

1.0 ORGANIZATION AND PRODUCT IDEA

1.1 Organization

The preparation of meals by families in traditional Africa and Ghana in particular is one of the things that are cherished in society. Food preparation in our society is considered and has been accepted as a preserve of women over the years. Modernization and development has brought about a situation where all members of a family are getting occupied to do something in an effort to improve the finances of the family.

This has made it common to see couples engaged in time demanding work with the purpose of earning income for the family to enhance their standard of living.

Many working couples have resorted to continuously having their supper in restaurants during the week days as a result of the tight working schedule, making it impossible for food to be prepared at home in the evening. The society tends to look down on these families especially the working woman, as a result of eating outside. Those who are able to prepare meals eat very late which is unhealthy.

Growing institutions such as banks for the past few years have been opening branches in our over-populated cities such as Accra and Kumasi in the central business district without getting a spacious location. Lack of canteen in these institutions, expose employees to buying food from different sources. This poses health problems and impact negatively on productivity in the long run to these institutions.

2.0 PRODUCT IDEA AND REALISATION

2.1 Product Idea

Our business is to be established to close the need gap identified.

We intend to provide two services. These are:

- i. Restaurant Service and
- ii. Client Order Service.

The restaurant is projected to serve twenty five (25) clients a day. The Client Order Service (institutions and organizations) is also projected to serve fifty (50) individuals and organizations per day.

The Restaurant Service

MABAF would operate from Cocobod Jubilee House, Adum. It would be opened to the general public from Monday to Friday from 12:00noon to 8:00pm.

The Client Order Service (C.O.S.)

Our target groups are corporate organizations and people who attend events such as weddings, funerals, picnics, etc. We hope to achieve this by liaising organizers and event managers.

The production capacity of MABAF at the beginning will be to feed seventy five (75) people a day.

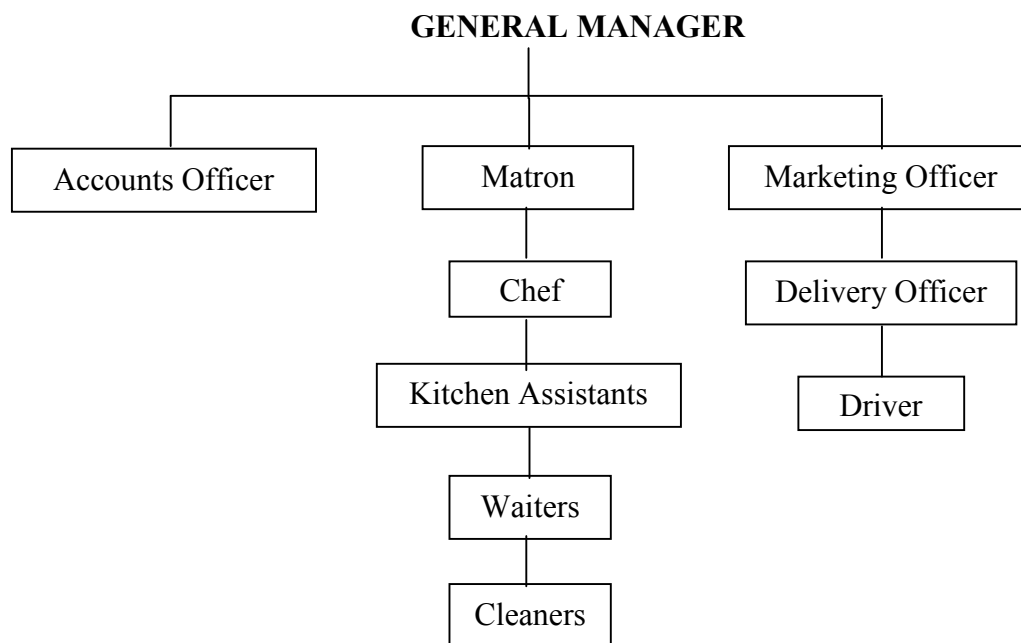
2.2 Realization of Schedule

ACTIVITY	PERIOD	RESPONSIBLE
1. Registration	1 Month	Accounts officer
2. Hiring of Premises	2 Weeks	Marketing Officer
3. Purchase and installment of Fixtures	2 Weeks	Management
4. Purchase of Equipment	1 Week	Management
5. Employment	1 Month	Management
6. Promotions	3 Months	Management
7. Purchase of Ingredients	2 Days	Matron
8. Operations	6 th February, 2012	

3.0 MANAGEMENT TEAM

The Management Team of MABAF Restaurant and Catering Services will be made up of a General Manager, Matron, Accounts Officer and Marketing Officer.

The organizational chart of MABAF Restaurant and Catering Services is shown below:



3.1 Functional Responsibilities

3.2 The General Manager

The duties of the General Manager would be as follows:

1. He would see to the day to day running of the business.
2. Co-ordinate the activities of the other officers.
3. Ensure that all officers are aware of corporate objectives and perform their functions to accomplish those objectives.
4. He will be partly responsible for recruitment, selection and training of employees together with other management team.

The position will be manned by Mr. Appiah Kubi Kyeremanteng one of the Partners of MABAF. He has extensive experience in Administration and Management. Currently, he is level 400 accounting student at Christian Service University College, Kumasi.

3.3 The Accounts Officer

The duties of the Accounts Officer will include the following:

1. Managing the finances of the business. That is the daily, weekly and monthly purchases and sales of the company.
2. He will be in charge of depositing and withdrawing money from the bank.
3. Preparing the accounts of the business and presenting it to the partners and stakeholders.
4. He will be the link between the company and the institutions which enjoy credit facilities by keeping accounts on them and record payments weekly or monthly.
5. He will prepare bank reconciliation of the business.

The Accounts Officer would be a holder of Higher National Diploma (Accounting) and should be working for about two (2) years.

3.4 The Marketing Officer

A qualified and efficient Marketing Officer would be employed by the business since the progression of the business depends on effective marketing. He must possess at least a Higher National Diploma in marketing and has not less than three (3) years working experience.

The Marketing Officer would perform the following roles:

1. Ensure that the company knows the demands of its customers.
2. Promote and sell the company's products and ensure the effective distribution and pricing of the products.
3. Developing and implementing marketing plans and evaluating the results.
4. Training of delivery officer and waiters.
5. Come up with more competitive strategies from time to time.

3.5 Delivery Officer

The duties of the Delivery Officer are as follows:

1. See to the day to day deliveries of the organization.
2. Follow up on clients' orders to ensure that they are ready for delivery at the appropriate time.
3. Gets information on client complaints, comment, suggestions etc.

The delivery officer must possess a diploma in business studies (marketing option).

3.6 Matron

A Matron with Higher National Diploma (HND) in Hotel Management and Catering would be employed by the company to direct the affairs in the kitchen. She must have not less than two (2) years experience in the field.

Matron will be the head of the kitchen staff.

1. To ensure that the right quality and quantities of foodstuff and ingredients are acquired for the preparation of food and snacks.

2. Supervise the preparation of food and snacks to ensure that they suit customer/client preferences.
3. Ensure that orders are prepared on time for clients.
4. Train kitchen staff on new or improved ways of preparing food and new recipes.

3.7 Chef

MABAF would employ a Chef and he must have a Stroke II in Hotel Management and Catering or its equivalent with at least three (3) years working experience in a reputable catering establishment.

The main duties of the Chef will be to prepare tasty and nutritious meals to customers' specifications on time and help in preparation of list of foodstuffs and other ingredients.

4.0 MARKET ANALYSIS

4.1 BUSINESS SYSTEMS AND OPERATIONS

Market for MABAF is in two categories i.e. for Restaurant and the Client Order Service.

The Restaurant Service (R.S.) which involves providing food at the restaurant at Adum has its target market being workers in both public and private institutions as well as individuals who come to the central business district on daily basis.

The Client Order Service (C.O.S.) has its target market being working couples in the various institutions such as banks, radio stations etc who close late and are unable to cook.

Corporate bodies who organize seminars and conferences and those who do not have canteen services are also targeted for the C.O.S.

Our organization will liaise with the organizers and event managers of social events such as Funerals, Weddings, Parties, Corporate Games, Picnics and School Graduations.

4.2 Environmental Analysis

Competitors

As competition is inevitable in every industry, our business will also be faced with competition. In view of this, our business has competitors which include Mckeown Catering Services, K.A.T.H. Catering, Rose Joy Catering, Fosua Restaurant and Jofel Catering Services which are within the Kumasi Metropolis.

SWOT analysis will be used to identify our internal and external resources and capabilities.

These are:

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Competent and efficient management team. • Quality of service and calibre of staff. • Comparatively affordable price of food. • Traffic free business location. • Ability to serve according to client request. 	<ul style="list-style-type: none"> • Lack of goodwill.
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Increasing employees of institutional branches e.g. banks in the Kumasi Metropolis. • Lack of canteens in many existing institutions. • Busy working schedules and late closing time for many workers. • Health consciousness of people. 	<ul style="list-style-type: none"> • Stiff competition from existing players and companies in the catering and food service industry. • Possible government policies such as tax increment.

4.3 Market Segmentation

Demographic: We would be serving people of 15 years and above..

4.4 Target Market

Workers of private and public organizations and organizers of social gatherings as well within the Kumasi Metropolis. In the near future we wish to serve workers of private and public institutions outside Kumasi Metropolis.

4.5 Marketing Mix

Product Strategy

The uniqueness of our service lies in the fact that our suppliers give us quality foodstuffs that is used in the preparation of our food, which is, nutritious and to the specification of our customers. The food will also be prepared under strict hygienic condition.

- Niche market will be created for high and medium level income earners working in corporate institutions.

MABAF'S MENU

MABAF will provide lunch and supper in Continental and Local Dishes.

CONTINENTAL	LOCAL	PASTERIES & DRINKS
i. Fried Rice ii. Potato Chips iii. Curry Rice iv. Spaghetti Bolognese v. Jollof Rice	i. Fufu ii. Banku iii. Abetiε iv. Ampesie v. Fried Plantain & Beans	i. Meat pie ii. Cakes iii. Sandwiches iv. Spring Rolls v. Soft Drinks

Quality Assurance and Control

To ensure their health, the Cooking Staff and Waiters of MABAF would be sent for periodic health screening at the Komfo Anokye Teaching Hospital (KATH). This is in pursuant to the regulations of the Kumasi Metropolitan Assembly (KMA) concerning catering establishments. Certificates from KMA will be displayed on the premise of our business for our customers to be assured of service quality.

Pricing Strategy

The pricing strategy that MABAF will adopt is penetration. The price of our food to our clients and customers will be a little lower than our competitors. This will help us win customers but our price will increase as we gain grounds in the market. The Client Order Service will be a little higher due to extra packaging and transportation cost.

Promotional Strategy

Advertising will be our main promotional tool. Three months before the commencement of business, brochures would be deposited at various frequently patronized shops such as; Opoku Trading Enterprise, A Life Supermarket, Ababio Express, large churches and banks for onward distribution to the general public.

MABAF will pursue and retain clients and customers alike through:

- Selling to the general public; lunch and supper.
- Building strong public relation through the marketing manager to liaise with private and public officials as well as event organizers in order to receive orders.
- Retaining our clients, we will motivate them through gifts, text messages and phone calls acknowledging patronizing our services.
- In addition to our client order service, we will also deliver food to individuals who will request for them.
- Niche market will be created for high and medium level income earners working in corporate institutions.

Distribution Channel

Customers/clients will be served in our restaurant at Cocobod Jubilee House, Adum. For Client Order Service (C.O.S.), meals will be delivered to clients at their work places. For household ordering, motor riders will be dispatched to deliver the food but a van would be used to deliver large orders.

5.0 FINANCIAL ANALYSIS

5.1 Assumptions

The exchange rate used in the preparation of the financial statement is US\$1.00 is to GH¢1.65.

The organization will pay taxes for profit gained as well as income tax for all employees.

Contribution will be made on behalf of all employees to Social Security and National Insurance Trust (SSNIT).

MABAF Catering and restaurant Services has identified two main areas that pose potential risk to the success of the business. They are economic risks and human risks.

Human Risk

The human risks would occur due to mistakes that employees might commit in food preparation. Over measurement of ingredients such as pepper, spices can cause stomach upset in customers/clients which may affect our market share.

Management Response To Human Risk

To counter these risks, staff would be exposed to food safety programs. The business would also employ only competent staff in the preparation of its meals. Foods prepared shall also be done under careful supervision of the matron. MABAF would also undertake Public Liability Insurance cover to take care of customers who might suffer any ill effect from the consumption of our food

Economic Risks

The economic risks MABAF might face are: competition offered by its competitors and over estimation of foodstuffs during festive seasons.

There are a lot of businesses in the catering service industry in Kumasi, with the possibility of more springing up. These offer a significant risk to MABAF and need to be managed.

Management Response To Economic Risk

To counter these risks the business would follow these policies;

1. The business would use the penetration pricing policy to gain an initial foot hold in the market.
2. The business would pursue an aggressive advertisement campaign in the form of adverts on radio, distribution of brochures and the organization of food fair during occasional corporate social gathering.
3. MABAF would also employ a qualified Marketing Officer to formulate and implement good marketing policies to sell the company's products to its selected clients.
4. MABAF would invest in food preservation equipments (2 Freezers and 2 Fridges) to store foodstuffs bought.

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EXECUTIVE SUMMARY

MABAF restaurant and catering services is a start-up partnership. It is to be registered with the Registrar Generals Department under the Incorporated Private Partnership Act, 1962 (Act 152) to engage in food service delivery. MABAF restaurant and catering services is 100% Ghanaian owned and its partners are Messrs Appiah Kubi Kyeremateng, Moses Agyei Owusu, Andrews Kuuku Ferguson, Alberta Mensah and Afia Yamoah Boampong. The business will start with a capital of USD 25000.00 contributed equally by its five (5) partners.

The vision of MABAF is to become a recognized and a leading catering service provider in Ghana.

The Mission of MABAF restaurant and catering services is to provide tasty, healthy and comparatively affordable meals for individuals, families and corporate institutions at a profit by offering an excellent customer service through good employee motivation.

The financial analysis forecast that the organization can break even within the third year with good management and marketing strategies in servicing its clients.

The proposal projects economically suitable, financially viable, environmentally friendly and socially acceptable.

VISION OF MABAF

To become a recognized and a leading catering service provider in Ghana

MISSION STATEMENTS OF MABAF

The mission of MABAF restaurant and Catering Services includes the following:

To provide tasty, healthy and comparatively affordable meals for individuals, families and institutions at a profit by offering an excellent customer service through good employee motivation.

CHRISTIAN SERVICE UNIVERSITY COLLEGE – KUMASI

DEPARTMENT OF BUSINESS STUDIES

BARCHELOR OF BUSINESS ADMINISTRATION

**MABAF CATERING AND RESTAURANT SERVICE
BUSINESS PLAN**

BY

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ALBERTA MENSAH

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DECEMBER, 2011

CHRISTIAN SERVICE UNIVERSITY COLLEGE – KUMASI

**DEPARTMENT OF BUSINESS STUDIES
BACHELOR OF BUSINESS ADMINISTRATION**

**MABAF CATERING AND RESTAURANT SERVICE
BUSINESS PLAN**

**A BUSINESS PLAN SUBMITTED TO THE DEPARTMENT OF
BUSINESS STUDIES OF CHRISTIAN SERVICE UNIVERSITY
COLLEGE, KUMASI IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE COURSE CSAD 466 TEAM BUSINESS
PROPOSAL**

BY:

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DECEMBER, 2011

STATEMENT OF AUTHENTICITY

We have read the Christian Service University College's regulations relating to plagiarism and certify that this Business Plan is all our work and does not contain any unacknowledged work from any other source. We also declare that, we have been under supervision for this Business Plan herein submitted.

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INSURANCE COST

MONTHS	COST GH¢
JANUARY	116.7
FEBRUARY	116.7
MARCH	116.7
APRIL	116.7
MAY	116.7
JUNE	116.7
JULY	116.7
AUGUST	116.7
SEPTEMBER	116.7
OCTOBER	116.7
NOVEMBER	116.7
DECEMBER	116.7
TOTAL	<u>1400.4</u>