

Executive Summary

Product

Our aim is to revolutionise the Kebab Arena in Europe, in a healthy, tasty and rationalised manner. We are creating a fast food chain that will serve mediterranean food throughout the day, with a strong focus on kebabs. Our aim is to have products of consistently high standards, healthy and tasty, served fast, and part of a total mediterranean experience (service, atmosphere, quality, freshness, quickly prepared on demand). Our restaurants will be designed as a warm, trendy, welcoming and modern environment, they will have low investment costs, low running costs and simple operations.

Investment Needs

Our flagship restaurant costs £400,000 to set up, assuming a rent of £80,000, including £115,000 for deposit and rates in the first year. It will be set up in a prime location in the center of London.

We are looking for enough capital to set up three restaurants, using only equity. We will both seed £150,000 and are looking for £900,000 as initial investment. No gates will be in place for investors and a full exit is anticipated to happen in Year 5.

Development, Risk Minimisation and Exit

Our first year will be used to streamline processes. We plan to open a second and third restaurant in our second year. We will look for additional capital in our third year to fund further expansion, with initial backers given first choice rights. We will then look into franchise opportunities after 10 outlets.

The project benefits from the UK Enterprise Investment Scheme, reducing risks, and specific exit opportunities will be given in Year 5.

Customer Value

Kebabs are a national dish in the United Kingdom, along with curries and fish and chips. They are nevertheless perceived as very unhealthy, of poor quality and consumed generally late after a night out. Even though they are perceived that way, there are 20,000 kebab shops in the UK (LACORS Review, January 2009) and no market leader or breakout chain, which is different to the other food sectors. Over the last few years, interest in healthy foods has grown stronger. There is now a focus from the government and media to tackle our eating disorders, starting with the issue of fast food. It is nevertheless still very difficult to find healthy food that is tasty, convenient and reasonably priced. No fast food outlets offer a diverse range of warm foods. We believe our "kebab concept" can fill that void and make healthy food accessible.

Customer Base

Our customer base are individuals that aim to eat healthy. 65 percent of them should be women, as they have the most interest for healthy foods, although men currently eat more kebabs.

Our first location will be in a prime area in central London, with ABC1's office workers.

Competition

Our main competitors are food and coffee retailers close to our future location. The main food retailers are Pret-a-Manger, EAT, Subway, itsu, Pod, Wasabi and Benugo. The main coffee retailers are Starbucks, Caffè Nero and Costa. Other competitors include fast food chains, supermarkets ready meals, home made food and office canteens.