



Daffodil
International
University

Project Report

On **Mini cheese Burger**

Submitted To:

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Daffodil International University

Submission Date: May 2019

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Report On

Business Plan

About: **Mini cheese Burger**

Prepared by

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ID: 191-45-191

Program: B.Enrepreneurship

Major: Innovation and Entrepreneurship

Daffodil International University

Supervised By

Mohammad Shibli Shahriar

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Daffodil International University

Date of Submission : 06 may 2019

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Letter of transmitting

Mohammad shibli Shahriar

Associate Professor

Department of Innovation and Entrepreneurship

Daffodil International University

Subject: Report about business plan “mini cheese burger’

Dear Sir,

This is about our project work on business plan. From our academic knowledge I try to my best for my business plan. It’s From our department of Innovation and Entrepreneurship from daffodil International University.

This is about a food curd . I am form first semester so I just get the introduction about business. By that I just revel my idea. That it.

So I wish you accept my idea , and I hope its quit be a good idea for grow .

Sincerely yours



.....

MD. Al Mamun Rashid Rana.

Id: 191-458-191

Department of Innovation and Entrepreneurship

Daffodil International University

Letter of Approval

This is to certify that Md Mamun . Id : 191-45-191. Program: B. Entrepreneurship

. Major in Innovation and Entrepreneurship. Daffodil International University. He is successfully done his business plan for his project 1 course. I think its fulfilling the project work.

I wish her successfulness,



Mohammad Shibli Shahriar

Associate Professor

Department of Innovation and Entrepreneurship

Daffodil International University

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

Executive Summary

It's ironic to find very difficult find a hygienic fast food as live kitchen and also a very good quality full cooking catering service. . In Bangladesh we don't have any specialized live kitchen fast food and also quality full cooking catering service rarely available. Just we find out this type of Mini burger in a food court , very few standard catering services and VIP's area, not everywhere. According to our plan if we open specialize fast food and give a very high standard level's cooking catering service in air conditioned arcade which is different from traditional stores and provide delightful service and amazing store appearance.

Daffodil University, an institution, is now becoming the model metropolis for established new Department as "Entrepreneurship department" to create a large number of student's entrepreneurs. We have some dynamic plan to make our business in high standard.

Business plan

Mini cheese burger

Table of Contents:

<i>SL</i>	<i>Name of the Contents</i>	<i>Page No.</i>																						
<i>1</i>	<i>Brief Introduction of the Entrepreneur</i>	<i>05</i>																						
<i>2</i>	<i>Brief Description of the Business</i>	<i>05</i>																						
<i>3</i>	<i>Executive Summary</i>	<i>05-06</i>																						
	<ul style="list-style-type: none"> • <i>Company Description</i> • <i>Mission Statement</i> • <i>Products & Services</i> 																							
<i>5</i>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;"><i>Marketing plan</i></td> <td><i>Competitors and their Position</i></td> </tr> <tr> <td></td> <td><i>Competitive Environment</i></td> </tr> <tr> <td></td> <td><i>LOGO of our Company</i></td> </tr> <tr> <td></td> <td><i>Marketing Area</i></td> </tr> <tr> <td></td> <td><i>SWOT Analysis or Comparison of product/service with competitors</i></td> </tr> <tr> <td></td> <td><i>Target Customer</i></td> </tr> <tr> <td></td> <td><i>Price</i></td> </tr> <tr> <td></td> <td> <ul style="list-style-type: none"> ➤ <i>Sample of Menu</i> ➤ <i>Packaging Program</i> </td> </tr> <tr> <td></td> <td><i>Design of Our Menu Card</i></td> </tr> <tr> <td></td> <td><i>Design of Our Visiting Card</i></td> </tr> <tr> <td></td> <td><i>Marketing Strategy</i></td> </tr> </table>	<i>Marketing plan</i>	<i>Competitors and their Position</i>		<i>Competitive Environment</i>		<i>LOGO of our Company</i>		<i>Marketing Area</i>		<i>SWOT Analysis or Comparison of product/service with competitors</i>		<i>Target Customer</i>		<i>Price</i>		<ul style="list-style-type: none"> ➤ <i>Sample of Menu</i> ➤ <i>Packaging Program</i> 		<i>Design of Our Menu Card</i>		<i>Design of Our Visiting Card</i>		<i>Marketing Strategy</i>	<i>07-18</i>
<i>Marketing plan</i>	<i>Competitors and their Position</i>																							
	<i>Competitive Environment</i>																							
	<i>LOGO of our Company</i>																							
	<i>Marketing Area</i>																							
	<i>SWOT Analysis or Comparison of product/service with competitors</i>																							
	<i>Target Customer</i>																							
	<i>Price</i>																							
	<ul style="list-style-type: none"> ➤ <i>Sample of Menu</i> ➤ <i>Packaging Program</i> 																							
	<i>Design of Our Menu Card</i>																							
	<i>Design of Our Visiting Card</i>																							
	<i>Marketing Strategy</i>																							

		<i>Promotional Strategy</i>	
		<i>Price Strategy</i>	
		<i>Market Expansion Strategy</i>	
		<i>Marketing Budget</i>	
		<i>Risk of Business</i>	
		<i>Seasonal Trends</i>	
6	Operation Plan	<i>Production Process</i>	19-25
		<i>Project Implementation Schedule</i>	
		<i>Production Capacity</i>	
		<i>List of fixed asset and their description</i>	
		<i>Cost of Raw materials</i>	
		<i>Workforce Engaged in Production</i>	
		<i>Production Cost</i>	
		<i>Key to success</i>	
		<i>Sales Forecasting</i>	
		<i>Decoration and painting</i>	
		<i>Full view of Café</i>	
		<i>Dynamic Activities</i>	
		<i>Business Start-up Activities and Cost</i>	
		<i>Monitoring and Evaluation (M&E)</i>	
<i>Fixed Asset</i> <i>Current assets</i>			
7	Organization and		25-27
		<i>Organizational Structure</i>	

	Management Plan	<i>Office Equipment (cost of fixed assets in office)</i>	
		<i>Salary of the Employees</i>	
		<i>Administrative Expenses</i>	
		<i>Monitoring and Evaluation (M&E)</i>	
		<i>Business Social Responsibility (BSR)</i>	
		<i>Research and Development (R&D)</i>	
		<i>Training & Development</i>	
8	Financial Plan	<i>Fixed assets</i>	28-30
		<i>Current assets</i>	
		<i>Start-up Cost</i>	
		<i>Total Investment</i>	
		<i>Sources of Fund</i>	
		<i>Break-even Point</i>	
9	Other Courses of Action	<i>Legal Issues</i>	
		<i>Modern Technological Issues</i>	

Business Plan On

Mini cheese burger

1. Brief Introduction of the Entrepreneur:

- Name: **MD. Al Mamun Rashid Rana**
- Address: Sukrabad, Dhanmondi, Dhaka
- Educational Qualification: Students of Entrepreneurship department
- Experience in Other Business: No

2. Brief Description of the Business:

- Name of the Business : **“Mini cheese burger ”**
- Nature of Business: Food Court.
- Sector/Industry: Food and catering service
- Objectives : To create a new brand from Daffodil International University and make competition with all fast food and modern new model catering service in Dhaka city.
- Employment: No
- Type of Ownership: Personal

3. Executive Summary:

It's ironic to find very difficult find a hygienic fast food as live kitchen and also a very good quality full cooking catering service. . In Bangladesh we don't have any specialized live kitchen fast food and also quality full cooking catering service rarely available. Just we find out this type of Mini burger in a food court , very few standard catering services and VIP's area, not everywhere.

- ❖ *According to our plan if we open specialize fast food and give a very high standard level's cooking catering service in air conditioned arcade which is different from traditional stores and provide delightful service and amazing store appearance.*

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- ***Company Description***

"mini cheese burger and Catering Food Service" Is a Fast Food corner where fast food lovers will get many types of delicious live kitchen fast food items with very reasonable price with high quality. We will provide a customer's food using new technology. Even we will have a delivery system for providing fast food in different way. . We will have software of our own.

- ***Mission Statement***

Our mission is to introduce a positive think about fast food to our people in a new way with various types. Quality and hygiene will be our first priority for our customers. We will provide some amazing fast food items to our customer with reasonable price as people of every class can eat our live kitchen fast food items our shop.

- **Description of Product/ Service:**

There will have the following services in the food court –

Min. 7/8 thousand (Students, Teachers, Staffs & Visitors) are come on the University campus and in the selected office buildings. We will have many types of special live kitchen fast food items and many flavors of drinks and mini cheese burger.

*The innovative and the best part is our attractive produced “**NEW chicken mini cheese burger**” will include very early time to give shock our customers. We will try our best to give our customers all needed. We are committed to give them 100% fresh and healthy food. We will change our menu every 2-3 months, to introduce new items.*

***N.B: If Our Teacher’s prefers our any flavors mini cheese burger, we will provide that by a delivery boy in time with a beautiful pack**

Marketing Plan

- *Competitors and their Position*

<i>Sl</i>	<i>Competitors</i>	<i>Position</i>
<i>1</i>	The main cafeteria of DT-5	1
<i>2</i>	All live kitchen Restaurants	2
<i>3</i>	Nidmohol cafeteria	3
<i>4</i>	Startup Café	4
<i>5</i>	All Catering Food Services	5

- *Competitive Environment*

*Through easy to understand and well structured training modules for all roles at **food court**.*

Our main aim is to create a strong and competent work force, well educated and aware the importance of authentic live kitchen food, as the face of food court.

*Fast food competition **blue ocean strategy** because we engaged to uncontested market space we will attract a lot of customers while the competition is rising in other businesses.*

- *LOGO of our Company*

Not Ready Now

- **Marketing area**

Now its only in daffodil.

Our main focusing marketing area will be:

- **Facebook:** *Since all people use facebook everyday, we'll put all of our innovative idea, discount season, promotion of new Item and any work in our facebook page so that we can get more interactions from our facebook followers.*
- **Instagram:** *As we aware of Instagram, become one of the important platforms and most popular site for every business that's why we want to create hash tag for our business and Connect with the Right Communities like #foodcourt*
- **Website:** *Creating unique website is one of our strategies to grab the market and be closer to all fast food.*

- **Working Area**

Our main working area will be in besides the registered office place and also social media.

Also we are going to streets using our backpack machine to create and grab the attention of the people of Dhaka city.

• *SWOT Analysis or Comparison of product/service with competitors:*

Sl	Competitors	Strength	Weakness	Opportunity	Threat
1	<i>Start up Cafe</i>	<i># fresh food # special items #Advertisement #management #innovation # Tea/Coffee items</i>	<i># short space # chair shortage #Lighting problem.</i>	<i># get all students attraction # Maximum customer # Earn a profitable income</i>	<i># local tea shops *competition from big players or coffee houses</i>
2	<i>The main cafeteria of DT-5</i>	<i># Customer Demand # Big space</i>	<i># food quality #management # service # No attractive food</i>	<i># Maximum customer</i>	
3	<i>All live kitchen Restaurants</i>	<i># Customer Demand # Big space</i>	<i># service # food quality</i>	<i># Earn a profitable income</i>	
4	<i>Nidmohol cafeteria</i>	<i>#Big space #Decoration #many items</i>	<i># food quality # service</i>		

Mini cheese burger analysis

<i>Strengths</i>	<i>weakness</i>	<i>Opportunities</i>	<i>Threats</i>
<i>*Economic price *attractive location *growing demand for food court *customer based loyalty</i>	<i>*lack of awareness *risk of new market</i>	<i>*expansion in other branches and cities *product line expansion</i>	<i>*local food court *competition from big players or restaurant</i>

- **Target Customer:**

- *All students*
- *Teachers*
- *Different Visitors*
- *VIP guest*
- **All departments' teachers and employee's snacks, drinks.*

❖ **Price**

Sample of Menu

Live kitchen fast food

<i>1. Mini cheese burger</i>	Tk.50
<i>2. Cock</i>	Tk.20

Package system

- We will offer for students “Students and teachers package” system like this (*Mini Burger, and coce*)...



**** If you fancy a snack with your burger for coce along with*

the usual snacks. “We are also launching our own range of high quality burger recipes, which

will be available in our food court

- **Marketing Strategy**

- ❖ **Promotional Strategy:**

<i>Type of Advertising and Promotion</i>	<i>Details</i>	<i>Cost</i>
<i>Visiting card & Pam plate</i>	<i>We have a beautiful visiting card and brushier for knowing our food court all descriptions.</i>	<i>1000 tk</i>
<i>Face book</i>	<i>We will have a face book page where every information and updates about our all facilities, food items, selling, events, occasions, and sales are easily available for all.</i>	<i>N/A</i>
<i>Banners</i>	<i>In ground floor & Basement area of building will be provided with some banners which will be highlighting my business.</i>	<i>700 tk</i>
<i>Posters</i>	<i>All the Departments & every floor of our main building and besides one building and also Business Incubator building will be provided with some posters which will be also highlighting my business.</i>	<i>1000 tk</i>
<i>X-Stands</i>	<i>In every programs & events of Daffodil International University, there will be one or two X stands of my business.</i>	<i>1000 tk</i>
<i>Total</i>	<i>-</i>	<i>3700 tk</i>

Market Expansion Strategy

We will apply three different marketing tactics to increase customer awareness of 'food court'. Our most important tactic will be using posters in an every floor of all building of Daffodil University. This will be by far the cheapest and most effective of our marketing programs.

Word-of-mouth/In-store Marketing

- *Opening Party –we will offer in the opening day special discount.*
- *Once a month invite an artist student to show his performance in the ground floor so that students come and gather around like live music.*
- *Special offer for Valentine's Day, Parents day, Birthday etc.*

- **Price Strategy**

Here are some of the various strategies that 'Mini cheese burger' implement when setting prices on their products and services.

1. Pricing for Market Penetration

Food court set costs lower than the competitors because customers need to perceive products worth to their pocket, and our aim is to attract buyers by offering lower prices on goods and services while many new companies using high price.

2. Psychology Pricing

With the economy still limping back to full health, price remains a major concern for Bangladeshi consumers. Psychology pricing refers to techniques that marketers use to encourage customers to respond on emotional levels rather than logical ones.

- **Market expansion strategy**

Considering which markets would be easiest for us to reach customers, experience and contacts.

Our expansion strategy will be by providing a new product and opening another branches in different cities.

- **Risk of Business**

As a new Entrepreneur we will face problems to enter the market.

- *Seasonal Trends*

<i>Timing</i>	<i>Month /Duration/ Occasion</i>
<i>(a) Peak Season</i>	<i>Valentine’s Day, Pahela Baisakh, Eid-ul-Fitor, All Memorable Day, Specially Winter Seasons. (Jan-April, June-August,Nov-Dec)</i>
<i>(b) Off Season</i>	<i>Semester Break, Govt. Holyday.</i>

Operation Plan

- *Production Process*

*Food court will make **Mini cheese burger**. So, we collect our specialized Special fast food making chef for our customer.*

- *Project Implementation Schedule:*

<i>Sl</i>	<i>Activity</i>	<i>Duration</i>
<i>1.</i>	<i>Decoration</i>	<i>5/7 days</i>
<i>2.</i>	<i>Set up all products</i>	<i>3 days</i>

- *Production Capacity*

Product	Time	Quantity	Taka
Fast Food	1 month		

- *Cost of Raw materials (Daily)*

- *Snacks Item's Raw Materials (Daily)*

<i>Items</i>	<i>Unit</i>	<i>Price</i>
<i>1. Chicken Item</i>		
<i>2. Subway and Burger Bread</i>		
<i>3. Sauces (2Types)</i>		

- *Workforce Engaged in Production*

<i>Task</i>	<i>Number of Workers required</i>	<i>Skills and Experience needed</i>	<i>His/ Her Responsibility will be</i>
<i>Salesman</i>	<i>1</i>	<i>Hard worker, fast and Honest</i>	<i>Distribute the food item to the customers and clean the food court</i>
<i>Good chef</i>	<i>2</i>	<i>Experienced and have all knowledge of all items</i>	<i>Will cook food for the full time workers. Especially live kitchen fast food.</i>
<i>Total 03</i>			

- ***Production Cost***

Description	Cost (monthly)
1. Cost Of Raw Materials	Not now
2. wages	Not now
Total	Not now

- ***Keys to Success***

The keys to success will be:

- *Store design that will be both visually attractive to customers, and designed for fast and efficient operations.*
- *Employee training to insure the best Items preparation techniques.*
- *Marketing strategies aimed to build a solid base of loyal customers,*
- *Product quality. Not only great food but great service and atmosphere.*
- *The menu will appeal to a wide and varied clientele. It is with an interesting food court.*
- *Controlling costs at all times without except.*

- ***Sales Forecasting:***

PLACE

The Planned Location of the Business in our besides of Register Office of University.

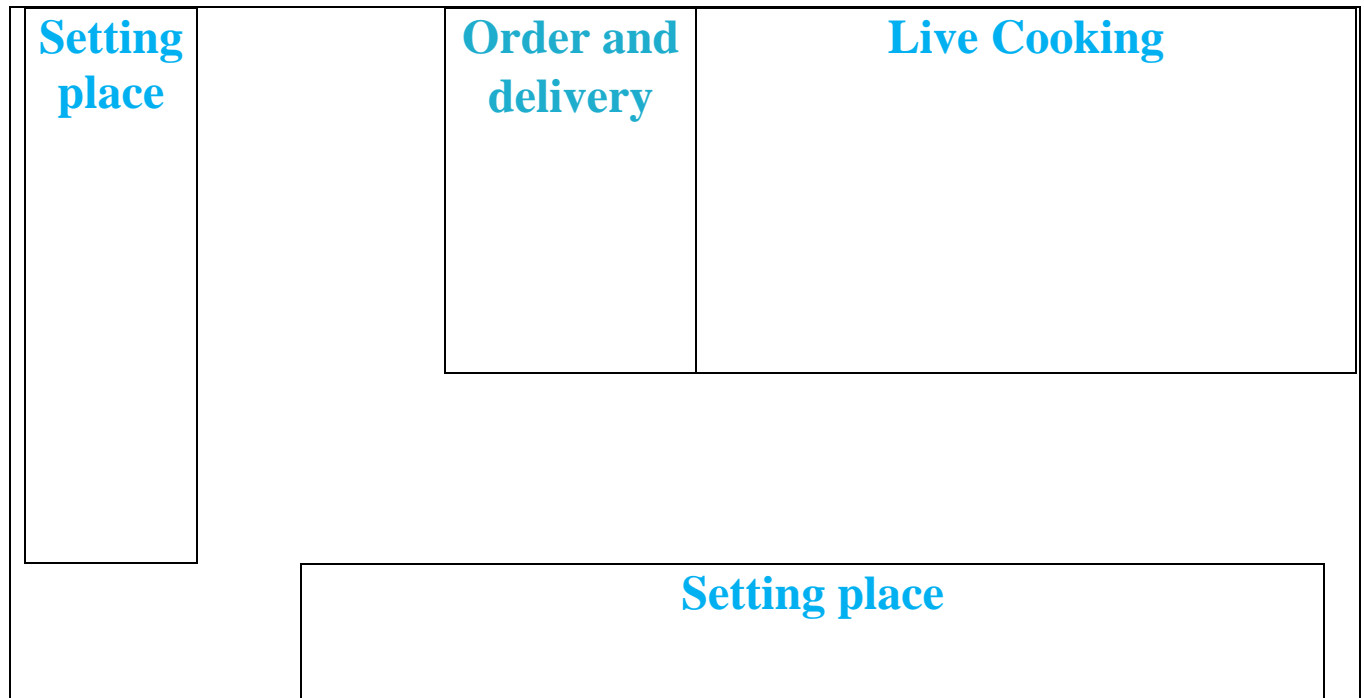
The Location is chosen for the following reasons.

- i. *Min. 7/8 thousand (Students, Teachers, Staffs & Visitors) are come on the University campus and in the selected office buildings.*
- ii. *There is a big place where Students/Customers will enjoy their meal by sitting comfortably.*
- iii.

- **Decoration and painting**

- ❖ *The decoration will be unique, including; painting, small furniture's, digital menu monitor etc.*
- ❖ *The whole café covered with Yellow, Reddish and Black color painting because Combination of these two colors is very attractive to show.*
- ❖ *There will be a digital menu board which will not only show the menu but also advantages and food value of food.*

Full View (Layout) of “Mini cheese burger”



- *Dynamic activities*

These are:

- Best try to Serve and deliver all fresh & healthy snack in a different way.
- We are committed to give them 100% fresh Snacks .
- When there is arrange any program of 71 milionayoton , we will make some special snacks for them. If the program is big and if the authority will order us to make special items, we will also provide that.
-

Organization and Management Plan

- *Organizational Structure*

	<i>Name</i>	<i>Experience</i>	<i>Qualification</i>
<i>01</i>	<i>MD. Mamun</i>	<i>N/A</i>	<i>Student of Entrepreneurship department</i>

- *Business Start-up Activities and Cost*

<i>Sl.</i>	<i>Business Start-up Activities</i>	<i>Time</i>
<i>1</i>	<i>Business plan preparation</i>	<i>7 Days</i>
<i>3</i>	<i>Application for permission</i>	<i>3 Days</i>
<i>4</i>	<i>Contract/Agreement</i>	<i>2 Days</i>
<i>6</i>	<i>Connection of utilities (electricity, water etc)</i>	<i>2 Days</i>
<i>7</i>	<i>Recruitment</i>	<i>2 Days</i>
<i>8</i>	<i>Decoration</i>	<i>7/10Days</i>
<i>9</i>	<i>Others</i>	<i>3 Days</i>
	<i>TOTAL</i>	<i>29 Days</i>

- **Labor Cost Form**

For manufacturers and service operators

1	2	3
<i>Employee</i>	<i>Total working hour per month</i>	<i>Total monthly pay (BDT)</i>
2	270	TK.30,000
1	90	TK.5,000
<i>Total 540</i>		<i>Total Tk.35,000</i>

- **Salary of the Employees**

Sl	Designation	Salary (Monthly)
1	Salesman	5,000 tk
3	Chef (2)	30,000 tk
Total		35,000 tk

- **Monitoring and Evaluation (M&E):**

There will be one person (Me) for monitoring the services and after per month the whole thing will be evaluated.

- **Business Social Responsibility (BSR)**

Simply to fuel the billion Bangladeshi-on-the-go, to justify those billion reasons with that great burger . We will make our live kitchen food court with a different way and with a specialized chef.

- *Research and Development (R&D)*

We visited most fast food food court in Dhaka city and we what we notice when we went there is that the taste isn't good the people are not satisfy except one or two shop. For our food court, we will maintain our strategy as we mention before and develop all aspect of live kitchen fast food.

- *Training & Development*

TRAINING EMPOWERS OUR EMPLOYEE

With trained and well-educated employees, we essential empower them to take appropriate action when we aren't around.

TRAINING IMPROVES CUSTOMER SERVICE

Training our employee impacts customer service at nearly every touch point with the customer.

TRAINING EMPLOYEE CAN BOOST OUR SALES

It's no secret that friendly, well-liked, efficient, and trained baristas can boost our sales

Financial Plan

- *Fixed Assets*
- *Current Asset*

Item	Present (Tk)	Proposed (Tk)
Chair's		0
Furniture's	3	1pc (Large)
Food court Overhead expenditure (all decoration)	0	Painting, Logo, Lighting
Marketing and advertising expenditure	0	All Unique idea
Induction Machine	0	1Pc
Paniny Machine	0	1Pc
Oven	1	0
Blender	0	2 pcs
Other (Specify)		Stand fan (1)

Budget of our Business plan

• **Machineries**

Products	Price
1. Ovan	Tk. 30000
2. Decoration (Painting , Lighting , Colorful festoon)	Tk. 10000
3. Furniture's (Table) Furniture's (For Snacks)	Tk. 15000 Tk. 5000
5. Blender	Tk. 6000
6. One time glass (2000 pcs) + Straw = One time plate + One time parcel box for snacks (2000 pcs)	Tk. 4000 Tk. 6000
7. Poster + X-stand+ Pamphlet + Menu Card + Visiting card	Tk.8000
10. T-shirt + Cap with Logo	Tk. 1000
11. Electric Stove (1pc)	Tk. 3000
13. Subway Maker (Electronic)	Tk. 4000
15. Dustbin	Tk. 500
TOTAL	Tk. 92500

- *Start-up Cost: almost –*
- *Total Investment: around-*

- *Sources of Fund*

<i>Source</i>	<i>Fund</i>
<i>1. Himel Hasan</i>	<i>Tk. 2,00,000</i>
<i>Total</i>	<i>Tk. 2.00.000</i>

- *Break-even Point*

Other Courses of Action

- **Legal Issues**

We will prepare our Trade license when we will build other branches of **food court**.

The End