
ELA SUSHI LTD

BUSINESS PLAN 2013-2017

INTRODUCING A START UP INVESTMENT IN FAST FOOD INDUSTRY

By

SAVVAS KOMODROMOS

Master in Business Administration

Neapolis University Pafos

Pafos, Cyprus

2012

Submitted to the Faculty of Neapolis University Pafos

in partial fulfilment of

the requirements for

the Degree of

MBA
This dissertation is all my own work and all other works discussed or referred to have been cited.

Signature:                                      Date:
ELA SUSHI LTD

BUSINESS PLAN 2013-2017

INTRODUCING A START UP INVESTMENT IN FAST FOOD INDUSTRY

Dissertation Approved....................

Advisor

Professor Elias Dinenis

Committee Member

Program Director

Dr. John Politis
# Table of Contents

1.0 Executive Summary .................................................................................................................. 1
  1.1 Objectives ............................................................................................................................. 2
  1.2 Mission .................................................................................................................................... 2
  1.3 Keys to Success ....................................................................................................................... 3

2.0 Company Summary .................................................................................................................. 3
  2.1 Company Ownership .............................................................................................................. 4
  2.2 Start-up Summary .................................................................................................................. 5
    Table: Start-up ............................................................................................................................ 5

3.0 Products and Services .............................................................................................................. 6

4.0 Market Analysis Summary .................................................................................................... 7
  4.1 Market Research ..................................................................................................................... 8
    Table: Competitors Restaurant Location .................................................................................. 9
    4.1.1 Interview Questions and Answers .................................................................................. 9
    Table: Customers Age Groups .................................................................................................. 10
    4.1.2 Analysis of the Results ................................................................................................... 11
    4.2 Market Segmentation .......................................................................................................... 11
      Table: Market Analysis .......................................................................................................... 12

4.3 Target Market Segment Strategy ........................................................................................ 13

4.4 Service Business Analysis .................................................................................................... 14
  4.4.1 Competition and Buying Patterns ..................................................................................... 14

5.0 Web Plan Summary ................................................................................................................. 16
  5.1 Website Marketing Strategy ................................................................................................ 16
  5.2 Development Requirements .................................................................................................. 16

6.0 Strategy and Implementation Summary ............................................................................... 17
  6.1 SWOT Analysis ................................................................................................................... 17
    6.1.1 Strengths ....................................................................................................................... 17
    6.1.2 Weaknesses .................................................................................................................. 18
    6.1.3 Opportunities ............................................................................................................... 18
    6.1.4 Threats .......................................................................................................................... 19

6.2 Competitive Edge .................................................................................................................. 19

6.3 Marketing Strategy ................................................................................................................ 20

6.4 Sales Strategy ...................................................................................................................... 21
Table of Contents

6.4.1 Sales Forecast ................................................................. 21
    Table: Sales Forecast .................................................. 22
7.0 Management Summary ...................................................... 24
7.1 Personnel Plan ............................................................... 24
    Table: Personnel ......................................................... 25
8.0 Financial Plan ................................................................. 26
8.1 Start-up Funding ............................................................... 26
    Table: Start-up Funding .............................................. 26
8.2 Important Assumptions ..................................................... 27
8.3 Break-even Analysis ....................................................... 28
    Table: Break-even Analysis ........................................... 28
8.4 Projected Profit and Loss ................................................. 29
    Table: Profit and Loss .................................................. 29
8.5 Projected Cash Flow ......................................................... 32
    Table: Cash Flow ........................................................ 32
8.6 Projected Balance Sheet .................................................. 33
    Table: Balance Sheet .................................................... 33
8.7 Business Ratios .............................................................. 34
    Table: Ratios .............................................................. 34
9.0 Sensitivity Analysis ......................................................... 36
    Table: Sensitivity Analysis Year 1 ............................... 37

Appendix

Table: Sales Forecast ................................................................. 1
Table: Personnel ................................................................. 3
Table: Cash Flow ................................................................. 6
Table: Interview Questions .................................................... 8
1.0 Executive Summary

The purpose of this business plan is to raise a bank loan for €103,700 for the development of a chain of Sushi take away restaurants while showcasing the expected financials and operations over the next five years. The “Ela Sushi Ltd” is a chain of sushi take away restaurants located in three different towns of Cyprus in strategic locations. The restaurants will provide a combination of excellent food choices from Japanese cuisine at value pricing, with fun packaging and atmosphere. Delivering service will also be available in a certain distance from each restaurant.

Advanced software will be used offering the option to customers ordering through the internet or by phone. Technology is very important to the success of Ela Sushi Ltd, as customers experience no delay in the ordering process. The software will also assist management in decision making, through reporting and analyzing customer preferences, actual sales and costs.

The take away restaurants will be designed and formed as simple and economically as possible and will carry exactly the same equipment, the same internal layout and same external appearance.

The prime purpose of the company is to generate profit by providing superb customer services and unique options of food. We aim to be leaders in providing quality food items that fit into a balanced diet. Our aim is to provide delicious and unique tastes from Japanese cuisine that the customers have never tasted before. We will implement marketing campaigns to effectively target the fast food market of Cyprus and overcome competition which consists of fast food and Japanese cuisine restaurants.

We expect an expansion of our Company after the first five years of operation, by increasing our locations to cover the whole area of Cyprus. We seek to create a strong database of customers and generate significant profits. By the sixth year of operation we will create a strong number of take away points and we expect to franchise for further expansion.

Profits will be retained in the company to cover this expansion and until settlement of the initial loan. We expect to give dividends after the fifth year of operation.