

**Czech University of Life Sciences Prague**

**Faculty of Economics and Management**



**Diploma Thesis**

**Business Plan of Sangam Restaurant**

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## **Abstract**

Prague is getting more popular and growing city with various cultures and people. Being part of a culture, the cuisines and food appearance are necessary. Indian food is popular all over the world and in Prague. Indian food is well known for its freshness, nutrition taste due to spices used to make the recipes. It is in demand as daily food selection in many countries like the United States of America, Canada, Australia, Germany and has been slowly growing up now in Czech Republic.

The aim of this thesis is to create a business plan for an Indian restaurant called Sangam in Prague and providing better eating experiences for the people of Prague and to get recognition of Indian food in Czech Republic. The business plan is made only for learning purpose. The restaurant will recall the Indian culture with the highlights of décor tone. By a well designed menu, high quality of food and excellent friendly service and capacity of accommodating 90-100 people at a time.

In this thesis, observations through questionnaire and interview methods are used during the research processes. The interview was done at a Indian restaurant in Prague to gather the information and experiences of running a restaurant. In addition to this, observation methods were used. It has created a positive feedback from the customers. There were certain limitations and challenges faced while developing a thesis as few respondents not interested to fill the questionnaire. However, the interview helped the author to understand the business and its major aspects.

## **Introduction**

Prague has noticed a huge change in eating habits of its people with the passage of time. The influence of more number of people travelling to Czech Republic and Czechs travelling to other countries and specially India has changed the culinary idea in Prague and other cities of the country. The growing diversity can be seen very clearly due to growing number of food markets, widen selection of items available in supermarkets and local shops. Even the growing number of restaurants with various cuisines is responsible to change the people attitude towards food and services.

In the past five years Indian cuisines are becoming more liked options in Prague due to various concepts and its cooking methods. Also the adjustment of taste as per requirements of locals to satisfy their taste buds and meet the appetite is possible. The thesis is

implemented to analyse and develop a business plan of a restaurant. It does not necessary to be used as actual plan but it may serve as a solid foundation as well as learning material about the business. It may help to prove the fine dining experience and adding new colour and charm in the overall gastronomy landscape of Czech Republic.

The research is conducted to organize a plan by collecting necessary data, to understand challenges faced if any while developing a business and its marketing plans. Thesis topic addresses and tries to understand an importance of coordination of activities in a restaurant business and if any specific policy created by the company. It is also developed to generate a new business idea and to support the businesses in Czech Republic.

**Keywords: Business plan, marketing, restaurant, Indian food**

## **Objectives**

The aim of research is to understand what business plan is and analyse its marketing strategy. What policies and ideas can be created to integrate all activities of a business, how these policies may affect the business and its people, industry or country, how to solve the consequences and effects of policies if any new ideas to integrate activities in best possible way to enhance business growth. The analysis of the information collected will help to understand the effectiveness of strategies used by the company to promote business. The research findings can be similar to that of other research carried out may be with same interest. My research may help any industry to get an idea about how to present a specific country or region to their target market. This study may give important reference to future research in business and its marketing plan.

As written above, the goal of this thesis is to create a business plan and marketing strategy for a restaurant based in Prague. The analysis of marketing strategy will help to grow on the restaurant present customer base. In addition to this, analysis of the financial possibility of the restaurant has been made through sales figures on-going activities and projected future gains and expenses. Cooperation and partnership is necessary for business plan, its development and growth leading to overall development of the company.

## **Methodology**

The research was based on secondary research was done by reading of articles, books and observation of websites of many restaurant, understanding their business pattern. Meeting people to have industry experience along with running business and understanding the profitability ideas. The theoretical framework of this thesis is the description of business plan, its components, marketing plan and financial aspects. The theoretical information is based on secondary data collection from literature and an analysis carried out from different sources like websites of the companies.

For practical part, the very important is the interview of the company owner that was held and which was used to gain deep understanding of the concept and research objective. Also, source like company documents, books, official website, procedure were used. Analyzation of the data was used to prepare captions and tables. As it is known, questionnaire survey is most common method to collect information about the matter is used. It is also less expensive way to reach more people by use of different mode of communication and distribution .It can be rather done very quickly and has a most chances of reliability of the data collection due to more valid responses. Response quality is better because respondents may gather and consult sources needed to respond well .

In this research as well, questionnaire was conducted that is based on filling multiple choice different questions. Approximately 100 questionnaire were distributed to the people .The survey was conducted in near the restaurants and so the targeted customers are those who visit the restaurant regularly or they have experience of the restaurant. The respondents were chosen keeping in mind their diversity to ensure more reliable and results. There are 10 questions in the survey form and it includes single and multiple choice questions. The matter covers the general information about the respondents dining habits, their age and interest, expectation towards a restaurant, their choice of food. Each respondent were allowed 2-4 minutes to answer the questions.

## **Conclusion**

To conclude, the implementation plan gives an idea of about establishment of an Indian restaurant and possible directions towards the operation of a restaurant. Through analysis and observation methods that are used, it also explains how external and internal factors affect any decision. In addition to this, it tries to put emphasis on marketing mix and strategies for promoting restaurant business. The business idea is to let more people know about India and Indian culture.

Currently, there are not many channels for people to know this country directly except from media. There are already some corporation between Czech Republic and India. For example, in education field, industry field. It would be nice if the fields of cooperation can expand to culture area. Prague is a developed city with more growing up trends; this business idea can promote the relationship with India. The project may also bring benefits to Prague citizen by giving them an opportunity to visit and look on India. The restaurant may succeed to offer a feeling of India from the interior to the food as all representing in a traditional Indian style. The people can know more about culture related to India. For example, some Indian important festivals.

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