

Kashkinbekova Aiym

BUSINESS PLAN

Cafe in the French style



Essence of the project

- The basic idea of the project - to find the perfect balance in composition menu and pricing between network cafes and restaurants by French . The project is expected to create their own confectionery production , which will deliver the original network pastries, responding flexibly to changes in demand.

Geography of the project:

- Business will be conducted in the city of Almaty will settle cafe chain in the entire city , but the first places will be opened at the center in 2020 . For the opening of the first places will be picked up the place a good cross in one of the most popular outlets in the city center . Based on the 100 seats, the estimated area of 380 square cafe meters. The project is expected to build on the coffee component Cafe Chocolate



○ We plan to use the highest quality products that we brought from France itself



Menu:

- ◉ Up to 100 varieties of coffee
 - ◉ Tea
 - ◉ breakfast
 - ◉ business - lunch
 - ◉ desserts
- ◉ traditional France kitchen Home Use
 - ◉ salads
 - ◉ main dishes
- ◉ more than 100 varieties of wine
- ◉ crown chip :copyright confectionery menu

Interior

- The interior will be in a famous French traditional style.
- The color scheme - white .
- For table linen will be used linen and cotton .
- As decor will were present vase with peonies .
- Minimum fabrics and upholstery.
- Casual days will be used crystal and ceramic ware.

Staff:

- Controls:
 - director
 - chief accountant
 - managers hall
- Service:
 - chef
 - sous chef
 - cook hot meals
 - cook cold dishes
 - cook
 - waiter
 - bartender
 - cleaning woman

Prices of our institution:

- breakfast – 1200-2000 tg.
- business - lunch – 2000 tg.
 - Desserts – 600-2500 tg.
 - Wine - 40000-100.000 tg.
- Average bill: 3500-5000 tg.

Safeguards

- ⦿ We have developed a unique competitive concepts contained differences from other similar institution, which was founded on the basis of several ideas at the same time:
- ⦿ 1) cafe, one that uses a famous French products.
- ⦿ 2) cafe which not only drink coffee, but also tightly eat and drink high quality exclusive famous French wine.
- ⦿ 3) cafe own confectionery production and original coffee card

- Superiority over the competition
- Markets present large number of successful competitors that confirms opportunity to conduct profitable business. Their existence is a challenge that requires the market to offer better services than competitors. This cafe will have the upper hand thanks to a wide coffee map, availability of unique products, highly qualified staff, non-standard quality, baking, strong restaurant management.

- We hope that thanks to our cafe you will plunge into the atmosphere of a famous French interior, trying our pastries, coffee and breakfast and wine.
- We hope that this project will be successful and that we will work tirelessly.