

# **A Report on “Fire Crown Cafe”**

Submitted to:

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## Student's Declaration

I am Rifat Hossain , student of Department of Innovation and Entrepreneurship, Daffodil International University , do hereby that the project work entitled , “ Implementation of Restaurant Business ” Presented to the Department of Innovation and Entrepreneurship , Daffodil International University is the outcome of the dissertation project work performed by me under the supervision of Md. Asif Iqbal , Department of Innovation and Entrepreneurship , and Daffodil International University , I also declare that no part of this report has been or is being submitted elsewhere for the award of any degree , diploma or recognition .



.....  
Sincerely your  
Rifat Hossain  
Id: 192-45-196  
Batch: 14th

## Supervisor's Declaration

This is project work on “Implementation of Restaurant Business”. Has been submitted for the purpose of 2 credited subject project work -1 ,code PW for the Department of Innovation and Entrepreneurship , Daffodil International University ,carried out by Rifat Hossain , Id :192-45-196, 14 Batch under any supervision . To the best of any knowledge and as per his declaration, any of this internship report has not been submitted for any degree, diploma or certificate.



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Signature

Asif Iqbal

Lecturer

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## Acknowledgement

With heartiest gratitude, I would like to acknowledge a person whose counsel and guidance in the completion of my project work.

Completion of the project work has made me grateful to a number of reason; First of all I would like to acknowledge Md. Asif Iqbal , Lecturer , and project work supervisor of Department of Innovation and Entrepreneurship ,Daffodil International University for his generous cooperation and constant guidance made me really confident about the desired outcome of my project work . Department of Innovation and Entrepreneurship.

# Letter of Transmittal

Date: 07-08-2019

Md. Asif Iqbal  
Lecturer  
Faculty of Business & Entrepreneurship  
Department of Innovation and Entrepreneurship  
Daffodil International University

Subject: Submission of project work project 1.

Dear Sir,

I have the pleasure to inform you that, I have accomplished my project work on “Implementation of Restaurant Business. “As I am working and analyzing the market of Restaurant Business since 2019, now I have planted a small Restaurant Business. The Restaurant Business called “**Fire crown cafe**”. I have tried to give my best efforts and concentration during preparing the project work.

I would like to thank you for your prolonged support and guidance during preparing the project work and I hope that you would be kind enough to see inconveniences or mistake may have appeared beyond my knowledge.



.....  
Sincerely Yours  
Rifat Hossain  
ID: 192-45-196  
Daffodil International University (DIU)

## Executive Summary

Well, now-a-days restaurant business are getting more popular. That is why I will open a restaurant where everyone can find tasty, delicious and hygienic food. They can also enjoy unique food in their own city and see natural beauty with their food. Our motto is serving people best and quality of foods with less money. We believe in best service and customer's satisfaction. That is why we will manage all kinds of licenses and documents so that people can trust on us. For us customer's trust is everything. We will give our 100% to keep their trust.

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# Introduction of Restaurant Business

Opening a Restaurant either an online store or a Restaurant in a physical location can be a great niche business. Restaurant is popular for many reasons, most people are aware of the health benefits of healthy food. Although there is a lot to learn about running a Restaurant, there are also many advantages and marketing ideas that could make it profitable and fun.

## Market Analysis and Risk

Trends in my chosen market are given below:

1. That place is best for restaurant.
2. That place is full of people agglomeration.
3. The people of that place are interested to take different categories food.
4. The place is secure for customers.
5. I can do monopolistic business on there.

Now I am going to say how I know about this:

1. I visit other restaurants and take knowledge about their service.
2. I talk with many customers and understand their actual needs.
3. I investigate what is the common product and what is the unique product.

There is a proverb "NO RISK NO GAIN"

There are a few risks I identified that is given below:

1. Momo is a unique item, it cannot be too much profitable.
2. It can be tough to find the proper ingredients to make Momo.
3. If suppliers cheat, it can be so difficult to run this business.
4. People may be less interested to take this item.

The given risk can be manageable by:-

1. Proper advertisement.
2. Keep a good relation with suppliers.
3. Give various kinds of offers.
4. Reduce product wastage



## Sales and Marketing Plan

I will promote my product like this:-

1. I will give posts on Facebook and Instagram about my products.
2. I will hire a celebrity to advertise my Restaurant.
3. I will make a seals marketing group who go to people's door and get them to understand about our product.
4. I will make some exacting offers.
5. I provide leaflet so that everyone can know about our restaurant.

Marketing is the best part of momo business. When I do proper marketing for my business that time customer attracted my momo business. When I am doing good marketing that time customers know my Momo Businesses have always understood the value of marketing to people based on their location. Segmentation is a marketing activity that involves grouping customers based on shared interests, activities, or attributes. Location is one of the best ways to segment a group.

## Profiling customers

I will be selling to the customers groups are:

1. Different types of momos.
2. Qualidux foods.
3. Best service.

My customer's research has shown that:

1. Unique food items.
2. High quality foods.
3. Good service.

I know this from:

I will have a strong marketing group. My marketing group give me report about this. They are always active to collect data about customer's choice and demand.

Group	Number of customers	Price they might pay per unit
First class	30	250
Middle class	50	175
Lower class	20	100

## Ownership and Management Plan

This business is going to be sole proprietorship initially. In the future it can change based on the food situation.

### Human Resource:

Profession	Total cost	Necessary experience	Specialist skills/qualification
Chief	30,000	5 years	Hotel management
Manager	20,000	3 years	Good managing quality
Waiter	15,000	1.5 years	Good behavior
Cleaner	9,000	1 year	S.S.C completed
Security guard	6,000	6 Months	Valiant

## Legal requirements

The legal and insurance requirements that apply in my business are given below:

- Proposed business name in Bangla
- Description of principal activities
- Local business address for the proposed business in any commercial area.
- Lease/Rent Agreement or title deed for the office address.
- Copy of National ID for the owner.
- Trade license
- BSTI license

# Operating Plan

We would need a location highly accessible from every area so we are thinking we would choose Dhanmondi. Small location space rent would cost minimum 5000tk.

As we would initially hire Chief and Staff each so duties of them would be part-time. That way we can save money here and stay active 24/7. We would need one computer and strong Internet connection they are going to cost around 5000 tk. We will need furniture, lights, Fans, Ac etc.

## SWOT Analysis

Competitors Name	Strengths	Weaknesses
Food corner	Good service	Excess price
Raiyan food	Food quality	Staff
Food Buzz	Decoration	Food quality
Cafe Master	Food variations	Service

## Findings

For opening a business finance is a major thing. Without finance a business cannot be run. But there are some risks to managing finance. The risk that I have identified for my financial forecast are given below:

- Bank may not be give me loan.
- Raising the other cost.
- Political instability.

This risk can be minimized by taking some steps:

- Take money from relatives.
- Take loan from business banks.
- Identify country's stability.

## Business Goal

Well, after 3-5 years later I saw my restaurant in a respective position. I will open at least 5 brunch of my restaurant. I will remove food poisoning from my country and the 1st step will be taken by my restaurant.

- Increasing Sells by 3% to generate revenue within 9 month.
- Break even within a month.
- Starting a new branch in one year.
- Payback of 70% of loan of bank and others.
- Create a new products.

## Conclusion

Overall, I want to say that people are going to enjoy a restaurant which is like his home. Our Slogan will be "Eat the hygienic food in your area"