

Final Project of Business Plan of JOHUR'S FOOD



Submitted By

Rejwan Ahmad

ID: 212-45-011

Department of Innovation & Entrepreneurship

Daffodil International University

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Submitted To

Md. Kamruzzaman Didar
Head, Department of Innovation & Entrepreneurship
Daffodil International University

Submitted By

Rejwan Ahmad
ID: 212-45-011
Department of Innovation & Entrepreneurship
Daffodil International University

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Letter of Transmittal

October 14, 2024

Md. Kamruzzaman Didar

Head, Department of Innovation & Entrepreneurship
Daffodil International University

Subject: Project Report submission of “Johur’s Food”.

Dear sir,

I am delighted to present my project report titled "Johur’s Food" for your review and consideration. Throughout the preparation of this report, I diligently adhered to the instructions and guidelines provided by you. Drawing from my own experiences and ideas, I have endeavored to compile a comprehensive overview of the subject matter. I extend my sincere gratitude to you for generously dedicating your valuable time, expertise, and support to guide me through this endeavor. Your mentorship has been instrumental in shaping the direction of this report, and I am truly appreciative of your assistance.

In the process of compiling this report, I have meticulously gathered information from both primary and secondary sources to ensure its accuracy and reliability to the best of my abilities. I humbly request your acceptance of this report and welcome any constructive feedback or suggestions you may have.

I am eager to learn and grow in my professional journey, and I trust that your insights will greatly contribute to my development. Please pardon any oversights or errors that may be present in the report, and rest assured that I am committed to rectifying them to the best of my ability. Thank you once again for your invaluable guidance and support.

Sincerely yours,

Rejwan Ahmad

ID: 212-45-011

Department of Innovation & Entrepreneurship
Daffodil International University

Declaration of Student

I am Rejwan Ahmad, ID 212-45-011, 20th batch, Department of Innovation & Entrepreneurship, hereby declared that the presented project report 12 on “Johur’s Food” prepares the framework that ensures a fit between my business and the market, after completing my research regarding my business.

This work has been exclusively submitted to Daffodil International University. No portion of this report has been previously submitted for assessment in any other academic programs, nor has it been utilized for any fellowships. Additionally, the findings contained herein have not been published in any journals or magazines.



Rejwan Ahmad

212-45-011

Department of Innovation & Entrepreneurship

Daffodil International University

Certificate of Approval

This is certifying that name bearing ID No. 212-45-011, is a regular student of Department of Innovation & Entrepreneurship, Faculty of Business and Entrepreneurship, Daffodil International University. He has successfully completed his Project 12 on “Johur’s Food”.

I have gone through the project and found the business idea feasible.

I wish him every success in life.



Md. Kamruzzaman Didar

Head, Department of Innovation & Entrepreneurship
Daffodil International University

Acknowledgment

With the kind help of almighty Allah, we have taken efforts in this project. However, it would not have been possible without the kind support and help of many individuals and organizations. We would like to extend our sincere thanks to all of them.

We are highly indebted to our supervisor Md. Kamruzzaman Didar Head, Department of Innovation & Entrepreneurship, Daffodil International University for his guidance and constant supervision as well as for providing necessary information regarding the report & also for his support in completing the project.

Abstract

Johur's Food, established on May 1, 2022, at the Food Court of Daffodil International University, is a traditional food outlet that caters primarily to university students and staff, as well as the broader community. In an era where junk food dominates the market, Johur's Food aims to preserve and promote the richness of traditional cuisine. The shop operates exclusively offline, offering a welcoming space for anyone to experience the flavors of heritage food. Running profitably since its inception, Johur's Food has successfully carved a niche by providing an alternative to fast food while maintaining a focus on cultural dishes. Our motto, "Here, your tummy is taken care of," reflects the business's commitment to customer satisfaction, the promotion of healthier, more authentic food choices, and sustainable growth.

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Chapter 01

Introduction

1.1 Introduction:

The project is made for our Final Defense Project. In this project “Johur’s Food” describe the whole business plan. From there introduction to financial statement. By this project “Johur’s Food” try to make a clear idea about there business. This project presents a food business venture that focuses on bringing traditional Bangladeshi flavors to the modern consumer through an array of high-quality. The business aims to preserve and celebrate the rich culinary heritage of Bangladesh while meeting the growing demand for unique and authentic food products both locally and globally.

1.2 Objective of the project

Main Objective:

To develop the business plan of “

Specific Objectives:

- 1. To assess feasibility of the “Johur’s FOOD”**
- 2. To develop marketing startegics of**
- 3. To develop financial and expansion plan of**
- 4. Ownwership and employability**
- 5. Finding and recommendation**

Develop a comprehensive business plan for Johurs Food that outlines strategies for growth, sustainability, and market competitiveness.

Specific Objectives

1.To assess feasibility:

Assess market demand for Johurs Food's products by conducting surveys and focus groups with target customers.

Analyze competitors' products, pricing, and market positioning to identify gaps and opportunities.

Evaluate operational logistics, including supply chain management, staffing, and site profitability.

2.To develop a marketing strategy:

Identify target customer segments, such as students and university staff, and tailor marketing efforts to their needs. Create a digital marketing strategy, including social media campaigns, online advertising, and influencer partnerships, to increase brand awareness.

Develop a loyalty program and student incentives to drive repeat business.

3.How to create a financial and expansion plan:

Develop detailed financial forecasts, including projected revenues, expenses, and break-even analysis for the next 1-3 years.

Identify potential sources of funding for expansion, such as: B. Loans, investors, and grants.

Develop an operating budget that accounts for marketing, staffing, and other costs associated with growth. Property and Employability:

4.Define the ownership structure of Johurs Food, including the roles and responsibilities of stakeholders.

Develop a recruitment and training plan to ensure employees have the skills and knowledge required to support business operations.

Introduce performance metrics to evaluate employee productivity and quality of customer service.

5 Results and Recommendations:

Summarize key findings from market research, competitor analysis, and financial evaluation.

Make actionable recommendations based on the analysis, such as strategic partnerships, product diversification, and targeted marketing activities. Propose business plan implementation timelines and monitoring strategies, evaluate progress and make adjustments as necessary.

Overall, a project report helps transform a business idea into a structured plan, increasing the likelihood of success.

1.3 Scope Of The Project

1. Evaluation and Feedback: The project will be assessed based on its content, feasibility, and overall quality. Feedback from evaluators (such as professors or business experts) can provide valuable insights for refining the business idea.

2. Business Plan Development: The project report often serves as the foundation for a detailed business plan, which can be used to guide the actual launch and operation of the business.

3. Funding Opportunities: If the project report is well-prepared, it can attract potential investors or lenders who may be interested in funding the business, making it easier to secure capital for the launch.

4. Market Validation: The research and planning conducted for the project can help validate the business concept, providing confidence that there is a market demand for the product or service.

5. Strategic Implementation Roadmap: The project report can outline specific actions, timelines, and milestones for launching and scaling the business, acting as a blueprint for execution.

6. Networking and Partnerships: Presenting the project may open doors to partnerships with suppliers, distributors, or other businesses in the industry who see potential in the idea.

7. Personal Development: Completing the project enhances skills in research, planning, financial analysis, and strategic thinking, which are valuable for any future entrepreneurial endeavors.

The outputs lay a solid foundation for transforming a business concept into a reality, providing the tools and strategies needed to launch and grow the business successfully.

1.4 Project Methodology

The methodology for Johur's Food can vary depending on the specific research or project goals. Common methodologies include:

- Market research
- Financial analysis
- Operations analysis
- Menu engineering
- Marketing and branding strategy
- Customer satisfaction and feedback
- Competitive analysis
- Technology integration

The methodology should be tailored to the specific research goals, available resources, and any limitations. A combination of qualitative and quantitative methods can provide a comprehensive understanding of Johur's Food.

Rationale

The demand for authentic traditional food is growing, and Johur's Food is well-positioned to capitalize on this trend by emphasizing authenticity and taste. The restaurant industry plays a significant role in the economy and society, providing jobs, boosting GDP, and fostering cultural exchange.

1.5 Background of the Project Study

The restaurant industry has evolved over time, adapting to cultural changes, technological advancements, and shifting consumer preferences. Johur's Food differentiates itself by offering a unique dining experience and catering to a specific target market.

Key Challenges

The restaurant industry faces challenges such as competition, high operating costs, labor shortages, shifting consumer preferences, and economic fluctuations.

Management Team

Johur's Food has a small but dedicated team of five employees who are committed to providing excellent service to their customers.

1.6 Key Benefits of Business Projects

As a Innovation and Entrepreneurship Students Business projects offer a multitude of benefits for students pursuing innovation and entrepreneurship. These projects provide an opportunity to apply theoretical knowledge to real-world scenarios, fostering experiential learning that equips students with the skills and mindset necessary to navigate the business world.

Practical Application

Business projects allow students to translate classroom concepts into tangible applications, bridging the gap between theory and practice.

Experiential Learning

By immersing themselves in real-world business scenarios, students gain firsthand experience in problem-solving, decision-making, and adapting to challenges.

Creativity and Innovation

Business projects stimulate creative thinking and encourage students to explore innovative ideas, fostering a spirit of entrepreneurship.

Collaboration and Networking

Collaboration with peers and industry professionals provides opportunities to exchange ideas, build valuable connections, and enhance teamwork skills.

Risk-Taking and Resilience

Business projects expose students to calculated risks, teaching them to navigate uncertainties, overcome setbacks, and develop resilience.

Business Planning and Execution

Students gain practical experience in developing and executing business strategies, honing their planning and execution skills.

Entrepreneurial Mindset

Business projects cultivate an entrepreneurial mindset, enabling students to identify opportunities, solve problems effectively, and make informed decisions.

Preparation for Future Ventures

Engagement in business projects provides hands-on experience, develops essential entrepreneurial skills, and prepares students for future ventures in the dynamic world of business.

Chapter 2:Business Overview

2.1 Johurs Food: A Traditional Bangladeshi Food Restaurant

Johurs Food is a restaurant that serves traditional Bangladeshi food. The restaurant was founded on May 1, 2022, and is located in the Daffodil International University food court. Johurs Food aims to promote traditional Bangladeshi food with authentic taste.

The restaurant currently has one outlet at Daffodil International University, but plans to expand to five outlets across the country within the next two years.



As vaccination efforts progress and restrictions ease, the industry is focusing on recovery and adaptation. Restaurants are implementing safety protocols, optimizing operations, and adopting innovative strategies to attract customers. Trends like outdoor dining, enhanced hygiene measures, contactless experiences, and technology integration have emerged.

Johurs Food offers a variety of unique menu items, including dry fish and fried vegetables. The restaurant is also considering adding "Satkora," a popular beef and fish dish from Sylhet, to the menu.

Johurs Food is prepared to face any challenges that may arise. The restaurant does not currently have an online delivery system, but plans to partner with a delivery company in the near future. The delivery company will deliver food within and outside the Daffodil International University campus.

2.2 The Industry Overview

The restaurant industry in Bangladesh is growing rapidly. The industry experienced growth before the COVID-19 pandemic, driven by factors like increased consumer spending and the popularity of food delivery services. However, the pandemic had a profound impact, with lockdowns and restrictions forcing many restaurants to close temporarily or switch to takeout and delivery services. Technology adoption accelerated, with restaurants implementing online ordering systems and contactless payments.

Consumers' preferences for sustainability and health-conscious dining have increased. Demand for organic, locally sourced, and plant-based options is rising. Restaurants emphasizing sustainable practices can gain a competitive advantage.

Technology remains crucial in the industry. Online delivery platforms, mobile apps, and reservation systems have become essential tools. Emerging technologies like artificial intelligence, automation, and data analytics are being explored to improve operations and enhance the customer experience.

2.3 Objective

To enhance Johur's Food's market presence, attract new customers, and foster brand loyalty by implementing comprehensive marketing and branding strategies.

2.4 Johur's Food Business Goal

Our goal is to promote traditional Bangladeshi food. Nowadays, people are accustomed to eating junk food, which is causing various health problems. Johurs Food aims to make a profit while also promoting local cuisine.

Customer Satisfaction and Loyalty

Johurs Food should establish specific goals and objectives to ensure customer satisfaction, loyalty, and profitability. Gaining customer loyalty can be achieved by building

relationships, offering discounts and loyalty programs, and providing high-quality food and service.

Conducting Research on the Restaurant Industry

To conduct research on the restaurant industry, it's crucial to define the research objective, conduct a literature review, formulate research questions or hypotheses, choose the appropriate research methodology, and collect relevant data. These steps will provide insights into the current state of knowledge, identify research gaps, and understand the key factors influencing the industry.

Gathering and Analyzing Data

Data can be gathered from industry reports, financial records, or online platforms. Analyze the data using statistical or qualitative analysis techniques and interpret and draw conclusions. Finally, report and communicate the results while adhering to ethical guidelines to ensure privacy and confidentiality of participants and data.

These steps contribute to the existing knowledge base and provide valuable insights for industry practitioners and decision-makers.

2.5 Mission:

Johurs Food trying to achieve the vision of 2026. By 2026 Johurs Food will open 2 more outlets in Dhaka city. This is the first initiative of Johurs Food. For this 1st vision Johurs Food already take some necessary steps. Johurs Food already increased their employees number for a smooth service. Also Johurs Food recently Launched a office delivery system. By the otherhand Johurs Food focusing on some unique item what will be totally innovative item for Johurs Food.

2.6 Vision:

Johurs Food vision is to increase their outlet number in whole country. First Johurs Food will focus on all the university and after that Johurs Food aims to open the outlets out of university. As like a resturant service.

2.7 Target Audience

Primary Target Audience Students, Teachers, Officials, and families within the vicinity of the restaurant.

Secondary Target Audience Food enthusiasts, individuals seeking traditional Bangladeshi cuisine, and health-conscious diners.

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2.8 Literature Review

A comprehensive literature review on the restaurant business would typically encompass various aspects of the industry, including:

- Market size, growth, and segmentation
- Types of restaurants and current trends
- Consumer behavior and dining preferences
- Marketing strategies, operational efficiency, and service quality
- Menu design, financial performance, and sustainability practices
- Employee management, training, and motivation
- Conducting a thorough review of scholarly articles, industry reports, and relevant publications will provide valuable insights into the current state and future prospects of the restaurant industry.

2.9 SWOT Analysis

Strengths

Customer Service
Strategic Location
Guaranteed Food Quality
Unique Traditional Menu Offerings
Brand Recognition

Weakness

Operational Challenges
Limited Vendor Reach
Staffing Issues
Cost management

Opportunity

Growing Food Trends
Online Presence
Menu Innovation
Events and Catering

Threats

Competition
Economic Factors
Authority Rules Changing
Internal Competition

2.10 Challenges Faced by Johur's Food

Johur's Food, like many restaurants, faces various challenges that can hinder its growth and success. Let's explore some of these potential problem statements:

Low Customer Retention

- Customers may not be satisfied with the food, service, or overall dining experience, leading them to try other restaurants.

- The restaurant may not have a strong customer loyalty program or offer incentives for repeat visits.
- Ineffective Marketing and Branding
- The restaurant may not be effectively promoting its offerings through social media, print advertising, or other channels.
- The restaurant's brand identity may not be clear or memorable, making it difficult to attract and retain customers.

Inefficient Operations and Cost Management

- The restaurant's kitchen and service processes may be inefficient, leading to wasted food, longer wait times, and higher labor costs.
- The restaurant may not be effectively managing its inventory or purchasing supplies, leading to unnecessary expenses.

Limited Online Presence and Digital Engagement

- The restaurant may not have a website or mobile app, making it difficult for customers to find information and make reservations.
- The restaurant may not be active on social media or engaging with customers online, missing out on opportunities to build relationships and attract new business.
- These challenges can have a significant impact on Johur's Food's profitability and long-term success. By addressing these issues, the restaurant can improve customer satisfaction, enhance its brand reputation, and optimize its operations for growth

2.11 Specific Objectives of Johur's Food

Once the problem statement is defined, it is crucial to establish clear objectives for the project. These objectives will guide the work and provide a framework for measuring success. Here are some possible objectives for restaurant business students:

- Enhance customer engagement and loyalty
- Improve operational efficiency
- Develop a comprehensive marketing strategy
- Optimize the menu
- Enhance customer experience
- Conduct a thorough financial analysis

These objectives provide a starting point for Johur's Food to focus its efforts, devise strategies, and measure the impact of its projects in addressing the specific challenges within the restaurant business.

Chapter 3:Promotional Strategies

Chapter 3.1 Digital Marketing

- Establish a strong social media presence on platforms like Facebook, Instagram, and Twitter.
- Create engaging content that showcases the restaurant's offerings, highlights customer testimonials, and promotes special events.
- Utilize targeted social media advertising to reach specific demographics and interests.
- Implement a content marketing strategy that includes blog posts, recipe videos, and food photography.
- Optimize the restaurant's website for search engines (SEO) to improve search visibility.
- Consider email marketing campaigns to keep customers informed about new menu items, promotions, and special events.

Traditional Marketing

- Utilize print advertising in local newspapers, magazines, and community publications.
- Partner with local businesses for cross-promotional opportunities. Participate in community events and food festivals to increase brand exposure.
- Distribute flyers and brochures in strategic locations around the community.
- Host promotional events, such as cooking demonstrations or special tasting menus, to attract new customers.

3.2 Branding Strategies

Brand Identity

- Develop a memorable and distinctive brand name, logo, and tagline that captures the essence of Johur's Food.
- Create a consistent brand identity across all marketing materials, including the restaurant's signage, menus, website, and social media pages.
- Establish a brand voice that is authentic, approachable, and reflects the restaurant's commitment to tradition and quality.

Brand Positioning

- Position Johur's Food as a premier destination for authentic and flavorful Bangladeshi cuisine.
- Emphasize the restaurant's commitment to using fresh, locally sourced ingredients and traditional cooking techniques.
- Highlight the restaurant's welcoming atmosphere and dedication to providing exceptional customer service.

Brand Equity

- Foster positive brand associations by consistently delivering high-quality food, excellent service, and memorable dining experiences.

- Engage with customers through social media, respond to feedback promptly, and address any issues efficiently.
- Collaborate with local influencers and food bloggers to generate positive reviews and enhance brand credibility.

3.3 Public Relations (PR) Strategies

Media Outreach

- Develop relationships with local media outlets to generate positive news coverage.
- Issue press releases about new menu items, special events, and community initiatives.
- Invite food critics and bloggers to experience the restaurant and provide their reviews.

Reputation Management

- Monitor online reviews and respond promptly to both positive and negative feedback.
- Address any customer concerns or complaints professionally and efficiently.
- Proactively manage the restaurant's online reputation to maintain a positive brand image.

3.4 Methods for Reaching Customers

Johur's Food employs various strategies to attract and retain customers. These methods include:

Contextual Marketing

Johur's Food tailors its marketing messages to specific contexts, such as offering discounts during lunch hours or promoting special dishes during holidays.

Group Promotions

The restaurant organizes group promotions, such as gifting products to groups of customers, to encourage larger orders and generate buzz.

Facebook Advertising

Johur's Food utilizes targeted Facebook ads to reach a wider audience and promote its offerings effectively.

Discount and Offer's:

Johurs Food also give many discount and offer's for the students on speacial occasions. So that customer satisfaction and customer engagement increase rapidly.

3.5 Creating Marketing Collaterals

Marketing collaterals are tangible materials that serve as physical representations of a brand's identity and messaging. These materials play a crucial role in supporting marketing efforts by enhancing brand awareness, promoting products or services, and reaching target audiences. Johur's Food can effectively utilize various marketing collaterals to achieve its marketing goals:

1. Brochures

Develop visually appealing and informative brochures that highlight Johur's Food's unique offerings, authentic flavors, and welcoming atmosphere. Distribute these brochures strategically in high-traffic areas, community centers, and partner businesses.

2. Flyers

Create eye-catching flyers that showcase special promotions, upcoming events, and seasonal menu items. Distribute flyers in the restaurant, nearby neighborhoods, and relevant locations to attract new customers and promote specific offerings.

3. Posters

Design impactful posters that capture the essence of Johur's Food's brand identity and cuisine. Display these posters in the restaurant, partner businesses, and community events to enhance brand visibility and attract attention.

4. Business Cards

Develop professional and memorable business cards that include the restaurant's logo, contact information, and social media handles. Distribute these business cards to customers, partners, and potential clients to establish a strong brand presence and facilitate networking.

3.6 Conducting Market Testing

Gathering and analyzing customer feedback is essential for assessing the effectiveness of marketing strategies and making data-driven marketing decisions. Johur's Food can implement various methods to collect valuable feedback

- **Market Testing**

Conduct market testing to evaluate the appeal and effectiveness of new menu items, promotional campaigns, or marketing materials. Gather feedback from a representative sample of customers to identify areas for improvement and optimize marketing strategies.

- **Surveys**

Develop and distribute surveys to customers through online platforms or in-person forms. Gather feedback on customer satisfaction, dining experiences, preferences, and marketing initiatives. Analyze survey data to identify trends, patterns, and areas for improvement.

- **Customer Feedback Forms**

Provide customer feedback forms at the restaurant or through online platforms. Encourage customers to share their thoughts, suggestions, and concerns regarding their dining experiences and marketing interactions. Analyze feedback to gain insights into customer satisfaction and identify potential issues.

3.7 Analyzing and Optimizing Marketing Performance Metrics

Regularly analyzing and optimizing marketing performance metrics is crucial for measuring the effectiveness of marketing campaigns and making data-driven decisions. Johur's Food can track key metrics to assess its marketing performance:

- **Conversion Rates**

Track the percentage of website visitors who take a desired action, such as making a reservation, placing an order, or signing up for a newsletter. Analyze conversion rates across different marketing channels to identify areas for improvement.

- **Click-Through Rates (CTRs)**

Measure the percentage of people who click on a link in an email, social media post, or online advertisement. Analyze CTRs to assess the effectiveness of messaging and targeting strategies.

Return on Investment (ROI): Calculate the ROI for each marketing campaign by dividing the revenue generated by the campaign by the cost of the campaign. Analyze ROI to determine the profitability of different marketing initiatives.

3.8 Key Factors for Running a Johur's Food Restaurant Business

The success of a restaurant business hinges on several crucial factors:

Concept Development

- Clearly defining the restaurant's concept, including its target audience, cuisine type, and overall ambiance, is essential for establishing a unique identity.

Market Research

- Conducting thorough market research to understand customer preferences, competition, and industry trends is vital for making informed business decisions.

Business Planning

- Developing a comprehensive business plan that outlines the restaurant's goals, strategies, financial projections, and operational plans is essential for guiding its growth.

Location Selection

- Choosing a strategic location with high visibility, accessibility, and foot traffic is crucial for attracting customers and building a strong customer base.

Menu Engineering

- Designing a well-balanced menu that caters to customer preferences, maximizes profitability, and ensures efficient preparation is essential for long-term success.

Operations Management

- Implementing efficient operational processes, including inventory control, staff management, and quality control measures, is crucial for maintaining profitability and ensuring customer satisfaction.

Developing Strategies for Customer Relationship Management (CRM)

Effective customer relationship management (CRM) is essential for building customer loyalty, increasing repeat business, and boosting customer lifetime value. Johur's Food can implement CRM strategies to strengthen customer relationships:

- **Customer Acquisition**

Develop strategies to attract new customers through targeted marketing campaigns, online presence, and referral programs.

- **Customer Retention**

Implement loyalty programs, personalized experiences, and exceptional customer service to encourage customers to return and become regulars.

- **Customer Loyalty**

Create a strong emotional connection with customers by providing memorable dining experiences, responding promptly to feedback, and demonstrating appreciation for their patronage.

By implementing these comprehensive marketing and branding strategies, Johur's Food can effectively promote its business, attract new customers, and establish a strong brand presence in the local community.

Chapter:4 Explanation plan & Financial Activity

4.1 Explanation plan

Johurs Food have that plan to expand their business into overall dhaka city first. Johurs Food started their business from University based area but now they want to open minimum 10 outlet in Dhaka city as soon as possible.

4.2 Financial Activity

Johurs Started their business from 1 May 2022. From the beginning Johurs taking the cash payment and also Card payment. But from 1 February 2024 Johurs Food totally conducted into card payment. Now Johurs Food is fully cashless Shop. Student are able to pay their payment by their student card that is called 1card.

Johurs Food Investment: Johurs Food when they opened their business, they invested 4lakh for the first outlet including the security money.

Yearly Revenue: From last year Johurs Food facing lots of problem due to universities some unavoidable inconvenience and also for the current county situation.

Last year Johurs Food generated:

Total sell	1912382tk
Total Expense	1246594tk
Revenue	665788tk

Over the past year, Johurs Food has faced several challenges, mainly related to college and the general economic situation. Despite these issues, the company achieved a total turnover of Tk 1,912,382. Total expenditure for the year was Tk 1,246,594. After considering these expenses, Johurs Food's net turnover was Tk 665,788, indicating that the company has managed to remain profitable even under difficult circumstances.

Finance Distribution: Johurs Food revenue management is as like others shop, Salary distribution, Monthly shop rent, Utility and other's expense and after calculating the all expense owners take the net profit. But we have a fund that's called "JFS-Johurs Food Savings". It's a daily savings from our regular sales with no limited amount. After a certain period when Johurs Food need to buy some special asset or any emergency, so that time JFS help us to survive the situation.

Chapter 05: Ownership & Employability

5.1 Ownership Structure

Johur's Food currently operates as a sole proprietorship, where the owner holds complete control and responsibility for the business. However, the restaurant may consider diversifying its ownership structure in the future to accommodate growth and risk management.

Employee Management: Johurs Food have 5 employee. They working their 8pm to 4pm and they have 1 weekend.

5.2 Evaluation

The success of the project will be evaluated based on the following criteria

- Increase in customer awareness of Johur's Food
- Increase in the number of new customers
- Increase in repeat business
- Strength of brand reputation
- Increase in revenue

Chapter 06: Findings & Recommendation

6.1 Recommendations

For the business of Johurs Food. The business can add online and offline both services. Johurs Food can also add catering services. The business can add some particular department of this business. Then the business can easily find out there any problem.

The foremost imperative points of interest for beginning and running a fruitful restaurant trade are exhaustive showcase inquiries, interesting offering suggestions, center on quality, uncommon client benefit, area and vibe, and menu advancement. Advertise investigate ought to distinguish holes, competition, and client inclinations within the target advertisement. Menu advancement ought to reflect concept, cater to client inclinations, and give an adjusted assortment of dishes. Johur's Food requires dedication, hard work, and an enthusiasm for neighborliness to extend its chances of victory. To do this, it ought to frequently overhaul and improve its menu, create a solid showcasing technique, grasp innovation, construct connections with neighborhood providers, and persistently make strides in its procedures based on client input, advertise patterns, and monetary execution.

Expand Online and Offline Services

Offer both online ordering and delivery services to cater to customers who prefer convenience and expand the restaurant's reach.

Introduce Catering Services

Offer catering services for events and gatherings to generate additional revenue and attract new customers.

Establish Specialized Departments

Create dedicated departments for marketing, finance, and human resources to streamline operations and improve efficiency.

Document Management

Effectively managing and organizing project documentation can be time-consuming and require careful attention to detail.

Time Management

Balancing project tasks with daily restaurant operations can be challenging, requiring effective time management skills and prioritization.

Information Overload

Gathering and analyzing a large amount of information can be overwhelming, making it difficult to identify the most relevant and actionable insights.

6.2 Conclusion

Despite the inherent challenges of the restaurant industry, Johur's Food can increase its chances of success by continuously adapting its strategies, embracing innovation, and prioritizing customer satisfaction. With dedication, hard work, and a focus on quality, Johur's Food can establish a strong presence in the market and achieve sustainable growth.

In summary, the restaurant industry has faced significant challenges due to the pandemic, but it is adapting to the new normal. Safety measures, innovative strategies, and technology integration are helping restaurants recover and meet evolving customer needs. Labor shortages, supply chain disruptions, sustainability preferences, and technology adoption are shaping the industry's landscape.