



PROJECT Implementation of



By

Md. Irfanul Hoque

ID: 221-45-038

Supervised By

Md. Didarul Alam Faisal

Lecturer,

Department of Innovation and Entrepreneurship,

Daffodil International University

Declaration

We hereby declare that this project has been done by us under the supervision of Md. Didarul Alam Faisal, Lecturer , Daffodil International University. We also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.

Supervised by



Md. Didarul Alam Faisal
Lecturer,
Daffodil International University

Submitted by



Md. Irfanul Hoque
221- 45 -038
Department of Innovation and Entrepreneurship,
Daffodil International University

Letter of Transmittal

Date: **October 10, 2025**

Md. Didarul Alam Faisal

Lecturer,

Department of Innovation & Entrepreneurship

Daffodil International University

Subject: Submission of the report named “Project Implementation of Savora”.

Dear Sir,

It is my great pleasure to submit the report named **”Project Implementation of Savora”** as a part of Project 12 of the Department of Innovation & Entrepreneurship for your kind consideration. I made sincere efforts to conduct research and examined relevant records for preparation of the report 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,

Md. Irfanul Hoque

221-45-038

Department of Innovation & Entrepreneurship

Daffodil International University.

Certificate of Approval

This is certifying that **Md. Irfanul Hoque** bearing ID No. 221-45-038, is a regular student of Department of Innovation & Entrepreneurship, Faculty of Business and Entrepreneurship, Daffodil International University. He has successfully completed his final project implementation on “**Savora**”.

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

I wish him every success in life.



10.11.22

Md. Didarul Alam Faisal

Assistant Professor,

Department of Innovation & Entrepreneurship

Daffodil International University

Acknowledgement

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. Didarul Alam Faisal, 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.

I would like to express my special gratitude and thanks to my all course teachers for giving me such attention and time.

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Executive Summary

This project focuses on Savora, a 25-seater Chinese restaurant based in Bangladesh, which has been successfully operating for the past three months. The restaurant was established with the aim of filling a clear market gap providing hygienic, affordable, and authentic Chinese cuisine in a family-friendly setting, bridging the gap between expensive fine dining and low-quality street food options.

The study outlines Savora's vision, mission, goals, and objectives, which emphasize delivering high-quality meals, creating value for customers, and ensuring sustainable business growth. The analysis reveals that the Bangladeshi restaurant industry is rapidly growing, with increasing demand for quick service and delivery-friendly restaurants, making Savora's positioning both relevant and promising.

A detailed review of the market and competitors highlights Savora's strengths, particularly its mid-range pricing, strong customer service, and digital presence through platforms such as Facebook. Supporting frameworks such as SWOT, PESTLE, and Business Model Canvas were applied to assess the business environment and identify opportunities.

The financial plan demonstrates a total investment of BDT 12 lakhs, covering costs such as rent, salaries, raw materials, utilities, and marketing. With an average daily sales projection of BDT 15,000–16,000, the revenue model shows steady growth, with break-even expected within the first year. A Minimum Viable Product (MVP) approach ensures the business tests and refines its offerings before scaling further.

The project also presents a risk management framework with mitigation strategies and a sustainability plan, ensuring long-term resilience. An implementation timeline with innovative growth initiatives and Key Performance Indicators (KPIs) guides progress tracking. Finally, the future expansion strategy envisions scaling through new branches or cloud kitchens, menu diversification, partnerships, and sustainable business practices.

Objective of the story

- a) To understand Savora's vision, mission, goals, and objectives in relation to the restaurant industry in Bangladesh.
- b) To analyze the market environment using **SWOT and PESTLE** analysis and identifying both opportunities and threats.
- c) To identify the target customer segments and assess their needs, preferences, and expectations.
- d) To prepare a financial plan including revenue projections, cost structure, and break-even analysis.
- e) To develop an operational plan that ensures quality service, efficient workflows, and supply chain reliability.
- f) To assess Savora's HRM perspective, focusing on recruitment, training, motivation, and employee retention strategies.
- g) To identify key business risks and propose effective mitigation strategies for long-term resilience.
- h) To propose a future expansion strategy for Savora through menu diversification, cloud kitchens, and strategic partnerships.

Methodology of the study

This study on Savora was conducted using both primary and secondary research methods to ensure accuracy and practical relevance. The methodology followed a structured approach as described below:

1. Research Design

The study adopts a descriptive and analytical research design. It describes Savora's current operations and market position while analyzing its financials, risks, and growth strategies.

2. Primary data collection :

- a) Direct observations of Savora's daily operations, customer flow, and service delivery.
- b) Informal discussions with the restaurant owner, staff, and selected customers.
- c) Internal records such as cost structure, sales figures, and investment details.

3. Secondary data collection :

- a) Industry reports on the restaurant sector in Bangladesh.
- b) Academic resources on business models, SWOT, PESTLE, and HRM practices.
- c) Competitor data from online platforms.

4. Tools and frameworks used :

- a) SWOT analysis.
- b) PESTLE analysis.
- c) Business model Canvas.
- d) Financial analysis.
- e) HR and motivation theories.

Limitations of the study

This study provides valuable insights into Savora's operations and future strategies, but it has some limitations like -

- a)** The financial analysis is based on the first three months of operations, which may not fully reflect long-term performance, seasonal variations, or customer demand patterns.
- b)** Customer opinions were gathered informally from a limited number of diners, which may not represent the broader target market.
- c)** Due to time limitations, an extensive market survey or competitor benchmarking could not be conducted in detail.
- d)** Revenue projections and cost structures are partly based on assumptions, which may differ from actual results.

Chapter1: Business Introduction of Savora

1.1 Overview of Savora :

Savora is a Chinese restaurant that has built a strong reputation for offering authentic Chinese cuisine and exceptional customer service. Over the years, the restaurant has earned a loyal customer base due to its commitment to quality and consistency. This was established in 2024 and the first branch was in the DIU area. Now Savora is running two branches, one in Merul Badda, which is a cloud kitchen and the other one is in Chittagong.

1.2 Core Offerings :

We offer authentic Chinese dishes like fried rice, chow mein, Chinese soups, fried wontons etc. We also offer fast foods like pizza & meat box. Besides the student and couple platters, we also offer some drinks items like juices and shakes. We offer a cozy 25 seated dine-in experience in our Chittagong branch. Takeaway service is also available for the customers who want quick meals. Savora has affordable pricing for students and young professionals. We never compromise with our quality and cleanliness as we have a clean cooking environment. Our staff have been instructed to remain polite with the customers.

In short, above everything else, Savora offers not only quality food but also a homely dine-in atmosphere for its customers.

1.3 Unique selling Propositions (USP) :

Savora's unique selling point is that it combines quality foods with a homely dine-in experience. Moreover, although we offer Chinese food like fried rice and chow mein, we maintain consistency with the taste of Bangladesh with the right balance of spice and flavor.

By combining affordability, quality and customer centric service, Savora stands out as a unique choice in the restaurant market. Here are some more features :

- a) Fusion Dishes** - Blending authentic Chinese with a local Bangladeshi twist to attract a wider audience.
- b) Premium Ingredients** - Fresh, locally sourced vegetables and high-quality imported food ingredients.
- c) Health conscious menu** - Low oil cooking options, steamed dishes, vegetarian and vegan choices.
- d) Ambiance & Experience** - A modern and cozy atmosphere to experience delightful dishes.

1.4 Business Canvas Model :

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
a) Local suppliers. b) Interior designer & maintenance provider. c) Investors/financial partners. d) Digital marketer.	a) Serving Chinese food. b) Maintaining hygiene & quality. c) Staff training & customer service.	a) Authentic Chinese experience. b) Unique menu. c) Fast service. d) Takeaway.	a) Loyalty programs. b) Social media engagement. c) Online reviews. d) Special promotions.	a) Students. b) Young professionals. c) Friends & family.
	Key Resources		Channels	
	a) Kitchen equipment. b) Skilled chefs & trained staff. c) Investment capital. d) Brand identity.		a) Dine-in service. b) Word-of-mouth & local community connections. c) Social media page.	
Cost Structure			Revenue Streams	
a) Rent & utilities. b) Staff salaries & benefits. c) Raw materials. d) Maintenance & cleaning.			a) Dine-in sales. b) Takeaway orders. c) Seasonal promotions & festival offers. d) Combo meals.	



Diagram 1- Operational & Strategic workflow.

The operational and strategic workflow of Savora is indicated by this diagram. It begins with sourcing raw materials from local suppliers and forming partnerships with universities and delivery platforms. The daily operation of Savora includes kitchen preparation, hygiene checks, dine-in and takeaway services. The diagram highlights Savora’s future expansion plans, including new branches, cloud kitchens, and district based dishes. The diagram highlights Savora’s future expansion plans, including new branches, cloud kitchens, and district based dishes.

Chapter 2: Vision, Mission, Goals, and Objectives

2.1 Vision Statement :

We want to build Savora into a trusted Bangladeshi restaurant that is affordable and gives priority to the youth. We want to make Savora feel like a homely dine-in restaurant. We want to develop Savora as one of the finest restaurants in Bangladesh.

2.2 Mission Statement :

Savora's mission is to serve authentic and locally adapted Chinese cuisine at an affordable price, ensuring every customer enjoys a hygienic and overwhelming dining experience. In addition,

- a) Making a loyal and returning customer base.
- b) Increasing the outlet numbers by keeping the same quality.
- c) Making more employment opportunities.
- d) To introduce district based special dishes from across Bangladesh.
- e) Leveraging technology.

2.3 Short-term and Long-term Goals :

Short-term goals (within 1 year) :

- a) Build a loyal customer segment where there will be at least 350 repeated customers.
- b) Increasing monthly growth of sales which will be approximately 5-10%.
- c) Reach break-event point.
- d) Making strong brand awareness.
- e) Collaboration with online delivery platforms like FoodPanda.

Long-term goals (within 5 years) :

- a) Having at least 3 outlets with dine-in capacity.
- b) Building Savora as a recognized restaurant brand.
- c) Implementing eco-friendly practices.
- d) Creating an employee development programme.
- e) One chef mastermind theory.
- f) Introducing district based special dishes.
- g) Develop a franchise system.
- h) Achieve at least 30% yearly revenue growth.
- i) Partnership with local farmers to support sustainable sourcing.
- j) Maintaining a good review rating which will be honest

Chapter 3: Market Analysis

3.1 Restaurant Industry in Bangladesh :

The restaurant industry in Bangladesh is growing too fast. This industry has been booming in the urban areas of Bangladesh, specially in Dhaka and Chittagong, for several years. Nowadays, there are numerous restaurants with so many variations like fine dining, casual dining, fast food and so on in our country. Doing business in this industry is very much competitive.

- a) There is a huge potential for mid range restaurants.
- b) The trend of online food delivery is booming.
- c) customers want not only good and quality food, but also want a restaurant that is photogenic and with a soothing atmosphere.
- e) Rising ingredient costs due to inflation is a major challenge now.
- f) There is a shortage of skilled chefs and trained waiters.
- g) Maintaining good quality consistently is a tough thing in this industry.
- h) The industry is also seeing a digital transformation, with delivery platforms such as Foodpanda and Pathao Food playing a crucial role in expanding customer reach.

In addition, the restaurant industry is now one of the fastest growing and famous industries in Bangladesh. So to sustain for a long term in this industry, Savora has to serve quality food consistently and also has to reach the customer needs including proper environment and other major and minor expectations of the customers.

3.2 Competitor Analysis :

Nowadays, the restaurant business is one of the most saturated businesses. So, there are so many competitors in this industry. Almost all restaurants are unique at their own point. Most Chinese restaurants in Bangladesh focus on premium dining experiences with high prices. Some restaurants offer low-cost street food with poor hygiene. Most restaurants are popular but there are very few who actually work with authentic chinese food considering Bangladeshi taste. This creates a market gap where Savora can involve and reach the gap.

- a) **Direct Competitors** - Other Chinese restaurants in the area or Similar dine-in restaurants targeting students, families, and young professionals.
- b) **Indirect Competitors** - Fast food shops, biryani houses, and cafes that attract the same customer segment and online food delivery or cloud kitchens offering Chinese.

Here's a sample of Competitor Comparison Table,

Competitor name	Location/Type	Strengths	Weakness	Savora's advantage
Manin Chinese Restaurant	Elephant road, Dhaka	a)Classic chinese menu. b) Food fits local tastes. c) Reasonable price.	a)Food quality is not consistent. b)Comfort issues like heat.	Consistent food quality with a good environment.
Pizzaburg	Bangladeshi chain	a)value for money. b)Good food vs price.	a)Limited options. b)Pizza is the only item which is famous.	More food options with variety.
Kentucky	Chittagong	a)Nostalgic, local favourite. b)Good signature dishes.	a)Ambience, decor issues. b)Variation in quality.	Soothing ambience with consistent food quality.
River view restaurant	Boat club, CTG	a)Ambience, view. b)Menu variety. c)Specious seating.	a)Over priced. b)Service delay. c)Lack of consistency.	Affordable and budget friendly.

The competitor analysis highlights that while many local Chinese restaurants have built strong reputations and customer bases, they also face significant challenges such as inconsistent food quality, lack of proper ambience, and lack of innovation. Most competitors either focus on low cost bulk portions or on premium dining, leaving a gap in the mid range segment where Savora positions itself. Savora can take advantage of this by offering authentic taste, hygienic preparation, a modern and affordable dining experience.

Moreover, where competitors are limited in dine-in or basic takeaway, Savora differentiates by providing a balanced mix of dine-in, takeaway, and future cloud kitchen expansion, making it more adaptive to changing market needs. Atlast, consistency, customization, and affordable authenticity give a strong opportunity to attract customers and gradually build a loyal customer base.

3.3 SWOT Analysis :

Here is the SWOT analysis for Savora -

1) Strengths :

- a) Affordable pricing strategy for students and young professionals.
- b) Maintaining high hygiene standards.
- c) Unique menu with Chinese dishes considering Bangladeshi taste.
- d) Soothing and cozy atmosphere.

2) Weakness :

- a) Limited seating capacity.
- b) New brand without established reputation.
- c) Limited financial resources.

3) Opportunities :

- a) Expanding more outlets including cloud kitchen.
- b) Menu diversification.
- c) Going through online delivery.
- d) Making a strong brand identity.
- e) Making Savora a Bangladeshi chain.

4) Threats :

- a) Competition with both premium chinese restaurants and street side carts.
- b) Managing raw material costs due to inflation.
- c) Staff turnover, which will hamper taste quality.
- d) Changing customer's priority.

The SWOT analysis shows that Savora is very much well positioned to attract the target customers, specially students and young professionals by affordable pricing, hygienic standards and offering unique menu. These strengths create a strong foundation for the trust of the customers and differentiation in a highly competitive market. The SWOT analysis shows that while Savora faces initial challenges, its strengths and opportunities are overtaking the weaknesses and threats by making a clear roadmap for sustainable growth and long term brand building. Supplier partnerships, staff training, and customer loyalty programs can minimize these risks also.

3.4 PESTLE Analysis :

A PESTLE analysis will help Savora to understand the external environment as this analysis includes political, economic, social, technological, legal and environmental factors. Savora, as a casual restaurant in Bangladesh, these factors create opportunities and also challenges.

1) Political factors :

- a) Government support for **SMEs and local businesses** will play a major role in expanding business growth.
- b) If strict rules and regulations, higher costs are imposed on imported goods, their availability will decrease, which will be responsible for increasing prices. Because we know that when availability decreases, prices rise.
- c) Political instability will affect supply chains.

2) Economic factors :

- a) Rising the income of middle class society in urban areas and also the income of students will increase the demand for outing and hanging out in the restaurants.
- b) **Inflation** will affect the food prices which can increase operating costs.
- c) Post pandemic economic recovery is boosting the demand for online food delivery services.

3) Social factors :

- a) Nowadays the young generation wants to experience new restaurants and chill out there.
- b) People are being health conscious day by day, which will increase the demand for hygienic and safe foods that are very much available in restaurants.
- c) Families are also now making their choice to spend time in the restaurants.

4) Technological factors

- a) Online delivery platforms are booming.
- b) Social media platforms are so famous now where marketing is highly impactful and also it is less costly.
- c) Online order placing system and QR menu are being so famous.

d) Digital payment systems are also famous.

5) Legal Factors:

a) Restaurants including Savora has to go through some regulations which are set by **BSTI** and local authorities.

b) There are some requirements like licensing and others.

c) Profitability is influenced by taxation policies on restaurants.

6) Environmental Factors :

a) Eco friendly packaging should be used as plastic waste concern is rising.

b) Seasonal changes like monsoon can affect supply chain and customer turnover.

3.5 Identified Market Gap :

After analyzing the restaurant industry, a noticeable gap in the restaurant market is that many Chinese restaurants offer good and high quality environments, but their food prices are so high. So that it is not affordable for middle class families and not also for students and young professionals. On the other hand, local street carts offer food at a lower price but there are serious concerns about their hygiene.

In short, there are almost no restaurants that provide affordable and quality food along with a good atmosphere. This is the biggest market gap in the restaurant industry.

Savora is positioned to address this market gap by :

a) Offering a hygienic and tasty Chinese food experience.

b) Adapting Chinese dishes to local Bangladeshi tastes.

c) Giving a proper cozy atmosphere.

d) Fast and smooth service.

e) Implementing an app for online orders and delivery.

This means, Savora seats right in the middle where we offer a high end cozy environment with an affordable price which is not that far than street carts.

Chapter 4: Target Customer and Value Proposition

4.1 Customer Segmentation (Age, Income, Lifestyle) :

Savora's target customers are actually young professionals, students and middle class families. Potential customers can be segmented as follows :

Age: 18 - 40 years (students, young professionals, families).

Income: Middle-income households (monthly income BDT 25,000–60,000), who seek an affordable but quality environment.

Lifestyle:

- a) University students who do hangouts with friends and looking for a value for money restaurant.
- b) Young professionals who want a convenient lunch or dinner option.
- c) Middle class families who prefer a hygienic and quality environment to chill out.

4.2 Target Market Characteristics :

Savora's target market consists of urban, middle-class consumers who value :

- a) **Affordability** : Reasonable prices with quality foods.
- b) **Hygiene & Safety** : health consciousness.
- c) **Taste & Variety** : Chinese foods which are adapted with Bangladeshi taste.
- d) **Convenience** : Availability, fast service.
- e) **Ambiance** : Cozy and family friendly atmosphere.

4.3 Customer Needs and Expectations :

Customers expect Savora to deliver :

- a) **Quality & Hygiene** : Consistent taste, clean surroundings, fresh foods.
- b) **Service Quality** : Fast, friendly and efficient staff.
- c) **Digital Engagement** : Social media presence, promotions.
- d) **Offers** : offers to the famous items.
- e) **Accessibility** : in both online and dine-in.

These are the customer needs and expectations from Savora and if Savora can reach these needs and expectations, there is a huge possibility to grow faster and also to gain proper customer satisfaction.

4.4 Value Proposition Canvas :

The Value Proposition Canvas shows that how Savora’s offerings meet customer expectations :

Customer segment	Customer jobs	Pains	Gains
Students	Hanging out with friends, ordering online	Limited budget and street food hygiene issues	Affordable meals with top hygiene concerns
Young professionals	Having quick meals during busy schedules	Lack of hygienic options nearby	Fast service
Middle class families	Weekend dinner, special occasions	High cost of fine dining	Clean environment with affordable price

So, these are the Savora’s value proposition :

- a) Affordable and hygienic.
- b) Cozy atmosphere.
- c) Availability and fast service.
- d) Consistency in taste.
- e) Diverse food options.

The Value Proposition Canvas for Savora highlights the alignment between our customer needs and our offerings. Our target customers are primarily students, young professionals, and families who seek affordability, hygienic, and tasty food in a comfortable environment. Savora directly addresses these **customer pains** by offering an affordable pricing strategy, quick service, and consistent hygiene standards. To create **customer gains**, Savora ensures a unique menu combining authentic Chinese taste with Bangladeshi flavor preferences, along with a cozy and

welcoming ambiance. Savora’s value propositions such as authenticity, consistency, and affordability are carefully matched with customer expectations. Overall, the Value Proposition Canvas shows that Savora is not only solving the key problems faced by its customers but also creating additional value through innovation, ambiance, and accessibility.

Chapter 5: Financial Plan

5.1 Initial Investment and Funding Structure :

Savora’s initial investment was sourced from personal and partnership investment.

Personal investment :

Investor name	Amount
Irfanul Hoque	2 lakhs.
Sayed Ahmed	3 lakhs
Efran kabir	2 lakhs
Abidul Hasan	5 lakhs (Invested for 25% equity).

So, the total initial investment was BDT 12 lakhs.

This capital was allocated for interior setup, furniture, kitchen equipment, initial raw material purchase, licenses, and marketing. There are a total four partners who own Savora. Everyone owns equally 25% equity shares. Three of them, without Abidul Hasan, work for the restaurant's total operations. Abidul is just the investment partner. The funding structure of Savora reflects a balanced partnership model where ownership is equally distributed among four partners which ensures fairness and stability. While Abidul Hasan acts as a financial investor, the other three partners are directly involved in the daily operations, which reduces labor costs and ensures better monitoring of service quality. Savora’s funding and ownership model provides both the financial strength and operational involvement necessary for a startup restaurant to sustain in a competitive environment.

Savora Ownership Distribution

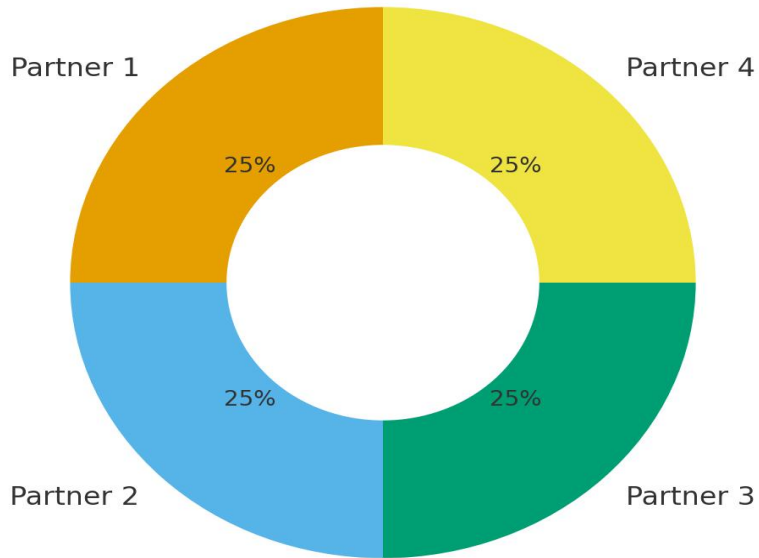


Diagram 2- Savora Ownership Distribution

5.2 Cost Structure :

The major operating costs are :

Cost subject	Cost amount
Rent	BDT 22,000 per month.
Utilities	BDT 15,000 per month (electricity, gas, water, internet).
Raw Materials & Supplies	BDT 2,70,000 per month (chicken, rice, sauce, vegetables, processed foods, soft drinks etc.).
Staff Salaries	BDT 1,30,000 per month.
Marketing & Promotion	Around BDT 10,000 - 15,000 per month.
Maintenance & unexpected costs	Around BDT 5,000 - 10,000 per month.

5.3 Revenue Projection (6 months) :

Key Assumptions :

- a) Average daily sales = 15,500 BDT
- b) Monthly operating days = 30 days
- c) Monthly revenue = daily sales \times 30 = 15,500 \times 30 = 4,65,000 BDT
- d) Growth rate = gradual increase as Savora strengthens brand awareness
- e) Total monthly costs = 4,56,500 BDT [from cost structure].

The cost structure of Savora shows a clear breakdown of the major recurring expenses that are critical to running restaurant operations. The largest portion of costs is allocated to raw materials and supplies (BDT 2,70,000 per month), which reflects the restaurant's commitment to maintaining food quality and variety. Staff salaries (BDT 1,30,000 per month) represent another

significant expense, as trained and motivated staff are essential for ensuring excellent customer service and consistency in food preparation.

Fixed costs such as rent (BDT 22,000) and utilities (BDT 15,000) are relatively stable, providing predictability in monthly expenses. On the other hand, marketing and promotions (BDT 10,000–15,000) and maintenance costs (BDT 5,000–10,000) are variable, but they are crucial for attracting new customers and ensuring smooth operations.

Here is the monthly revenue forecast :

Month	Avg. Daily Sales (BDT)	Monthly Revenue (BDT)	Notes
Month 1	15,500	4,65,000	Strong start
Month 2	15,700	4,71,000	Word of mouth growth
Month 3	16,000	4,80,000	Regular customers + delivery growth
Month 4	16,200	4,86,000	Seasonal promotions increase sales
Month 5	16,400	4,92,000	Festival
Month 6	16,500	4,95,000	Consistent orders

So, total revenue in 6 months = 28,89,000 BDT.

Profitability (1 month) = Revenue - Costs
= 4,65,000 - 4,56,500

So, net profit = +8,500 BDT.

By Month 6, with 4,95,000 revenue, profit will be around +38,500 BDT.

5.4 Break-even Analysis :

Identifying fixed costs (per month) :

- a) Rent = 22,000
- b) Utilities = 15,000
- c) Staff Salaries = 1,30,000
- d) Marketing = 12,000
- e) Maintenance = 7,500

Total Fixed Costs = 1,86,500 BDT / month.

Variable Costs (Raw Materials & Supplies) :

2,70,000 BDT/month

With 4,65,000 sales, raw materials = 58% of sales.

Variable Cost Ratio = 0.58

Contribution Margin Ratio = $1 - 0.58 = 0.42$ (42%).

Break-even Sales = Fixed cost/contribution margin ratio
= $1,86,500/0.42$
= 4,44,000 BDT per month.

Break-even daily sales = $4,44,000/30$
= 14,800 BDT per day.

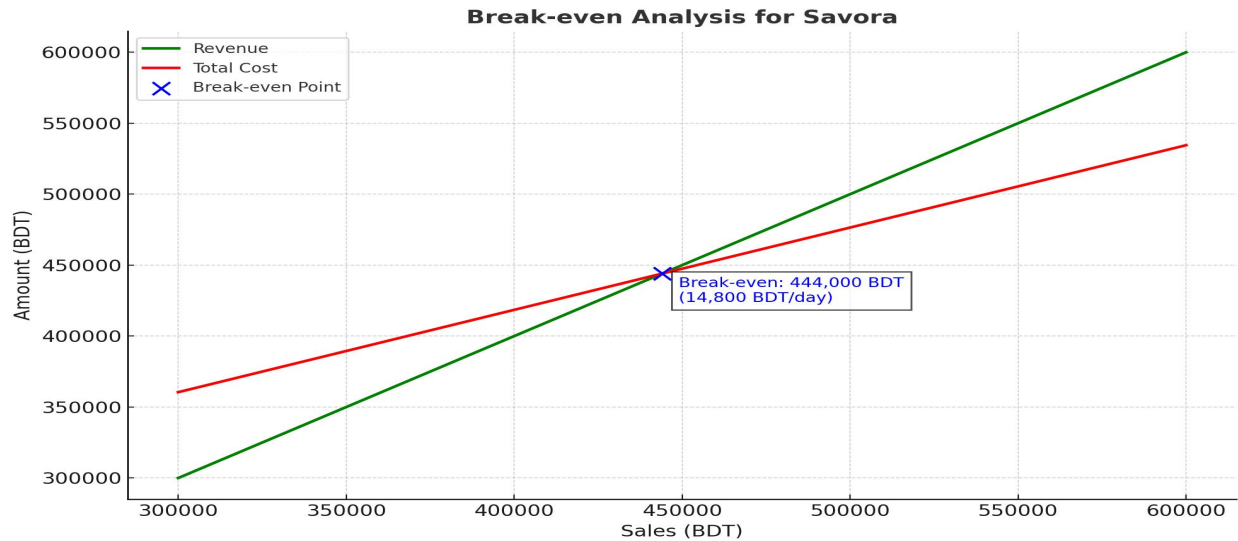
Savora needs = 14,800 BDT/day in sales to break even.

At 15,500-16,000 daily sales, Savora is slightly above break-even and generating small profits.

So, break-even insights are :

a) Safe Zone : Sales above 15,000/day = profitable.

b) Risk Zone : If daily sales fall below 14,800, Savora will run at a loss.



{Diagram 3- Break Even Analysis}

5.5 Minimum Viable Product (MVP) Approach :

Savora's MVP Strategy

- a) **Small-Scale Setup** : Opened with a 25 seated restaurant instead of a larger space to minimize rent and operational costs.
- b) **Limited but Focused Menu** : Started with a core set of popular Chinese dishes like fried rice, chow mein, chicken items that match local taste preferences.
- c) **Customer Feedback Integration** : Took customer feedback to improve menu variety and pricing.
- d) **Cost-Effective Marketing** : Relied on Facebook, Instagram, and word-of-mouth marketing instead of expensive advertising and also promoted discounts, combo meals, and festival offers to test customer response.

The outcome of MVP Approach proves that there is a strong demand for affordable fresh chinese foods. It also helped to identify customer favorites. It reduced business risk by avoiding overspending.

Chapter 6: Operational Plan

6.1 Daily Operations and Workflow :

Savora's operations are structured to ensure smooth service throughout the day.

a) Opening Hours : 11:00 AM – 11:00 PM.

b) Staff Allocation : The kitchen team prepares raw materials in the morning like vegetables, meats and sauces while on the other hand, waiters handle dine-in service and takeaway orders. Lastly, one manager supervises staff, monitors inventory, and ensures customer satisfaction.

c) End of Day : Cash closing, sales reporting, and kitchen clean up.

6.2 Supply Chain Management :

Savora ensures supply of ingredients through local sourcing.

a) Raw Materials : Chicken, rice, vegetables, and spices sourced from Riyazuddin Bazar and local suppliers.

b) Soft Drinks & Packaged Goods : Purchased from authorized distributors.

c) Inventory Management : Daily purchase for fresh vegetables and meats and Weekly bulk purchase for non perishables.

d) Supplier Relationships : Maintaining a proper relationship with suppliers.

6.3 Service Delivery Model :

Savora follows a multi channel service delivery model :

a) Dine-in : 25 seat capacity and cozy environment.

b) Takeaway : Quick packaging for customers who prefer to collect.

6.4 Quality and Hygiene Standards :

Maintaining safety in food processing is one of the major concerns of Savora.

a) Kitchen Hygiene : Staff of Savora, use gloves, head covers and aprons. Staff also use separate cutting boards for meat and vegetables.

b) Cleaning Schedule : Kitchen, dining area, and restrooms cleaned multiple times daily.

c) Food Standards : Fresh ingredients used daily. We don't use overnight storage of cooked food.

d) Staff Training : We take regular sessions with staff on hygiene practices and customer service.

e) Compliance : We follow BSTI guidelines and local safety rules.

6.5 Process Flow Diagram :

Here is a simple process flow diagram of Savora's operations.



So, these are the total operational plans of Savora now. By following this, Savora is doing business everyday and looking forward to expanding more.

Chapter 7: Technological Impact

7.1 POS (Billing) System :

Savora uses a POS (Point of Sales) system. This helps to count daily sales and transactions more smoothly. Food items are generated in the software and this takes a very low time to place any order. This makes Savora's operation more easy and smooth. Here are some more usage and benefits :

- a)** With the details of items, bills are generated instantly.
- b)** It helps to track daily sales, customer priority and popular items.
- c)** It helps to maintain proper records for future financial analysis.
- d)** Raw materials usage against sales, can be tracked easily.

7.2 Social Media :

Savora has a Facebook page where we give updates about our restaurants, offers and available menu items. It helps our customers to understand if there are any issues with opening time, availability of foods or other things. It also makes it easy for the customers to know about the running offers on specific items. Newly launched items or previous items both are posted in the page with the proper picture, so that customers can pick their favourites even before reaching the restaurant. Savora is also running an Instagram account as nowadays, young people are more engaged in Instagram rather than Facebook. This usage of social media also helps with some more things.

- a)** We can post attractive photos and videos of food to create more customer engagement.
- b)** Offers promotions, combo deals, special platters festival discounts online.
- c)** This encourages customers to share reviews and check-ins, which works as free advertising.
- d)** Customers share their feedback in the page of Savora, so that new comers can easily find loyal and authentic reviews before choosing.
- e)** Customers can message to the page directly for queries, reservations, or delivery information.
- f)** We can also share the picture of customers having meals by taking permission.

These are the basic but very much useful advantages from social media Savora gets. Day by day it will create more chances to engage true loyal customers.

7.3 Customer Feedback Systems :

We take customer feedback both from online and offline.

- a) **Online** : We take customer feedback via Facebook page, polls and Instagram.
- b) **Offline** : Our manager takes feedback from customers by casual conversations and by asking them to give rating on food quality and taste.
- c) We analyze customer complaints and suggestions to improve taste and service quality.

7.4 Future Technology Integration :

Savora plans to adopt more advanced technologies.

- a) **Mobile app** : To take direct orders, for running loyalty programs to reduce dependency on third party apps.
- b) **Kitchen Display System** : Install digital screens in the kitchen to display orders instantly, so that there will be zero possibility of order error.
- c) **Automated Inventory System** : For tracking raw material usage and to reduce wastage.
- d) **Customer Loyalty Program** : Point systems to reward loyal and frequent customers.
- e) **Data Analytics** : Using POS data to understand demand, forecasting promotions and for managing staff shifts more smoothly.

These futuristic technological integration planning will help Savora to be more neat and tidy. Tools like the kitchen display system will reduce the communication gap between waiters and chefs. The inventory management system will be better. It will also help to forecast demands during the peak times like festivals or weekends and will ensure smooth supply. Loyalty systems will reward loyal customers which will encourage them for repeat visits. Direct customer engagement will make high margins. Analytics data will help to understand which dishes are more popular, peak times and also which promotions are working best. Technology enabled systems will give customers confidence in professionalism and hygiene. It will also give Savora some competitive advantages as most small and mid sized restaurants in Bangladesh still rely on traditional methods

Chapter 8: Human Resource Management Perspective

8.1 HR Planning and Recruitment :

Savora recruited staff based on operational needs. Savora has chefs, waiters, managers and delivery staff to operate daily operations. Basically, human resource planning at Savora depends on identifying the number and type of employees required to run the restaurant's daily operations smoothly and effectively. Savora is a 25 seated restaurant and here are the key roles of employees :

- a) **Chef** : Specialized in Chinese cuisine.
- b) **Assistant chef** : Helping hand of chef.
- c) **Manager** : Who monitors all operations and checking out if everything is operating properly by other staff. Also handles the cash section.
- d) **Cleaner/Dish washer** : Cleans all the things in the kitchen equipment and also the dining space of the restaurant.
- e) **Delivery rider** : One permanent delivery man, who delivers the online orders.

The recruitment is conducted basically through local job posting, referrals and community networks to find honest and reliable candidates who are already familiar to do such things and experienced.

The recruitment process includes these stages :

- a) **Screening Applications** : Choosing candidates based on their background and relevant skills.
- b) **Practical Test** : For chefs, a short cooking test is conducted to check their expertise. Customer interaction skills are required for waiters.
- c) **Final Selection** : this is based on overall practical knowledge and skills, hygiene awareness, teamwork capability and ability to handle pressure during rush hours.

8.2 Training and Development :

Training and development are not easy tasks for Savora as we ensure that employees deliver consistent service quality, maintain hygiene and adapt restaurant's daily operations. As the restaurant industry is highly competitive in Bangladesh, employee's continuous skill

development will ensure Savora to sustain in this very competitive market. Training is a must to make employees much more comfortable with the environment of the restaurant.

Training begins immediately at Savora after the recruitment. New staff members are introduced with each other and then with the vision, mission and goals of the restaurant. The workplace rules, hygiene protocols and customer service guidelines are also introduced to them very carefully, so that the chance of making mistakes by the employees comes to zero. This helps employees to adapt with the environment and culture of the restaurant more quickly and gives them extra confidence as they are well instructed about all the rules and regulations and they feel more confident because they have a proper idea about everything. Savora has an environment where senior employees always teach juniors how to improve the working quality. By this, training goes beyond every instruction. Monthly meeting arranged by the owners to find out the lackings and to solve the issues. Savora also always encourages staff for personal development and career growth.

8.3 Employee Motivation :

Savora always has concern about employee motivation as it is one of the major aspects of Human Resource Management, specially in this industry where employees directly interact with customers. Here is the theoretical approach to motivation at Savora :

Maslow's theory suggests that employees are motivated by fulfilling needs. Maslow's Hierarchy of Needs,

a) Physiological Needs : Savora always tries to provide fair wages, free meals during working periods, and a safe working environment to meet the basic needs of the employees.

b) Safety Needs : Employees are assured that their job is sufficiently secured, they have a hygienic workplace and their brand also ensures compliance with labor laws.

c) Social Needs : Teamwork is encouraged here in Savora, employees are treated as important and must have part of the restaurant which creates a friendly and supportive environment.

d) Appreciation needs : Staff who perform well are recognized through praise, provided bonuses and some other small rewards.

e) Self-actualization : Savora gives opportunities to the employees for personal growth like promotions to waiter from dish washer.

Savora always tries to ensure that employees feel valued, respected and motivated to give their best performance by following these five all levels of needs. At Savora, we also ensure that employees feel fairly compensated compared to market standards.

Here are the practical motivation strategies at Savora :

- a) **Work-life Balance** : Employees are scheduled in shifts. We also allow vacations for personal or family issues.
- b) **Teamwork and Friendly Culture** : An atmosphere is promoted where we support our staff.
- c) **Involvement in Decision-Making** : Employees are always encouraged to share feedback so that they feel valued.

These types of motivation increase productivity of employees in daily operations. It also improves customer satisfaction and loyalty through better service. It helps to reduce employee turnover, builds a positive brand image as a good employer.

8.4 Performance Appraisal System :

A performance appraisal system is essential for evaluating employee efficiency. It also helps to identify the strengths and weaknesses of employees and ensures improvement. At Savora, the performance appraisal process is designed to be fair, transparent and motivating. Objectives of Performance Appraisal at Savora :

- a) To measure employee performance.
- b) To identify that if any employee needs training and skill.
- c) To reward high performers with bonuses.
- d) To build a culture of motivation.

Here are the methods of performance appraisal used at Savora :

- a) **Key Performance Indicators (KPIs)** : Chefs are evaluated on food quality, taste consistency and hygiene. Waiters are measured by punctuality, politeness, order accuracy, and speed of service. The manager is judged on accuracy in billing, POS handling and overall operation monitoring.
- b) **Customer Feedback and Reviews** : Customer feedbacks, surveys and reviews are taken into account. Positive or negative customer experiences directly impact the employee evaluations.
- c) **Self appraisal and Peer Feedback** : Employees are asked to rate their own performance.

There are some benefits of a performance appraisal system for Savora. It improves service quality, helps to identify training needs, boosts motivation into the employees, supports career development and ensures fairness and honesty. All the staff feel motivated to handle the daily operations and by this, everything becomes more easy and smooth as well.

8.5 Employee Retention Strategy :

Employee retention is a critical HR function for Savora as it is difficult for every restaurant. Here are some key retention strategies of Savora :

- a) **Competitive compensation** : Salaries are kept as usual compared to the industry standards. Overtime payment is provided during festivals. Also, free meals and staff discount to add more value.
- b) **Employee recognition and rewards** : Always provides bonuses for good and better response in the duty.
- c) **Job Security and Stability** : Savora always ensures fair contracts and timely salary payments.

These are the future plans for retention :

- a) **Health and Insurance Benefits** : In the future, Savora plans to introduce basic health coverage for employees.
- b) **Profit-Sharing Incentives** : Employees may receive small profit-based bonuses during successful months.
- c) **Long-Term Career Roadmaps** : Structured promotion pathways will be designed for staff aspiring to move into management roles.

Chapter 9 : Societal and Environmental Impact

9.1 Employment Generation :

Savora tries to contribute to society by creating jobs for the local community. Savora already created jobs for many people like we have chefs, waiters, manager, delivery staff, and cleaners. This means Savora directly provides income opportunities. We indirectly also support jobs like local suppliers. This helps to reduce unemployment and supports economic growth.

9.2 Supporting Local Farmers and Suppliers :

Savora always gives priority to sourcing fresh vegetables, meats, rice and spices from local suppliers and wholesale markets. This benefits small scale businesses by giving them consistent demand and fair pricing. By purchasing raw materials locally, Savora not only reduces costs but also strengthens the agricultural supply chain and supports rural livelihoods in Bangladesh.

9.3 Waste Management and Sustainability Practices :

Savora is always concerned to reduce its ecological damage by adapting environmental friendly practices. Here are some practices Savora follows :

- a) We use a proper storage system to reduce food waste.
- b) We always use eco-friendly boxes and paper bags.
- c) Leftover plastic bottles and oils are responsibly disposed of.
- d) There is energy saving awareness among the staff of Savora which reduces electricity consumption.

In the future, Savora plans to take initiatives to use solar energy for partial operations, and adopt digital menus to reduce paper usage.

Chapter 10 : Risk Management and Sustainability

10.1 Identification of Key Risks :

Savora is not an exception as every business faces uncertainties. The key risks identified are :

- a) **Financial risks** : High operational costs, unexpected inflation in raw materials, or if expected sales will decrease.
- b) **Market risks** : Competition from established restaurants is increasing day by day. Moreover, new entrants can give new challenges.
- c) **Operational risks** : Staff turnover, supply chain crisis, or equipment breakdowns.
- d) **Health & safety risks** : Food safety concerns, hygiene failures, or crises like pandemics.
- e) **Reputation risks** : Negative reviews on social media, poor customer service, or failure to meet customer needs.
- f) **Regulatory risks** : Changes in government policies, food safety regulations, or taxation.

10.2 Risk Matrix :

Risk type	Likelihood	Impact	Priority Level
Financial risk	Medium	High	High priority
Market competition	High	High	High priority
Operational disruption	Medium	Medium	Moderate priority
Health and safety	Low	High	High priority
Reputation damage	Medium	High	High priority
Regulatory changes	Low	Medium	Moderate priority

This risk matrix will help Savora to focus on the most critical risks.

10.3 Long-term Sustainability Plan :

Savora's vision is not just about profit but also long-term sustainability. These are the strategies Savora will follow to sustain for the long time :

- a) Economic sustainability :** We will focus on maintaining growth through customer loyalty programs, partnership and digital marketing.
- b) Social sustainability :** We will support local farmers and suppliers, create jobs for the community and will also offer affordable food options.
- c) Continuous improvement :** We will regularly research for improving the business, adopt new technologies, and will offer innovative menu items.
- d) Brand sustainability :** We will Invest in reputation management, community engagement, and consistent service excellence.

By integrating these sustainability practices, Savora will create more chances for being a sustainable business.

Chapter 11 : Implementation Timeline and KPIs

11.1 Next 1 Year Implementation Plan :

Savora is prepared with a structured 12-month implementation plan. The activities are divided into different phases such as setup, marketing, operations. A chart can visually represent the plan.

November, 2025 (Customer engagement boost) :

- a) We will launch a Facebook context.
- b) Introduce a student discount package to attract young customers.
- c) Collect structured feedback.

December, 2025 (Menu innovation) :

- a) Add seasonal special foods.
 - (Example - Panta Ilish in Pohela Boishakh).
- b) Test 'mini combos' for office workers with fast delivery options.
- c) Introduce loyalty punch cards,
 - (Example - Buy 5 meals, get 1 free).

January, 2026 (Community building) :

- a) Partnership making with local universities for food stalls at campus events.
- b) Collaborating with a local food blogger for live review.

February, 2026 (Digital expansion) :

- a) Starting Facebook paid ads for targeting nearby areas.
- b) Improving the POS system to track customer purchase history for personalized offers.

March, 2026 (Service excellence) :

- a) Launching birthday discounts,
 - (Example - Customers will get free juice on their birthday).
- b) Reduce waiting time with semi prepared kitchen workflows.

April, 2026 (Diversification) :

- a) Introducing family combo platters to attract larger groups.
- b) Starting corporate lunch delivery packages for nearby offices.
- c) Cloud kitchen extension.

May, 2026 (Customer retention) :

- a) Launching Savora membership card with discounts.
- b) Introducing a referral program,
 - (Example - Bring a friend and get 10% off).

June, 2026 (Collaborations with local businesses) :

- a) Partnership with nearby coffee shops,
 - (Example - Buy from Savora and get a discount on X coffee shop/vice versa).

July, 2026 (Tech driven experience) :

- a) Introducing a digital ordering system via QR code on tables which will be time saving and will give a modern feel.

August, 2026 (District based famous foods) :

- a) Introducing Chatgaiya Mejban.
- b) Introducing Khulna's Chui-Jhal.

September,2026 (Cultural night) :

- a) Bringing a local singer for a mini soothing concert on a specific day of a month.

October, 2026 (Year ending celebration) :

- a) Hosting a Savora Food Festival.

After this plan, Savora will evaluate year-1 KPIs and set year-2 goals.

11.2 Key Performance Indicators (KPIs) :

Savora will use a set of quantitative and qualitative KPIs to measure success.

Savora's target Key KPIs for next 1 Year :

- a) Sales growth.
- b) Customer satisfaction.
- c) Customer retention rate.
- d) Online engagement.
- e) Operational efficiency.
- f) Employee retention rate.
- g) Community impact.

Chapter 12 : Future Expansion Strategy

12.1 Expansion to New Branch :

In the long run, Savora aims to expand its presence. We can open a new branch in a demanding place in Dhaka. We are also planning for a new branch in Chittagong also. Moreover, we can open a new cloud kitchen in such areas with high delivery demand but limited dine-in facilities. This will also reduce investment cost and allow faster scaling.

12.2 Partnership Opportunities :

Strategic partnerships can also accelerate Savora's growth :

- a)** Delivery platforms like Foodpanda, Pathao Food, HungryNaki will give Savora better visibility.
- b)** University campuses for bulk catering partnerships.
- c)** Banks and mobile payment apps like bKash, Nagad to offer cashback deals and discounts.
- d)** Local farms and suppliers to secure high quality raw materials at a good price.

Conclusion

As a Chinese restaurant in Bangladesh, Savora is trying to become a well known restaurant by providing affordable, hygienic, and student friendly dining. The project highlighted Savora's vision, mission, financial plan, operations, HR practices, technology integration, and societal impact.

From the analysis, it makes clear that Savora fills an important market gap between expensive fine dining restaurants and low cost street food by offering mid range quality meals at reasonable prices. With a structured financial plan, innovative marketing strategies, effective risk management, and a clear expansion roadmap, Savora is well positioned to achieve long term sustainability. The project indicates that Savora can grow into a reputable restaurant in the competitive food industry of Bangladesh and also contribute to employment, local sourcing, and environmental responsibility.

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- f) Personal Observation.

Appendix

Appendix A: Financial Calculations

This appendix provides the detailed financial figures and calculations that were summarized in the main report.

1. Cost Structure Table (Monthly):

Rent = BDT 22,000

Utilities = BDT 15,000

Staff Salaries = BDT 1,30,000

Raw Materials & Supplies = BDT 2,70,000

Marketing = BDT 12,000

Maintenance = BDT 7,500

- Total Fixed Costs = BDT 1,86,500

2. Break-even Analysis (Step by Step):

Fixed Cost = BDT 1,86,500 per month

Variable Cost Ratio = 0.58

Contribution Margin Ratio = 0.42

Break-even Sales = Fixed Cost ÷ Contribution Margin Ratio
= 1,86,500 ÷ 0.42 = BDT 4,44,000 per month

- Break-even Daily Sales = $4,44,000 \div 30 = \text{BDT } 14,800$ per day

Appendix B: Diagrams and Charts

This appendix presents all diagrams used to visually explain Savora's operations and strategies.

- a) Process Flow Diagram: Customer journey from order to payment and feedback.
- b) Business Model Canvas: Visual representation of partners, activities, value proposition, resources, customer segments, channels, cost structure, and revenue streams.
- c) Break-even Graph: Sales vs. Costs chart showing safe zone (profit) and risk zone (loss).
- d) Implementation Timeline (Gantt Chart): Month-wise activity plan for Year 1.

Appendix C: References and Supporting Documents

This appendix includes sources and supporting evidence used in competitor analysis and secondary research.

Online Sources:

- a) TripAdvisor (for general restaurant reviews).
- b) Google Maps & Facebook pages of Cheong Shing, Pizzaburg, Kentucky, and River View Restaurant.

Field Observation:

- a) Personal visits to competitor restaurants in Dhaka and Chittagong.

Internal Data:

- a) Savora's actual sales records of the first three months.
- b) Staff payroll and utility bills (used in cost analysis).

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