



Student Name:	REKHA A/P VISVANATHAN
Student Number:	3296
Course:	Diploma in Business Administration
Assignment NO:	13

Marking Criteria:

We expect the learners to write minimum one well expressed point in three lines against each allocated mark. This means one needs to write 15 lines with 5 well expressed points to get high grades for a 5 marks question.

For high grades use examples and illustrations where appropriate.

Q 1. My business plan CURRY HOUSE RESTORANT.

EXECUTIVE SUMMARY

The need for fast, easy, fuss-free and delicious meals continue. Curry house, is a healthy alternative to fast meals. homey diner-style.

PRODUCT AND SERVICE

Curry house are pre-packed meals prepared daily made available in restaurants. The meal selection will vary per day designed by a dedicated nutritionist working with our passionate cooks to ensure that each meal approximates the dietary nutritional requirements of the average adult

Curry house restaurant, a chic and homey diner-style setup. Walk-ins are welcome. Residents and workers from the surrounding buildings through phone and their meals will be delivered hot and surely delicious.

MARKET ANALYSIS

For us at Curry house. We sincerely believe in our meals. Further, we strongly believe that healthy and delicious meals will never run . In fact, customer satisfaction concerns us way more.

Our target market are Malay ,indian and chinese (halal), residing and/or working within a radius of 8 blocks from the restaurant. A quick meal will always be a welcome help. The Family: The perfect place for a family dinner. Families will come for the accommodative menu and friendly service. The excellent value in their meals will keep in favor with the parents.

SALES AND MARKETING STRATEGY

- Looks for speed of service
- Wants an entertaining and fun experience
- Insists upon a clean, friendly, and attractive environment
- Adopts a global lifestyle
- Is computer literate

- Enjoys eating out
- Has an active lifestyle
- Comes from various ethnic backgrounds

OPERATIONS AND MANAGEMENT

The company was founded by a Rekhta's family. She studied chef. She became the foundation of Curry house. Ms. Rekha will function as the General Manager

FINANCE

Two years into operations, Curry house has broken even. However, as expansion was necessitated particularly the construction of the restaurant, the company secured bank loans to augment revenue. As business continues to grow, the company will be needing additional delivery riders and equipment for better service in the amount of \$15000.00.

Q 2.

- Business plan, business's financial details, account receivable, Account payable, complete financial statement, personal financial details, insurance information, agreement
- Business plan help you manage your business more effectively. you can understand your business better and also chart specific courses of action that need to be taken to improve your business. As you manage your business, the experience you gain will help you to modify your plan and make adjustments according to changes in economic conditions and other circumstances. exp :explanation of your marketing strategies, n analysis of your revenues, costs, and projected profits.

Student Statement:

By submitting this assignment, I confirm that this is my own work.

Student Signature	Rekha visva	Date	27/09/2018
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For Tutor / Assessor Use Only

Total Marks	
Marks Obtained	
Percentage / Grade	