

POLISH CUISINE



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Capital

To start our company we need to invest about £300 000. We will take the money from capital of founders and a credit from a bank.



Our service



Company description



We will:

- offer traditional healthy Polish dishes and drinks
- prepare and deliver dishes directly to customers
- serve meals during banquets

Management

Joanna



advertisement
matters of

Magdalena



employment
of the staff

Sylwia



financial
the company

Marketing plan

Our services are directed to:

- Stafford's inhabitants
- tourists
- large companies
- schools





In the beginning...

We are going to organise days when people can taste dishes for free. For loyal customers we will have special discounts. All the time we will „create our image” through advertisement:

- in the Internet
- radio
- local newspaper
- posters
- leaflets
- direct mailing

Employment plan



Our company is going to employ:

- 1 chef
- 3 cooks
- 2 waiters
- 2 waitresses
- 2 drivers



SWOT ANALYSIS

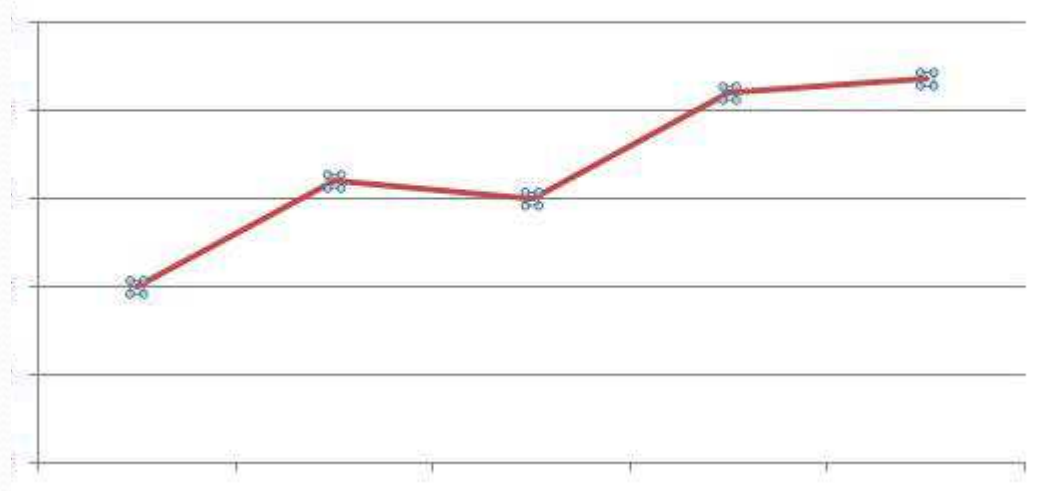
STRENGTHS



Polish Cuisine hasn't got any competitors. We will offer something different to other restaurants in that area. More and more people have less time to cook for themselves. Our company will offer healthy, delicious meals. Nowadays a lot of people are looking for food that will have influence on their health.

YOU ARE WHAT YOU EAT

OPPORTUNITIES



We will find a lot of customers. We will evolve our business and in the future we will open restaurants in other towns.

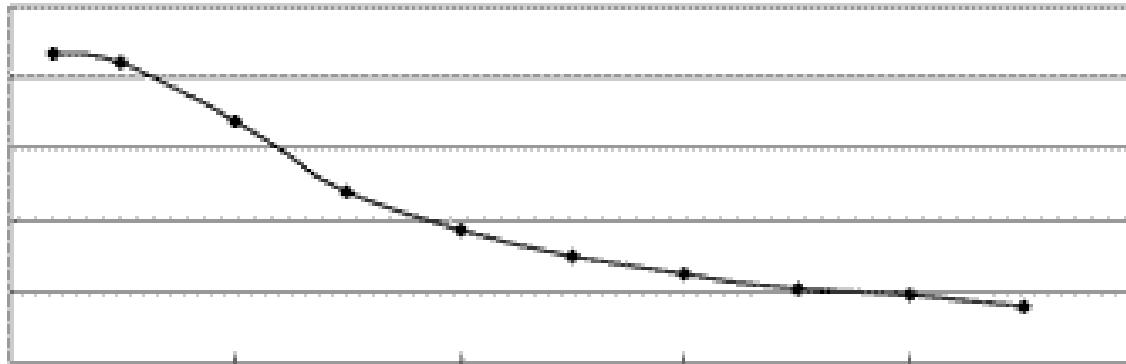


WEAKNESSES



We must spend a lot of money on advertising. We are not popular among inhabitants. Importing ingredients from Poland is expensive. Running the restaurant is difficult.

THREATS



We are afraid that in the future there will be similar restaurant in the area.

Financial plan

The first 3 months will be difficult. We must spend a lot of money on:

- renting and renovation of the building
- buying restaurant equipment
- buying product to prepare meals
- advertising
- employing staff





**THANK YOU FOR
ATTENTION**