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OPEN AIR RESTAURANT



Open Air Restaurant



Community size minimum of 60,000 people within five miles

Heart of the City in a busy, posh up-market area

Additional edge in accessibility for maintenance, up-keep and running throughout the year



Open Air Restaurant

INTRODUCTION

- Unique combination of excellent food at value prices with fun and entertainment atmosphere
- Customer service is the main focus along with satisfaction
- Convenient location within the business hub of the city
- Originality and simplicity embellished with native flavor would be the distinguishing feature



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MARKETING STRATEGY

Mission:-

The mission of Go Clean Car Wash is to provide top quality washing and to keep employees satisfied in order to maintain impeccable customer service.

Marketing objectives:-

- Increase market share
- Develop brand awareness and acceptance

Financial objectives:-

- Increase the profit margin
- Achieve enduring profitable growth by expansion of the brand across the nation

➤ Develop efficiencies in delivery of services



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Market Needs:-

- Exemplary customer service
- Unique cultural experience along with Easy-on-the-pocket strategy
- Convenience



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STP ANALYSIS

SEGMENTING

Mixture of upwardly mobile crowd, upper-middle class and the affluent families of the surrounding residential colonies.

TARGETING

Geographical

- The geographical area target is the capital city NEW DELHI.
- A 7-10 mile radius mainly considered

Demographical and behavioral factors

- Family circles and business circles would be equally expected and targeted thus maintaining a classic yet homely ambience within

POSITIONING

Premier restaurant and first-choice for target group.

Will be achieved by leveraging their competitive edge.



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4P's OF MARKETING





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PRODUCT

Open-Air restaurant

- a unique concept
- More preferred way to spend evenings where one can have a personal space along with quality service

PLACE

Connaught Place: Central Area of the capital New Delhi

- Highly busy street
- Home to targeted demography
- Many parking areas



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PRICING

- Affordable to consumers with large guest/family groups
- Pricing scheme based on needs and projected capabilities of target
- In-store memberships and special attention to events and V.I.P. parties

PROMOTION

- **Placement of advertisements** in the local newspapers.
- **Networking** word of mouth counts a lot in marketing and a satisfied customer will always tell others.
- **Tie up with different affiliations** like clubs, radio stations
- **Distribution of discount coupons within the area**



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LICENSES NEEDED

Business license – to begin a commercial venture

Zoning compliance permit – needed to specify that area in which venture is being opened is “zoned” as commercially usable and not as residential or other such groups.

DBA (doing business as) so that other businesses do not steal or unintentionally use our name; also trade marking is a further possibility and a good idea.

Seller’s permit: allows us to collect sales tax from customers (also called certificate of authority); different from a business license

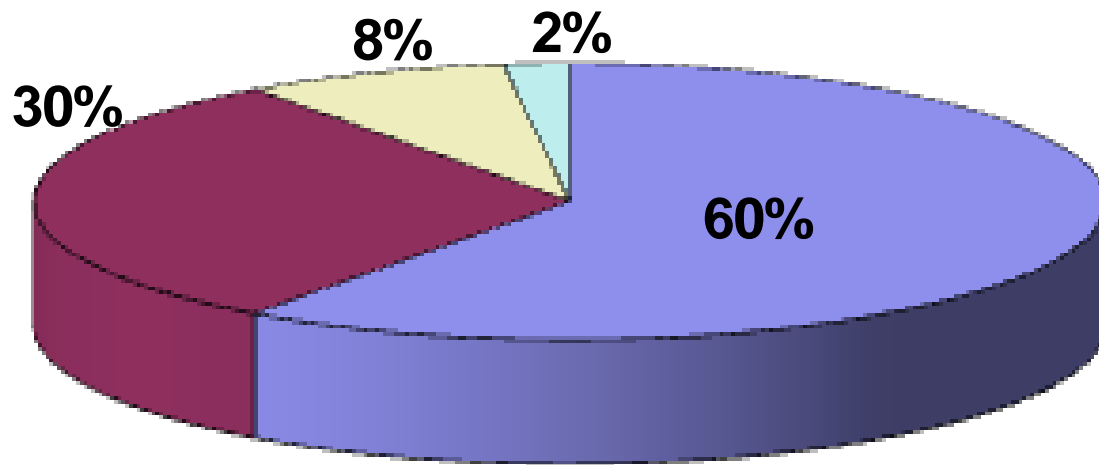
Building permit



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RESEARCH FINDINGS

POTENTIAL CUSTOMERS -THE AGE GROUP VISITING THE AREA



■ >30 years ■ 25-30 years ■ 20-25 years ■ <20 years



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Finances

Self Financed Firm

Two partners investing 2 Million Indian Rupees each.
(28,570 Euros each)



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Cost Calculation

Operating Costs

Fixed Costs

ITEM	COST IN RUPEES	COST IN EUROS
Appliances	8,20,000	11,715
Interior Decoration	1,00,000	1,428
Uniforms & Delivery vehicle	2,50,000	3,571
Miscellaneous (utensils)	2,00,000	2,857
Building security deposit	10,00,000	14,285



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LABOUR (yearly)	INR	EUROS
Chief cook	360000	5,140
Manager	100000	1,430
Delivery Boys (2)	84000	1,200
Supervisor	192000	2,740
Helpers (3)	300000	4,285

Administrative & Overheads	INR	EUROS
Rent (yearly)	6,00,000	8,570
Miscellaneous (yearly)	50,000	715



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Financial Analysis

Investigation	Amount of investment	Depreciation in years	Depreciation
Property 80m ² for 10 years	60,00,000	0	0.00
Additional expenses	5,00,000	0	0.00
Sum renting of land	65,00,000	0	0.00
Exterior installations:			
Lights	1,00,000	5	20,000
Furniture			
Sum of production	1,00,000		20,000
Electrical Equipments:			
CD-player	1,500	5	300
Computer	20,000	5	4,000
Printer	7,500	5	1,500
Sum of electrical Equipments	30,000		5,800

Delivery Vehicles	3,00,000	10	30,000
Uniforms	50,000	5	10,000
Sum of Processing	3,50,000		40,000
Off-site			
Advertisement	10,000	2	5,000
Brochures	8,000	2	4,000
Office materials	4,000	2	2,000
Telephone	4,000	2	2,000
Sum of off-site	26,000		13,000
License	85,000	0	0

Investment Calculation

Investment goods	Investment expenditure	Depreciation in years	Depreciation cost
Property	65,00,000	0	0
Exterior installations	1,00,000	5	20,000
Electrical Equipments	30,000	5	5,800
Processing	3,50,000	4	40,000
Off-site	26,000	2	13,000
License	85,000	0	0
Unexpected	70,000	10	7,000
Circulating capital	1,50,000		
Total Salary	1,03,60,000	0	0
Total investment	1,76,71,000	Total depreciation cost	85,800

Break-Even by Volume

Total Fixed Cost

Selling price per unit – Variable cost per unit



$$1,76,71,000 / (175-50) =$$

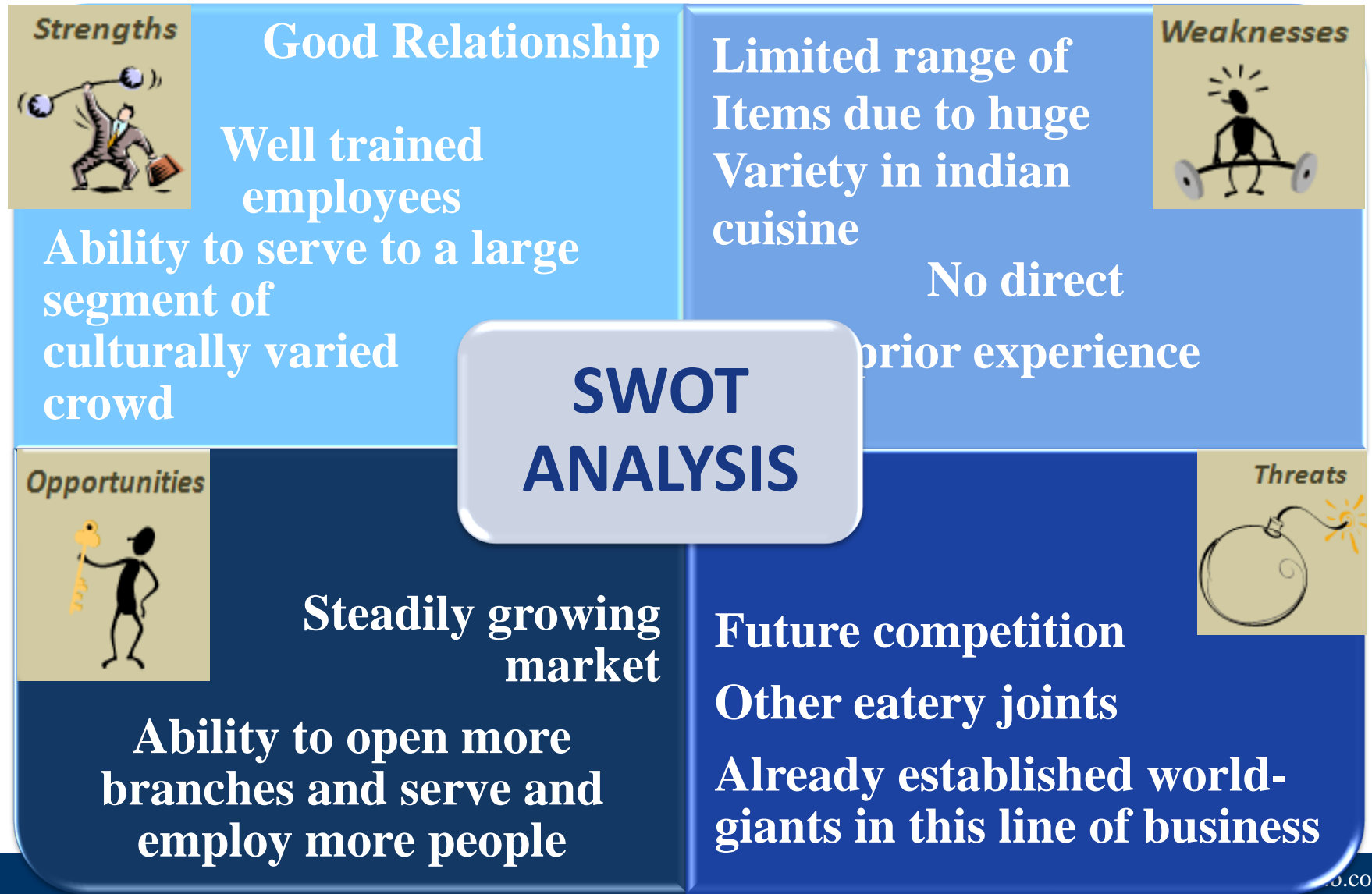
141368 units of sale

Break-Even by Time

- Estimating 50 units of sale per day
- We need 2828 days to break even
- Breakeven point in Time
 - = 7 years and 9 months



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