



Daffodil
International
University

Project Report On Hungry Shark

Submitted To:

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LETTER OF TRANSMITTAL

To

Mohammad Shibli Shahriar
Associate Professor &
Head, Department of Innovation & Entrepreneurship
Daffodil International University

Subject: Submission of Project Report on "**Hungry Shark**"

Respected Sir,

With great pleasure I am presenting my project report on the topic "**Hungry Shark**". While preparing this report, I have followed your instruction and guidelines. This report has been completed by my experiences and idea. I express my special gratitude to you for dedicating your valuable time, expert guidance and support. I have tried my best to complete the report appropriately as much as possible. I tried to gather information from primary and secondary sources.

I therefore, request you to accept this report and give me proper suggestion to work in my professional life and I pray and hope that the mistakes, the report may have will be kindly Excused



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CERTIFICATE OF APPROVAL

This is to certify that the project report entitled "**Hungry Shark**" has been prepared by sheik Md. Farhan Afiful Haque as a partial fulfillment of the requirement of our semester final of Entrepreneurship department Daffodil International University

I wish him every success in life



Mohammad Shibli Shahriar
Associate Professor & Head
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(iii)

Acknowledgement

All praises are due to almighty Allah who enabled me to complete this report.

I express my sincere gratitude to my report supervisor Mohammad Shibli Shahriar
Associate

Professor, Department of Business Administration, Faculty of Business &
Entrepreneurship,

Daffodil International University

I have tried my best and work hard over the last three weeks for preparing this report.

Some of my friends and some industry related people helps me to collect all information

I really very thankful to them

Hungry Shark

Executive Summary

Bangladesh is a developing country, Bangladesh is one of the most growing country all over the world. In others developed country there are lost of day-night, hollenight, midnight, and other different type of restaurant. But in Bangladesh there is no whole night service restaurant. Bangladesh is a big market for food restaurant. International lots of big chain fast food restaurant now in Bangladesh. But no one serve whole night food delivery. And most of them can't serve quality food. Here is a big market

actually who are looking for a quality food and whole night service restaurant .

In our country there are lots of National and International chain restaurant, but a large number of restaurant can't delivered their customs fresh and hygienic food. And some people find live

kitchen food, and some people want delivery on his door. And now there is a new market create who feels to Hungry late at night.

Me and my two partner thinking to start a new concept restaurant business in our country. That is live kitchen fast food restaurant and hollenight delivery service.

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1.Introduction

Hungry Shark is a fast food restaurant where foodies people will get healthy & tasty food in a cheap price. We also offer our customers Takeaway service whole night. We start our shop from 4Pm to 4 am.

And in this time we will offer our customers to taste our food.

2.Objective of the report

Main objective of my restaurant is we offers our customer fresh live kitchen fast food and also offers delivery from afternoon to night at 4am by our own delivery man & delivery partners.

3.Vision

Our vision is offers our customers fresh,tasty, live kitchen fast food And delivery also.

4.Mission

Our mission is develop our chain and make a international chain resturent like McDonald's or Subway

5. Marketing plan

Type of Advertising and promotion	Details	Cost
Visiting Card	We will make a beautiful visiting card, and we server it with our customers	Variable
Social media	Facebook, viber, whatsapp is our key advertising source. By Facebook we promote our foods and restaurant, and Viber whatsapp helps us to maintain customers relationship	Variable
Banners	By making banners we promote our restaurant name.	Variable
Poster	Poster will helps our customer to know about our restaurant	Variable
X-stand	In different Event we show our restaurant x-stand to promote our restaurant	Variable

6. Market research

We makes some hypothesis, and their response is good, they welcome us, Because in our country this concept is fully new. Live kitchen+holenight delivery + fast food restaurant this is a combo pack restaurant.

And our target business area is residential area. Like Mohammadpur, Dhanmondi, Bashundhara, Dohs, wari. And in this type of area has a big demand of fast food restaurant and whole night food delivery.

For my prototype i am thinking to start business from Dhanmondi area.

7. Industry Analyses:

In food chain industry there was lots of big players, but in my concept it is 0.

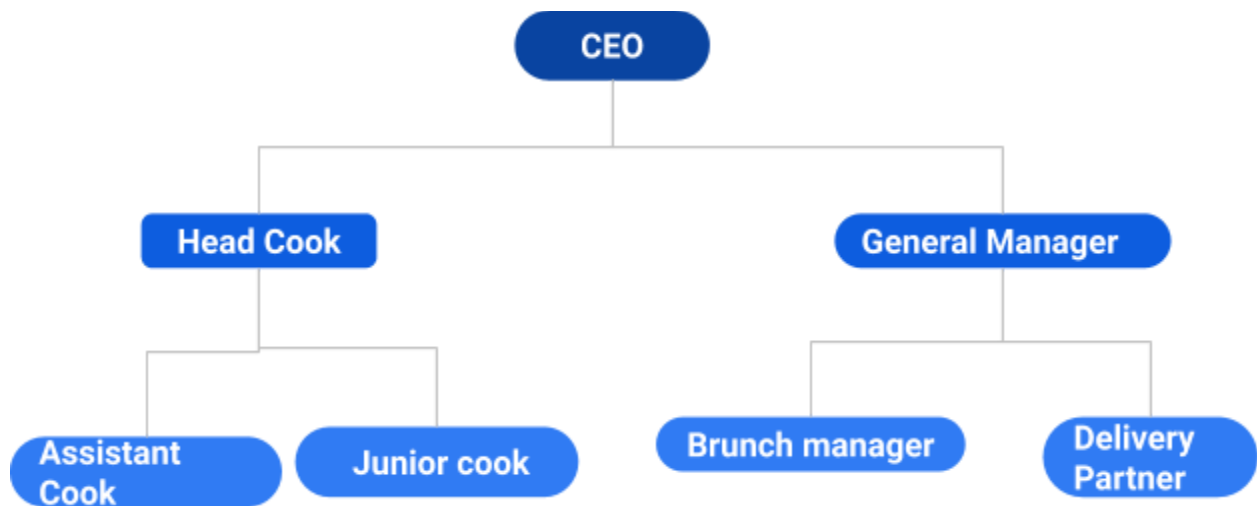
And if i can, it will be blue ocean strategy. And i am the first.

My target market is only youth. Who love foods. Who feels hungry late at night like me. People want to spend money in food sector. And now 62% of our total population is youth. And most of them awake at night and feel hungry at midnight. So i think it is a good concept for me. If i can start it.

8. Operation plan

when i will start my business then my target is to make product as fast as possible, for this reason i include here some automatic machines, best Assembly line, and trained man power. Sanitation and ventilation for hygienic. And in this way i will sarve best dishes.

9. Organizational Structure



10.Competitors

Hungry shark has no competitors, hungry shark concept is fully new in Bangladesh and I am the introducer.

11.SWOT analysis

strength	Weakness	Opportunity	Threats
Economic price			
Growing market	Lack of awareness	Expansion Opportunity	Local restaurant and cafe shop
Attractive place			
Holenight delivery service	Risk of new market	Product line expansion	Competition with big players

12.Target Market

1. Youth people
2. Office worker
3. Foodies people
4. People who are feel hungry at night.

13. Financial statement

13.1: Business startup activists

Business Startup activists	Time	Cost in BDT
Business Plan preparation	2 months	25,000
Registration and Licence	6 months	25,000
Application for loan	6 months	2,000
Restaurant space finding	1 month	3,000
Contract and agreement	2 months	5,000
Space rent	1 month	5,00,000
Decorations and others	2 months	10,00,000
Others cost and expense	2 months	5,00,000
	Total	20,60,000

13.2: Office equipment

Products name	Cost
Plate	5,000 bdt
Spoons	2,000 bdt
Table	50,000 bdt
Chair	50,000 bdt
Others furniture	50,000 bdt
Kitchen equipment	43,000 bdt
stove	5,000 bdt
Oven	15,000 bdt
Coffee makers	5,000 bdt
	Total
	2,20,000

13.3: Operation cost

Indirect cost per months	BDT
Electricity	15,000
Interest on loan (10%)	35,000
Depreciation cost	15,000
Others cost	15,000
Total	80,000

13.4: Honorarium

Designation	Number of employees	Salary per year (BDT)
Chief	2	4,80,000
Waiter	3	4,00,000
Manager	1	2,80,000
Delivery man	3	2,80,000
	Total	14,40,000

13.5: Break even analysis

Details	Number
Break even point unit	32,251 unit
Break even point BDT	22,03,730 BDT
Break even Period	1.5 years

14. Conclusion

Restaurant business is a common business for all over the world. It is a profitable business. This type of business has some weakness. Taste, quality of food, quantity of food is very important. Here has a another key point about restaurant business that is strong monitoring. If you can't Monitor your

business properly you will be sufferer.

Fast food restaurant has some key point. Fast food means Fast service. You customs have limited time so he come in a fast food restaurant. You must be understanding this. Secondly customers are king. So treat with them like a king. Thirdly give value for money food. If you can't serve value for money food no one will come. So, it is very much important.

From my concept Bangladesh is a developing country, all developed country has day-night, hole night, different time food restaurant. But as a developing country we must added this value. From this type of concept I am thinking to start a restaurant which serve hole night and day also like other developed country. Here has some govt. Policy to start it. Bangladesh is now growing in many ways, so i am thinking to open this type of business.

If I can start this business it is very good for us. We have a big market, but no one focusing to them. So it is a great opportunity for us. So i am very much hopeful about this concept.