

**NAME : Sakina Qaiser**

**ID : 6974**

**Semester : 6th**

**CHINESE FOOD**


\*All prices are in Pak Rupees.

CHINESE GRAYYS	
Special Chicken	410.00
Special Manchurian (Sizzling)	410.00
Special rice Chicken	380.00
Roast Chicken with Spicy Garlic	380.00
Chicken Curry with Peas	380.00
Chicken Green Pepper	360.00
Chicken Manchurian	350.00
Chicken Chili Dry	360.00
PRAWN & FISH GRAYYS	
Special Prawn	390.00
Hot Sauce Prawn	390.00
Sweet & Sour Prawn	390.00
Prawn Manchurian	390.00
Prawn Garlic Sauce	390.00
Fish Manchurian	390.00
CHOWMEEN & CHIPS/NOODLES	
Special Chowmeen	390.00
Thai Special Chowmeen	390.00
Chicken Chowmeen	390.00
Vegetable Chowmeen	390.00
Beef Chowmeen	390.00
American Chowmeen	390.00
Vegetable Chowmeen	390.00
CHINESE RICE	
Special Rice	170.00
Prawn Fried Rice	180.00
Chicken Fried Rice	180.00
Chicken Fried Rice	200.00
Vegetable Fried Rice	170.00
Egg Fried Rice	170.00
Singapore Fried Rice	230.00
Beef Masala Rice	280.00
Plain Steamed Rice	180.00

**ICE CREAMS**

\*All prices are in Pak Rupees.

<input type="radio"/> Tasty Fruity	90.00
<input type="radio"/> Mango (seasonal)	80.00
<input type="radio"/> Pine Apple	70.00
<input type="radio"/> Pistachio	70.00
<input type="radio"/> Strawberry	70.00
<input type="radio"/> Vanilla	70.00
<input type="radio"/> Peach Melba	70.00
<input type="radio"/> Crunch	70.00

The background of the cover is a photograph of a restaurant interior. It features a large, illuminated wall with a wavy, abstract pattern in shades of orange and yellow. In the foreground, there are several tables and chairs, some with white cylindrical side tables. The lighting is warm and ambient.

the  
restaurant

*Khurasan Restaurant*

*Business Plan*

Submitted to:

Submitted by: A

<b>Exclusive Summary.....</b>	<b>3</b>
<b>Project outlook.....</b>	<b>4</b>
<b>Objective.....</b>	<b>5</b>
<b>Organization Hierarchy.....</b>	<b>6</b>
<b>Equity Position of Owner.....</b>	<b>7</b>
<b>Marketing Aspects &amp; Analysis.....</b>	<b>7</b>
<b>Product Mix.....</b>	<b>8</b>
<b>Menu Card.....</b>	<b>9</b>
<b>Engineering and Technical Aspect.....</b>	<b>12</b>
<b>Machinery and Equipments.....</b>	<b>13</b>
<b>Dining Furniture &amp; Fixtures.....</b>	<b>13</b>
<b>Reception &amp; Owner's Office.....</b>	<b>14</b>
<b>Human resource management.....</b>	<b>15</b>
<b>Financing Plan.....</b>	<b>15</b>
<b>Legal rights.....</b>	<b>16</b>
<b>Scheme of business deductions / allowances.....</b>	<b>16</b>

# **1) Exclusive Summary**

**This report is prepared for the course of entrepreneurship, fully guided by Mr. Arbab Muhammad Khan the owner of the Turkistan restaurant. This is a comprehensive report on the establishment of a restaurant. A complete analysis of environment of this restaurant is given which supports the succession of the project in selected location i.e. Arbab Road Peshawar.**

**The project is financed by a single owner namely Mr.. Its building will be rented and it will be round competitors' zone near Banana restaurant. The marketing and promotion will be accomplished by placement of bill board and distribution of handbills in general public. The target market is chosen upper and middle classes. All the machinery will be procured from Pakistan but some of the equipment which are not available in Pakistan will be imported. A complete organizational setup has been defined from managing director to the waiters. The project cost estimate is more than the investment so a loan of 14, 00,000 has been sanctioned from bank of 5 years payback period at 16% interest rate.**

## **2)Project outlook**

### **2.1) Purpose of study**

**This study is developed to provide the entrepreneur with potential investment opportunity in setting up and operating a medium sized restaurant offering a variety of food items to the general public. This prefeasibility gives an insight into various aspect of planning, setting up and operating a restaurant for the upper and middle class. The study is designed to provide relevant details (including technical) to facilitate the entrepreneur in making the decision by providing various technological as well as business alternatives. The document also allows flexibility to change various project parameters to suit the needs of the entrepreneur.**

### **2.2) Company Description**

**We will operate a restaurant by the name of Khurasan Restaurant. The restaurant will be located at Arbab Road just close to Banana restaurant of the target market. The project will be on rent and take 6 months for interior setup and marketing. Khurasan restaurant can than open and the operations phase of the project can began.**

## **3)Project Assumptions**

- ⇒ Building will be on rent. (Requirement of rent is 12 = 1 means 1 year of rent is paid in advance plus first month rent. Estate agent's fee is equal to first month rent).**
- ⇒ Khurasan restaurant can entertain 100 to 150 customers in a day.**
- ⇒ The total land area covered by the project is 400 sq yard.**

## **4)Mission statement**

**“To serve our customers with the best quality food and environment”**

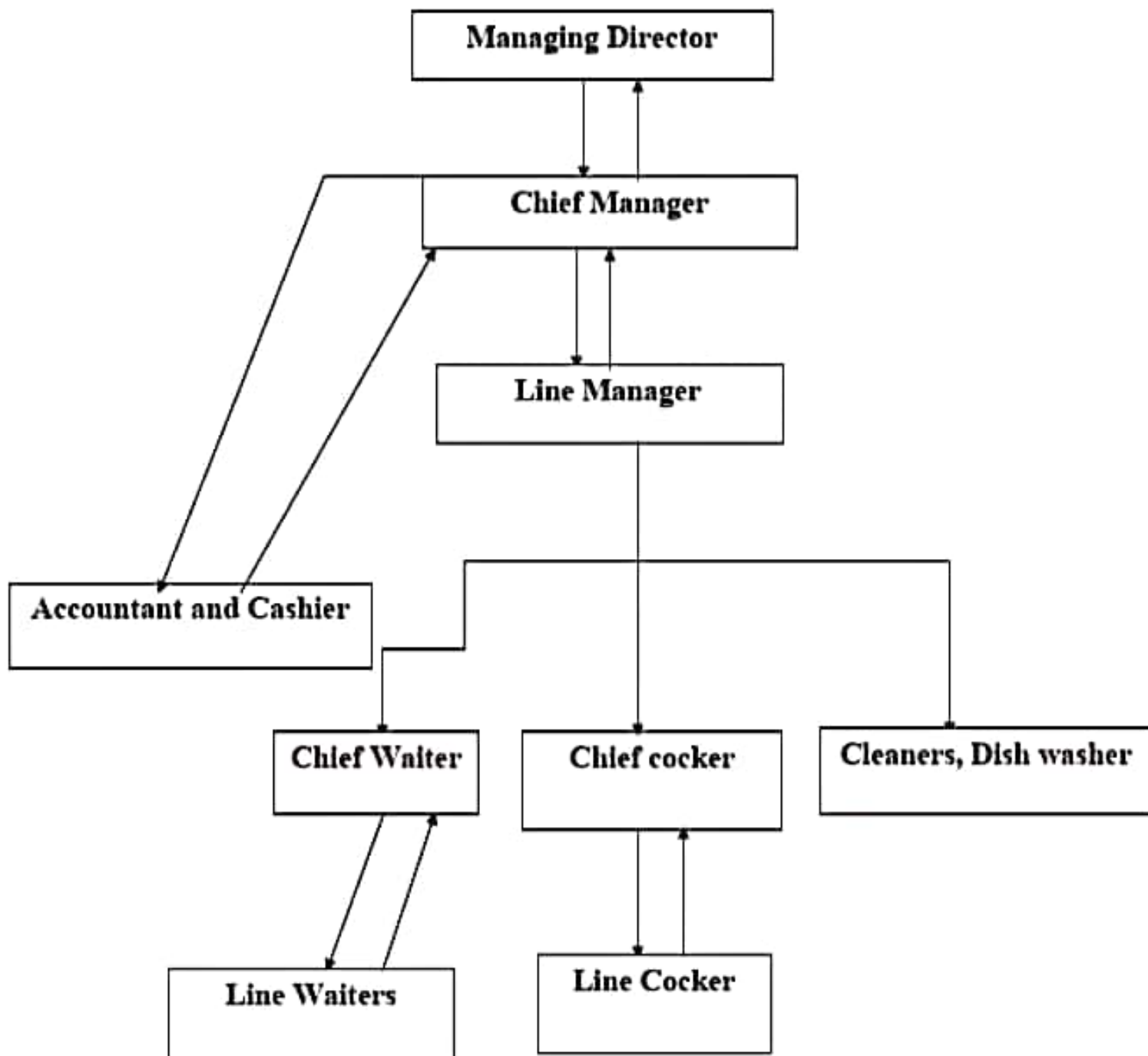
## **5) Objective**

**Along with the mission of our restaurant our objectives is that of a comprehensive success. We will meet this goal while trying to consider;**

- To ensure that each guest receives prompt, professional, friendly and courteous service.**
- To maintain a clean, comfortable and well maintain premises for our guest and staff.**
- To provide nutritional, well-prepared meals – using only quality ingredients.**
- To ensure that all guest and staff are treated with the respect and dignity they deserve.**
- The high quality of attitude, fairness, understanding, and generosity between management, staff, customers.**

**By maintaining these objectives we shall be ensured of a fair profit that will allow us to contribute to the community we serve.**

## 6) Organization Hierarchy





<b>Name of investor</b>	<b>Share in investment (Rs)</b>
	<b>66,00,000</b>
<b>Loan</b>	<b>14,00,000</b>
<b>Total</b>	<b>80,00,000</b>

## **Marketing Aspects & Analysis**

### **Competitive Analysis**

Proposed Khurasan restaurant will aim at providing good quality food for families of upper and middle group. There are number of restaurants in areas of Peshawar. Especially at Arbab road there are many competitors who are also targeting to the upper and middle class. The main competitors are Khurasan restaurant and Banana restaurant. As the competitors are targeting to the upper and middle class, we will also target to the upper and middle class.

# **9)Product Mix**

## **9.1) Product**

Historically it was the common phenomena that a good product sell itself, however no products are bed the only difference which we think make the difference between good and bad is the attributes that the product posses, in food industry the attribute of the product consist of the quality that the product holds and the way it is served with appropriate servings and also the comfortable environment.

## **9.2) Place**

Available on the right time in right quality and right place is the basic theme of any marketing strategy. We are going to open the restaurant in a highly populated area at Arbab road, so the place will be appropriate to sell the products on value pricing, but counter to this facility we have to keep the standards intact with our products because at that place we have to face intense competition.

## **9.3) Price**

As we our opening our restaurant at Arbab Road and targeting the upper and middle class so the prices of our restaurant are changed keeping in mind the customers. Plus prices are charged so that we are able to cover our cost quickly and settle on earning profits. Price list of our complete menu has given below.

## **9.4) Promotion**

Since this is restaurant there will more promotional activity the initial thing which we will do is we can spread the pamphlets in general public, the major strategy for promotion will be "word of mouth" besides it is most difficult to maintain as the chances of fallure remain a continuous matter of concerns.

Our promotion vehicles will be:

- 1. E-Marketing**
- 2. Bill Boards**
- 3. Brochures and Pamphlets**
- 4. Cable TV-Marketing**
- 5. Newspaper Advertisement ( Daily Ajj, Subh, Khyber, Express )**

# **10) Menu Cards**

Chicken Main 100g/200g

### CHICKEN

- Chicken Tikka (100g)
- Chicken Karahi (200g)
- Chicken Kebab (100g)
- Chicken Madra (100g)
- Chicken Rista (100g)
- Chicken Behan (100g)
- Chicken Boti
- Chicken Afghani (100g)
- Chicken Seekh Kabab (6 Pcs)
- Chicken Tikka (white)
- Chicken Tikka

### MUTTON & BEEF

- Mutton Boti (250g)
- Peshawari Mutton Tikka
- Biryani Kabab
- Seekh Kabab (6 Pcs)
- Mutton Biryani Kabab
- Mutton Seekh Kabab

### SEA FOOD

- Special Jumbo Prawns (100g)
- Special Prawns Fried
- Prawns Fried
- Dried Fish
- Finger Fish
- Lahori Fish (100g)
- Fried Fish
- Fish Pakora (1 Pcs)

## CHINESE FOOD

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### CHINESE GRAVYS

Special Chicken	410.00
Special Manchurian (Sizzling)	410.00
Special Rice Chicken	380.00
Roast Chicken with Spicy Garlic Sauce	380.00
Chicken Curry with Peanut Sauce	380.00
Chicken Green Pepper	350.00
Chicken Manchurian	350.00
Chicken Chili Dry	360.00

### PRAWN & FISH GRAVYS

Special Prawn	390.00
Hot Sauce Prawn	390.00
Sweet & Sour Prawn	390.00
Frozen Manchurian	390.00
Frozen Garlic Sauce	390.00
Fish Manchurian	390.00

### CHOWMEEN & CHOPSURY

Special Chowmeen	390.00
Thai Special Chowmeen	390.00
Chicken Chopsury	390.00
Vegetable Chowmeen	390.00
Beef Chopsury	390.00
American Chopsury	390.00
Vegetable Chopsury	390.00

### CHINESE RICE

Special Rice	310.00
Prawn Fried Rice	310.00
Chicken Fried Rice	310.00
Chicken Fried Rice	310.00
Vegetable Fried Rice	310.00
Egg Fried Rice	270.00
Singapore Fried Rice	230.00
Beef Massaman Rice	290.00
Rain Steam Rice	180.00

## ICE CREAMS

\*All prices are in Pak Rupees.

Tasty Fruity

Mango (seasonal)

Pine Apple

Pistachio

Strawberry

Vanilla

Peach Melba

Crunch

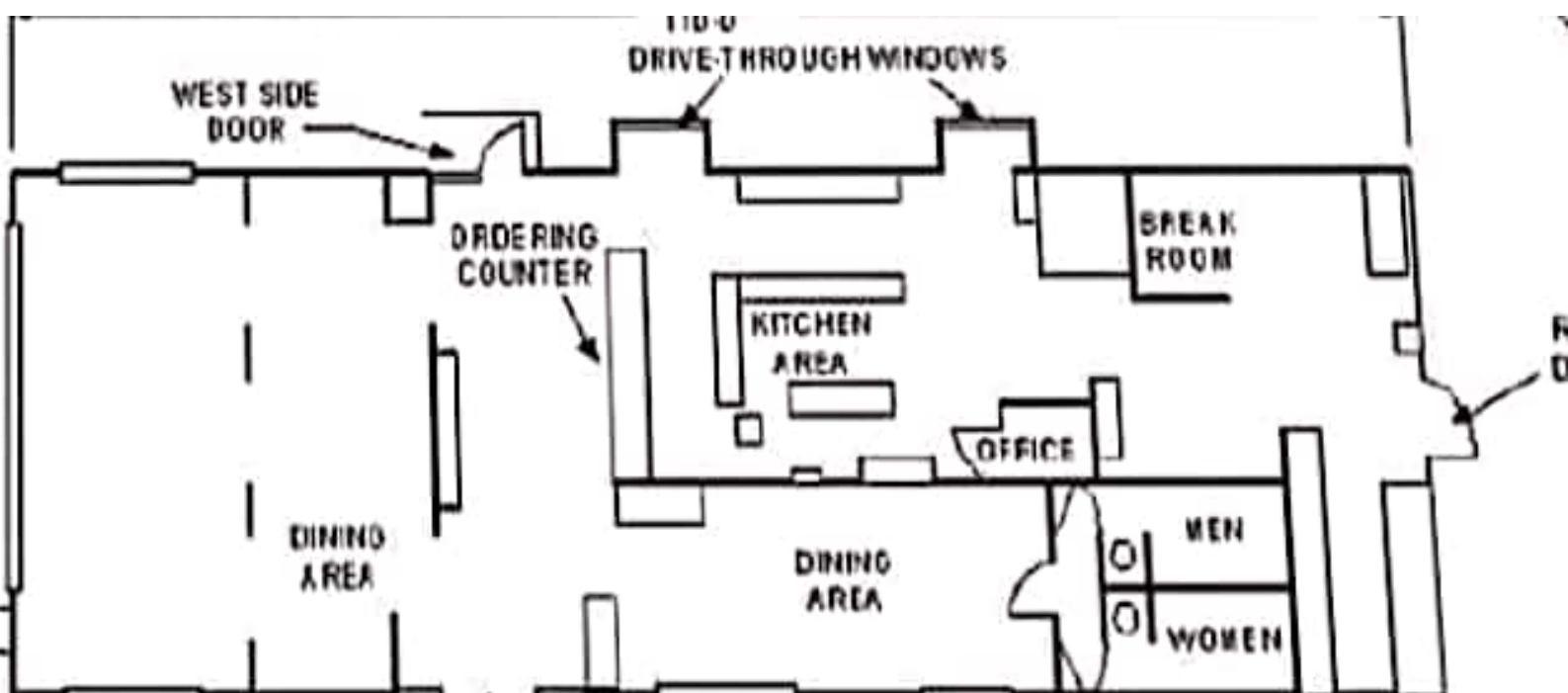
# STEAK

\*All prices are in Pak Rupees.



- Green Steak
- Pepper Steak
- Grilled Steak
- American Steak
- Pork Steak

2500  
2500  
2500  
2500  
2500



## 12) Machinery and Equipments

Understanding the customer's individual needs and the capability to satisfy these completely is a vital part of the restaurant's success. This is turning dependent on the machinery and equipment used to produce good quality food. Food machines are easily available in the market the owner has to choose between expensive brands and cheaper ones depending on how much he can offer to give quality to his customers.

The machines can be ordered local whole sellers with a minimum delivery period of 3 months while refurbished / reconditioned machines are also available. Since we are new to this industry so we have preferred to go with new machinery and we have estimated their cost in feasibility.

<b>Machinery</b>	<b>Quantity</b>	<b>Cost / Unit</b>	<b>Total Cost</b>
Broast Machine	2	300,000	600,000
Fryer Machine	2	4000	8000
Steak Machine	2	15,000	30,000
Oven	2	15,000	30,000
Steam grilling Machine	2	3000	6000
Deep Freezer	4	27,300	109,200
Fridge	4	30,000	120,000
Food Factory	3	10,000	30,000
Coffee Machine	2	8000	16000
Exhaust Fans and lighting	5	4500	22500
<b>Total</b>			<b>9,71,700</b>

## 12) Dining Furniture & Fixtures

An appealing lobby to sit in also contributes in growing business and the factor of attraction is also comes well decorated setting area and as we target the upper and middle class of society we should maintain a certain status by providing an appropriation luxury to the visitors, as according to estimate gathered with consensus, we expect minimum of 100 to 150 people to visit the restaurant and for this course we have estimated the cost of making the environment to look appealing.

<b>Lobby Furniture</b>	<b>Quantity</b>	<b>Cost/Unit</b>	<b>Total cost</b>
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<b>Wirings and Switching</b>	<b>1</b>	<b>10,000</b>	<b>10,000</b>
<b>Centrally Air conditioners</b>	<b>1</b>	<b>155,000</b>	<b>155,000</b>
<b>Hot Water Geyser Large</b>	<b>2</b>	<b>10,000</b>	<b>20,000</b>
<b>Generator Large</b>	<b>2</b>	<b>100,000</b>	<b>200,000</b>
<b>Wall fans</b>	<b>10</b>	<b>2,000</b>	<b>20,000</b>
<b>TV LCD</b>	<b>2</b>	<b>99,900</b>	<b>199800</b>
<b>Surround sound system</b>	<b>1</b>	<b>50,000</b>	<b>50,000</b>
<b>Counter table Chairs</b>	<b>6</b>	<b>1800</b>	<b>10800</b>
<b>Office Chair &amp; Table Set</b>	<b>6</b>	<b>30,000</b>	<b>180,000</b>
<b>Miscellaneous</b>	<b>1</b>	<b>33,300</b>	<b>33,300</b>
<b>Computers</b>	<b>3</b>	<b>40,000</b>	<b>120,000</b>
<b>Telephones</b>	<b>3</b>	<b>800</b>	<b>2,400</b>
<b>Security system</b>	<b>1</b>	<b>12,000</b>	<b>12,000</b>
<b>Total</b>			<b>1,656,800</b>



Human Resource	Quantity	Wages/Unit	Total Wages (Monthly)	Total Wages (yearly)
Chief Chef	2	35,000	70,000	840,000
Office Staff	3	12,000	36,000	432,000
Guards	2	8,000	16,000	192,000
Waiters	8	6,000	48,000	576,000
Dishwasher	3	5,000	15,000	180,000
Sweeper	2	5,000	10,000	120,000
Supervisor / Manager	2	20,000	40,000	480,000
Delivery Rider	2	4,000	8,000	96,000
Cooks	6	10,000	60,000	720,000
Labor wages			303,000	3,120,000
<b>Total labor charges</b>				<b>67,56,000</b>

## 15) Finincing Plan

**Financing Plan**                      **Rs 80,00,000**

**Debt**    **Rs. 14,00,000**

**Equity**    **66,00,000**

## 16) Legal rights

The tax will be paid under the law with the rate of straight 35 percent on total income. Every tax year is self contained year hence taxable profit is the profit accrued or arisen in that year. Anticipated of potential profit or losses which may occur in the future are not considered for arriving at taxable income of tax year. This rule is however; subject to one exception stock in trade may be valued on the basis of cost or net realizable value, whichever is lower section 35(4).

- ⊖ Real profit and national profit are both to be taken under consideration.
- ⊖ Recovery of sums already allowed as deduction is to be included in business income of the year in which it is recorded.
- ⊖ Mode of book entries is not relevant.
- ⊖ Both legal and illegal business is taxable.
- ⊖ Commercial principles for computing business income are also to be considered.
- ⊖ Capital receipts and expenditure are not to be considered in the computation of business income.

Two criteria for admissibility of business expenditure are:

- Any expenditure wholly or exclusively for the purpose of business.
- Any expenditure incidental to business.

## 17) Scheme of business deductions / allowances

### (section 22 to 31)

- Section 22: depreciation allowances
- Section 23: initial allowances.
- Section 24: Amortized expenses
- Section 25: Pre commencement expenditure
- Section 26: Scientific research expenditure.
- Section 27: Expenses on employee training a facility.
- Section 28: Profit on debt, financial cost and lease payment.
- Section 29: Bad debts.
- Section 30: Profit on non performing debts of a banking company.
- Section 31: Transfer to participatory reserve.