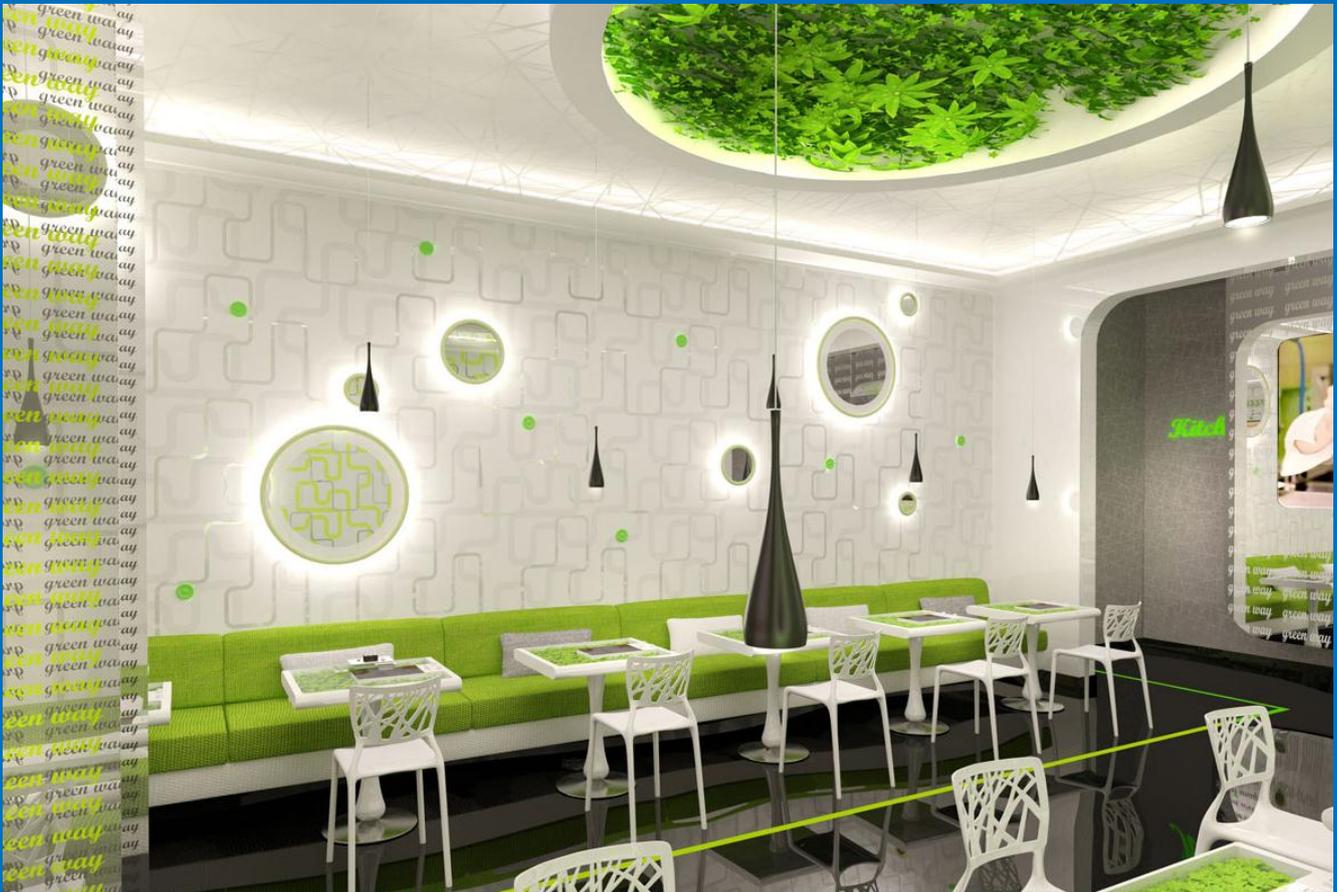


# BUSINESS PLAN



## Vegetarian restaurant



2014

*Adaptation of this business plan is possible for any project on the territory of Russia and CIS.*

*The financial model in separate file is attached to this business plan, which makes it easy to build a new financial plan by entering the appropriate data.*

## **The description of a business plan**

**The project's idea: an opening of the cafe-restaurant of vegetarian orientation in Moscow, Russia.**

### **Additional goals of the project:**

- popularization of the vegetarianism as an element of healthy nutrition;
- generation of the entire culture of the vegetarianism as a trend;
- meet the demand for vegetarian cuisine (due to the lack of specialized establishments of catering), provide the audience with the quality products.

**Project's audience:** representatives of Vaishnavism<sup>1</sup>, vegetarians, vegans, raw food followers, supporters of healthy nutrition and healthy way of life, as well as those, who are interested in new ideas ( a group of people who are just fond of tasting everything new, without being the bright advocates of any trend).

### **Project's market sphere**

<i>Networks of catering in Russia</i>	Till the end of the first quarter of 2013 there were working *** networks of catering, together with *** shops, including booth in Russia. The largest amount of networks of catering are in big cities, the most noticeable percent is observed in Moscow, where ***% of establishments of the kind now work.
<i>Extent of the market of catering</i>	In 2013 the extent of the market of catering in Russian Federation exceeded *** billion RUB. Annual increase of ***% is planned during the next 4-5 years, and by the 2017 the extent of a

<sup>1</sup> Vaishnavism (sans. वैष्णव धर्म) is one of the main schools of Hinduism, which have a distinctive feature of adoration of Vishnu and his avatars (mainly of Krishna and Rama).

	turnover of catering is expected to be close to *** billion RUB.
<i>The motives of visiting catering establishments (cafes, restaurants)</i>	According to the surveys, ***% of citizens in the big cities of Russia from 18 to 54 years old visit restaurants and cafes with a purpose to celebrate special occasions. At the same time more than ***% of interviewees in Russia consider having a dinner outdoors an expensive amusement.

### **Project's competitive sphere**

The project's competitive sphere is presented by 4 specialized establishments:

- cafe-restaurant «Receptor»;
- culinary association «Receptor»;
- restaurant «Avocado»;
- cafe-restaurant «Loving Hut».

### **Peculiarities of the project's menu**

There will be presented first courses, second courses, appetites and desserts, drinks in the menu of “Green Cuisine” restaurant:

- soups (dal, potage, borsch, shchi (cabbage soup), rassolnik (soup with pickled cucumbers), okroshka and gazpacho during hot season and others of the kind);
- garnish (plain rice, rice pulao (pilau), buckwheat, mashed potato or fried potato, etc.);
- appetites (subji, chick-pea in spinach, cutlets of vegetables, zrazy, paneer with a sauce, etc.);
- salads and cold snacks (including fruit salad, rajitu, lassi, etc.);
- pastry (no less than three kinds (pasties with sweet and salted filling, cheesecakes, slices or loafs of non-yeasted, curd patties, pizzas, etc.)

### Financial plan of the project:

<b>Financial rates</b>		
<b>Net profit</b>	thsd RUB	***
<b>Gain for 5 years of work</b>	thsd RUB	***
<b>Necessary investments</b>	thsd RUB	***
<b>NPV</b>	thsd RUB	***
<b>IRR monthly</b>	%	***
<b>IRR annual</b>	%	***
<b>Index of investment profitability (PI)</b>	-	***
<b>Period of payback</b>	mon.	<b>13</b>
<b>Discounted period of payback</b>	mon.	<b>15</b>

## **Extracts of the research**

In the context of a project the realization of a several main courses is presumed:

1. The establishment of catering (vegetarian restaurant).
2. The shop for prepared and freeze products.
3. Pastry to order.
4. Organization of special events and celebrations.
5. Home delivery, office delivery (cafe menu + pizza and sushi).
6. Take-out food.
7. Business-lunch.
8. Pastry delivery to other shops.

## **Idea of cafe-restaurant**

The aim of the project is establishing of the vegetarian fast service cafe-restaurant in Moscow. The needs of a target audience of restaurant's conception, positioned as a vegetarian, require the maintenance of the strict rules. Primarily, the dishes should be cooked considering the canons of vegetarianism that is a removal of products of animal origin from the menu.

## **Parameters of products sold**

All products and dishes presented for realization should be cooked without using products of animal origin themselves or during the process of preparation.

Products suppliers will be subjected to thorough selection to correspond to the café's requirements. The priority on products' delivery will be given to small private farming enterprises. There is also considered a variant of self-contained growing of vegetables (cucumbers, tomatoes, cabbage, greens, etc.).

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worked on a specific business plan*

*✓ during one to two hours our team will be ready to  
answer all questions related to the structure and  
content of the business plan*

*Respectfully,*

*«VTSConsulting» team*

## INFORMATION ABOUT THE «VTSConsulting» COMPANY

«VTSConsulting» company was founded in May 2010 by a team of professionals led by Vladyslav Tsygoda. Vladyslav Tsygoda is a business consultant, a recognized leader in the field of business planning in the CIS countries (according to the portal free-lance.ru), today he is the head of the rating of the consulting company.

Development of business plans, feasibility studies, investment memorandums, financial models and business presentations are the main directions of the team, which includes highly skilled analysts.

Experience of the team in the development of investment documents is more than 6 years, and today «VTSConsulting» is the only company in Ukraine, which is a partner of the project «RBC. Market research».

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- ✓ a unique approach to solving problems;
- ✓ an impeccable reputation and a high degree of customer confidence;
- ✓ high professionalism regardless of field of study;
- ✓ practical experience, including the implementation of complex highly specialized projects.

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And we are proud of our customers!**

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«Petrovizard» company, Port Temryuk, LLC "Spetsbudproekt", group of companies «SEMPROGROUP», LLC «Maximus Construction», «Rosmolodezh», LLC «Sisif Service», LLC "Plant TITAN", LLC «Project K»,

LLC «Portal Logistics», SPK «Nauka», I.N. Frantsevich Institute of Materials of NAS of Ukraine, NTUU «KPI», Science Park «Kyiv Polytechnic», The Russian Government, Verkhovna Rada of Ukraine

This is not a complete list of those who was pleased with the cooperation with «VTSConsulting».

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**You invest.**

*Respectfully,  
Vladyslav Tsygoda,  
the head of «VTSConsulting»*