

Czech University of Life Sciences Prague

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Bachelor Thesis Abstract

Business Plan for a

Chosen Business

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Diploma Thesis Assignment

Summary

Objective of the thesis is to choose the best concept for the opening a new catering in a particular region (the city of Perm, Russia) and the development of a business plan for the future restaurant, cafe or bar. The thesis consists of two main parts: The theoretical part deals with concepts such as “business plan”, “market analysis”, “business forms of enterprises”. Also the theoretical part includes the study of sequential actions for developing a business plan, based on interviews with managers of existing restaurants and cafes, as well as on business literature read. The second part- is practical part, which includes application of theoretical knowledge to real market conditions of the city of Perm and drawing up a business plan for the best chosen concept of catering, calculation of its profitability, risks and prognosis of future profit or loss of the enterprise.

Keywords:

Business plan, Marketing Mix, Project Management, Profit, Net Income, Advertisement

Extended Abstract

Objectives

The purpose of this paper is to analyze the market of the city of Perm, and based on its results, to develop the business plan for the new catering, which is totally new in its idea.

It is also necessary in this work to give clear definition to several concepts connected with business, management and planning. Another aim of the thesis is to make important calculations for business plan, such as calculations of risks, predictions for future development and financial analysis of the catering.

Methodology

The thesis consists both of qualitative and quantitative types of data.

Qualitative data was collected through interviews with different people, who are connected with restaurant business in Russia and in Czech Republic as well; manager of restaurant “Rio Churrasco” in Perm city, Russia, former accounting manager of restaurant “Chutorok” in Perm city, Russia, manager of vine bar “Vinoteka Harfa” in Prague, Czech Republic. Also was conducted the survey among young people of 21 -35 years (residents of Perm city) in

order to understand their preference of kinds of bars or restaurants and also to find out, what kind of catering they would like to visit (among already existing and only planning to be open).

Furthermore, the author studied several number of books and on-line resources, to collect required knowledge about legislation in Russian Federation, forms of business enterprises, project management and business planning.

Basing on that knowledge was made SWOT analyze (Strengths, Weaknesses, Opportunities, and Threats) of the enterprise, first to identify internal strengths and weaknesses of the company, as well as external opportunities and threats, and, secondly, to establish links between them.

Quantitative data of the thesis consists of calculations of required expenses for the opening procedure, enterprise registration, equipment purchase and trend analysis of predicted sales. According to the results of several research methods, which were mentioned above, it is clearly visible in the work that the new catering in the city will be profitable and popular among the residents and guests of the city if it will offer band new service.

Using the method of marked analysis it was concluded, that the city already has a huge amount of different restaurants, bars and cafes, but it has just two places which offer a wide selection of wine.

The results of questionnaire illustrate that residents of the city find the idea about opening a wine bar in Perm reasonable and appropriate for the current demand in the city.

The simulated Sales Revenue from the first year of operating allowed to use the Trend Analyses method and to make predictions for the second year.

Conclusion

To sum up, it should be said, that this works could be used as a tutorial for writing a business plan, because it illustrates the structure of the document, important steps before opening (registration of the legal entity for example) and necessary calculation of expenses.

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