



Names

Amna Khan	03
Fatima Zaheer	07
Khuban Amir	12
Naeema Waseem	26

Class

B.com

Report submitted to

Mam Mahnoor

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REPORT ON ESTABLISHING A THEME BASED RESTAURANT

“FIRE & ICE”

PREFACE

It is a pleasure to keep this report in front of you. Project report is virtually important for the students of B.COM students because it develops the feelings among the students about industrial and business environment to develop themselves on the practical bases. Theoretical work is only true when we apply in the practical life.

We must know that what are the **Strengths and weakness** of the company by analyzing overall organization structure and its operations. In order to establish the co-relation between the theoretical studies and practical trainings, it is suggested that the company should be analyzed and accordingly we had done the analysis on the **“FIRE AND ICE”** restaurant.

INTRODUCTION

Executive summary

The main goal to preparing this project report is to know how to establish the restaurant. The location of the restaurant is in **JOHAR TOWN**. The place is selected to capture the market potentially and there is a peak rate of customers who are interested in innovative restaurant visits.

The area of land covers 2303sq.ft, ground floor covered area 1236sq.ft. The land is situated in well developed area. The restaurant is a part of service industry so that it is very difficult for the marketer to provide a service; so it can be challenging job.

SERVICE-PRODUCT MIX CONSIST OF

- Innovative Theme restaurant
- Quality food

There is a huge range of services and a “Customer-driven approach” will be used. The valuable services will be given as a priority. The earlier the survey made and prevailing market trends have shown a huge market potential. The survey shows certain unmet demands of customer in the market, which is the restaurant going to target. Such as peaceful environment, modern style and a quality in food and its presentation. Whereas, the cost of project is very high, the project is expected to generate higher profits for a long time period.

RESTAURANT PROFILE

Registered name

ICE AND FIRE

Size of restaurant

Medium Scale

Products

Continental food and deserts

Location of restaurant

Johar Town, Lahore

PARTNERS

AMNA KHAN

FATIMA.Z

KHUBAN AMIR

NAEEMA WASEEM

FEASIBILITY ANALYSIS

Objectives

1. To provide high quality food to the customer
2. To provide satisfactory services to the customer
3. To provide peaceful environment to the customer
4. To provide dine-in facility to the customer
5. To provide better waiting facility to the customer

MISSION

- To achieve leadership, core and functional competencies in a restaurant business.

OUR TEAM

The aim of our restaurant is to remain the customer satisfaction and we have expert, friendly and energetic staff. As in the partnership, our team will never lacking in effort to make every single deal to success. The success of an organization depends upon the promoters, so they have to put their full efforts and knowledge as pouring the blood for the image of the business.

PLUS POINTS OF OUR RESTAURANT THAN THE COMPETITORS

1. Gives value to the customer
2. Location of restaurant is at peaceful place
3. Our restaurant provides comfortable and pleased environment
4. Gives quality of food to the customer
5. Serving time is more faster than competitors

ESTIMATED STAFF IN RESTAURANT

Total staff	35
Morning staff	10
Afternoon staff	12
Evening staff	13
	<hr/>
	35

PRODUCT PROFILE

Restaurant:

- Discount on festivals and events; party, birthday décor
- New concept of theme
- Huge range of food
- Wide range of facilities: Membership card

MENU OF OUR RESTAURANT

INTRODUCTION

Our restaurant have the following variety of food which is basically consist of deserts, ice-creams , cakes, continental food and a variety of desi food. Our pricing scheme is actually based on the Family n friends gathering as well for students. We are providing a sophisticated environment with a variety of food which included ice cream cakes, shakes, deserts and spicy section include the Chicken/mutton/beef karahi. We have also arrange the breakfast menu including desi food as Chany, Bong, Paaye, Nihari and Halwa puri as well. For the evening menu we have organized some BBQ sections and pricing strategy for these sections are medium as 250/- per seekh of meat(prices may vary according to meats e.g kaleji, malai boti and other things as well).

Why Customer choose our restaurant?

We are providing a new environment which is based on a theme and customize our restaurant for families gatherings as well we have a well qualified and friendly staff with plus point of fast services.

FIRE AND ICE

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SPECIALS

APPETIZERS

CHEESY FRIES	Rs450	650
SAUCY SPIRALS	Rs360	590
JUICY SALAD	Rs580	690
FRUIT BRUST SALAD	Rs595	710
GOLF GAPPAY	Rs290	360

BREAKFAST FLAME

BONG CHANY	Rs490/-
PAYE	540/-
CHANY PATHORY(2 PER PLATE)	170/-
NIHAARI	360/-
PURI HALWA (ADDED NUTS)	230/-

LUNCH

DESI MURGH KARAHİ	RS 2150/-
FLICE SPECIAL KKARRAHI	1250/-
MAKHNI HANDI	1670/-
MAKHMALI HANDI	2270/-

**ASK YOUR
SERVER FOR
OUR DAILY
SPECIALS!**

FIRE AND ICE

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SPECIALS

LUNCH

CHICKEN GINGER	Rs1070/-
HAREESA SPECIAL (SEASONAL)	670/-
BUTTER PALAK	730/-
MIX VEG	490/-

FRESH OFF THE GRILL

KALEJI SEEKH	Rs270/-
CHICKEN MALAI	560/-
DUMBA TIKKA	1270/-
FISH TIKKA	990/-
LAHORI FISH	790/-

RICE PLATTERS

CHINESE RICE	Rs490/-
KABULI PULAO	1070/-
SPECIAL BIRYANI	590/-
STEAMED RICE	340/-

**ASK YOUR
SERVER FOR
OUR DAILY
SPECIALS!**



SANTA'S HOUSE

ICE BRUST
-FIRE AND ICE

MAINS

SPECIAL ICE CREAM
CAKE (customized)

Rs2200 per
pound

DESSERT

Red Velvet Cake
Cherry Cheesecake
Truffle Cake
Black Forest Gateau
Ice cream shakes
Stuffed waffles
Bounty cups

Rs2800/-
1800/-
1650/-
640/-
390/-
480/-
180/-

EXTRA TOPPINGS

Industry/Analysis Market Feasibility Analysis

We are ready to turn that the idea of theme base restaurant into reality. Along with partners and target customers. Need to say, we've go out our work cut out for in industry. We want to get make a stand out against established competition through our theme base restaurant and to become a successful restaurant holders.

Industry Attractiveness

Our restaurant is an attractive place. At our restaurant, you would to see a full range of culinary artistry at work.

The "Fire" name refer to show the open kitchen plan showing off the flames, candles, and bright light lights which enhance the beauty of fire and attract the customer toward its beauty. From the bar and dinning room you would to see our trained chefs perfecting the dishes you about to enjoy.

The "ice" in our name come from this exciting element of our restaurant. Keep you drink chilled and enjoy creamy cake, shakes , chocolate shakes and other more ice food.

Our theme base restaurant is a very strong business plan. But in case if any socially circumstances are not occur in our society like COVID. Due to COVID everything is closed. So that's why like this situation business will not run up and get close according to the GOVT regulations. Business will not be grown up. Our restaurant theme is different from our market competitors. It will be more attractive toward our target customer and gain more output as compare to competitors.

Restaurant characteristics

- A business involving the preparation and serving of meal for consumption on the premises or off the premises.
- Normally require short amount of time between the period of ordering and serving of the food.
- Provide delivery of food for immediate consumption.
- Main characteristics of our restaurant that does not offer full table service but promise a higher quality of food and provide peaceful environment other than casual restaurant.
- Our food are tasty, yummy, delicious and higher quality but in high price.
- High price restaurant.
- Emphasis on the quality and variety of food prepared by a famous and special chef, large variety of quality of food as well as very attentive service.
- For guest in need security, luxury comfort zone or privacy.

Target market Attractiveness

Our target market is the group of consumers. Our dinner, lunch will aim attract to the targeted customer. They are people who are most to like buy what we are selling. The target customer of our theme restaurant is a specific of the larger dining market.

Targeted people

- Male & Female
- Professional in the surrounding
- Family and Friends who eat out
- People who are health conscious

Our target customer would include be targeted toward individual from all ages. Other special target customers would also include tourists who are outsider either it may come from out of town, city or a country. Our theme base restaurant is the most attractive restaurant toward our customer. Customer feel relax and fresh, because in our restaurant a lot of enjoyment and fun to make a beautiful memories with your beloved ones. It depend on customer which one choose the floor from both of them (ice & fire). Temperature of the both side are selected according to their themes.

Organizational Feasibility Analysis

The purpose of organizational feasibility analysis:

- Management Expertise
- Technical Expertise
- Change in personnel

PRIMARY ISSUES

There are 2 primary issues:

Management powers

All team of our restaurant is well qualified and they all have skill, ability to deal with customer. Management system of restaurant is well organized and in a well manner way. Theme base restaurant provide training system to teach our employees how to handle their daily bases duties in the most effective way.

Training is a learning process that involve the knowledge, sharpening of skill and behavior to enhance the performance of the employee. Our management team perform very well. Manager control all over the work in an effective way. Manager focus on planning, budgeting, staffing, controlling, and problem solving of all issues. Manager is responsible for all kind of information and resources of the restaurant. In restaurant everyone have specific duty from top level to lower level manager, and other participants have their own duty to perform his duty according to skills and ability.

The purpose of the manager team to provide the food that can be prepared and served quickly. There are food that can be sold in restaurant and served to consumer as a package take out or take away. Both side of food (ice & fire) are in the process of marketing turn-around strategy that will help to the transfer the organization into more proficient profitable and effective service this involve training.

Resource Sufficiency

Resources sufficiency is to mean before running the business all nonfinancial resources should be completed. Our all resources like labor, land, equipment, intellectual property everything have been done before start the restaurant. Sufficient resources have also include information, facilities and raw material. Our supervisor, a good work model, sets goals appropriately support a team member with his actions, values, individual contributions and show confidence in the team. Our team is make up of diversity skilled members who communicate well are open to new ideas, constructively challenge each another and all one feel committed to the work they are doing.

Financial Feasibility Analysis

Income Statement

Description	Year 1	Year 2	Year 3
Revenue /Net Sales	12364375	13275000	16425000
Less: Cost of goods sold			
Raw material cost	1626000	1827500	2038000
Labor & Salary	519000	600000	610000
Utilities	756000	759999	810200
Total Cost of good sold	2901000	3187499	3458200
GROSS PROFIT	9463375	10087501	12966800
Less: Operating expenses			
Selling expenses	40000	41000	415000
Advertisement	50000	35500	40000
Office & Miscellaneous expenses	180000	92000	95000
Depreciation expenses	100365	110755	110999
Maintenance expenses	20993	21225	23335
SUB TOTAL	391358	300480	684334
Operating Income	9072017	9787021	12282466
Income before tax	9072017	9787021	12282466
Income tax expenses	15000	25000	30000
Net Income	9057017	9762021	12252466

CASH FLOW STATEMENT

Cash flow from Operating activities:	Year 1	Year 2	Year 3
Cash received from customer	10364100	11364100	13354100
Cash paid to suppliers	240000	243000	250000
Cash paid to employees	279000	310000	310300
Cash paid for other operating expenses	391358	391458	401000
Cash generated from operations	9453742	10419642	12402800
Less: Tax paid	(15000)	(25000)	(30000)
NET CASH FLOW from operating activities	9438742	10394642	12372800
Cash flow from investing activities:			
Addition to equipment	16000	17000	18000
Net cash flow from investing activities	16000	17000	18000
Cash flow from financing activities:			
Cash paid for dividends	53000	57000	61000
Net cash flow from financing activities	53000	57000	61000
NET increase/ decrease in cash	9475742	10434642	12415800

Balance Sheet

ASSETS	Year1	Year 2	Year 3
Cash	9475742	10434642	12415800
Accounts receivable	75000	73000	70000
Inventory	35000	29000	25000
Building	1500000	1500000	1500000
Equipment	1000000	1000000	3000000
Furniture	180000	200000	200200
TOTAL ASSETS	12265742	13236642	17211000
LIABILITIES			
Accounts payable	1500000	1200000	1100000
Accrued expenses	10000	8000	8000
Total liabilities	1510000	1208000	1108000
OWNER EQUITY:			
Capital stock	10755742	12028642	16103000
TOTAL BALANCE	12265742	13236642	17211000

Business Model

Core Strategy

Different factors that competes our restaurant with another one.

1. Product/Market Scope

The product of our restaurant is the two different taste- sweet and spicy food at one place. The food within two different ambiance. We are serving continental food & deserts.

Market scope of our restaurant is to target those people who wants to eat food in a good ambiance, who want to eat outside with family & friends who wants to adventure unique themed restaurants.

2. Basis for Differentiation

Our theme is the basis for differentiation from its competitors. The theme of Fire & Ice makes it different. A good theme in the reasonable prices of food.

Strategic Resources:

1. Core Competency

Our Fire & Ice restaurant competency is we giving service to our customers. The relaxing environment in Ice portion and Firy adventurous environment in Fire portion. Our special Ice-Cream cake and Desi Murgh Karahi is our speciality.

2. Strategic Assets

Our restaurants brand name, patents ,rare assets and highly qualified staff are valuable assets.

Partnership network:

1. Suppliers

We have many suppliers for collecting our raw material for the restaurant.

2. Partners

In future, we may partnership with Food Panda for the sale of our food through delivery. We will also join local chamber of commerce for our restaurant.

3. Other key relationships

Our key partners will be other restaurants. Delivery service providers and grocery stores.

Customer Interference:

1. Target Market

Our target market is people of all ages who want to eat in a themed restaurants. Those people who love hoteling and trying unique restaurants. Our target market is Family & Friends.

2. Fulfilment & Support

We might take fulfillment and support of Food Panda for increasing our sales through online delivery for convenience of our customers.

3. Pricing Structure

Our prices are very reasonable although our location is in elite society. We also give discounts on different occasions like Birthday, Party, Eid and on many festivals.

Risks and Contingency Approach

Risks

In preparing a business plan, particularly when looking for funding, it is important to recognize the potential risks and threats to the business. This section allow you to list these potential risk and how will look to reduce it.

Market development risk

Currently, People may don't know what is fire & Ice restaurant and they might not try it, this is a big risk. We have to use marketing, public relationship and advertisement to lead our restaurant.

Competitor Risk

In the process, there will be many competitors or imitators in the market with brilliant perspective. Therefore, it is very important to hold on the core competency, keep making new innovation, increasing image of the business, and building high reputation.

Operation risk:

During the operation, there could be many risks such as supply problem, public activities fail to attain expected effect, lack of capital and so on. Therefore, in order to avoid these risks, we need to make adequate preparation. Such as Training employee, establish learning organization, it is very important to communicate with the customer.

Financing Risk

It is very important to run the business, as the money is limited to build credit and reputation to try to get capital from different sources.

Skill Risk

During running the business, some core skills could be revealing caused by the employees outflow. To solve this problem, we will buy related patented skills and assign with employees with confidential clause to reduce the risk of quit the employees.

Contingency Approach

The contingency approach to management is based on the idea that there is no single best way to manage. Contingency refers to the immediate contingent circumstances. Effective organizations must tailor their planning, organizing, leading, and controlling to their particular circumstances.

The contingency theory takes a broader view that includes contingent factors about leader capability and also includes other variables within the situation.

Factors

Factors that influence the contingency theory are numerous. These include the following:

- The size of the organization
- How the firm adapts itself to its environment
- Differences among resources and operations activities
- Assumption of managers about employees
- Strategies
- Technologies being used

These factors are included in our business plan.

Social and Economic Benefit

Economic benefits

Many restaurants put money into the local economy. From paying rent or property taxes to the utilities, restaurant pump a lot of cash into the local economy. Fire and Ice restaurants are taking advantage of local suppliers to create farm – to - table menus, and this is more cash that flows into the local community.

Social benefits

Fire & Ice restaurant provide social benefits are current transfers received by households intended to provide for the needs that arise from certain events or circumstances. For example, sickness, unemployment, retirement, housing, education or family circumstances and free home delivery and discounts.
