



# LANDINA CAFÉ

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## Business Plan

Street Address

Phone

City, ST ZIP Code

Email



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# Non-Disclosure and Confidentiality Agreement

The undersigned ('Recipient'), hereby agrees that all financial and other information ("Information") that is has and will receive concerning Landina Cafe is confidential and will not be disclosed to any other individual or entity without prior written consent.

The Information shall remain the property of Landina Café and shall be returned to Landina Cafe promptly at its request together with all copies made thereof.

Recipient acknowledges that no remedy of law may be adequate to compensate Landina Cafe for a violation of this Agreement and Recipient hereby agrees that in addition to any other legal or other rights that may be available e in the event of a breach hereunder, Landina Cafe may seek equitable relief to enforce this agreement in any court of competent jurisdiction.

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Date

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Signature of Recipient

# Executive Summary

## Introduction

### Company Overview

Landina Café will be a full-service restaurant that seeks to serve a largely non-catered customer-base in England. The café will have a blend of South American and Spanish cuisine and beverages that will be prepared using the finest natural ingredients.

Landina Café invites people to experience the vertigo of consuming a reinvented version of traditional Latin American and Spanish food while enjoying a cosmopolitan atmosphere at its sophisticated restaurant.

The restaurant's menu will primarily consist of Ecuadorian delicacies made from only natural ingredients. This will include some of their finest cold and hot beverages, desserts, and meals. This food will literally take customers on a *journey to the centre of the earth* (i.e. Ecuador). Traditional Ecuadorian food and beverages will make approximately 50% of the entire menu with the next 20% being contributed by Spanish gastronomy. The remaining 30% of the menu will include the most famous dishes in England alongside delicacies from Argentina, Peru, Chile, and Venezuela.

**We need a little backstory on the name of the business and how Maria came up with the idea etc.**

Landina Café will be located at **7950 ABC Road, London**. The café will be wholly owned and operated by Maria Una. It will serve a variety of classic Latin American and Spanish favourites from Pineapple Chica and La Humita to patty melts and vanilla ice cream.

The restaurant will be open 7 days a week with hours as follows:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
11:00 am – 9:00 pm	11:00 am – 9:00 pm	11:00 am – 9:00 pm	11:00 am – 9:00 pm	11:00 am – 10:00 pm	11:00 am – 10:00 pm	12:00 pm – 8:00 pm

## Vision

Bring healthy, South American and Spanish food to England in a one-of-a-kind café ambience that will introduce people to the Latin taste without compromising their health at the most competitive rates.

## Objectives

<b><u>Short-term (Within first 12 months)</u></b>	<b><u>Medium-term (1-3 years)</u></b>	<b><u>Long-term (&gt;3 years)</u></b>
<ul style="list-style-type: none"> <li>• Build a reputation as a premium South American and Spanish food and beverage café</li> <li>• Reach break-even point</li> <li>• Establish a Social Media presence</li> </ul>	<ul style="list-style-type: none"> <li>• Increase market share by a minimum of 75%</li> <li>• Establish a good brand name</li> <li>• Achieve 500,000 followers on social media</li> <li>• Expand the café facility</li> <li>• Have a fully functional website and delivery application</li> </ul>	<ul style="list-style-type: none"> <li>• Establish Landina Café as the finest Latin and Spanish eatery that offers fairly-priced healthy beverages and meals</li> <li>• Expand territories and open at least 10 more branches across the UK</li> <li>• Increase turnover to £250,000+</li> <li>• Provide franchising opportunities</li> </ul>

## Company Ownership and Start-up Summary

Landina Café will be a privately-owned restaurant with Maria [LastName] and her parents, [ParentName 1] and [ParentName 2] sharing ownership of the restaurant's assets and liabilities as a **partnership**. Maria, being of Latin descent, understands how Latin American cuisines are made and how they can be produced using natural ingredients only.

Again, need more information about Maria to write what makes her an ideal fit to run a restaurant/café like this.

The restaurant's start-up costs will amount to **£150,000**. Out of this amount, [Maria's parents names] will contribute towards £16,000 while the rest of it will be financed through a **bank loan/capital investors**.

Approximately £40,000 will be invested in setting up the furniture and fixture of the restaurant to create an immaculate South American ambiance that will give customers a premium experience. Other than that, the annual working capital requirement is expected to be around £40,000. There will be a £15,000 fund kept for contingencies. Salaries will amount to around an annual £55,000.

## Business Location and Facility Overview

The **3,400 square foot restaurant** will be located in a **West Roads Shopping Center**, a retail strip centre located in the **ABC Neighbourhood of Central London**.

London has a population of over 8.9 million with 270,000 people living in Central London while many more who come from other parts of the city for business, jobs and entertainment purposes. All of these people will make up Landina Café's target market.

## Services and Offerings

This section will basically include the highlights of the menu with a small description of what the item will be like.

## **SWOT Analysis**

<p><b><i>Strengths</i></b></p> <ul style="list-style-type: none"> <li>• Offering food made from only natural ingredients offering healthy foods</li> <li>• Chefs will be South American natives who are well-versed with Spanish delicacies too</li> <li>• Competitively priced compared to competitors</li> <li>• Availability of a supplier network who can provide us with high-quality ingredients at the most competitive rates ensuring low cost of production</li> </ul>	<p><b><i>Weaknesses</i></b></p> <ul style="list-style-type: none"> <li>• Lack of budget</li> <li>• New Restaurant/No Brand name</li> <li>• Relatively small space for a comfortable dine-in</li> </ul>
<p><b><i>Opportunities</i></b></p> <ul style="list-style-type: none"> <li>• Increasing demand for Spanish and Latin American cuisines</li> <li>• Lack of focus of competitors on Ecuadorian delights</li> <li>• Healthy and green meals that target both vegan and non-vegan customers</li> <li>• Brexit to force a lot of small competitors out of the market</li> </ul>	<p><b><i>Threats</i></b></p> <ul style="list-style-type: none"> <li>• Lack of workforce availability due to Brexit</li> <li>• Can be considered only as an Ecuadorian food café and other items on the menu might face cannibalization</li> </ul>



# Market Analysis

## Industry Overview

The restaurant industry in the UK is worth in excess of £38 billion. More than 86,000 restaurants participate in the sector with most Brits spending a weekly average of around £18 on eating out. 1.7 million people in the UK visit a restaurant at least once a week, which explains why this industry is one that continues to grow and evolve, despite economic and political uncertainty. The restaurant sector is also a significant employer and has a big role to play in the UK economy. Currently, around 988,000 people are employed by the restaurant sector, across a varied range of roles from chefs and cooks through to waiting staff.

Although there have been challenges for the UK restaurant sector in recent years it remains one of the UK's most creative industries, as well as one of the most diverse. Currently, businesses in the sector could take any number of forms, including:

- Mobile restaurants and pop ups
- Chain restaurants
- Casual dining
- Family style
- Fine dining
- Bistro or brasserie
- Café or coffee shop

It's also an industry that is heavily influenced by movement in consumer desires and trends. For example, many diners today have an increasingly inquisitive palate and there is much more of a demand for quality in provenance and service than there has ever been before. Turnover in the restaurant industry can be high and



survival rates low but there are also many dining institutions that stand the test of time. Given the uniqueness and diversity of the industry there are a myriad of construction needs, many of which require specialist insight or expertise.

## **PEST Analysis**

To look at how the Landina Café will fare in this competitive environment, we will conduct a comprehensive PEST analysis:

### ***Political Environment***

With the current talks of Brexit, it is expected that many non-British restaurant owners and chefs will look to relocate back to their home countries which will open up opportunities.

### ***Economic Environment***

According to an April 2019 report, consumer spending has on restaurants has increased by 12.1%. Other factors such as an increased disposable income, increased employment rates, growing GDP are all factors that are all favourable for business activity, particularly in a consumer's restaurant spending.

### ***Social Environment***

South American and Spanish cuisine are highly sought after when people go out to dine. Latin American producers of typical regional food such as quinoa, yuca, queso blanco or dulce de leche traditionally believed that their markets were limited to the population acquainted with eating these products. Who was to ever think of convincing an Englishman to buy quinoa or an alfajor?

Fortunately, typical regional food is now a global cuisine trend and Latin American flavors are coveted in several markets, representing an important opportunity for restaurants in the UK.

### ***Technological Environment***

Landina Café will make use of the latest technology that can help restaurant businesses. A website and a delivery app will be the first priority, but that is

something we will look to leverage after the first year. The initial plan is to spend on Social Media Marketing and dedicate a good chunk of budget to it.

## Major Competitors

The restaurant industry has experienced rapid growth in the last 20 years and is now moving into the mature stage of its life cycle. Many factors contributed to the large demand for good restaurants in the UK Africa today. People want more spare time because of life's demands. The competition is strong, with many Bar and Restaurant chains competing for the consumer share. It is almost impossible today to strike off into a new, unique, untried venue. Only the strong will survive and prosper.

Due to intense competition, restaurateurs must look for ways to differentiate their place of business in order to achieve and maintain a competitive advantage. Maria realizes the need for differentiation and strongly believes that combining the popularity of the South American and Spanish cuisine concept as the main key to success.

The main competitors for Landina Café include:

- El Inca Plebeyo
- Zoilo
- Mi Cocina Es Tuya
- Las Iguanas
- Paladar

**Marketing Strategy**

**Operational Strategy**

**Financial Plan**