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Faculty of Economics and Management

Department of Economics



Abstract of Diploma Thesis

Business plan for a new restaurant enterprise in Almaty

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Summary

The Diploma thesis is devoted to the theoretical aspects of the business planning process and the situation in the business environment in the Republic of Kazakhstan. A good business plan will ultimately answer the question whether it is worth to invest in this business and whether it will yield profit which will cover all the expenses invested heavily. Theoretical part is based on literature review, concerning the business plan processing. There is information about the choice of legal business forms and about government programs for business support to small and medium-sized enterprises in the Republic of Kazakhstan.

The practical part is dedicated to implementing acquired information in the creation of the business plan of a new restaurant. The restaurant “Bosphorus” will be created in the Almaty city. The second part includes description of the company, offered services, marketing analysis, market research, possible risks and financial analysis, allowing to evaluate the profitability of investments.

Keywords:

Business plan, establishment of a company, business corporations, small and medium-sized business, Republic of Kazakhstan, marketing analysis, SWOT analysis, financial plan

Objectives of the thesis:

The **aim of the Diploma thesis** is to create a business plan for a new restaurant enterprise in Almaty.

The objectives to achieving the aim of the thesis are as follows:

- to analyze and to study the theoretical foundations of business plan processing;
- to review the business environment in the Republic of Kazakhstan;
- to evaluate the performance indicators of the planned activity and to develop measures for the organization of the restaurant business in the Almaty city.

Methodology:

The Diploma thesis is divided into two parts – the theoretical and practical part. The theoretical part provides important information about the business itself, the business plan and the ways of its evaluation. This part of the work is created using scientific literature of starting up the business. These findings, professional opinions and recommendations were applied to the specific conditions arising from the establishment of the restaurant. Information and knowledge gained in the theoretical part were reflected in the subsequent practical section, where was applied for creation own business project including defining the services provided and detailed description, for development of marketing strategy and in defining the goals of the enterprise and ways to achieve them. A questionnaire was used to analyze the potential customers. For identifying strengths, weaknesses, opportunities and threats was used SWOT analysis. A financial analysis will show the estimated costs and profit.

Theoretical part:

The theoretical part of the Diploma thesis is based on literature review, concerning the business plan processing. Business plan - is an objective assessment of their own entrepreneurial activity of firms and at the same time an essential tool of production in accordance with market needs and the situation. It describes the main aspects of the future of business, analyzes the challenges that will face in sufficient detail, and the most modern methods are determined to address these concerns. There is also information about the choice of legal business forms, business activity and about government programs for business support to small and medium-sized enterprises in the Republic of Kazakhstan. By the term “business activity” in the Republic of Kazakhstan means the enterprising activity of citizens and legal entities, irrespective of the form of ownership, aimed to net out by meeting demand for goods, works and services, based on a private ownership.

Practical part:

The practical part of the Diploma thesis was based on the literature analysis from the theoretical part. In the practical part there is a description of the company, marketing analysis, analysis of potential customers and competitors, which was based on the market research. SWOT analysis helped to identify the strengths and weaknesses of the company, its opportunities and threats. Market research was based on the questionnaire which contained short questions with multiple choice answers. The survey was compiled with the help of the Google form. The total number of respondents were 168 people. The survey was distributed among people living in Almaty with the help of the social media. The financial plan contains important information about the initial investment, the balance sheet and the economic calculation. In this part were calculated the investment expenses, costs of depreciation, planned budget of income and expenses, cash flow statement and the balance sheet at the end of the period, with regard to pessimistic, realistic and optimistic scenarios of development of the company.

Conclusion:

During the five years the author has gained knowledge in the field of Economics. During this time the author obtained the fundamental knowledge and skills that can be applied in practice. The topic of the Diploma thesis was chosen not accidentally. During the process of working on this thesis, author acquired a lot of useful and important knowledge in different calculations such as: calculation of depreciation, calculation of investment expenses and economic calculations. In the process of working on the Diploma thesis, the author significantly enriched knowledge and gained extensive experience related to creating a business plan in the field of restaurant business, which will be useful in the future. From the point of author's view one of the major advantages of entrepreneur who has a developed business plan, is a possibility to prevent erroneous actions. This work allows to identify ways and meanings of achieving objectives, maximum usage of competitive advantages of enterprises to objectively assess the results of production and commercial activity of the enterprise. One of the most interesting part of the thesis was financial analysis. Thanks to this conducted analysis, the author expanded her knowledge and ap-

plied them in the practice of preparing a business plan. The author of the Diploma thesis was inspired and interested by the actuality of the research topic, because the author plans to apply her knowledge in the areas of business planning on a real project in the future.

Author believes that organization of catering is a highly profitable project. Thanks to well-prepared business plan and a clearly developed concept of the restaurant, it is possible to overcome all the risks. To sum up all the above mentioned, author is satisfied with the results of accomplished work.

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