

## **Final Project of Business Plan of Roll's Up**



**Roll's up - where every bites feel like home**  
**A Restaurant Business**

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**Date of Submission: December 28, 2025**

## Letter of Transmittal

Date: December 28, 2025

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

Subject: Submission of the final project named business plan of “Roll's Up”.

Dear Sir,

It is my great pleasure to submit the final project named “Roll's Up” as a part of the Department of Innovation & Entrepreneurship for your kind consideration. I made sincere efforts to this final project "Roll's Up" and examined relevant records for preparation of the report.

Within a limited time, I have worked to make this report as comprehensive as possible. But there may be some incompleteness due to various restrictions. For this reason, I beg your kind consideration in this regard.

Sincerely yours,



Sajjad Hosan Ashik  
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## Certificate of Approval

This is certifying that Sajjad Hosan Ashik bearing ID No. 0242220004111004, is a regular student of Department of Innovation & Entrepreneurship, Faculty of Business and Entrepreneurship, Daffodil International University. He has successfully completed his final project on "Roll's Up".

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

I wish his every success in life.



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

## **Acknowledgment**

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

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

I would like to express my special gratitude and thanks to Md. Kamruzzaman Didar sir for giving me such attention and time.

## **Abstract**

"Roll's Up" is a small but popular food shop located near Daffodil International University in Ashulia. It mainly serves students and bachelors who live around the campus. The shop offers a wide range of foods like rice, chicken curry, polao, rolls, and other tasty meals at affordable prices. Many students look for clean and quality food at a reasonable cost. Roll's Up is the perfect place for those students. Roll's Up is known for fast service, fresh food and student friendly environment. It has become a favorite eating spot for many DIU students, faculty, admin and staff because of a quick and satisfying meal during their working day.

## Table of Contents

Letter of Transmittal .....	i
Certificate of Approval .....	ii
Acknowledgment .....	iii
Abstract .....	iv
Chapter 01 .....	1
Introduction .....	1
1.1 Introduction: .....	1
1.2 Objective of the project .....	1
1.3 Scope Of The Project .....	3
1.4 Project Methodology .....	4
1.5 Background of the Project Study .....	4
1.6 Key Benefits of Business Projects .....	5
Chapter 2:Business Overview .....	6
2.1 Roll's Up: A Traditional Bangladeshi Food Restaurant .....	6
2.2 The Industry Overview .....	6
2.3 Objective .....	7
2.4 Roll's Up Business Goal .....	7
2.5 Mission: .....	7
2.6 Vision: .....	8
2.7 Target Audience .....	8
2.8 Literature Review .....	8
2.9 SWOT Analysis .....	9
2.10 Challenges Faced by Roll's Up .....	10
2.11 Specific Objectives of Roll's Up .....	11
Chapter 3:Promotional Strategies .....	12
Chapter 3.1 Digital Marketing .....	12
3.2 Branding Strategies .....	12
3.3 Public Relations (PR) Strategies .....	13
3.4 Methods for Reaching Customers .....	14
3.5 Creating Marketing Collaterals .....	14
3.6 Conducting Market Testing .....	15
3.7 Analyzing and Optimizing Marketing Performance Metrics .....	16
3.8 Key Factors for Running a Roll's Up Restaurant Business .....	16
Chapter:4 Explanation plan & Financial Activity .....	18
4.1 Explanation plan .....	18
4.2 Financial Activity .....	18
4.3 Sales Performance Comparison. ....	19
Chapter 05: Ownership & Employability .....	20
5.1 Ownership Structure .....	20
5.2 Evaluation .....	20
Chapter 06:Business Model Canvas (BMC) of Roll's Up .....	21
Chapter 07:Findings & Recommendation .....	23
7.1 Recommendations .....	23
7.2 Conclusion .....	24

## **Chapter 01 Introduction**

### **1.1 Introduction:**

With the growing demand for convenient yet home cooked food on campus areas, Roll's Up was established to serve quality Bangladeshi food in a smooth and reliable way. This venture operates from the food court of Daffodil International University and targets students, faculty members and administrative staff looking for tasty, filling and healthy food options. Roll's Up is offering a menu of traditional home cooked dishes, including popular plain rice and traditional bhaji and bharta, as well as dishes like spicy chicken, chicken roast, beef curry, egg curry, plain pulao and khichuri. The business is driven by its tagline, "Where every bite feels like home" which emphasizes customer satisfaction, food quality and hygiene. This project presents Roll's Up as a campus based entrepreneurial venture and examines there business concept, target market and management approach within a campus environment.

### **1.2 Objective of the project:**

Main Objective: Developing the business plan of " Roll's Up ".

Specific Objectives:

1. Assessment feasibility of the " Roll's Up ".
2. Developing marketing strategies of " Roll's Up ".
3. Developing the financial and expansion plan of " Roll's Up ".
4. Ownership and employability.
5. Finding and recommendation.

Develop a comprehensive business plan for Roll's Up that outlines strategies for growth, sustainability and market competitiveness.

## **Specific Objectives:**

1.To determine viability: Determine the demand of the products of Rolls Up by carrying out surveys and focus groups on the target customers. Analyze the products and pricing and positioning of competitors to develop gaps and opportunities. Assess the logistics of operations such as supply chain management, human resource and location profitability.

2.To create a marketing plan: Find out the target groups of customers, including students and university employees and adjust marketing to their needs. Develop an online marketing plan, such as social media promotion, online advertising and collaboration with influencers to also promote brand awareness. Create a rewards system and an incentive system to attract repeat business.

3.Creating a financial and expansion plan: Prepare detailed financial projections, including project revenues, expenses, and break-even analysis within the next 1-3 years.Determine possible funds to fund expansion: bank loans, investors and grants. Determine operating budget that includes marketing, staffing and any other expense incurred in growth.

4.Ownership and employability:Establish ownership of Rolls Up, the roles and responsibilities of the stakeholders. Establish a recruitment and training strategy in order to make employees possess the necessary skills and knowledge to facilitate business processes. Implement performance indicators to measure the productivity of the employees and the quality of customer service.

5.Finding and recommendation: Preview any major findings of market research, competition research and financial analysis. Formulate practical resolutions on recommendations of the analysis, which may include strategic alliances, product diversification, and focused marketing operations.Make business plans implementation schedules and monitoring plans, review the progress and make amends where necessary.

In general, the project report helps to turn a business idea into a plan, which has greater chances to be successful.

### **1.3 Scope Of The Project:**

1.Evaluation and Feedback: The project will be evaluated according to its content, feasibility and quality in general. Evaluator feedback (e.g., professors or business professionals) can also be a good source of information to shape up the business idea.

2.Business Plan Development: The project report may also be used as the basis of an in-depth business plan that may be employed to manage the actual start up and running of the business.

3.Funding Opportunities: in case the project report is well prepared then the project report can contact potential investors or lenders who may be interested in funding the business and therefore it is easier to secure.

4.Market validation: It is possible to make the business concept validated by the research and planning of the project, which gives the assurance that the product or service has a market want.

5.Strategic Implementation Roadmap: The project report can also provide a detailed plan of actions, timelines, and milestones that this business should be launched and scaled based on, which will serve as a framework of implementation.

6.Networking and Partnerships: It can be opened once the project is presented to partnership with suppliers, distributors or other businesses in the industry that see future in the idea.

7.Personal Development: The project completion contributes to improvement of the skills in the field of research, planning, financial analysis and strategic thinking that are useful in any future entrepreneurial activity.

These findings form a strong base of carrying out any business idea into reality with the tools and strategies to start and run a business successfully.

#### **1.4 Project Methodology:**

The approach to Roll's Up may be different based on the objectives of the research or project. Common procedures included:

- Market research
- Financial analysis
- Operations analysis
- Menu engineering
- Branding and marketing strategy.
- Feedback and satisfaction of customers.
- Competitive analysis
- Technology integration

The approach used must be responsive to the objectives of the research, the resources available and any constraints. A qualitative and quantitative approach may offer a detailed insight into Rolls Up.

Rationale:

There is an increasing trend in demand for pure traditional food, and Up Rolls food is in a position to take advantage of this trend due to its focus on authenticity and taste. The restaurant business has a great contribution to the economy and the society in terms of job creation, enhancing GDP and cultural exchange.

#### **1.5 Background of the Project Study:**

The restaurant business has changed over the years and has adapted to the cultural shift, the technological changes and the consumer taste. Rolls in Up has diversified itself through provision of a unique dining experience and serves a niche market.

Key Challenges:

Some of the challenges encountered in the restaurant industry include competition, high costs of operation, labor shortage, changing consumer preferences and economic changes.

Management Team:

The workforce of Rolls Up is small but highly commitment-based consisting of five people, who are ready to serve their customers out to the best of their ability.

## **1.6 Key Benefits of Business Projects:**

Being an Innovation and Entrepreneurship Student Business projects have numerous advantages to the innovation and entrepreneurship student. These projects offer a chance to implement the theoretical knowledge to the real world and create the experiential learning that assist students in skills and attitude required in navigating the business world.

### **Practical Application:**

Business projects enable students to put into practice what they learn in the classroom and therefore form the bridge between the classroom and the real world.

### **Experiential Learning:**

The students get to experience first hand business issues, decision making and adjustment to times of trouble by being exposed to the real world business situations.

### **Creativity Innovation:**

Commercial projects provoke imagination and stimulate students to think about new concepts which will contribute to entrepreneurial spirit.

### **Teamwork and Networking:**

Cooperation with colleagues and other employees in a certain industry will be a chance to share ideas, create beneficial relationships and improve work teamwork.

### **Risk -Taking and Resilience:**

Business projects also present calculated risk to students and they learn to overcome the uncertainties and develop resilience.

### **Business Planning and Implementation:**

Students acquire some real life experience in creating and implementing the strategies in business and practice their skills in planning and implementation.

### **Entrepreneurial Mindset:**

Business projects develop an entrepreneurial attitude, which allows students to find opportunities, effectively solve problems, and make a sound decision.

### **Future Ventures Preparation:**

Participation in business initiatives is practical and it builds the necessary entrepreneurial skills and equips the students with ventures in the vibrant world of business.

## **Chapter 2**

### **Business Overview**

#### **2.1 Roll's Up; A Traditional Bangladeshi Food Restaurant:**

Up is a restaurant that offers Bangladeshi traditional food. The establishment day of the restaurant was 01-November, 2024 and the restaurant is situated in the food court of Daffodil International University. Rolls Up is intended to market traditional Bangladeshi cuisine that has an authentic taste.

The restaurant is at the present operating one unit in Daffodil international University, it aims at increasing to five outlets nationwide in the next two years.

With vaccine movements and relaxation of restrictions, the industry is revolving around recovery and adaptation. Due to the safety measures being put in place by restaurants, the performance optimization and innovative approach is being employed by the restaurants in order to win the customers. Such trends as eating outside, increased attention to personal hygiene, elimination of contacts and technology have appeared.

The menu of Rolls Up is extensional with addressing such different types of foods as dry fish and fried vegetables. Another dish that the restaurant is thinking of incorporating into the menu is the Sidol Vorta which is a well-known North-Bangal dry fish.

Rolls Up is ready to go through any difficulties that might come. The restaurant lacks an online delivery system yet it is intended to have an online delivery company soon. The food delivery firm will also distribute food in and out of the Daffodil International University campus.

#### **2.2 The Industry Overview:**

The food service business in Bangladesh has been undergoing consistent growth as a result of the booming urbanization and changing consumer lifestyle. University campuses are a unique market in this industry since students, faculty members and the administrative staff need affordable, healthy and time savory food services on a daily basis. Campus food courts provide competitive settings whereby various vendors can target a given and repeat customer base. This segment is very price conscious and at the same time insists on taste, portion size and quality of food. The traditional Bangladeshi food still has its dominance in demand since it provides the sensation of familiarity, emotional warmth, and nutritional balance. Compared to fast food, home-cooked food is said to be healthier and more appropriate to be consumed regularly. In general, the food service business on the campus has strong predictable demand and growth prospects to the small entrepreneurial businesses that can sustain quality, hygiene and customer satisfaction.

### **2.3 Objective:**

In an effort to increase the market position of Roll's Up and win new clients and brand loyalty through thorough marketing and branding strategies.

### **2.4 Roll's Up Business Goal:**

Our mission is to market the traditional Bangladeshi food. In the modern times, people have got used to consuming junk food that is leading to different health-related issues. Rolls Up is meant to generate profit, and at the same time, advertise local food.

Customer Satisfaction and Loyalty:

Rolls Up should set certain goals and objectives that may guarantee customer satisfaction, loyalty and profitability. Loyalty of the customers can be secured through building relationships, provision of discounts, loyalty programs, high quality of food and service provision.

The Research on the Restaurant Industry:

In order to do research on the restaurant industry, it is important to define the research objective, literature review, develop research questions or hypotheses, select the best research methodology and gather the required data. These actions will give an overview of the existing level of knowledge and detect gaps in research and be aware of the most important elements that impact 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:**

Roll's Up is trying to achieve the vision of 2027. By 2027 Roll's Up will open two more outlets in Dhaka city. This is the first initiative of Roll's Up. For this 1st vision Roll's Up already takes some necessary steps. Roll's Up already increased their employees number for a smooth service. Also Roll's Up recently Launched a office delivery system. On the other hand Roll's Up focuses on some unique items, such as 'Kabuli Biryani & Achari chicken' which will be totally innovative items for Roll's Up.

## **2.6 Vision:**

Roll's Up vision is to become a trusted and preferred campus-based food brand by consistently delivering quality, hygienic and homely meals, while gradually expanding its presence by establishing Roll's Up outlets across schools, colleges and universities throughout Bangladesh.

## **2.7 Target Audience:**

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

Secondary Target Audience are Food enthusiasts, individuals seeking traditional Bangladeshi cuisine and health conscious people.

## **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.
- The careful examination of the academic articles, reports and other publications addressing the industry will give important information about the present situation and the future perspectives of the restaurant industry.

## 2.9 SWOT Analysis:

<b>Strength</b>	<b>Weakness</b>
Customer Service Strategic Location Guaranteed Food Quality Unique Traditional Menu Offerings Brand Recognition	Operational Challenges Limited Vendor Reach Staffing Issues Cost management
<b>Opportunity</b>	<b>Threats</b>
Growing Food Trends Menu Innovation Events and Catering Expansion Online Presence	Competition Economic Factors Authority New Rules Internal Competition

## **2.10 Challenges Faced by Roll's Up:**

Like most restaurants, Rolls Up has a number of challenges that it is subjected to and these may play against its expansion and success. Some of these possible problem statements are the following:

**Low Customer Retention:**

Having limited dishes may create boredom to the customers and decrease revisiting.

Customers can be disappointed by differences in taste or amount of food and this diminishes their possibility of coming back.

Customers can be frustrated by slowness or a bad service experience, and they will have to give competitors a chance.

There are no discounts, combo meals or rewards to increase the motivation towards repetitive business.

Uncleanliness or bad arrangements may make customers feel like never going back.

In case the prices are seen to be high in relation to the same alternatives, then the customers can shift to different locations.

**Ineffective Operations and Cost Management:**

The kitchen and service activities of the restaurant can be inefficient resulting in wastage of food, increased waiting time and increased labor expenses.

The restaurant could also be failing to manage its inventory or buying supplies thus incurring unnecessary costs.

**Weak Online Presence and Online Involvement:**

The restaurant might lack a mobile application or a web page and as a result, the customers will not be able to access the information regarding the restaurant and could not place reservations.

The restaurant might not be present on social media or interacting with customers on the Internet, and it will be losing a chance to establish relationships and find new clients.

These obstacles could have a huge effect in the profitability and long term success of Rolls up. These issues will allow the restaurant to better the customer satisfaction resulting in better brand reputation and streamlining its operations to develop further.

### **2.11 Specific Objectives of Roll's Up:**

After the problem statement is set, now it is important to set clear goals of the project. These goals will be used in the work and serve as a guideline in gauging success. The following are some of the potential goals of restaurant business students:

- Increase customer contact and loyalty.
- Increase efficiency of operations.
- Establish an all-encompassing marketing plan.
- Optimize the menu.
- Improve experience with customers.
- Carry out a critical financial analysis.

These goals give a point of departure to the efforts of Roll Up to devise strategies and quantify the success of its projects in meeting the challenges unique to the restaurant business.

## **Chapter 3 Promotional Strategies**

### **Chapter 3.1 Digital Marketing:**

Build a good social media presence on social sites such as Facebook, Instagram, and twitter. Post interesting material, bolding the services of the restaurant, the reviews of its clients, and advertising the events.

Use target advertising of social media in order to access particular demographics and interests.

Adopt an approach to content marketing, i.e., posts on blogs, videos of recipes and food photography.

Search engine optimization (SEO) should be done on the restaurant's site in order to enhance its visibility in the search engines.

You can consider using email marketing campaigns to ensure the customers are aware of new items and offers in the menu.

#### Traditional Marketing:

Make use of print advertisements within the local newspapers, magazines and community publications.

Collaborate with local companies in the cross-promotions. Participate in community events and food festivals to bring the brand into the limelight.

Publicity through distribution of flyers and brochures in strategic points within the community.

Conduct promotional events hosted by the host, e.g. cooking demonstrations or special tasting menus, to get new customers.

### **3.2 Branding Strategies:**

#### Brand Identity:

Create a brand name, logo and tagline that is unique and memorable and reflects the spirit of Rolls Up.

Develop a uniform brand image of all marketing tools such as restaurant sign, menu, web and social media tools.

Create a brand voice that is genuine, friendly and shows the traditional and quality dedication of the restaurant.

Brand Positioning:

Position Roll as a leading place to dine in with tasty and authentic Bangladeshi food.

Focus on the fact that the restaurant will use traditional methods and techniques of cooking and fresh locally sourced ingredients.

Emphasize on the friendly nature of the restaurant and its promise of outstanding customer service.

Brand Equity:

Create good brand association through constant provision of high quality food, excellent service and unforgettable experiences of dining.

Interaction with the customers on social media, feedback timely and response to any questions productively.

Cooperation with local influencers, food bloggers to create positive feedback and build brand credibility.

### **3.3 Public Relations (PR) Strategies:**

Media Outreach:

Create relations with local media houses to create good news coverage.

Make announcements concerning new menu and special events and community campaigns.

Request the food bloggers and critics to visit and make their reviews about the restaurant.

Reputation Management:

Checking online feedback and replying to both negative and positive comments as soon as possible.

Professionally and efficiently respond to any issues or complaints raised by the customers.

Be proactive when it comes to managing the online image of the restaurant so as to have a good brand image.

### **3.4 Methods for Reaching Customers:**

The Up strategy of Roll incorporates different strategies to win and maintain the customers. These methods include:

#### **Contextual Marketing**

In its marketing messages, Roll differentiates its Up by ensuring that it targets certain situations like offering a discount within lunch time, or offering special meals during holidays.

#### **Group Promotions**

To attract large orders, the restaurant conducts group promotions, as well as provides their products to groups of people, to draw in increased revenue.

#### **Facebook Advertising**

The Up application by Roll uses specific Facebook advertisements to expose more people to their service and market it successfully.

#### **Discount and Offers**

Rolls has also Ups in which the students get numerous discounts and offers during special occasions. To ensure that the customer satisfaction and customer engagement grow fast.

### **3.5 Creating Marketing Collaterals:**

Marketing collaterals are physical material which can be used as a physical expression of a brand and its messages. Such resources are important to facilitate marketing activities by increasing brand recognition, marketing products or services as well as reaching out to the target markets. Rolls Up can be successful in using different marketing collaterals to meet its marketing objectives:

#### **Brochures**

Create attractive and informational brochures that underscore the unique services that Rolls up offers, true flavors and friendly ambiance. Disseminate these brochures in strategic places with high traffic e.g. community centers and partner businesses.

#### **Flyers**

Design eye catching flyers where you will display special offers, future events and seasonal menu. Place flyers in the restaurant, localities around and in areas of interest to capture new customer interest and publicity certain offers.

### Posters

Create powerful posters that reflect the brand personality and food of Rolls Up. The posters should be displayed in the restaurant, partner businesses, and community events to increase brand awareness and arousal.

### Business Cards

Prepare professional and unique business cards, which contain restaurant logos, contact details and social media accounts. Give out such business cards to the customers, partners and potential clients so as to have a good presence of the brand and also so as to create networks.

## **3.6 Conducting Market Testing:**

The data regarding customer feedback collected and analyzed is necessary to determine the effectiveness of marketing strategies and make data-driven marketing decisions. There are several ways that can be applied by Rolls up in order to receive valuable feedback.

### Market Testing

Test the market to find out the attractiveness and usefulness of new menu foods, advertising campaigns or advertising resources. Get the feedback about the customers of a representative sample to determine where to improve and how to optimize the marketing strategies.

### Surveys

Create and send the surveys online using the web or use physical forms to deliver the surveys to the customers. Get her customer satisfaction feedback, dining experience, preferences and marketing programs. Interpret survey data in order to find out trends, patterns and areas of improvement.

### Customer Feedback Forms

Give customer feedback questionnaires at the restaurant or on the internet. Ask customers to give their feedback, ideas and complaints about their dining experience as well as about their marketing communication. Pull feedback analysis to understand customer satisfaction and problems that may arise.

### **3.7 Analyzing and Optimizing Marketing Performance Metrics:**

It is important to analyze and optimize marketing performance measures on a regular basis to measure the success of marketing campaigns and draw decisions based on data. The main measurements that Rolls can follow to evaluate its marketing performance are:

#### **Conversion Rates**

Monitor the rates of visitors to the site who perform a specific action, say reservation. Compare the rate of conversion in various marketing channels and determine where there is the need to improve.

#### **Click Through Rates (CTRs)**

Determine the ratio of people that click on a link on an email, social media post or online ad. Evaluate CTRs to determine the messaging and targeting performance.

#### **Return on Investment (ROI)**

Divide the revenue generated by the campaign and the cost of the campaign to obtain the ROI of each marketing campaign. Evaluate ROI in order to know the profitability of various marketing programs.

### **3.8 Key Factors for Running a Roll's Up Restaurant Business:**

The key factors of success of any restaurant business include a number of issues:

#### **Concept Development**

The concept of the restaurant and the target audience, the type of the cuisine and the general atmosphere it provides will obviously play a crucial role in creating the unique identity.

#### **Market Research**

It is important to make informed decisions in business by carrying out substantial market research to know what the customers want, competition and industry trends.

#### **Business Planning**

It is important to have a detailed business plan that specifies the objectives, strategies, financial forecast and operational strategies of the restaurant that would lead to its development.

#### **Location Selection**

When selecting a strategic place, it is important to make sure that there is high visibility, ease of access and pedestrian traffic, which will help in customer attraction and creating a good customer base.

### Menu Engineering

To establish long term success, it is imperative to design a well balanced menu that meets customer requirements, serves to make available optimal profitability and efficient food preparation.

### Operations Management

Adoption of effective business operations process such as inventory management and personnel management and quality control measures are essential in the preservation of profitability and customer satisfaction.

The creation of Customer Relationship Management (CRM) Strategies:

Building customer loyalty requires proper customer relationship management (CRM) that facilitates repeat business and customer lifetime value. Up CRM strategies can be used by Roll's Up to enhance customer relationships:

#### Customer Acquisition

Strategize on how to get new customers via targeted marketing programs, presence online and referral programs.

#### Customer Retention

Introduce loyalty programs, unique experience and outstanding customer service so as to make the customers revisit and be regulars.

#### Customer Loyalty

Build a high emotional bond with the customers through offering outstanding dining experiences and acting on feedback with promptness and showing that they value their customers.

Through such extensive marketing and branding measures, Rolls Up will be able to market its business well, gain new customers and become a strong brand within the local community.

## Chapter:4 Explanation plan & Financial Activity

### 4.1 Explanation plan:

Roll's Up has plans to expand their business into overall Dhaka city first. Roll's Up started their business from a University based area but now they want to open at least five outlets in Dhaka city as soon as possible.

### 4.2 Financial Activity:

Roll's Up Started their business from 1 November 2024. From the beginning Roll's Up taking the cash payment and also Card payment. But from 1 February 2025 Roll's Up totally conducted online payment. Now Roll's Up is a fully cashless Shop. Students are able to pay their payment by their student card called 1card.

**Roll's Up Investment:** Roll's Up when they opened their business, they invested 3.5lakh for the first outlet including the security money.

**Yearly Revenue:** From this year Roll's Up is facing lots of problems due to universities some unavoidable inconvenience and also for the current county situation.

This year Roll's Up generated:

<b>Total sell</b>	<b>52,94,375 BDT</b>
<b>Total Expense</b>	<b>39,90,437 BDT</b>
<b>Revenue</b>	<b>13,03,938 BDT</b>

Over the past year, Roll's Up has faced several challenges, mainly related to college and the general economic situation. Despite these issues, the company achieved a total turnover of 52,94,375 BDT. Total expenditure for the year was 39,90,437 BDT. After considering these expenses, Roll's Up's net turnover was 13,03,938 BDT, indicating that the company has managed to remain profitable even under difficult circumstances.

**Finance Distribution:** Roll's Up revenue management is as like other shops; Salary distribution, Monthly shop rent, Utility bills and other expenses and after calculating the all expense owners take the net profit. But we have a fund that's called "RPS -Roll's Up Savings". It's a daily savings from our regular sales with no limited amount. After a certain period when Roll's Up needs to buy some special asset or any emergency, RPS helps us to survive the situation.

### 4.3 Sales Performance Comparison:(Six-Month Analysis)

Month	Total Sell (BDT)	Month	Total Sell (BDT)
December 2024	495424	June 2025	530376
January 2025	492833	July 2025	563064
February 2025	458530	August 2025	573544
March 2025	266393	September 2025	421653
April 2025	495315	October 2025	558725
May 2025	392365	November 2025	495424
Total sell in 1st 6th month	2600860	Total sell in last 6th month	3172786

#### Percentage Growth Calculation (Simple):

$$\text{Sales Growth} = (3172786 - 2600860) \div 2600860 = 0.2198$$

Sales Growth = 22% almost.

#### Sales Analysis:

The six-month sales comparison demonstrates a noticeable improvement in overall revenue after implementing customer-based strategies. Total sales increased from BDT 26,00,860 in the initial six-month period to BDT 31,72,786 in the subsequent six-month period, representing a growth of approximately 22%.

The increase in sales can be attributed to improved food quality consistency, better service efficiency, introduction of combo offers, and enhanced customer satisfaction. The results indicate that data-driven decision making and customer feedback have played a significant role in improving business performance.

## **Chapter 05**

### **Ownership & Employability**

#### **5.1 Ownership Structure:**

Roll's Up 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 :** Roll's Up has 5 employees. Their working time is 7am to 6pm and the lunch break 1hour. 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 Roll's Up.
- Increase in the number of new customers for Roll's Up.
- Increase in repeat business.
- Strength of brand reputation.
- Increase in revenue.

**Chapter 06**  
**Business Model Canvas (BMC) of Roll's Up**

<b>Building Block</b>	<b>Description</b>
<b>Key Partners</b>	<ul style="list-style-type: none"> <li>● Local grocery and raw material suppliers.</li> <li>● Meat, rice, spice and vegetable vendors.</li> <li>● Daffodil International University (Food Court Authority).</li> <li>● 1-Card &amp; online payment service providers.</li> <li>● Future food delivery partners.</li> <li>● Packaging and disposable suppliers</li> </ul>
<b>Key Activities</b>	<ul style="list-style-type: none"> <li>● Daily preparation of fresh and hygienic Bangladeshi food.</li> <li>● Quality and taste consistency control.</li> <li>● Fast customer service.</li> <li>● Menu planning and innovation.</li> <li>● Inventory and cost management.</li> <li>● Marketing and promotion.</li> <li>● Employee training and supervision.</li> </ul>
<b>Key Resources</b>	<ul style="list-style-type: none"> <li>● Food court shop space at DIU.</li> <li>● Kitchen equipment.</li> <li>● Skilled cooks and service staff (5 employees).</li> <li>● Roll's Up brand name.</li> <li>● Standardized recipes and menu.</li> <li>● Cashless payment system (1-Card).</li> <li>● Roll's Up Savings Fund (RPS).</li> </ul>
<b>Value Propositions</b>	<ul style="list-style-type: none"> <li>● Homely food experience (“Where Every Bite Feels Like Home”).</li> <li>● Authentic Bangladeshi cuisine.</li> <li>● Affordable student-friendly pricing.</li> <li>● Fresh and hygienic meals &amp; Fast service.</li> <li>● Consistent taste and portion size.</li> <li>● Convenient cashless payment.</li> </ul>

<p><b>Customer Relationships</b></p>	<ul style="list-style-type: none"> <li>● Friendly and personalized service.</li> <li>● Student discounts and special offers.</li> <li>● Social media engagement.</li> <li>● Customer feedback collection.</li> <li>● Quick complaint resolution.</li> </ul>
<p><b>Channels</b></p>	<ul style="list-style-type: none"> <li>● DIU Food Court (direct sales).</li> <li>● Walk-in customers.</li> <li>● Facebook page and word-of-mouth.</li> <li>● Posters and flyers.</li> <li>● Future office delivery and online food delivery platforms.</li> </ul>
<p><b>Customers Segment</b></p>	<ul style="list-style-type: none"> <li>● Primary: University students, faculty members, administrative staff, nearby bachelor residents.</li> <li>● Secondary: Traditional food lovers, health-conscious consumers, families (future expansion).</li> </ul>
<p><b>Cost Structure</b></p>	<ul style="list-style-type: none"> <li>● Raw materials and ingredients.</li> <li>● Employee salaries.</li> <li>● Shop rent and security deposit.</li> <li>● Utilities (electricity, gas, water).</li> <li>● Packaging costs and marketing expenses.</li> <li>● Maintenance and operational costs.</li> </ul>
<p><b>Revenue Streams</b></p>	<ul style="list-style-type: none"> <li>● Daily food sales.</li> <li>● Special menu items and combo meals.</li> <li>● Office delivery services.</li> <li>● Future catering services.</li> <li>● Future online ordering and delivery</li> </ul>

## **Chapter 07**

### **Findings & Recommendation**

#### **7.1 Recommendations:**

Based on its current operations and positioning in the market, Rolls Up can pursue a number of strategic recommendations to guarantee sustainable growth and success in the long term.

To begin with, the service can be extended by having online and offline systems of ordering. Convenience in the university campus can be enhanced online through online food ordering and preorder facilities and offline services will still serve walk-in customers effectively.

Secondly, Rolls Up has an opportunity of catering to university events, seminars, workshops, and small-scale events. This would generate another revenue stream and brand awareness in the campus. The use of resources during off peak hours can also be done through catering services.

The other recommendation should be to set up certain functional areas or departments of business like operations, finance and marketing. At the lowest level, the clear responsibility should serve to make the management notice the problems early and increase the efficiency of the whole work. The daily sales, expenses and inventory should be properly documented and records kept to facilitate informed decision making.

In addition, Rolls Up ought to work on continuous improvement of the menu by updating food products on a regular basis according to the customer reactions and preferences. Focusing on the quality of food, hygiene and regular taste will aid in enhancing the retention of the customers. Customer engagement can also be enhanced by creating an easy yet effective marketing plan, which includes promotional deals or campus based deals.

Finally, time management and operational planning is a necessary measure to balance between the daily food service operations and business development activities. Through customer response, market and financial performance, Rolls Up can constantly enhance operations and stand more likelihood of its long term success as a university based food venture.

## **7.2 Conclusion:**

### **Conclusion**

The restaurant business has certain drawbacks, but by constantly changing their strategies and accepting the role of innovation and customer satisfaction, Rolls Up can be more successful. Through commitment, effort and excellence, Rolls Up is a solid market and viable development.

Overall, the restaurant sector has been affected greatly by political and social inequality, yet it is changing to the new normal. The industry is being influenced by labor shortages, supply chain issues, sustainability choices and technology use as restaurants rebound and are filling the increasing customer demand.

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