

**Project On**  
**"Good time Restaurant",**

**Prepared For**  
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**Program: Bachelor of Innovation & Entrepreneurship**  
**Faculty of Business and Entrepreneurship**  
**Daffodil International University**

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## Letter of Transmission

12.04.2019

**Mohammad ShibliShahriar**

Associate Professor and Head

Department of Innovation & Entrepreneurship

Daffodil International University

Subject: Submission of Project Report.

Dear Sir:

With due respect, I beg to state that it is my outmost pleasure to submit my Project Report for the Project Work on "Good time Restaurant", to you. I have truly enjoyed the attachment in preparing this report and learned a lot of from this. There might be some errors through oversight in the Project Report. I would be grateful if you kindly consider if I have mistaken. I acknowledge with thanks and the whole hearted support and kind guidance received from you for this report.

So I hope that you would be kind enough to accept my Project Report and Oblige Thereby.

Thanking You

Sincerely

.....

**Md Mehedi Hasan**

**ID: 161-45-130**

**Department of Innovation & Entrepreneurship**

## CERTIFICATE OF APPROVAL

This is to certify that this project report title "Good time Restaurant", is done by Md Mehedi Hasan, carried out the research under my supervision.

It is certified further that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.



**Supervisor**

**Mohammad ShibliShahriar**

Associate Professor and Head

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Daffodil International University

## **DISCLAIMER**

I am Md Mehedi Hasan, hereby declare that the presented Project Report titled "Good time Restaurant", is prepared by me during preparing the business plan.

I also confirm that, the report prepared is only for my academic requirement not for any other purpose. It might not be used with the interest of opposite party of the organization.

.....

**Md Mehedi Hasan**

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**Bachelor Program**

**Department of Innovation & Entrepreneurship**

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## **Daffodil International University**

### **Acknowledgement**

At first I am grateful to Almighty ALLAH for his blessing throughout the preparing of this Project Report.

Writing this Project report, I am indebted to Mr. ShibliShahriar, Associate Professor and Head, Department of Entrepreneurship for his contributions, support and encouragement in making this Project Work successfully.

I will like to use this opportunity to express my sincere thanks to comfort me for my hard work, moral and support through this program.

My profound gratitude goes to my supervisor ShibliShahriar sir who despite his crowded schedule, sacrificed time to read through the manuscript without which this project would not have seen the light of the day.

Lastly, my special thanks also goes to beloved ShibliShahriar sir for his advice, encouragement and assistance. This project would not have been possible without the help of ShibliShahriar sir.

### **Executive summary:**

This Business plan has assumed an imperative job with respect to the initiation of "Good time Restaurant", an easygoing Bangladeshi food eatery. The proposed marketable strategy measures roughly Tk200,000 or TK18,000,000 for absolute account, propelling and resulting development of the themed Bangladeshi Restaurant in Dhaka, one of huge city in Bangladesh. The 50 seat eatery will offer A la Carte meat, fish and veggie lover based menu for breakfast, lunch and supper. The proprietors of the business develop his affirmation of the reasonability of the business based upon the optional research information, including measurements on the demography examination, development designs and financial rebuilding of the populace. The idea is to supply valid Bangladeshi sustenance in the extraordinary condition. Giving social experience to local people and keeping up the enthusiasm to the Bangladeshi Cuisine among outsiders. Assessment of the proprietor bolsters the present productions that the developing high class and white collar class populace look for very changed nourishment administration experience, instead of that is right now advertised. The much evaluated upscale themed eatery seldom disparaged by the white collar class families and agents, for the most part because of the restrictive valuing. Our motivation is to tap this objective markets through cautiously structured showcasing and deals program, current and future market investigation, staff preparing and situating of the business. Accentuation is to be made on the making social, instead of simply sustenance experience through conveying to play different antiques of the Bangladeshi culture.

The principle point of this eatery is to draw in the agents around New marketto the business passers-by. For breakfast, various types of bread will be offered just as assortments of heartbeats, meat vegetables in light of the fact that these can be made rapidly and served. The focused on business sectors for the morning meal are substantial vehicle proprietor, entire dealer, retailers, neighborhood agents, etc.

The most ideal approach to pull in these sorts of agents is to keep the great connection with nearby businesspeople. The normal spend amid the lunch is anticipated is 200 taka and 220 taka or € in the supper. To get the great estimation of cash of client, ambient melodies and incredible condition, nature of administration and sustenance will be given so as to achieve client desire

Amid the underlying phase of the business the essential targets is to outfit the property, to set up the dependable system of providers, to enroll and prepare staff.

Over the long haul we are to set up ourselves as the pioneers in the neighborhood eatery showcase with a faithful customer base, strong notoriety and qualified representatives, with opening and effectively working to more outlets either on possession or on franchisee base.

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## “Good Time Restaurant”

### **1. Industry Analysis:**

While discussing nourishment, individuals of Bangladesh more often than not see fiery one, our crude individuals were especially worry about flavors in the sustenance to make it increasingly scrumptious, and still People of Bangladesh are enamored with heavenly and extravagance of sustenance. Be that as it may, Italian, Spanish, Greek nourishments are not very much enjoyed through our kin. Chinese sustenance's are acknowledged, yet very little mainstream, since neighborhood individuals like to have fiery nourishments. Without zest, it isn't palatable to them.

In the year 2012, a study has assessed that there were 250 remarkable eateries incorporating little tea slows down in Dhaka city partnership territory, however in the Abdullahpur New market and school region just 34 eatery including Chinese and little tea slows down. 200 - 220 taka for each spread is sensible cost for center and higher-class individuals. They are not willing to spend in excess of 250 takas for each spread.

Be that as it may, there are a few eateries give Unfriendly, messy administrations subsequently they have neglected to meet consumer loyalty, and they simply make benefit since individuals will undoubtedly eat their absence of elective eateries. Notwithstanding, these eateries never get the family client due to their nature of sustenance, administration and cost. Clients run far away with family in Good Time Restaurant in Abdullahpur to get the great nourishment quality, well-disposed administration, clean condition despite the fact that their cost isn't higher.

### **2. Management Discussion:**

The underlying supervisory group relies upon the originator himself, with minimal back-up. As I develop, I will take on extra help in certain key regions. Some portion of our fundamental reasoning will be to run our official administration "lean and mean." I won't include extra overhead until totally essential. This will imply that the underlying staff bolster group should "wear numerous caps," as it were. By doing this, we will keep our overhead as low as could reasonably be expected, enabling us to enough staff our eateries. At present time, Mehedi is the sole individual immovably dedicated to the Mehedi's "Good time" idea. Others, who have helped on the advancement of this strategy, want to participate in this endeavor at the fitting time. No lack of qualified staff or the board from nearby work pools in each market territory is normal. One of our key standards in site determination is the accessibility of staff in the prompt territory.

**Management details:**

The managing director will be

**Md Mehedi Hasan**

Manager and the owner of the “Good Time Restaurant”

Baghair, Rajendrapur, South Keranigonj, Dhaka-1310

Mobile: 01735753306

**3. Location and Area Analysis:**

The area of this eatery is in a central matter of Abdullahpur new market. where the majority of the business complex, government, non-government workplaces, schools, school, college, private inns and numerous vacation spots are in contact.

All the foodservice is exclusive aside from government medical clinics, government inns for understudies. Be that as it may, the greater part of the eateries in daulotpur zone are beneficial and nature of clients is magnificent. There are numerous administration workplaces, non-government workplaces, travel organizations, select neighborhood, likewise a govt. college in close about another 12 surely understood government and private school and college around 3 Km in Abdullahpur. Directly over the primary street shopping complex named Zia Shopping Mall, Dhaka New Market, Aziz Market (entire sell pieces of clothing, apparel, gems), additionally few film corridors around the Abdullahpur. In this spot, Crime rate is most reduced contrasting with different urban areas or towns since it is between Dhaka central jail and Dhaka Metropolitan police check post.

There are around 15,000 individuals living encompassing the Abdullahpur region. Lion's share individual of this individuals is government authorities, specialist, non-government representatives and understudies. Authoritatively they work from 9 am until 5 pm and the agents until 10pm. The Average salary of Government official is 30,000 – 35,000 Tkin month and non-Government official around TK.40,000 (€450). However, businessmen earnings are not bound. They get break amid the working hours. Among the representatives, the vast majority of them have their mid-day break in the eatery relying upon their interest and pay. Maybe a couple of them have

Their very own transportation framework. They as a rule come in the workplace in Bus, taxi or infant taxi or rickshaw.

#### **4. Target market:**

There are around 15,000 individuals living encompassing the Abdullahpur region. The eatery's objective market will be white collar class and higher-class individuals just as understudies. This dimension of individuals can't go all over the place. They need some quality sustenance and great condition despite the fact that the cost will be bit higher. They don't prefer to be clogged. They need great condition so they can breathe easy serenely and make the most of their time and therefore, they disconnect spot to dispense with yearning and need to feel good. Pleasant time eatery will draw in authorities at breakfast, lunch, specialists, and relatives at supper. We need to draw in understudies for the duration of the day.

#### **5. Customer profile**

##### **5.1 Business people:**

Greater part individual of this individuals is government authorities, agent, non-government workers and understudies. Authoritatively they work from 9 am until 5 pm and the businessmen until 10pm. The Average pay of Government official is 30,000 - 35,000 Tk in month and non-Government official around TK. 40,000. However, businessmen earnings are not bound. They get break amid the working hours. Among the representatives, the greater part of them have their mid-day break in the eatery relying upon their interest and pay. Maybe a couple of them have their own transportation framework. They for the most part come in the workplace either in Bus, taxi or infant taxi.

##### **5.2 Students:**

There are such a significant number of school and college close by. For the most part the inn sustenance's are not pleasant so now and again they would need to go to the eatery to appreciate a decent lunch. There will be unique student costs, which would draw in them regularly.

#### **6. SWOT Analysis:**

##### **6.1 Strengths:**

- Good time has the immense demandable sustenance things, area and explicit client.
- Target clients are not far from business place.

- Good Time is focal piece of the capital so assets are anything but difficult to mastermind.
- Advertise to the distinctive media before opening and even in the wake of opening too.
- Ongoing, advertising strategy will be a lot higher than others do.
- We can alter course rapidly on the off chance that we find that our showcasing isn't working.
- We have low overheads, so we can offer great incentive to clients.
- This will be substantially more sterile and clean than others.

### **6.2 Weaknesses:**

- Good Time is totally new business idea.
- Marketing approach may not influence the client
- This eatery won't pull in all dimensions of client.

### **6.3 Opportunities:**

- Local government wants to support nearby organizations.
- Our contenders might be moderate to receive new innovations.
- If the business goes well I don't need to spend a great deal of cash for publicizing.
- Repeat client will bring more clients through informal.
- Satisfied client can bring notoriety and steadfastness.

### **6.4 Threats:**

- Political shakiness is the greatest issue of danger.
- During hartal (strike) period, it needs to stay close. I not there is plausibility to be harmed.
- Circumstances of irregular hartal (strike), no representative and client will most likely have turned out from house that is incredible harm for business.
- Hartal is fundamentally political savagery or an interest against government from general individuals that began from freedom war. When it was request however at this point ideological group's brutality.
- It has two sorts of effect fortunate or unfortunate. For business it's in every case more awful.

## **7. Local Market and Competition Analysis:**

Before choosing to find our business in Dhanmondi, the proprietor examined nearby challenge quality and shortcoming to decide the suitability of another expansion to the neighborhood advertise. There are couple of eateries around there, which offer nourishment and administration however not same quality. So rivalry as of now exists, we figure that it may ever more elevated following a few years of business presence. The proprietor expects that the challenge will fundamentally move almost certain in the themed and inexpensive food end of the market. As I would like to think, there are following approaches to verify our future survival and development.

Improvement of their item and overhauling the nature of the sustenance and administration we offer.

- Extensively misuse showcasing and deals procedures
- Create faithful and rehash client through our first year of activity.
- Use on going showcasing and deals strategies.
- Emphasize on the nature of sustenance, standard dimension of administration, neatness.
- Offer assortments of sustenance including veggie lover.
- Analyze the contender's selling procedures.

Engage with the workers so as to keep them fulfilled and get great administration. All workers will be prepared.

### **8. Competitors:**

The majority of the Bangladeshi eateries offer practically comparable item.

#### **❖ The city night Restaurant**

Strength- Decent location not very packed area. Excellence food as well as worth customer soundskilledworkforce, pleasantscheme, room for social occasions and meetings.

Weaknesses- samehabitually they change their cook, so the excellence of food and speed of its preparation goes down.

#### **❖ Sun light Restaurant**

Strength: extremely solid advancement with the assistance of neighborhood specialists. Great nature of sustenance.

Weaknesses: all the youngsters assemble there, constantly swarmed so family individuals, couple, and very individual's dislikes to go there.

### **9. Market segments-growth and Size:**

It has been seen that in Abdullahpur region the quantity of youthful agent is expanding quick and these youthful specialists have propensity to spend more than grown-up representative. These sorts of client incline toward very much beautified, great sustenance quality too administration. It has been seen that numerous upgrades have been done in most recent 5 years. However, high caliber of eatery has not been manufactured yet like Good Time what the proprietor proposing to open. Seeing current circumstance of Abdullahpur, we expect that there is need of brilliant eatery what we are planning to set up will be effective.

### **10. Customer Benefits:**

#### **10.1 Breakfast:**

1. The proprietor will offer various types of bread like Nan bread, moves bread, customary bread, shifted kinds of heartbeats, which is well known for breakfast.
2. The proprietor will offer meat based curry to eat with bread, Lentil with vegetables, Moglai, offer all the occasional vegetables just as seared eggs, etc.
3. Our normal spend on breakfast is gauge to be 90 taka which is aggressive cost with the contender.
4. Service will be brisk, productive.

#### **10.2 Lunch-time:**

1. The proprietor will offer Singhara, somocha, parata for the monetary allowance constrained individuals and for students who don't have a lot of cash to spend additionally uncommon bundle for understudy lunch.
2. The proprietor will offer verity of Starter, crisp vegetables, etc.
3. The proprietor will offer occasional fish like hilsha, katla, koi.shing, magur, sarpoti, pangas, tellapea, Roi, etc.
4. The proprietor will offer Varity of meats, steaks, barbecue, etc.

5. Our normal spend amid the lunch is determined to be 210 taka.
6. Service will be fast, cordial and effective.

### **10.3 Dinner time:**

1. The proprietor will offer assortment gathering of starter, plates of mixed greens, and vegetables, etc.
2. The proprietor will offer regular fish, diverse meat like chicken, hamburger, lamb and clearly occasional vegetables.
3. The proprietor will give two separate menus of meat based and vegetables based for picking the correct stuff for our client.
4. Our normal spend is determined 190 taka barring soda pop, water, etc.
5. The proprietor will offer uncommon flambé administration.
6. Special administration, rapidly, well-disposed in outlandish environment.

## **11. Marketing Mix Strategies:**

Our procedure depends on serving our specialty advertises well. The seniors, people born after WW2, families with youthful youngsters, hands on laborers, center pay people, and the vast majority of mid-Bangladesh would all be able to appreciate the eating knowledge at "Good Time Restaurant"

### **11.1 Product:**

The menu: The menu will be the exceptional selling instrument. Foundation logo, exceptional stooped modernized composed in the two dialects: Bangla and English it will be appended to the spreads utilizing the scissors. A verity of starters will be advertised. The principle course will be partitioned into veggie lover, fish and meat choice. Mainstream dished will be incorporated just as some uncommon dishes French fries, coat potatoes, barbecue fish and browned chicken. Exceptionally little measure of plate of mixed greens will be presented with the principle dishes with no additional charge. Cheap food and tidbits will be offered which no eatery offers yet here. Amid the morning meal time, restricted things of nourishment will be served. At lunch and supper, assortments of sustenance will be advertised. Practically all beverages will be accessible aside from mixed refreshments.

- ✚ Decoration – White and cream will be utilized in the eatery embellishment, logo, on the menu and pamphlets. Green is exceptionally mainstream shading around there and will give a modern appearance to the eatery.
- ✚ Environment– Well-structured and vivid examples, holding up staff wearing the pleasant and clean national outfit with the logo of Midnight Sun, gold fish and turtle in the aquarium, out and out we imagined that making an outlandish climate. Slow music will be played in the morning meal time. At lunch and supper amid the bustling time, quick English tunes will be played which is extremely mainstream in Bangladesh particularly in Abdullahpur region. Amid the moderate time frame moderate English music or Bengali, music will be played which could give a decent climate to the client. We are seeing the earth; we will make as having a similar load of significance of nourishment. Uncommon lodge will accommodate ladies/couple/family that will be actually tranquil and quiet spot and will be non-smoking zone.

### **11.2 Price:**

In view of flow statistical surveying the proprietor has discovered that there is a hole around there for an eatery for high white collar class individuals. Selling cost for the normal 15-40% sustenance cost based.

✓ Starter	TK	40
✓ Soda pop/Tea/espresso/water		25
✓ Principle course (counting rice)		120
✓ Vegetables		25
✓ Normal food		210

In any case, sustenance cost may fluctuate depending one thing to another.

This value level with or 2% more than our rivals, clients normal spend, situated inside the scope of 5 kilometers. It is expected that the value structure in the second case reflect higher cost, capital and income use, from another side cost cannot be less if the objective market is upper/center scale, with the sustenance and administration of the sufficiently higher quality.

- Special flambé administrations will be costlier than normal cost.
- Special understudy menu (likewise takeaway) will be shoddy than normal cost.

Because of the religious and government confinement, we are unfit to offer any mixed beverage in the eatery

### **11.3 Promotion:**

Advertisings are considered as the foundation of business, there is a truism in English "dissemination is go before". In the beginning the cost for this promoting is Tk40,000 which will incorporate publicizing in the TV media, newspapers, Trade Magazines likewise flyer benefits through the neighborhood networks, aside from this the proprietor has an additional month to month cost on promoting also, that has a place with the unique occasions

- ✚ Pre-opening: The proprietor has chosen to make a preliminary opening to acquaint the item with his companions, and relatives, it will be half a month, amid that period staff will have chances to have last employment preparing, additionally proprietor have opportunity to think about shortcoming and quality.
- ✚ Opening party: To present the eatery neighborhood endorsers, association director, agent, lawmaker, government authorities, British consulates, administrator of remote and nearby organizations, providers, visitor offices, and TV media's staffs will be welcomed. We will likewise welcome our neighbors for open connection reason just as the potential clients. Hand charges, notices, official statement will be appropriated to the neighborhood shops, workplaces, schools.
- ✚ Special advancement: The flyers, bearing the data about the eatery, insurance materials with the eatery logo: pen, date-books, and key rings, scratch pads are to convey. The special message can be shown on the transports, maneuvers, and vehicles', going through the city likewise a large portion of the transport stands.
- ✚ Exceptional menu will give as indicated by season. One feast will give free for each 15 dinners for a gathering or complimentary birth day cakes for festivity parties. Extraordinary kind of sustenance will offer amid various event, for example, Eidul-fitar, Ramadan, Pohelaboisakh (Bangla New Year, etc. Also, another uncommon bundle will be offered at the understudies in sensible cost based.
- ✚ In-house advancement: Sometime, the proprietor will give some alluring endowments to the clients, for example, logo's pen, key rings, here and there soda pops and dishes "on the house".
- ✚ Distribution of business card: The eatery business card will be English introduced in engaging arrangement dispersed to the, nearby agents, government workplaces, outside international safe havens and remote organization representatives likewise business cards will be puts on the table in the holder.
- ✚ Publicity and open connection: Different affiliations, schools and universities, exchange magazines are made in every year, giving complimentary lunch or dinner to the chief, leader of the division and his couple of partners, our name and item can be put in the magazines. Likewise, numerous writers and delegates from media, papers, and magazines will be welcomed and offered correlative to them. They will distribute their works including our name and item.
- ✚ Name of the eatery: The name of the eatery will be most productive limited time apparatuses. Basic implications of the eatery name "Decent Time" signifies uncommon beautiful minute so it will be pull in individuals.

### **11.4 Place:**

Abdullahpur is the essential issue Dhaka City. Practically all neighborhood individuals are businesspeople. Numerous individuals originate from various city work here and remain. Around 1 kilometer far is biggest transport terminal and pretty much all greatest college grounds and inn close by, government workplaces, additionally the greater part of the greatest shopping complex around the Abdullahpur zone. This is one of the essential business places for Dhaka city. A large portion of the nearby individuals are agents age by age. They don't have enough light of instruction. The eateries as of now exist here pulls in all dimensions of client, which has awful impact on quality client. For the quality client there is a requirement for an eatery, which will meet the client desire.

### **12. Staffing:**

The proprietor of the arranged eatery will effectively have associated with each segment of the business, he will do his best to run the eatery and he will make each important stride so as to be gainful. He will deal with stock, accounting, special exercises, planning of all the staff, cashiering, even he will hold the administrative position. The proprietor will require an expert cook will's identity chose through roundabout or individual contact. Investigations of the aggressive wages strategies; evaluated compensation for chose gourmet specialist will be 17,000 taka. One cook, two right hand cook, one eatery director, eatery skipper, and five normal servers likewise another three servers will be low maintenance based.

The chose staff must be in any event school passed and must have individual specialized aptitude, for example, make the colleague of the client, serve them in well-mannered way, wearing clean materials and grinning face. Past experience will be given need. Each staff will be benevolent with client even with alternate associates so great condition can be made and each body can appreciate no close to home clash with one another. Worker costs are moderately low in Bangladesh contrasted with other European nations.

### **13. Service style and Food concept**

Our administration style will either be cheap food, which offers nourishment types that extend from burgers, fries, soups and sandwiches; mid-scale, which has luxurious dinners at esteem costs; or upscale, offering full administration suppers with high-class feeling and, thus, more expensive rates.

In the wake of narrowing our foundation to one of these three alternatives, we can limit our style of sustenance decisions. Is there a specific kind of cooking that we see our self-serving? Do we

lean toward pizza or soup? Sandwiches or Chinese? Picking our sustenance idea runs connected at the hip with our decision in administration style.

#### **14. Suppliers:**

The proprietor has picked the accompanying providers, contingent upon their capacity to supply the crisp item at the focused costs in time and the vast majority of them are understand, great notoriety, speedy conveyance and dependable.

Butchery – Rail Bazar is outstanding for butchery.

Dairy merchandise – Local dairy (Milk vita items).

Foods grown from the ground – Local greenery shops (New showcase).

Entire nourishments – Local sustenance suppliers (Azad items).

Dry merchandise/cleaning materials – Local great providers (Radhuni items).

All deals are to be money premise. On the opposite side; we apply for acknowledge offices, to the extent the installments to our providers are concerned. As the business is building up so the providers acknowledge, 35% on money and 65% using a loan. We trust that in the second year we win the trust of our providers and expand our credit offices.

#### **15. Premises:**

The proprietor anticipates area for this business in the Abdullahpur town120. The proprietor likes to buy the premises as opposed to rent or lease. Area is appropriateness for client stopping offices will be taken from the near to petroleum station. Still some stopping offices will be kept behind the eatery. Practically the majority of the clients are stroll by. It is found walk capable separation from the all business sectors and shopping complex.

The passageway is unmistakably obvious from the all business sectors, high way. Satisfactory floor space is given. The proprietor assessed ebb and flow space necessities for the 120-situate eatery: four primary zones are as per the following:

- Seating client (Dinning)
- Food readiness
- Storage
- Others conveyances, visitor WC's, junk, office space.

Structure and stylistic theme – The best shape is rectangular. Floor, dividers, tiled works will be appealing outside, inside and attractive to client. Ground surface would be tiled, wooden eatery's furnishings; clean up region additionally will be tiled-simple to clean.

Gas, power, water, waste, sewage, WC'S ventilation, water warming and cooling framework will be brilliant and present day way.

### **16. Administration:**

The proprietor of the business will settle the installment to its providers 35% in real money and rest 65% will be paid by the credit following multi month. The receipt ought to send to the proprietor 3 days before the merchandise supply. All the exchange will be recorded in a diary day by day based and toward the month's end it will exchange to the misfortune and benefit accounts. The proprietor will be in charge of records and money and the business year will convey as far as possible in month December.

### **17. Legalities:**

As per the business law of the Bangladesh, the authentication, enrolling name of the business must take from the nearby city organization. We need to pay 50,000 taka or €500 to get the permit from Dhaka city organization enlistment office.

This business will administer by the proprietor (ownership), since it is an independent venture and benefit is relied upon to be genuinely enough for one, and the capital of the business is constrained too. Therefore, the proprietor needs to maintain a strategic distance from organization.

The exchanging name of this business will be given "Pleasant Time" eatery. A review by the proprietor through the nation has discovered that there is no eatery and other neighborliness outlets by the name "Decent Time".

Moreover, the business required operational grants from the flame unit control investigation, Sanitation review, and must be enrolled as a legitimate element with Water, Gas and Electricity Authorities.

The requested Tax by the administration on pay can be gained from the arrangement of the Dhaka Income Tax Ordinance. For VAT the business must be enrolled by the nearby government.

### **Licenses and permits needed**

- Trade license
- Local area business permit
- Health Department Permit
- Fire Department Permit

- Air and Water Pollution Control Permit
- Country Permit

### **18. Risk evaluation and insurance:**

Our business has assessed distinctive dangers. Assume liquidation, if business fall in to misfortune and not be capable the settle the advance. To maintain a strategic distance from this hazard, business has capacity to stipends more advance from bank indicating different resources. The basic dangers confronting this business, and possibilities to manage them, are: Lack of work-to be secured by a recharged and continuous spotlight on promoting Liability – to be secured by expert repayment protection Injury to the overseeing chief – to be secured by specialist’s remuneration.

The proprietor talked about with one insurance agency operator that the yearly expense of our business protection inclusion would be 25,000 taka for the main working year 30,000 taka for second year and 45,000 taka for third year. Notwithstanding protection inclusion, the proprietor will find a way to watch the business against business misfortunes.

### **19. Finance and Start-up-Expenses:**

The proprietor has discovered that the measure of capital expected to dispatch business adequately and practically. The wellspring of capital need to begin the business will come absolutely 18,000,000 taka or TK200,000. 20% of the capital given by the understudy Government credit by the 10% on loan cost. Its goal is to energize the improvement of private enterprise. They give assets so as to build up the economy of the nation advance independent work and diminish joblessness. 40% of the capital is given from the proprietor's private sources or investment funds and staying 40% originating from the open sources. As understanding and confirmation the proprietor land as security if the proprietor will unfit to maintain the business or go liquidation.

### **Forecasting Start-up Expenses**

Start-up-Expenses	Amount	Description
Rent	tk20,000	Fee to be paid before opening
Licenses and permits	tk12,000	Check with city or state offices
Advertising	tk8,000	Promotion for opening the business
Cash	tk30,000	Amount needed for the cash register
Decorating	tk12,000	Estimate based on bid if appropriate
Fixtures and Equipment	tk45,000	Use actual bids
Insurance	tk8,000	Bid from insurance office
Services	tk3,000	Cleaning, guard etc.
Miscellaneous	tk5,000	All other costs
Professional fees	tk12,000	Include Chef, Attorney etc.
Starting Inventory	tk25,000	The amount of inventory required
Suppliers	tk10,000	Raw, cleaning materials suppliers etc.
Unexpected expenses	tk5000	Include an amount for the unexpected
Others	tk5000	Others expenses
<b>Total Start-up-Expenses</b>	<b>tk200,000</b>	<b>Total amounts of costs before opening</b>

### **19.1 Financial Projections:**

- Sales –We have anticipated deals on the low side utilizing tk2.5 corers for every year per eatery. We didn't factor in any business development for ensuing years.

- Cost of Goods Sold - The expense of products sold was controlled by assuming real Profit and Loss explanations from different eatery ideas and afterward utilizing our evaluating structure and visitor tallies to land at expenses.
- Management Payroll - Figures depend on the utilization of five administrators for each unit at our greatest reward and pay levels. In the event that we utilize four chiefs for every eatery, this will bring down our finance.
- Fixed and Variable Expenses - The different fixed and variable costs were dictated by taking genuine numbers from a few diverse eatery ideas.
- Marketing Fees - These assets will be utilized for the creation of different advertising materials.
- Advertising - These assets will be utilized, if essential, to keep up our deals at anticipated dimensions. On the off chance that we are running altogether in front of our business projections, at that point these assets may not be important.
- Management Fees - We will utilize these takas for bookkeeping and finance administrations of our firm. As we develop in size, this cost weight will contract per store because of efficiencies in volume.

## **20. Personal & Business Goal/Objectives:**

- ✚ Personal Goals: One of the purposes behind the proprietor going into this business is to act naturally utilized. To effectively run and build up this business shows the capacities he has gotten throughout his training.
- ✚ Business Goals: The momentary objectives is pay back every one of the advances obtained with intrigue. Long haul objectives incorporate business to turn into a selective eatery among whole eatery of Dhaka city by giving higher nature of administration, flavorful nourishments, which will fulfill the essential need of its planned visitors for their fulfillment.

A future objective of the eatery is extending and increment the extent of the eatery. Over the long haul we are to build up ourselves as the pioneers in the neighborhood eatery showcase with a faithful customer's base, strong notoriety and qualified representatives, with opening and effectively working to more outlets either on possession or on franchisee base

## **21. Conclusion:**

This field-tested strategy will use as a working apparatus for the effective task of the "Pleasant Time Restaurant". The area and zone investigation, target showcase examination, SWOT and nearby marker and contender examination all propose that the eatery will be prevalent and fruitful. The proprietor comprehends that in the desires, because of conditions out of hand, client needs and inclinations will change. Our commitment is to maintain the business as indicated by

field-tested strategy we made what might fill in as a working instrument. We will change our procedure as indicated by patterns in the neighborliness business in Keranigonj zone. To get our targets we will take a gander at our business, creation, work force, stock, client profile and request, consumer loyalty, rehash client, payment and so forth.