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Univerzita Pardubice  
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Podnikatelský plán  
Bakalářská práce

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## ZADÁNÍ BAKALÁŘSKÉ PRÁCE

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Cílem práce bude vytvoření konkrétního podnikatelského plánu. V práci bude zohledněno, že zakladatel podniku nemá státní příslušnost ČR ani EU. Práce bude sepsána v anglickém jazyce.

Osnova:

- Základní pojmy podnikání.
- Vymezení podnikatelského plánu.
- Konkrétní podnikatelský plán.
- Formulace závěrů.

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## **Annotation**

In my bachelor thesis, I would like to explain my idea and prepare a business plan for opening Farafinna Dumuni in Pardubice, Czech Republic. Farafinna Dumuni operates mainly as a restaurant for the middle class and offers a menu of delicious meals, salads, snacks, soups, desserts, and hot and cold alcoholic and non-alcoholic drinks.

There will also be discounts for students. The main goal of this thesis is to prepare a business plan for the establishment of a restaurant. The project will be based on in-depth analyses of the environment, including partial plans for work organization, personnel resources, marketing, and finance.

**Title**

Business Plan

**Keywords**

Business plan, social media, entrepreneurship, financial analysis, PESTLE, marketing analysis, SWOT, Cash Flow, and product validation.



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## **Introduction**

The purpose of my bachelor's thesis, entrepreneurial Intent, is to investigate whether and under what circumstances it is currently viable to finance a business through various sources of funding when the business does not have sufficient internal resources. My parents own the business that will be financed, therefore I want to make it simpler for them to obtain finance and analyze the various financing choices from which their business may raise money for joint financing of the intended venture. Today the world is changing quickly, and many businesses and investors would be willing to invest your money.

By developing this business plan, it will be possible to determine whether the company's development is controllable and whether it will be able to pay its debts and avoid failure at the outset of its market presence. Financial resources are difficult to come by because there is never a guarantee that a firm will be able to pay its debts and because they frequently fail at first. This implies that every business owner must consider if his company will be able to pay back these debts. He must always account for the additional costs that must be addressed while starting a business.

Any company's success depends on its original concept for attracting clients and entering the market with something the competition hasn't considered or doesn't offer.

We immediately write a business plan if we have a specific idea that we believe would be profitable for the business. Why should our business succeed and turn in profit? Like every entrepreneur, we must start our company with the conviction that our clients would be delighted to do business with us again and that, thanks to their continued support, we will be able to meet our financial obligations.

The defining of fundamental business ideas will be the main topic of the first theoretical-methodological section. We'll start by defining the fundamental idea: the business aim. Other phrases include business, entrepreneur, enterprise, and legal forms. When the company does not have the financial resources to finance the business resources, the business plan, the company marketing plan, the company's financial plan, and the choices available to finance this business. We will go into more detail about the different sources of funding in this part if we do not have enough equity to complete the proposed business' building.

The second analytical section of this undergraduate thesis will give us an idea of how the company would appear by describing each of its component pieces and the construction process. We have developed a planned budget for the company's construction to determine the amount of funding the company will require. We used an existing corporation as the basis for the financial plan.

One of the partners in the business that will become one of this business shareholders owns the existing company, so that gives us all the information we need for this financial strategy. After learning how much money this company has, it will need to raise money from overseas funding sources to meet this need. We shall learn the requirements that the corporation must meet to get funding at the start of this part. Once these conditions and possibilities have been identified, we will assess funding and determine which is best for the business.

The goal of the bachelor's thesis is to develop and assess the project's finance options.

"How and under what circumstances can we receive the finances if we don't have enough of our funds for the building and management of the company?" was the research query. We examine every avenue the organization could take to raise money for the bachelor's thesis writing process to determine which is best for this particular business (Without a plan, a goal is only a wish).

## **I. THEORETICAL-METHODOLOGICAL PART**

### **1.1 Definition of basic terms**

To ensure that the entrepreneur can convert your dream into reality, you must start the firm with a specific idea in mind.

#### **1.1.1 Business plan**

"He is an entrepreneur at the beginning of a company plan asking for financial resources to assist him to launch a new endeavor" 2016 (Entrepreneur.com).

Every business owner believes that he has stumbled across a chance that others have overlooked or that he is capable of doing something better than prior vendors. A business plan is mentioned frequently in the literature, but few people are aware that it differs from a business proposal. Entrepreneurs need to determine whether their projects can be funded before they launch their business. The business strategy needs to include accurate project details. The business owner needs to create attainable, realistic goals (Sprová, 2010).

##### **1.1.1.1 Business**

- A partnership may only be formed for commercial purposes or to manage its assets.
- Business or business entities may engage in activities that, under other laws, may only be carried out by natural persons, provided that those engaged in the activity are duly permitted to do so by other laws. Such individuals' legal responsibility under other laws is unaffected.

Business is defined as "continuous activity, operated independently, in its name, on its responsibility, intending to produce a profit and subject to the provisions of this Act" in the Trade Act (section 2).

(By Srpová) partial terms used in the definitions are explained:

- consistency – meaning that the action must be conducted again and consistently, not on its own;
- own name – a natural person acting in his or her name and surname, a legal entity acting in its name, an enterprise commercial firm,
- self-reliance – businesses, whether they are natural or legal persons, are entirely responsible for the results of their actions;
- Making a profit – The activity must be conducted to earn money (Sprová, 2010 p.10).

### **1.1.1.2 Businessman**

We can define the term "entrepreneur" in a variety of ways, but one of them is as "a person who can recognize possibilities, mobilize and exploit resources and other means to achieve the stated objectives, and who is prepared to take appropriate risks" (Srpová, Veber, 2005, p. 16).

According to the Commercial Code (§ 2, paragraph 2), an entrepreneur is:

- a person who operates an agricultural product and is registered by special regulation;
- a person who conducts business based on a trade license;
- a person who does business based on a license other than a trade license according to special regulations.

The business sector is crucially important and serves as the foundation of the entire economy for both the European Union and the Czech Republic. Entrepreneurs play a vital role in the creation of jobs and the GDP of every market. Their influence on local development is also not insignificant. Businesses play a significant role in each state's economic infrastructure (J. Srpová, V. EHO, Grada Publishing: Prague, 2010. s. 20).

### **1.1.1.3 Enterprise**

Any organization that sells products or services can often be referred to as a business. It doesn't matter whether a business is profitable in this endeavor; what matters is that it targets customers with its offer.

(Kislingerová, Synek) this legal definition is also the foundation for some who define the term "enterprise" as an institution created to conduct business or institutionalized business.

Many various entities make up the aforementioned firm characteristics, all of which are quite distinct from one another. However, enterprises can be divided into many sorts when identifying similar traits.

The primary factor that determines how well a company can be managed is its size, and in the Czech Republic, this factor is determined by the number of employees and the turnover of the business. Afterward, businesses are separated into:

- Small businesses have less than 100 employees and annual sales of up to CZK 30 million,
- medium businesses have fewer than 500 workers and annual sales of up to CZK 100 million,

- large businesses have more than 500 workers and annual sales of above 100 million CZK.

## **1.2. Legal forms of business**

Anyone who intends to conduct business must select the legal framework in which they will represent their enterprise. Either a corporate social contract or one partner establishes the business (Synek, M. Kislingerová Praha, 2010. p. 5, Managerial finance Praha, 2010. str. 3).

### **Trade**

The following activities are regarded as trades under the Trade Licensing Act (Act No. 455/1991 Coll.): "Continuous activity carried out independently, in its name, on its responsibility, for the goal of producing a profit." Both natural and legal people have the right to conduct business as long as they adhere to the Trade Licensing Act's requirements.

- General requirements: honesty, legal capacity, and a minimum age of 18.
- Special requirements: professional and other skills, as this law may require.

### **Types of trades**

- Craft trades: professional competence is achieved by field instruction and practice;
- reporting trades: a trade license is created on the day of registration;
- linked trades: professional competence is determined for each trade special
- All commercial operations that are not specifically exempt from the Trade Licensing Act
- fall under the categories of free trade, licensed trades, and licensed trades performed based on concessions, which are created by delivery concession deeds (Sprová, 2010).

### **Limited Liability Company – S.R.O**

Although there might be up to 50 partners, the company can be founded by just one. The partners have a responsibility to contribute in a certain way to the business. The minimum deposit for one partner in the supplied company is 18 203 Kč, and the registered capital must be at least 121 354 Kč. The corporation must deposit the full share capital alone if there is only one shareholder established. It is created on the day of admission into the Commercial Register and is established by a partnership agreement. On the day it is removed from the Commercial Register, the firm no longer exists (Sprová, 2010).



### **Public Company**

To conduct business, at least two partners formed this firm, and they all jointly and unconditionally guarantee the liabilities with all of their assets. It was established through a contract that all of the stockholders signed. Profit is distributed uniformly across all partners. On the day it is removed from the Commercial Register, the firm no longer exists (Sprová, 2010).

### **Limited partnership**

There are two different sorts of partners in this firm, one of whom is answerable for the company's liabilities in full with all of their assets and the other who is only accountable for the liabilities of the company up to the amount of your unpaid deposit. Joint-stock business A fixed number of shares with a specific face value make up the share capital of this corporation. When one person establishes a business, that person signs the charter; if two or more people do so, they agree to a memorandum of association (Sprová, 2010).

### **Joint stock company – A.S**

A fixed number of shares with a specific face value make up the share capital of this corporation. When one person establishes a business, that person signs the charter; if two or more people do so, they agree to a memorandum of association (Sprová, 2010).

### **Cooperative**

It is a unique legal kind of enterprise that is subject to Commercial Code regulation. It is acting on behalf of numerous people. It must have two legal entities and at least five natural individuals as members. The company's share capital must be at least 32 500 Kč. The team's members are free to join or leave at any moment (Sprová, 2010).

## **II. Business Plan**

### **2. Marketing Plan**

It is impossible to conduct business without marketing. Thinking about business in terms of client requirements and satisfaction is the foundation of marketing. Before starting a firm, every entrepreneur should consider what the market needs. If he wants his business to succeed, he must be able and ready to meet their demands. We also must remember the customer who has heard about the goods or service via a third party (Jakubková, 2012).

#### **2.1. Marketing mix**

The marketing mix is employed to stimulate consumer demand for a specific good or service. Four components make up the marketing mix, or the "4Ps": the product, price, place, and distribution (place), and marketing communication (promotion).

#### **2.2. Product in Marketing**

The term "product" refers to everything that satisfies the needs of the client, whether it takes a tangible or immaterial shape. It is the component in the marketing mix that is most crucial. It could be a service, good, package, image, or design, as well as an idea, a person, or a location.

The term "product" in the marketing mix refers to the good or service created for a company's customers. Any finished good can be a tangible form of a product, or any service can be an intangible form.

In the tourism industry, the product is a service (such as lodging, catering, transportation, and other services), which differs from a product in that it is an intangible good that cannot be stored and is not distinct from the provider personally. Each service rendered involves unique contact with the client (Jakubková, 2012 pp, 192–193).

#### **2.3. Price in Marketing**

The value we work over in exchange for a company's goods and services is referred to as price in the marketing mix.

Given that price determines a company's survival and profitability, it is seen as a crucial component of the marketing mix.

Price is both the monetary sum and the general concept of how much a business spends to fund a product. In most cases, the most crucial factor in choosing whether to purchase a good or service is the price. Price has an impact on all costs, including production costs, rivalry, additional marketing mix components, and product demand (Jakubková, 2012).

## **2.4. Place in Marketing**

The geographical area in which the company sells its goods and renders its services is referred to as a place in the marketing mix.

The route a product takes from its point of origin to the buyer is known as distribution. It is up to the business to decide whether to deliver products directly to the client or via an intermediary, such as another business. Tourism is a well-known type of intermediary travel agency (Jakubková, 2012).

## **2.5. Promotion in Marketing**

The term "promotion" in the context of the marketing mix describes the communication that seeks to raise awareness of a good or service among the target market to increase sales.

Every scenario calls for communication, but the travel industry especially so. All forms of marketing communication are used by businesses to inform customers about their products. The goal of the marketing communication mix is to inform customers about the company's product or service and persuade them to make purchases.

The business cultivates devoted clients and maintains regular contact with them (Jakubková, 2012, p. 246).

## **2.6. Marketing communication mix**

### **2.6.1. Advertising**

Customers are told about goods and services in a paid, indirect manner via radio and television. Public relations, which allows a company's product and service information to be easily transmitted to a sizable target audience with little on their part, is one of the most well-liked forms of advertising (Jakubková, 2012).

### **2.6.2. Sales promotion**

To encourage clients to start making purchases of goods and services, the sales promotion includes several temporary incentives. Coupons, Buy One Get One Free deals, discounts, rebates, and more are all examples of sales marketing techniques.

Relationships with the public

When you use public relations, people talk about your goods or services because it generates a buzz and inspires others to do the same. A movie's or a new product's news is released in the

newspapers in the days before the debut of the film or the launch of the new product (Jakubková, 2012).

### **2.6.3. Personal questions**

Clarifying concerns of human resource management, i.e., defining the company's staff and what they will be, is important as part of the business plan. About it, it is necessary to specify and related Circumstances from the personnel area; specifically, it depends on the associated with the search, in the hiring, acquiring and using, organizing, rewarding, motivating, and last but not least, with personnel and personal development of employees (Jakubková, 2012).

### **2.6.4. Direct marketing**

Thanks to technology, businesses may contact potential customers directly via emails, faxes, and mobile phones without the need for a middleman. Digital marketing has increased pressure on television and newspaper advertisements over the past few years. The most common type of advertising across all media as of today is digital marketing, which has almost eclipsed television advertising in terms of spending (Jakubíková, 2012, p. 249).

### **2.6.5. Risk evaluation**

The largest hazards from the reactionary competition, from flaws in marketing, products, or management are described below. When it comes to dangers, it is advisable to do an analysis and create alternate plans for removing them. For the ideal investor, the strategy is a promise that the company is protected from all risks, aware of them, and equipped to handle them in the case of a catastrophe (Jakubková, 2012).

### **2.6.6. Annex**

It is possible to include a variety of information in the annex to the business plan, such as letters from the business river register, images of the products, results of surveys and advertising campaigns, news and magazine articles about the markets and products, a technological breakdown of the products, references to another brand personal information, significant contracts, obtained certificates. These are all items that are just supplemental from the perspective of the electric plan business, and the electric company uses them to make its pick. Nevertheless, they are all mentioned in the business plan's text (Jakubková, 2012).

## **2.7. Financial Plan**

An entrepreneur assesses the whole circumstances and reflects their long-or short-term goals numerically in a financial plan. According to the purpose for which the entrepreneur wants to produce the given financial plan-as a basis for the investor, a basis for the bank, or perhaps for my needs-the financial plan is made for a specific length of time that he or she has chosen (Synek, 2010).

The management chooses how it will finance the assets it wants to purchase when it establishes the capital budget. When an investment is made using internal business funds, that is the best alternative. However, it is relatively unusual, and firms founded on these factors must obtain funding from outside sources.

Finding out how much cash a specific company needs to raise from outside sources is the goal of the financial plan (Peková, Jindichovská, p. 164 2012 Synek, 2010).

three fundamental financial reports:

- Balance sheet,
- income statement,
- and cash flow

### **2.7.1. Income statement**

Every entrepreneur wants to produce a successful outcome over the long term or profit. When sales are higher than expenses, a business is profitable.

The income statement includes every spending, profit, and loss for a specific period. This report also allows us to quickly summarize the management's effectiveness for the year.

We can learn the following from the profit and loss statement:

- corporate turnover;
- added value;
- external costs (energy and material use; depreciation; services, etc.);
- operations, financial, and extraordinary income, expenses, and results in management;
- profitability of sales and costs; basis for preparing a tax return (Veber, Srpová and al. 2005, pp. 137-138)

### **2.7.2. Balance sheet**

The phrase "balance sheet" refers to the list of financial assets, in terms of their structure and funding sources, at a specific moment in time ([www.managementmania.com](http://www.managementmania.com)).

In actuality, this means that the assets owned by the company and the sources from which they were acquired should be properly displayed on the balance sheet.

Act No. 431/2002 Coll. on Accounting mandates that the accounting unit:

- a) Regular financial statements are created as of the end of the accounting period.
- b) Extraordinary financial statements are created on special occasions.
  - opening (on the creation date)
  - on the cancellation date without liquidation
  - the day of termination;
  - and in addition to other situations listed in the Accounting Act;
- c) Interim financial statements, which are created by accounting divisions with stock exchange-listed securities and banks ([www.managementmania.com](http://www.managementmania.com)).

### **2.7.3. Cash Flow**

The net amount of cash and cash equivalents coming into and going out of the business is known as cash flow ([www.investopedia.com](http://www.investopedia.com)).

To rule out a timing discrepancy between costs and expenses, income and expenditure, and profit and cash, we employ the cash flow statement. includes sales, expenses, and their breakdown, as well as cash flow, which is the difference between revenues and expenses during a specific period (Veber, Srpová, and al. 2005).

This report provides information on:

- operating,
- investment,
- financial revenues, costs,
- and cash flow.

the cash flow analysis and planning documents that explain the reasons for the change (Veber, Srpová, and al. 2005).

The cash flow plan is used to calculate anticipated income and expenses, and it should be more elaborated at the beginning, ideally in the first six months of operation. Annual data will thereafter be sufficient. The corporation will learn if it will have enough money for the realization of additional purposes in the upcoming term (Srповá and coworkers, 2011, p.29–30).

## **2.8. Finance possibilities**

Before launching a firm, we must ascertain our ability to raise the necessary capital. The best scenario is if the business owner has the resources from which they could fund the entire operation, but this is not always feasible. Therefore, the business owner must select how the company will be financed (Veber, Srповá, and al. 2005).

### **2.8.1. Investor**

Due to the investor's confidence in the company's business plan, the company will gain the investor.

What share will I receive after investing in the company is a common concern among investors. After agreeing on a share in the company, the investor becomes a co-owner and assumes the risk that the company won't be profitable. The investor can share sell-off to his partners and is completely informed about the company's development. The investor may also negotiate in advance with the entrepreneur on the interest rate; they do not need to limit their demands to ownership (Veber, Srповá, and al. 2005).

### **2.8.2. Business angels**

Informal investors with a track record of success and enough capital to support a startup are known as "business angels." They anticipate that the project will turn a profit again in the future.

- Venture funding

An important source of finance is venture capital, sometimes known as venture capital. When obtaining bank capital financing is not an option, venture capital is typically offered. While the venture capital investor takes part in project decisions, it often leaves those to the business plan authors.

- A serene locality

An investor who desires anonymity is referred to as a silent partner. Therefore, there is no record of it in the commercial or trade register (Veber, Srповá, and al. 2005).

### 2.8.3. Principles for developing a business plan

A business plan must fulfill specific conditions, not just in terms of the document's format, to be truly excellent and have the possibility of luring an investor. Additionally, other sites that focus on results, information depth, processing methods, etc.

Therefore, when creating it, the business owner should adhere to particular processing standards.

Similar guidelines for developing a company plan are also mentioned by For and Souek.

The requirements for the business plan are clearly outlined in the attachment; in their opinion, it should:

- be succinct and straightforward; the paper shouldn't be more than 50 standard pages;

Should be straightforward-it shouldn't go into technical specifics and must be intelligible to those without a better understanding of technology (which bankers or investors very often are),

- Highlight the advantages of the good or service for the client (investors appreciate market-oriented business activities),
- be future-focused; rather than focusing on what the organization has previously accomplished, it should capture trends and explain forecasts and their intended applications.
- be succinct and straightforward; the paper shouldn't be more than 50 standard pages;

Should be straightforward-it shouldn't go into technical specifics and must be intelligible to those without a better understanding of technology (which bankers or investors very often are),

- Highlight the advantages of the good or service for the client (investors appreciate market-oriented business activities),
- be future-focused; rather than focusing on what the organization has previously accomplished, it should capture trends and explain forecasts and their intended applications (Veber, Srpová, and al. 2005).



#### **2.8.4. Sources of financing a business plan**

Even the best business plans can fail due to a fundamental issue like the lack of financial resources. The sort of resources that will be required for financing become obvious even before the asset is created. The general rule is that long-term assets are financed by long-term resources, whilst short-term assets are funded by resources with short-term maturities. Financial resources are typically differentiated based on ownership, both domestic and international (Srповá 2005).

#### **2.8.5. Own resources**

Own sources of funding should be essential for funding a business plan, but they aren't always sufficient, according to Koráb. From this perspective, the son recognizes two categories of his resources:

- ✓ equity financing (share issues, cash contributions from owners, and in-kind contributions), and self-financing (profit financing and depreciation, in a more limited sense,
- ✓ or by other internal sources, such as reserve financing) (in a broader sense).

#### **2.8.6. Foreign sources**

Loans, leasing, factoring, forfeiting, bonds, silent partnerships, and venture capital are the main foreign sources, according to Veber and Srповá. The writers of Koráb et al. list of foreign sources similarly describe each of these sources as follows:

- Bank loans: These can be long-term (investment loans, which are backed by fixed assets or a third party, and mortgage loans, which guarantee real estate), or short-term loans (overdraft and Lombard loan, usually used to finance working capital). The return (deadlines and for loan repayment), interest (the cost of borrowing the money), and securing the loan's return are crucial factors in the case of a bank loan (method of guarantee).
- Leasing enables a business to use the property without requiring financial resources, but the leased asset is still the property of the leasing company and is used by the business to carry out its business plan. Operating (temporary lease) and financial leasing can be differentiated (lease of property to repurchase it after the end of the lease period).

- obtaining an investor in equity, who will share ownership and take on business risk in exchange for fair pay. The money invested will be returned to the investor in the form of the sale of the company's owned shares; the investor does not need to repay the deposit.
- Support programs: The state engages in business development to promote economic expansion, regional development, and increased domestic business competitiveness overseas. Either the state, through the state budget, or the European Union, through the so-called structural funds, supply financial resources (Veber and Srpová Prague 2008. p. 106).

### **2.8.7. Bonds**

The Act on Bonds No. 530/1990 Coll. states that a bond is a security that comes with the right of the owner to request a repayment of the amount due at face value and payment income from it at a specific date, as well as the obligation of the person authorized to issue bonds (hereafter only the "issuer") to comply with these obligations (Veber and Srpová 2008).

The issuer may be a local or foreign legal entity that is enrolled in the Commercial Register as a natural or business person. The bond's nominal value is repaid by the issuer either all at once or in previously agreed-upon installments.

Varieties of bonds:

- Government bonds are those that the Slovak Republic's Ministry of Finance issues.
- Municipal bonds are those that municipalities or other higher territorial bodies issue and guarantee their property.
- Employee bonds are bonds that are given directly to workers who are employed by the firm.
- Secured bonds are bonds whose yield is guaranteed by a guarantor or whose repayment is otherwise secured (Veber and Srpová 2008).

### **III. A detailed business plan for the practical phase.**

#### **Heading page**

Business Strategy

#### **Farafinna Dumuni, s.r.o. is the business.**

Kaisselin Ouologuem is the business owner.

Headquarters are located at Na Polabinách 200 in Pardubice, Czech Republic (53900).

**Description of the business and its industry:** The Czech Republic is the home base of the limited liability firm Farafinna Dumuni. The primary activity is hospitality, which also includes costs for hot and cold food, meals from a daily and ongoing supply, and beverages.

**Email address for inquiries:** [manager@farafinnadumuni.cz](mailto:manager@farafinnadumuni.cz)

**Website:** [www.farafinnadumuni.CZ](http://www.farafinnadumuni.CZ)

In Pardubice on August 30, 2022

#### **3. Details**

I've covered all the essentials of every business concern, with a focus on the fundamentals of a company, such as sro, public company, joint stock company, AS, and cooperative company.

Next, I covered the fundamentals of marketing, such as marketing mix, product marketing, price, distribution, and marketing communication.

The lifestyle Farafinna Dumuni, s.r.o. will be established according to the business plan, with Kaisselin Ouologuem as the sole founder and a limited liability company's registered address at 14 Na Polabiny Street. The founder will choose a chef to serve as his responsible agent for running the hospitality business because he lacks the trade license required by the Trade Licensing Act for craft business activities.

The target market for Farafinna Dumuni, s.r.o offer. will be predominantly individuals between the ages of 15 and 48 who are interested in healthy life management and who willingly picked or were suggested by a physician one of the particular ravings. The menu will satisfy the dietary needs for meals following the Vol. Paleo, low-carb, and gluten-free diets. Additionally, meals that are suited for those with kosher or diabetes-related dietary requirements will be prepared. In addition, the restaurant will provide a variety of natural milk and sugar substitutes that can be used by patrons who, for example, have lactose intolerance or are on a restricted diet, as well

as a comfortable, contemporary setting and top-notch food that is available with all of its ingredients.

The restaurant's menu will mostly be modified to meet the needs and preferences of patrons who follow a certain diet. However, the eatery aims to portray itself as a Lifestyle, and every single diner will receive a nutritious and unusual meal. The Farafinna Dumuni, s.r.o mission, and vision are to demonstrate that a nutritious diet may not only be delicious but also make a person feel better about himself and improve both his physical and mental health. Additionally, the restaurant's idea is based on the most recent developments in healthy eating, which coincide with the Western world's voluntary abandonment of gluten, a protein combination found in wheat, barley, and other grains.

Contrarily, meals that use the raw materials from that era, such as those that are gluten-free and paleo (also known as Stone Age meals), are becoming more and more popular.

Paleolithic, was a time when people relied solely on hunting and gathering for food and there was no agriculture. The diet excludes milk and all related dairy products in addition to grains, which include rice and corn. Today, these substances can be simply changed while also adding food to the attractions and health advantages.

The primary draw for Farafinna Dumuni, s.r.o. will be its exclusivity-it will be the only restaurant in the Czech Republic to provide hot meals that adhere to different dietary requirements as well as its welcoming and contemporary setting.

The standard of the ingredients and how the dish is prepared will also be heavily stressed. One of the most important aspects of a successful restaurant is the investment in human capital, such as a talented and knowledgeable chef.

The restaurant feels that individuals who buy healthy food will be interested in eating healthy hot meals, so it would like to focus its advertising mostly on health food stores using a variety of flyers and banners. Given that athletes frequently choose paleo and gluten-free diets to maintain their weight and fitness, the restaurant would also provide numerous vouchers for savings at Pardubice gyms. A Facebook page for the restaurant will serve as its primary information source and feature several deals.

Due to his restaurant's exclusive position in the Czech market, the owner also depends on "word of mouth" to build a network of loyal customers. He also sees a benefit in the fact that it will serve gluten-free and paleo meals to foreign guests, who won't have to worry about the

nutritional quality of their food while traveling. When the corporation cannot even avoid renting its space to a closed company, it will also provide themed events or evenings about healthy eating.

### **3.1. Details about the company**

The founder of Farafinna Dumuni, s.r.o., Kaisselin Ouologuem, who will also serve as manager and supplier, will be the only 100 % owner of the company.

It will be housed in a rented, furnished space with 50 seats at Polabinách 200, Pardubice, 539 00, Czech Republic Street in the heart of Pardubice.

I believe that Polabinách 200 Street is a good location for a restaurant because it is close to students from all across the university and mostly serves traditional African foods that these students will enjoy.

The restaurant's owner will assume ownership of this duty and the necessary industry experience as a prerequisite for learning this trade after six years of operation. The restaurant's primary business will be hospitality, which involves preparing and selling meals and drinks for immediate consumption in the location where they are served.

The facility will provide meals that adhere to the most popular diets' needs, meaning that meals will be gluten-free and that lactose, soy, nuts, and other allergies will be tightly restricted in meals and made clear in the diet.

Due to its rather standard departmental organization for its industry, the restaurant chose a legal structure with limited liability. You must have your trade license following the Trade Licensing Act 455/1991 Coll. The chef will fulfill these criteria and serve as the restaurant's designated responsible representative (<https://www.ahrcr.cz/en/>).

### **3.2. Mission**

In the beginning, the business intends to combine a chief, an assistant chef, three servers, and a cleaning lady. He will serve as a live counselor, purposeful, and part-time employee for the corporation outside of the organization. The business will let you pick a location because the people that make up the restaurant will determine how satisfied customers are. Three meals from the menu and as listed on the carte menu will make up the daily menu.

Weekends included, the restaurant will be open for 14 hours a day. The most frequent times are anticipated to be during lunchtime, on Fridays, and in the evenings on Saturdays. A maximum of 60 bowls may be seated in the establishment.

### **3.3. Adequate Maintenance**

The kitchen will provide a special menu concept based on gluten-free and paleo principles. Additionally, it will provide beverages and meals that lactose intolerant people can enjoy. Meals will be labeled to indicate whether they include any allergens like soy or nuts. For each meal, a thorough composition will be produced. Each meal will feature a tiny icon with an acronym, such as LF (Lactose-free), SF (Sugar-free), VEG (vegan), PD (Paleo diet), GL for quick reference (Gluten-free). Czech translations of the pieces' titles will also be provided.

In addition to its regular menu, Farafinna Dumuni s.r.o. will also provide ready-made meals at a reduced cost during its 10hour operation. Additionally, the organization will provide a variety of salads, appetizers, fresh fruit, and international delicacies as supplementary snacks. They will also feature their sweets, which will not only be free of gluten but also use different substitutions for ingredients like sugar and milk, such as almond milk in place of cow's milk. The restaurant's menu will be based on both novel and unconventional flavor combinations as well as permanent dishes that either never made it to the Czech Republic or only made it there in very small quantities, like quinoa, empath, bubble tea, smart, walnut butter, sweet potatoes, or coconut water.

### **3.4. Remarkable characters**

Kaisselin Ouologuem, the company's founder, will be a central character and own a 100 % interest in Farafinna Dumuni, s.r.o. The lack of a comparable gadget on the Czech market was a major factor in the founder's decision to create the company. The founder has prior work experience in significant corporations' sales and marketing divisions, where he concentrated particularly on the approach and wants of consumers. He is interested in learning more about the expertise available at the Farafinna Dumuni, s.r.o.

### **3.5. Staffing constraints**

The restaurant's management will have the final word about the founder, who will supervise the staff directly and interact with customers, authorities, and suppliers. The chef will be in charge of setting orders and estimating quantities based on the ordered raw materials, drawing on his years of experience and planning. The chef will be paid similarly to the founder because of his indispensable nature, and the percentage of meals sold will further incentivize him. One assistant chef will work alongside the chef and be responsible for carrying out his duties. Additionally, the restaurant will hire a cleaning lady and three waiters, each earning CZK

15,000 per month. The restaurant will collaborate with an external dietitian, accountant, and temporary employee as needed.

### **3.6. Sales and marketing tactics**

Since Farafinna Dumuni, s.r.o. will soon be operational, we anticipate that business will be slower initially. However, the restaurant hopes to establish a loyal following within the next five years and earn a reputation as one of Pardubice's top establishments for healthy eating.

#### ➤ Market analysis

Every participant gave a positive response. Only 8 % of individuals find it crucial that food is affordable and plentiful. The remaining percentage focuses primarily on the environment's impression as well as the food's quality and freshness. Less than half of the respondents said they don't have a go-to eatery where they would frequently eat and leave them in a whitish. According to the type of restaurant, pizzerias and organic/healthy food were most popular (25 percent each) (20 percent). More than 40 % of people are prepared to provide an amount equal to the Farafinna Dumuni, s.r.o (120 CZK). 76 percent of people are willing to abandon some diet staples if doing so makes them feel better. The results of the survey make it quite evident that the vast majority of respondents (72 percent) have no prior knowledge of the paleo diet. This fact contrasts intriguingly with the degree to which roughly 86 percent of all recipients are familiar with the gluten-free diet.

#### ➤ Making available for sale

He is considering the assistance of several celebrities who lead this lifestyle for the advertising campaign, which would largely emphasize a healthy lifestyle. Before its official launch, the restaurant would like to concentrate on promotion and provide clients with intriguing introductory deals.

#### ➤ When it comes to pricing

Farafinna Dumuni, s.r.o. prefers to compete on quality rather than price. With an average daily menu price of 140 CZK, the restaurant will fall into the upper-middle-class category. The average cost of meals from the permanent menu is 190 CZK. The costs of the premises in Prague's core, the cost of high-quality ingredients, and the salaries of the knowledgeable personnel will all be reflected in the rates.

A restaurant would like to apply the tactic in marketing and believes that customers will pay more for their health. Therefore, paying more will ensure that the food is fresh, safe, exotic, and, last but not least, gluten-free.

➤ Sales practices

The restaurant will target customers who minimize gluten in their meals for personal or health reasons as well as those who are curious about how what they eat affects their bodies over time. The eatery will serve a range of international cuisines. The meals will be checked for balance by an outside life counselor. The restaurant will provide its patrons with complete food composition information, as well as information on allergies and the meal's compatibility for a particular diet. Practical icons with an abbreviation will be used to represent the remaining two pieces of information. The eatery will advertise on events like National Kosher Kitchen Day and others.

➤ Support After-sale

The consumer can set up their client card at the Farafinna Dumuni, s.r.o., where they can put bonuses onto it. The client additionally fills out the form if he wants to receive email updates about restaurant events. The restaurant would also like to provide an elemental consultant's services, either totally free or partially reimbursed, to its devoted patrons. The restaurant wants to provide its patrons with more than just a place to eat; it also wants to be a location they like returning to and spending their leisure time. The restaurant also plans to host several ancillary events, such as alternative culinary classes or live healthy talks.

➤ Marketing and support for sales

The restaurant seeks to capitalize on the current healthy diet buzz in society, which has started to bring up the paleo diet as a return to more natural human eating practices. The restaurant wants to let you know about its happenings. For instance, I am aware that flyers placed in supermarkets will mostly target healthy, active individuals who are interested in eating well.

The restaurant sought to spread the word about its offer to other tourist destinations. For instance, it would declare a 15 % discount on consumption in the guide. International patrons are crucial to the restaurant because they tend to be dubious of the standard diet, additionally because people in Western nations, for instance, are far more conscious of the harmful consequences of gluten. The restaurant wants to become a part of a larger international Paleo-friendly network and hopes to eventually pursue certifications like that of an organic restaurant.



Both the campaigns will want to have a positive but at the same time convey to the consumer the fact about his poor eating habits, all restaurant advertising campaigns will want to lead in the spirit of eating to health.

➤ Blog

The restaurant wants to spend money on high-quality websites that will adhere to all of the standards of a contemporary corporate website. The business delegated the duty to an outside IT firm that will continuously manage the website. Funding for websites will be a part of marketing expenses.

➤ Online community platforms

We all use social networks extensively for business communication. He wants to use my profile on Instagram, a less popular version of Twitter, as well as Facebook to interact with his consumers. He also wants to use the official website of each platform. The restaurant wants social networks to promote events in addition to its usual meal announcements and restaurants so that people are informed about other competitions. It can be used as an illustration for a photo contest in which participants submit photos of their favorite foods or provide creative recipes in exchange for coupons for specific meals.

➤ A smartphone app.

The restaurant later requested that I download an application to my phone from which I could get information on my daily diet, good eating habits, occasionally published recipes and advice on how to exercise or modify my diet.

➤ Promoting

The restaurant would primarily promote in women's magazines, but it would like to do it indirectly through an article that discussed paleo and gluten-free diets and their options about the recently launched restaurant.

### **3.7. PESTLE Factory Analyzer**

Any of the previously mentioned factors have an impact on an organization's functioning. Every one of them can speak and move toward the audience in which you are speaking. If you want to get forward in life, start by doing some personal analysis (Veber, 2009).

#### **3.7.1. Political aspects**

These elements define the degree to which the government can directly affect a particular industry or society. They include the nation's political stability as well as tax laws, environmental rules, trade restrictions, and tariffs.

For instance, the government may adopt tax reforms that could completely alter the company's mechanism for generating money. Customs restrictions, minimum import prices, and bans on exports and imports all have an inescapable impact on corporate operations. Just consider the current post-Brexit environment (Veber, 2009).

#### **3.7.2. Economic aspects**

economic growth or fall, interest rates, currency rates, inflation, pay rates, minimum wage, working hours, unemployment, credit accessibility, and essential living costs are only a few examples of economic elements. These are all elements that affect the economy's performance and the business immediately, as well as over the long term.

For instance, a rise in inflation will have an impact on how much goods and services cost. not only yours but also that of every provider. Inflation also has an impact on consumer behavior and purchasing power, and it even has the potential to alter demand and supply models in a particular economy (Veber, 2009).

#### **3.7.3. Social aspects**

Cultural standards and expectations, health care, population growth rates, population age distribution, safety, and other demographics are examples of social influences. once more directly about employment Additionally, they will aid you in understanding the present market climate and any potential interests in particular services or goods.

Religion, education, demographic shifts, per capita income and purchasing power, workforce development, and other social issues must be taken into consideration (Veber, 2009).

#### **3.7.4. Technical aspects**

Innovation and the advancement of technology are influenced by technological variables. These comprise, for instance, the rate of technical advancement, the expansion of the infrastructure, and potential government or institutional research.

These are now essential components of every plan and cannot be ignored. The internet (yes, still), machine learning, artificial intelligence, and other significant new advancements are all currently in progress. You risk losing your position in the market if you don't adjust to the trend (Veber and Kotler 2009).

#### **3.7.5. Legal aspects**

Legislative changes that have an impact on employment, access to materials, quotas, imports, exports, or taxation are examples of legal considerations. All of these variables have an impact on the company's internal and external operations, and some even have an impact on the nation's overall business climate.

Additionally, each company's laws, rules, and regulations are included, and employees must abide by them. Both of these topics are thought about in PESTLE analysis (Veber, 2009).

### **3.8. Porter's five forces analysis**

#### **3.8.1. Competing business in the industry**

There is fierce competition among dining establishments in Pardubice.

However, our strategy will differ in some areas, with the biggest difference being that the restaurant will be both gluten-free and paleo.

Farafinna Dumuni s.r.o. I will be aware of additional aspects of marketing and the idea of wanting to concentrate on international modern consumers. Even worse, I don't want to describe a sick people's dining room as "like a lifestyle restaurant according to the newest fashion trend from worlds and food" (Porter 2004).

#### **3.8.2. New opponents**

They will likely purchase additional competitors who specialize in paleo and gluten-free cuisine because of the rising demand. The opening of a restaurant, which needs a larger initial investment or sources, notably chefs, who can supply food and food, may face barriers from new competitors (Porter 2004).

### **3.8.3. The bargaining power of suppliers**

Gas suppliers ravin shopping will be the primary sources of electricity. Despite the vast number of competitors, restaurants will be chosen mostly based on referrals, the conditions they offer, and their flexibility. A significant factor will also be the cost, such as the cost of transportation. However, he is certain that he does not want to prioritize the ribs before in the restaurant. The company will unquestionably be in favor of suppliers who organize staff training sessions on new items or provide opportunities for other events. You will particularly enjoy the restaurant industry because there will be opportunities to work with less-than-ideal raw materials (Porter 2004).

### **3.8.4. Purchasers' contractual authority**

The restaurant places a lot of value on the clients' contractual strength. There are several eateries in the city with little to no specialty in any particular works. Additionally, Farafinna Dumuni, s.r.o. will give consideration to the preferences of its patrons and progressively add other items to the menu or change the entire menu based on their requests. Customer reviews, whether in our nation or writing, will be crucial to the stay (Porter 2004).

### **3.8.5. Substitutes**

We can use a variety of equipment as a substitute, such as vegetarian cafeterias or restaurants where patrons can make their meals using the ingredients of their choice. This includes some Asian eateries that serve naturally gluten-free food. Numerous restaurants are also offered on the menu; for instance, the natural schnitzel with potatoes is gluten-free.

Unfortunately, in this case, the client cannot be certain that the flour has not been added to his food, for example, when frying during frying etc. The selection of paleo dishes is even worse, especially because most of the main dishes come with rice, potatoes, or walnuts as side dishes. Paleo, which is maybe the cause of many paleo people eating at home (Porter 2004).

### **3.8.6. Competition based on place**

The restaurant intends to locate its headquarters in Pardubicde's Na Polabinách Street. It is hardly surprising that there is local interest in the restaurant periods. The following restaurants could be competitors for Farafinna Dumuni in the area: Pizza Panda, Polabiny Kebab, and KFC.

### **3.9. SWOT analysis characteristics**

The four components of the acronym are the focus of a SWOT analysis, which enables businesses to pinpoint the factors impacting a strategy, action, or effort. Knowing these advantages and disadvantages can help businesses explain more clearly what aspects of a plan need to be acknowledged.

#### **Internal variables**

The terms "weaknesses" (W) and "strengths" (S) refer to internal elements, such as the knowledge and skills you have at your disposal.

Commonly regarded internal factors include the following:

financial capacity (funding, sources of income, and investment opportunities)

Physical assets (location, facilities, and equipment) people resources (employees, volunteers, and target audiences) access to copyrights, patents, trademarks, and natural resources Current procedures (including departmental hierarchies, staff programs, and software systems like CRM and accounting software)

#### **External variables**

Every business, organization, and person is influenced and affected by external pressures. It is crucial to observe and record each of these characteristics, regardless of whether they are tied to an opportunity (O) or a threat (T) directly or indirectly. Examples include the following:

commercial trends (new products, technology advancements, and shifts in audience needs)

monetary patterns (local, national and international financial trends) Funding (donations, legislature, and other sources).

A SWOT analysis was extensively contributed to by Bryan Weaver, a partner at Scholefield Construction Law. He offered a sample SWOT analysis template and example to Business News Daily, which was used in the firm's decision to extend its practice to offer dispute mediation services. The following was included in his SWOT analysis.

*Tabulka 1 - SWOT analysis*

<p><b>Strengths:</b></p> <p>a law practice that specializes in construction with staff members who are also professionally trained in engineering and general contracting. Their knowledge provides a special advantage.</p> <p>Three staff makes it small enough to adjust and react rapidly.</p>	<p><b>Weaknesses</b></p> <p>No one has ever participated in a formal mediation training program or served as a mediator.</p> <p>One employee has participated in mediations, but not as an impartial party.</p>
<p><b>Possibilities</b></p> <p>The majority of commercial construction agreements demand mediation. Only a handful of the many intermediaries in the market have construction experience.</p> <p>The Scholefield staff can provide anyone with the benefit of a group of neutrals to examine a conflict. For smaller disputes, mediators don't act as a team, merely as individuals.</p>	<p><b>Threats</b></p> <p>Other construction law firms might start their mediation services as anyone can become a mediator.</p> <p>The majority of prospective clients have a negative perception of mediation because they believe that mediators rush to resolve conflicts without taking the time to fully comprehend them.</p>

Source: author

### **3.10. Financial Plan**

This section will contain information used to establish a financial statement complexity and project.

#### **3.10.1. Commencement of operations**

Since he wants to put great emphasis on the preparatory phase of yesterday gathering information about suppliers or finding and training a chef will be Farafinna Dumuni, s.r.o. established on 1 April 2022. The Farafinna Dumuni, s.r.o. will be located in the lecture area. The projected monthly leasing cost is 120,000 CZK due to the location and complete equipment (including energy). A review of the contract revealed that the company provided furniture and cooking amenities for up to 200 m<sup>2</sup>. The business itself set aside money for the security deposit and refundable deposit in the range of rents (CZK 200,000), as well as strategies to reserve 350 units for entertainment and landscaping as well as plans to buy alternative real estate. The business is aware that it is important to account for and include the costs of registering in the business register as well as the bearer's reward in the set-up costs.

The corporation has set aside 15,000 CZK for this. Stocks of raw materials require a significant initial expenditure (now we are considering not only stocks for a given month, but what about the stocks of fierce ch, which is now not to buy on stock). The enterprise is allocated CZK 350,000 for raw materials. Financial reserve that might be used, for instance, to partially pay staff during a period of lesser income than what was anticipated when making the initial investment. Last but not least, the starting balance sheet item and the cost of the marketing campaign, which will be conducted before the company's launch, total CZK 150,000. (it would be especially about viral marketing and various smaller promotions).

*Tabulka 2 - Finances needed to establish a restaurant*

Deposit for rent in the amount of 2 rents	200 000 CZK
Additional equipment and modifications of the restaurant area	100 000 CZK
Additional equipment for the reservation facility	75 000 CZK
Stocks (for food, drinks)	350 000 CZK
Establishment in taxes	8 000 CZK
Brand ing campaign	200 000 CZK
Financial reserve	250 000 CZK
Funds for payment of employees	200 000 CZK
A total	CZK 1 383 000 CZK

Source: author

*Tabulka 3 - Amortization*

Years	Debt	Payment	Interest
1	1 050 000 CZK	182 000 CZK	41 000 CZK
2	950 000 CZK	182 000 CZK	32 050 CZK
3	722 020 CZK	182 000 CZK	22 553 CZK
4	415 701 CZK	182 000 CZK	22 580 CZK

Source: author



*Tabulka 4 - Opening balance sheet as of 1.1.2022*

ASSET	Amount	LIABILITIES	Amount
Fixed assets		Equity	500 000
Tangible	240 000	Reserve fund	
Intangible	120 000	HV last year	
Current assets		Foreign capital	
		Bank loan Long term	890 000
Stocks	320 000	Long-term liabilities	
Finances	500 000		
Accrued costs	210 000		
<b>TOTAL</b>	<b>1 390 000</b>	<b>TOTAL</b>	<b>1 390 000</b>

Source: author

### **3.10.2. Determination of costs**

Knowing the anticipated costs is necessary before estimating the return, which is the most intriguing component of the financial plan. Raw material, labor, and rental prices make up the bulk of cost categories. The owner cannot significantly impact the first two costs because they are fixed, but there is some flexibility with the salary evaluation. Even though a chef may be hired for half the price, he discovered that he preferred chefs with international expertise and a desire to further his professional education. Quality in the kitchen immediately affects the final product's quality, so the company has chosen to invest in both its human resources and its staff.

If you meet the new restrictions, your employees will be rewarded according to a set proportion of the carvings. The table below provides an overview of employee financial evaluation.

### **3.10.3. Planned revenues and economic result**

To determine the quantity and calculation of the sales establishments, various traffic scenarios were considered. Pessimism, optimism, and reality all stink. The worst-case scenario will occur if customers dislike the restaurant or decide not to visit and if there are only approximately 60 patrons there each day. The scenario below, which was revised multiple times to gather as much factual information as possible, is realistic for resurrection. The script considers the fact that the revision is fresh and lacks the client's initial phase that is more akin to the pessimistic than the opiate variant. When the transaction was to a single item, the noses of the sold goods were computed.

They contribute significantly to overall grooming restoration. The results are based on the assumption that, from Monday through Friday, lunchtime meals are sold the majority of the time from the menu. On the second morning, more meals (from the menu) will be offered. On the other hand, revenues are lowest on the weekends, especially on Sunday evenings, when there is no menu at all. The restaurant is aware of the issue and has included it into its menu, such as brunch, a meal served between breakfast and lunch that is popular, particularly on Sundays.

*Tabulka 5 - Optimistic variant*

The average daily number of customers is 125 + 20 delivery	Number of pieces per day	Revenues per day
Food from the menu	45	12 500 CZK
Food delivery	30	6 300 CZK
Menu food	60	9 250 CZK
Drinks	140	8 250 CZK
Brunch	8	2 320 CZK
Desserts	25	2 050 CZK
Soups	27	2 080 CZK
Appetizers and salami	29	900 CZK
Revenues daily		45 800 CZK
In the nose monthly		1 435 060 CZK
Annual revenues		16 210 000 CZK
Annual costs of consumed raw materials		5 528 100 CZK
Annual fixed costs		5 766 222 CZK
HV before tax		2 900 500 CZK

Source: author

*Tabulka 6 - Pessimistic variant*

The average daily number of customers is 70 + 8 delivery	Number of pieces per day	Sales per day
Food from the menu	15	5 500 CZK
Food delivery	6	1 500 CZK
Menu food	28	30 600 CZK
Drinks	65	3 010 CZK
Brunch	6	1 320 CZK
Desserts	18	1 050 CZK
Soups	19	1 080 CZK
Appetizers and salami	20	3 000 CZK
Revenues daily		18 800 CZK
In the nose monthly		435 060 CZK
Annual revenues		9 220 000 CZK
Annual costs of consumed raw materials		3 528 000 CZK
Annual fixed costs		4 706 222 CZK
HV before tax		600 400 CZK

Source: author

*Tabulka 7 - Realistic variant*

The average daily number of customers is 110 + 20 delivery	Number of pieces per day	Sales per day
Food from the menu	25	6 400 CZK
Food delivery	8	2 000 CZK
Menu food	38	50 500 CZK
Drinks	85	4 050 CZK
Brunch	9	1 820 CZK
Desserts	20	1 090 CZK
Soups	22	2 000 CZK
Appetizers and salami	21	3 000 CZK
Revenues daily		19 200 CZK
In the nose monthly		835 000 CZK
Annual revenues		10 250 000 CZK
Annual costs of consumed raw materials		5 427 600 CZK
Annual fixed costs		5 512 000 CZK
HV before tax		203 640 CZK

Source: author

#### **3.10.4. Risk evaluation**

The hazards that the restaurant Farafinna Dumuni, s.r.o. may experience are listed in this section. I'll also attempt to explain ways to minimize these dangers at the same time.

- **Bad choice of employees**

A restaurant's success depends on the right staffing. Focusing on a skilled and experienced chef is vital, but so is choosing the right staff members who will interact with consumers directly. In order to hire the best personnel, restaurant Farafinna Dumuni, s.r.o. will look for reputable and thorough references. the admission process.

- **Bad service rendered**

When a customer is not happy with the service or the overall foodie experience, we can hear and talk about it in the restaurant. This disappointment may be caused by a variety of factors, such as the weight of the dish not being respected or the quality and application of the components falling short of the customer's expectations. Another significant danger is that diners won't be hungry or won't be satisfied with the menu when they enter the restaurant.

- **Goods and Suppliers**

Maintaining relationships with suppliers is essential to running a successful restaurant. The restaurant will make purchases on credit from vendors who have references, can deliver things quickly, and accept express rush orders. When the supplier is not scared of, say, the contract for a cheaper price, the restaurant will regularly compare him to his rivals.

#### **4. Formulation of conclusion**

I'll describe the fundamental idea-business intention in the first theoretical-methodological section. There are also additional terms like enterprise, business, entrepreneur, legal forms business strategy, the company marketing plan, the company's financial plan, and the methods available to finance this business when the company does not have enough money to finance the business resources. I will go into more detail about the different sources of funding in this section if I don't have enough equity to build the proposed business.

The second analytical section of this bachelor's thesis gave me a concept of how the company would appear by describing each of its components and the creation process. We have developed a planned budget for the company's construction to determine the amount of funding the company will require. We used an existing corporation as the basis for the finances.

One of the partners in the business is well experienced and already owns an existing company. He will provide us with all the information we need for this financial strategy.

The evaluation of hazards is the last portion of the business strategy, where the risks the company is expected to face are discussed and the authors offer prevention tips. According to the business plan's findings, the author can see that if the restaurant has about 80 daily clients, it will be a very profitable venture. Because the plan's calculations are dependent on projections, there is always a chance that the actual numbers contain a small number of mistakes. The calculations' inputs, however, all fall within the realm of possibility. If the realistic version is followed, even little math errors don't threaten business earnings.

## **Conclusion**

My undergraduate thesis's objective was to create a business plan for a new restaurant serving healthy and unconventional cuisine in the heart of Pardubice. It was possible to evaluate the profitability of the project's implementation and how much money will be required at its outset based on the financial analysis that resulted. Additionally, some dangers that the business may encounter during the process were listed.

He had to, first, sort out the theoretical component, particularly with the aid of the business strategy that described the part from which the later practice time was emerging. This was important to produce those outcomes. The part is typically extremely high between resolutions at work, and in addition to structure, you also take legal action against the company and its ownership of the mine, with the same emphasis that I have on analysis from the competitors.

I lacked the space when I first started to build the business concept. Since I have no priority expertise in the restaurant industry, I found it challenging to estimate expenses for things like raw supplies, gross margins, and wages for qualified workers. I was clearer after hearing from several experts and practitioners about their perspectives. Additionally, I discovered a lot of things about customers, with whom I deal daily over coffee and about whom I would like to understand more.

A restaurant's success should primarily depend on its cuisine's quality, nutritional value, and distinctive menu for customers with various food intolerances. The company wants to concentrate on an effective marketing campaign, especially in the beginning and would want to use various publicity articles and celebrities to spread the word about a new device. In addition to the restaurant's distinctive service, the competition aspires to stand out with a contemporary design, a welcoming staff, and above all, the provision of above-average services like connections to other companies that support a healthy lifestyle or advice from a live advisor.

Realistically, the business should make a quarter of a million dollars, the restaurant should meet all requirements to be one of Pardubice's top eateries, and it should introduce a novel method of eating as a potential substitute for the city's established restaurant chains.

In the second analytical section of this bachelor's thesis, I used the basis for the financial plan, mission, adequate maintenance, remarkable characters, staffing constraints, sales and marketing tactics, PESTLE Factory Analyzer, Porter's five forces analysis, SWOT analysis characteristics.



Inventory management has established that the restaurant Farafinna Dumuni's demand is classified as probabilistic non-stationary demand, with a subsequent change to probabilistic stationary demand.

The restaurant feels that individuals who buy healthy food will be interested in eating healthy hot meals, so it would like to focus its advertising mostly on health food stores using a variety of flyers and banners. Given that athletes frequently choose paleo and gluten-free diets to maintain their weight and fitness, the restaurant would also provide numerous vouchers for savings at Pardubice gyms.

The restaurant's Facebook page will serve as its primary informational platform and offer various discounts upon hitting a predetermined threshold for fans or recommendations. Due to his restaurant's exclusive position in the Czech market, the owner also depends on "word of mouth" to build a network of loyal customers.

Farafinna Dumuni, s.r.o. believes that it will benefit gluten-free people because they won't have to worry about the quality of their food when they travel. When the corporation cannot even avoid renting its space to a closed company, it will also provide themed events or evenings about healthy eating.

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