

UC Riverside

UCR Honors Capstones 2021-2022

Title

INDUSION

Permalink

<https://escholarship.org/uc/item/3zq708x1>

Author

Gundlapalli, Ananya S

Publication Date

2022-08-24

Data Availability

The data associated with this publication are not available for this reason: N/A

INDUSION

By

Ananya Sai Gundlapalli



A capstone project submitted for Graduation with University Honors

May 6th, 2022

University Honors

University of California, Riverside

APPROVED

Dr. Elaine Wong

School of Business

Dr. Raj Singh

School of Business

Dr. Richard Cardullo, Howard H Hays Jr. Chair

University Honors

Abstract

Research has shown that the ambience in a restaurant plays a significant role in shaping customers' overall dining experience and the perception of the restaurant. When exploring the food culture in America, the number of fusion restaurants is significantly less than non-fusion restaurants. To combat this, I introduce the idea of "Indusion," which refers to different cuisines with a unique Indian twist. I plan to name my restaurant after this idea "Indusion". Indusion is a combination term of the words Indo and Fusion. Indusion will focus on selling products with an Indo fusions twist. Restaurants like Indusion are harder to find in many areas of the country, especially ones with unique ambience and unique foods. For my capstone, I will focus on developing a business plan that will consist of the required steps in order to start an Indo-fusion restaurant from the ground up. Apart from the business perspective, this restaurant will also showcase a non-ordinary modern interior with bold colors, abstract shapes, textured surfaces but also a rustic vibe. Indusion is planned to open up in San Diego County and will apply various marketing strategies such as social media and email marketing campaigns. The importance of this business plan is to create a guide on what information is needed in the initial stages of starting a business as well as how to build a sustainable business in a high-turnover industry. Indusion will become one of the leading Indian fusion restaurants in San Diego County.

Acknowledgements

I would like to sincerely thank both my capstone faculty mentors Professor Elaine Wong and Professor Raj Singh for their constant words of encouragement throughout the process of completing my capstone project. They have been a great source of influence and inspiration for my project. Professor Elaine Wong and Professor Raj Singh have been great mentors to me by also educating me while going through the process. Thank you Professor Wong and Professor Singh! This would not have been possible without you. I would also like to thank my friends and family for being so supportive throughout the process of working on my capstone project. Not only were they extremely motivating, they also helped me think out of the box for the creative element for my project. Finally, I would like to thank the University Honors and Dr. Cardullo for giving me the opportunity to be here today graduating with Honors. Honors has really shaped me into the person I am today and has provided me with forever friendships.

Table of Contents

Executive Summary	6
Business Description	6
Business History & Concept	6
Product & Services	7
Company Ownership & Corporate Structure	9
Operating Plan	11
Location	11
Operating Procedures	11
Facilities and Layout	12
Marketing Strategy	12
Five Ps	13
Sales Strategy	15
Human Resource Management	16
Industry Analysis	18
Industry Description	18
Industry Competition	19
Market Analysis	20
Target Market	20
Competitive Advantage	21
SWOT	22
Financial Forecasting	23
Appendix A	27

Menu	27
Interior Design Inspiration Pictures	28
Appendix B- Pitch Deck	29
References	33

Executive Summary

Our intention of incorporating Indian culture into other dishes around the world is in order to allow more people to experiment with dishes from foreign cultures. We intend on building a long lasting reputation in the restaurant industry and in the San Diego county area. Although the Indian restaurant section of the restaurant industry is not most popular, we want to start our business off on the right foot with the right structure in place to support the success of our restaurant. We will ensure the hiring of honest, qualified and passionate employees for our business. We will create an environment in which customers feel welcomed and comfortable. As business owner, Ananya will work as an onsite manager in order to keep day-to-day operations in check. The restaurant will be open from 11:00am to 3:00pm daily for lunch and will be open from 3:00pm-10:00pm for dinner daily. With San Diego's increasing number of ever growing restaurant businesses, Indusion will stand as one of its own kind.

Business Description

Business History & Concept

- **Mission:** At Indusion, our mission is to spread Indian culture by incorporating dishes from other parts of the world into Indian food. The business is currently working towards their mantra "Spread the Culture".
- **Vision:** The goal of Indusion is to prepare delicious meals with an Indian-fusion focus. We aim to take classic dishes from other cuisines and provide a traditional Indian twist to each of them.
- **Company Values**
 - Quality- We aim to provide delicious, high-quality meals for our customers.

- Hospitality- We aim to create an entertaining, yet enjoyable dining environment for all of our customers.
- Community- We want to create a bond with the restaurant's guests and employees to develop a lasting relationship.

Indusion will provide the industry with a unique concept and set of meals for our customers.

Located in the heart of San Diego, Indusion will attract everyone to its restaurant by also having an aesthetic interior with a modern touch. The store location will also come with a great feature of having readily available parking for the customers so that customers don't struggle or have to pay for parking.

Given general restaurant business hours, the company will be open for customers to come by eat or even lounge around all day from 11:00am to 10:00pm. Indusions main purpose is to be a restaurant but at the same time it will serve as a place for people to come by and lounge.

Indusions cafe and restaurant ambience will open up the market to fine dining along with a lounging environment where people can come and work.

Products and Services

Indusions products will be very unique to the restaurant industry given its twist on famous indian foods. Indian cuisine is among the top 10 popular cuisines in the world (Singh, 2019). We can see that Indian fusion food can be intriguing to our target market. I think that incorporating foods from different cuisines will allow individuals to try unique foods. For example, if an individual who loved Indian food came to our restaurant but was craving Mexican food, our menu would

cater to both those wants. Just like that, we have various different cuisines incorporated into our menu. Some of the items that we have included in our menu are:

- Appetizers
 - Spicy Thai Samosas: Thai + Indian
 - Mint Hummus with Pita Chips: Mediterranean + Indian
 - Spinach Artichoke Kachori: American + Indian

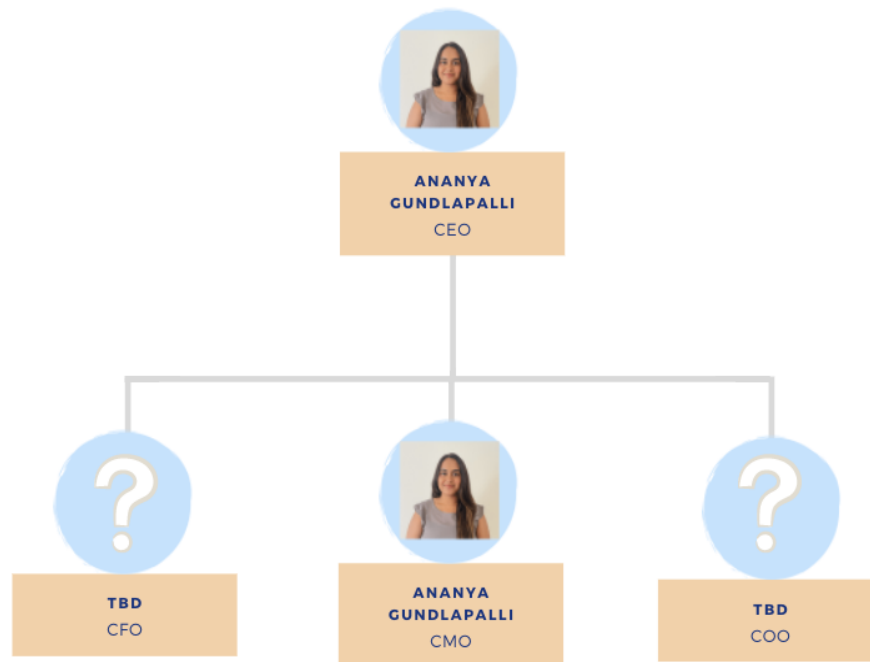
- Entrées
 - Idly Sliders: American + Indian
 - Paneer Tikka Burrito: Mexican + Indian
 - Kung Pao Curry: Chinese + Indian
 - Thai Curry Pasta: Thai + Indian

- Desserts
 - Apple Cinnamon Jalebi: American + Indian
 - Taro Barfi: Thai + Indian
 - Gulab Jamun Gelato: Italian + Indian

[Refer to Appendix A to see the completed printable menu for Indusion and the product prices.]

Indusion will also offer breakfast, lunch and dinner daily and we will also utilize popular delivery services like UberEats, GrubHub, Postmates and DoorDash to cater to the different needs of the customer. Along with these services we will also have a valid liquor license in order to provide high quality drinks and operate as a full restaurant and bar.

Company Ownership & Corporate Structure



The business will be owned by Ananya Gundlapalli. Indusion will also be licensed as an LLC also known as a Limited Liability Company. A limited liability company is a specific type of a private limited company. Its business structure allows the owner to have sole proprietorship of the business corporation. The reason Indusion will be operating as an LLC is in order to avoid all the risks that can arise within business operations (Wang, 2022).. Operating as an LLC also helps the business owner be a part of the daily decision making process. The processes are also a lot more manageable for a business owner (Wang, 2022). Doing so can put Indusion in a favorable position and will also allow transferring ownership easier in the business.

- Chief Executive Officer: Ananya Gundlapalli
 - The CEO is an individual who is responsible for setting goals and visions for the business and to see what other growth opportunities the business may have. The Chief Executive Officer is also responsible for creating the

very framework of the business that Indusion follows. On the day to day, the CEO finds ways to develop long term strategies and also the inner workings of the business (Northeastern University, 2022).

- Chief Financial Officer: TBD
 - The CFO is an individual who is responsible for analyzing the company's financial data and its performance. They are also responsible for the finances of the company and monitor the costs of the business. The Chief Financial Officers overlook accounts, assesses investments, analyzes profits and also understands the federal tax laws and regulations (Northeastern University, 2022).
- Chief Operating Officer: TBD
 - The COO is the individual who is responsible to oversee the operations of the business as a whole and in more detail. This individual has a small part in all operations of business such as the HR, marketing and sales team etc (Northeastern University, 2022). This individual often works closely with the CEO in which the CEO has an issue and the COO will come up with solutions and develop plans.
- Chief Marketing Officer: Ananya Gundlapalli
 - The CMO is the individual who is responsible for planning, developing, implementing and monitoring the overall business's marketing strategy (TalentLyft, 2022). Some of the other tasks of that chief marketing officer are product marketing, its campaigns, advertising etc. The CMO will be responsible for driving revenue and increasing sales.

Operating Plan

Location

Indusion will be located in the heart of San Diego where the market for new restaurants is constantly increasing. This also gives Indusion a better opportunity to spread its wings to a niche market. With an estimated 3,286,069 residents in San Diego as of 2021, we can see that San Diego creates a good market for the business and its goals (US Census Bureau, 2021).

Operating Procedures

With opening a new business, it is important to have a solid foundation on the operating procedures that may take place on the day to day basis. These standard operating procedures also known as SOPs are a written list of rules, standards, and norms that describe how the business should complete certain tasks (MaintainX, 2021). Some of these operating procedures that are essential for new businesses, specifically restaurants are:

- Facility and Equipment: This operating procedure is put in place in order to ensure the proper management of the business physical assets such as equipment (MaintainX, 2021).
- Staff and Personal Hygiene: This category ensures that the employees are maintaining good personal hygiene practices and food safety.
- Food Flow: In this category, it is essential to keep track of food production, preparation, delivery standards, food storage, recycling and composting food waste (MaintainX, 2021).
- Menu Production: This step is in order for the managers to be in constant check of the restaurant's menu and making sure that the items meet the expectations of the restaurant's concept, the customers and the company's overall business goals (MaintainX, 2021).

- Communication: The communication operating procedure covers everything from customer service, training of new employees, and engagement with the customers of Indusion (MaintainX, 2021).

Facilities and Layout

Indusion plans on setting its occupancy limit at 60 people. As mentioned previously, Indusion would like to operate more like a cafe/quick food restaurant along with dining. Sixty people will be the perfect number of people for the luxurious atmosphere we would like to provide. The restaurant will contain abstract shapes with vibrant color on the wall with a black concrete floor. This will allow the interior of the restaurant to catch people's eyes. One of the walls will have a plant wall on which we will have a neon sign with the words "Spread the Culture" emphasizes the businesses Mantra.

Marketing Strategy

One thing to keep in mind when implementing new marketing strategies is to focus on the various markets the business is targeting. Indusions marketing strategy is pretty simple. Indusion intends to reach out to a multitude of potential customers across all demographics. Through providing aesthetically pleasing food and outstanding customer service, we aim to attract many people and give them an experience they will not forget. Doing so will establish a strong reputation with the community and entice word of mouth to help expand our customer base. Indusion will also perform many other different marketing strategies in order to attract individuals and create a loyal customer base.

The marketing type that Indusion would like to particularly focus on is niche marketing. Niche marketing is a type of marketing where the expectations and needs of a small population and focusing on that. With Indusion being a new business, we want to focus on the San Diego area specifically and grow from there. Although the business has many opportunities, Indusion will start small and expand the market from there. Some of the benefits of niche marketing is that the business carries less competition in the market and also gains brand & customer loyalty.

We aim to effectively communicate our brand and what it has to offer. The following are some ways in which we intend leveraging to promote our business:

- Encourage the use of word of mouth.
- Pay for local Instagram and Facebook ads to promote our restaurant.
- Reach out to popular social media influencers and request shout outs to entice users to share pictures of our food on their feeds.
- Creating a large presence on social media will allow us to get more sponsorships.
- Have a marketing committee to keep our social media account active by posting daily stories or pictures of our restaurant.
- Become active on youtube by creating a channel and posting recipes.
- Using delivery services to promote our restaurant by providing discount codes.

Five Ps

Position: Based on what the business has planned for the first 2 years of operation, it is important for Indusion to be positioned in the market as an affordable brand. Being a new and trendy restaurant, Indusion positions itself in a competitive market. With the implementation of a trendy

interior design and uniqueness, Indusion will be one of the most popular new and trendy places in the popular city of San Diego.

Price: Indusion is bringing in the unique fusion food to this restaurant industry and will be priced at an affordable and average price. Indusion will also consistently be working towards cutting down large operation costs where reducing the price of the products will retain our customers. Indusion will keep its price at a sustainable level in order to keep its sales at a constant rate.

Product: Indusion's main product is the unique fusion foods it has created. When comparing its prices to the competitors around the San Diego area, the prices for the products Indusion is planning to sell are around the same price. The pricing of the product will accurately reflect the businesses popularity in the market.

Place: One of the biggest advantages of Indusion is that the business is set to open in the San Diego county area which is a fastly developing place in California. This will also allow the business to cater to the younger crowd who enjoys trendy and unique restaurants like Indusion. We will constantly work towards distributing our products among the San Diego community and other cities through delivery services.

Promotion: As a new restaurant, our budgets for marketing may not be as high as a more reputable restaurant. However, since we value marketing and know its importance, we are willing to contribute a larger amount to our remaining capital to fund marketing efforts. Paying

influencers and social media outlets will yield beneficial results even though it may be an expensive strategy.

Sales Strategy

Indusions sales strategies are designed in order to value every single customer's critic and be open to suggestions. The sales strategy that Indusion values is creating a loyal customer base with having repeat customers. With that we hope that these individuals will proceed to spread the word through telling their friends about their experience at Indusion. Issues that new businesses/restaurants usually face in the first 2 years of operating are that they were underprepared for the opening of the restaurant and that they are unprepared. It is hard to know as a first-time business starter what issues they may face through their experience but it is important that they learn from their experiences. Some issues that might contribute to being underprepared are poor customer service, speed, or the quality of the products discouraging customers from returning to their store. Some issues that might contribute to being unprepared are things such as spending all their savings on the opening of the business while being unable to maintain the steady rate of returning customers.

Indusions sales strategy makes it vital to maintain high quality speed, service and a high quality experience. Indusion plans on doing the following in order to achieve this.

- Keeping track of how customers are enjoying the products in order to maintain a popular menu with popular dishes.
- Creating a friendly environment through high quality customer service while being able to get direct feedback from the customers.

- Maintaining a good employee base with good treatment from the business and good benefits.
- Hiring employees who are passionate about their jobs and value Indusion offerings and ethics.

Human Resource Management

Indusion will engage in employing the most passionate and motivated employees to work at the restaurant. This is essential to the business because motivated employees are shown to be better performing employees (Singh, 2017). Not only that but I believe that businesses can trust that motivated employees are good employees. They are driven and will gear the business in the right direction. Based on the journal, *motivation in the workplace to improve employee performance* written by Vinay Ganta, the author states that motivation levels have a direct relation to employee productivity. Unmotivated employees are often seen to not show up to their job or put zero to no effort towards their job (Singh, 2017). At Indusion, we are committed to hire individuals with both motivation and interest in the company's goals.

As the CEO of Indusion, I will first handedly be responsible for the employing process. While being CEO I will also implement many ways in which the employees will stay motivated. The first task that I can do in order to keep my employees motivated is by job enlargement. Job enlargement involves the employee taking on different responsibilities enabling continuous excitement in their job (Singh, 2017). When an employee sticks to the same tasks as they always take, one they may experience more boredom. Another way to motivate employees is through job enrichment. The business can enrich an employees job by giving workers more control over their

tasks while also giving them a chance to take on more responsibilities when it comes to design and execution (Singh, 2017). With being a new business, we will always encourage our employees to give us their valuable inputs on the business processes. Job rotations can also help with encouraging the employees to take on different job roles (Singh, 2017). The business can receive more information on the quality of the various jobs in the business and also leaves more room for the employees to be promoted to jobs that are more up their ally. This will in turn benefit the employees by receiving bonuses/promotions.

Some Human Resources issues that businesses face are handling employee pressure, shortage of staff and customer service quality. These issues usually occur when there is an increasing turnover issue. According to the Bureau of Labor Statistics, it can be seen that within one year, the restaurant industry has seen an increase in turnover by nearly 5% ((US Bureau of Labor Statistics). With the staff of the restaurant being a vital part of the restaurant and its experience, it is key to hire employees who can handle the pressure of the industry and help save costs (Pescatore, 2017). A high turnover rate will also result in a shortage of employees being able to work longer hours and scheduling staff. Lastly an issue that occurs with a high turnover rate is the quality of customer service msot likely caused by the shortage of employees (Pescatore, 2017). At Indusion, we will do everything in our power to maintain our turnover rate by also looking into other ventures such as opening up a new location or even opening up an Indusion food truck. We will hire individuals with the skills to manage the pressure that comes with working in the restaurant industry. We can do this by opening up more opportunities for the employees to grow.

Industry Analysis

Industry Description

Indusion will be considered under the Restarant, Food and Beverage category as well as the Full Service restaurant category. This industry is among the top 5 largest industries in the world.

From the year 2019, the restaurant industry sales have increased by almost \$220 billion dollars total till the year 2022 (Kelso, 2022). With the current Covid-19 pandemic, the average prices have increased by almost 8% at quick service restaurants and 6% in full service restaurants.

Because of the a global pandemic, the economy has gotten more and more competitive. The prices of everything around us have been exponentially increasing. Indusion is considered to be both of these because of its cafe like style and also its full service restaurant style. Because of this increase in prices in general, it makes the restaurant industry more competitive. San Diego county now has approximately 7,000 restaurants and has been on a constant increase (Weisberg, 2016). Within these 7,000 restaurants there are only around 30 restaurants with an Indian focus, making only 0.4% of the total restaurant count in San Diego. While San Diego has 7,000 restaurants in the area, Los Angeles has nearly 29,000 restaurants. Given this, we can clearly see that San Diego has significantly fewer restaurants than Los Angeles.

Having seen the great increase in prices and the great market for restaurants in the past couple of years, it can be assumed that the sales are just going to increase from here. This level of growth is influenced by many different factors such as increasing the proportion of urbanization and personal income. With the increase in peoples income we can see that individuals will start spending more money in restaurants. Indusion will be among the 30 Indian restaurant options in

the San Diego area. Through the proper marketing and outreach, Indusion will be able to catch the attention of the residents of San Diego.

Industry Competition

Within San Diego County, there are a limited number of Indian restaurants that can be posed as our competition. To determine our leading competitors, we observed the top reviewed restaurants with a set mile radius through use of Google, Yelp and TripAdvisor. Among the many popular restaurants in the San Diego area, composed below is a list of the top three rated Indian style restaurants in San Diego County and what makes them stand out. These restaurants are those who sell similar products compared to Indusion.

Taste of Himalayas- Point Loma

- Taste of Himalayas focuses on Nepalese cuisines. They claim to prioritize affordable meals and a somewhat diverse menu with an emphasis on traditional Nepalese meals. They offer takeout but currently lack delivery options.
- Taste of Himalayas has a 4.5 star rating with almost a 1000 reviews.

Tandoori House- San Diego

- Tandoori house focuses on providing a general Indian form of cuisine which does not make them stand out particularly. It serves South Indian delicacies up to North Indians. Tandoori House also offers delivery on top of its dine in and take out options. This restaurant is the most popular within the downtown San Diego area and appears to be our number one competitor.
- Tandoori House has a 4 star rating with almost a 1800 reviews.

India Palace- San Diego

- India Palace has a non traditional approach to their food. India Palace specializes in healthy dishes for individuals focused on lighter versions of Indian food. With all three forms of food service as well, the restaurant has the ability to present itself as a close top competitor.
- India Palace has a 4 star rating with almost a 1000 reviews.

Market Analysis

Target Market

Being located in the heart of San Diego, it is important to really understand the makeup of consumers in the market. In the San Diego county, there is an estimated of 3,286,069 residents (US Census Bureau, 2021). Given this statistic, we can see that Indusion aims to target the ages between 20 and 45. The reason we choose this demographics is because of the influence that fusion restaurants has on that age group. Most of the individuals within the 20 and 45 years old range are seen to be the ones that are most likely to visit the restaurant for its trendy and modern vibe. We also noticed that spending habits in this demographic is the highest (US Bureau of Labor Statistics). According to the U.S Bureau of Labor Statistics, we found that individuals between the ages 35 and 65 had the highest level of expenditures. With that in our thoughts when identifying our target market, we are reassured that individuals within this age range will be willing to come to Indusion and experience what we have to offer. Our business will not have any sort of gender bias and will be open to everyone. Given the fact that Indusion is a fusion of many different cuisine and Indian cuisine, we will be expanding our target market to people of all ethnicities. If an individual has never tried Indian food, with the fusion aspect in all our products, it will encourage more people to come to Indusion and try the unique foods. By

focusing our business in an area that is not so densely populated with Asian groups, it allows Indusion to reach out to individuals that may not be as familiar with Indian cuisine. With our fusion food we are giving individuals an incentive to experience what the Indian culture has to offer.

Competitive Advantage

Over the past decade, the restaurant industry in which Indusion falls under has become intensely competitive. One of the biggest things noticed among the restaurants in the industry was that restaurants with a more creative and customer focused type of approach grew faster and survived in the industry for a longer time. Being in the industry for a long time also shows the restaurants reputation and shows that customers keep coming back. With this in mind, we understand that being an upcoming restaurant in a city like San Diego is challenging but, we are willing to challenge ourselves by using our unique interior design and fusion products to catch the eye of individuals in the market.

The competitive advantage that Indusion has in the restaurant industry is that our main focus is fusion foods. Indian food already being a popular option, the fusion aspect brings in a whole new audience. The Asian food sector is a constantly growing sector and Indusion falls under this sector for being Indian food dominant. There are very few competitors in the industry that focus mainly on fusion foods in the San Diego area. This allows Indusion to stand out among the different Indian food places in the market. Fusion foods will be the leading reason as to why our restaurant has a healthy competitive advantage. With also being located in a prime location like San Diego, we would experience a high level of food traffic along with a great diversity in the

individuals that come to Indusion. San Diego being a city that has a large down town population and a large residential population both close to each other, we would be in a very accessible location for people to visit regularly. Our unique restaurant, food and customer service will be of the highest quality.

SWOT

When it comes to a upcoming new business, it is vital to analyze the strengths, weaknesses, opportunities and threats the business can face. The primary strength of Indusion is that it is a unique and modern version of a fusion restaurant which serves foods from across all countries in the world. The food that we make uses the highest quality of ingredients and the overall experience of the restaurant is made to keep customers coming back for more. The corporation working behind Indusion does not have any limitations of what we can accomplish or create. With fusion foods being the highlight of the restaurant, the menu items we want to create have an infinite number of possibilities because we can put an Indian twist on practically any cuisine in the world. Indusion will be known for its aesthetically pleasing interior and dishes.

Being a part of the restaurant industry is a risk in itself since it is known that restaurants typically fail in the first three years of opening. Indusions primary weakness is the competition that can come along and the competition copying our menu and our ideas that make us unique.

Sustainability is another weakness that can hinder the growth and success of the restaurant.

With San Diego being a constantly developing and growing city, there is an endless amount of potential for this restaurant. Located within downtown, Indusion has the chance to attract many

customers and create a strong reputation in the restaurant sector. Indusion has the opportunity to become a top tier restaurant chain and attract large groups of customers.

Threats are something that are so common in any business as there is always a possibility of things going south. A couple of bad reviews on the restaurant can drive large groups of people away from the restaurant. Every aspect of the running of the business should be taken with the utmost care and scrutiny.

Financial Forecasting

Given the start up process, we have been able to generate around \$100,000 from our personal savings where we would require around \$400,000 through taking out a loan from a local banking institution. For the loan we would have to pay a 10% down payment which comes out to be around \$30,000 which can be deducted from the total amount of business savings. With these numbers, we would have \$270,000 left in the reserve in order to spend on the startup process of Indusion. The start-up costs are shown in the figure below: (U.S Small Business Association, 2022; Larson, 2022)

Expenditure	Amount \$	Expenditure	Due	Receiver
Lease	2,000-4,000	Monthly	As Incurred	Landlord
Permits/Licenses	10,000-14,000	Lump Sum	Before Opening	City + Third Party

Equipment, Furniture, etc.	40,000-60,000	Financed	Before Opening	Contractors and Suppliers
Signage	1,500-4,000	Lump Sum	Before Opening	Suppliers
POS System	7,000-10,000	Lump Sum	Before Opening	Suppliers
Inventory	12,000-15,000	Lump Sum	As Incurred	Suppliers
Opening Costs	1,500-4,000	Financed	Before Opening	Suppliers
Uniforms	500-800	Lump Sum	Before Opening	Suppliers
Insurance	2,000-3,000	Monthly	As Incurred	Insurance
Training	750-1,500	Lump Sum	Before Opening	Program
Marketing	750-1,500	Monthly	Before Opening + As Incurred	Third Party
Cash on Site	1,000-2,000	As Agreed	As Incurred/ Monthly	Self
Totals	79,000-119,800			

Lease payments will vary depending on the precise location of the restaurant. Based on the occupancy limits and such that other competitors in the area have, we can better define an accurate cost for the lease payments. As a new start up in the restaurant industry, the business would have to pay for permits such as a liquor license, ownership license, waste management

license etc (Navarra, 2022). All the costs for the equipment and furniture required have been estimated based on furniture seen on online platforms. The rest of the costs have also been estimated based on the average prices within the restaurant industry.

With the plan to be in operation from 11:00am to 10:00pm, we estimate an average of \$1500 of sales daily. Apart from being open all year, aside from holidays, the estimate number of days Indusion will operate is 355 days. Based on the given information, the business can aim to make roughly \$532,500 per year. With the added benefit of Indusion selling alcohol at the restaurant and also holding a liquor license, it can be estimated that we will make an average of \$100,000 annually on alcohol purchases. With these sales forecasts in mind, we can see that

A sixty individual restaurant capacity, Indusion will not need a huge staff in order to run the day to day operations of the business. Indusion plans to have eight people working in the restaurant at one given time. This would mean: three waiters, three chefs and two bartenders. With this breakdown, the restaurant would have a total staff of sixteen people with some people being part time and some being full time. According to the article written by Escoffier School of Culinary, a full functioning casual restaurant is required to have a minimum of 10 employees and a maximum of 40 employees (Larson, 2022). A common industry guideline that businesses follow when it comes to paying employees, is that 40-80% of the companies revenue should go towards the employees salaries (Lesonsky, 2020). Along with these employees, the business will employ an additional two employees to assist with tasks related to the organization and cleaning of the restaurant.

Employee Position	Estimated Yearly Pay (per employee)
Chef (x6)	\$25,000
Waiter (x6)	\$23,000
Bartender (x2)	\$18,000
Cleaner (x2)	\$12,000
Total	\$348,000

The total payroll amount for the entire year is estimated to be around \$348,000. After subtracting this amount from the total revenue of Indusion, the company is left with \$178,000 as the remaining income. This amount will be left for the business to use in order to grow the company further, possibly expand its locations. If there came a time that the company had to lower its costs, we can afford to lose an employee and I can work as a temporary employee. To adjust for the loss, we could do specials or increase prices slightly. If financial issues were to rise, the company will always have some cushion financially and will also be able to handle the issues.

Appendix A-

Menu:

INDUSION

APPETIZERS

Spicy Thai Samosas (4 pcs)	\$ 7.95	Spinach Artichoke Kachoris	\$ 7.95	Guacamole Spring Rolls	\$ 7.95
Mint Hummus w/ Pita Chips	\$ 8.00	Chaat Style Tater Tots	\$ 8.95	Raw Mango w/ Chili Powder	\$ 4.00

ENTREES

Idly Sliders	\$ 9.95	Thai Curry Tacos	\$ 9.95	Aloo Gobi Tostada	\$ 9.95
Idly served with a delicious potato patty served with a garlic spice sauce.		Mini tacos stuffed with a rich Thai spicy blend topped with avocado.		Crunchy Tostada with cauliflower & potato topped with a lettuce, a spicy salsa and cheese.	
Paneer Tikka Burrito	\$ 9.95	Papaya Salad	\$ 8.95	Falafel Vada	\$ 10.95
Burrito stuffed with marinated vegetables and paneer along with a spicy mint chutney.		A fresh papaya salad with sprouts tossed in a peanut, garlic and chili dressing.		Chickpea fritters served with a rich authentic sambar and garlic chutney.	
Pav Bhaji Toast	\$ 8.95	Thai Curry Pasta	\$ 10.95	Kung Pao Curry	\$ 10.95
Two slices of toast topped with a blend of potato & vegetables with a garden salad.		Pasta tossed in a rich and spicy Thai curry sauce with vegetables.		Indian spice inspired curry with hints of asian spices, soy sauce and vinegar.	
Panang Paneer	\$ 10.95	Falafel Curry	\$ 10.95	Red Pepper & Feta Soup	\$ 8.95
Flavorful curry with coconut milk, peanut butter, bellpeppers and cubes of paneer.		Chickpea dumplings cooked with herbs and spices in a creamy sauce.		Soup made up marinated and roasted red peppers topped with feta cheese.	

RICE/BREADS

Jeera Rice	\$ 4.00	Fried Rice	\$ 5.50	Plain White Rice	\$ 4.00
Garlic Naan	\$ 4.99	Plain Naan	\$ 3.99	Roti/Chapati	\$ 3.49

DESSERTS

Apple Cinnamon Jalebi (served w/ vanilla ice cream)	\$ 4.99	Gulab Jamun Gelato	\$ 5.99	Semiya Custard	\$ 4.99
Taro Barfi (4 pcs)	\$ 4.99	Rasmalai Mousse	\$ 4.99	Motichoor Parfait	\$ 5.99

NON-ALCOHOLIC DRINKS

Soft Drink	\$ 2.49
Lemonade	\$ 3.49
Iced/Hot Coffee	\$ 3.49
Iced/Hot Tea	\$ 3.49
Mango Lassi w/ Boba	\$ 4.99
Masala Chaas	\$ 2.49

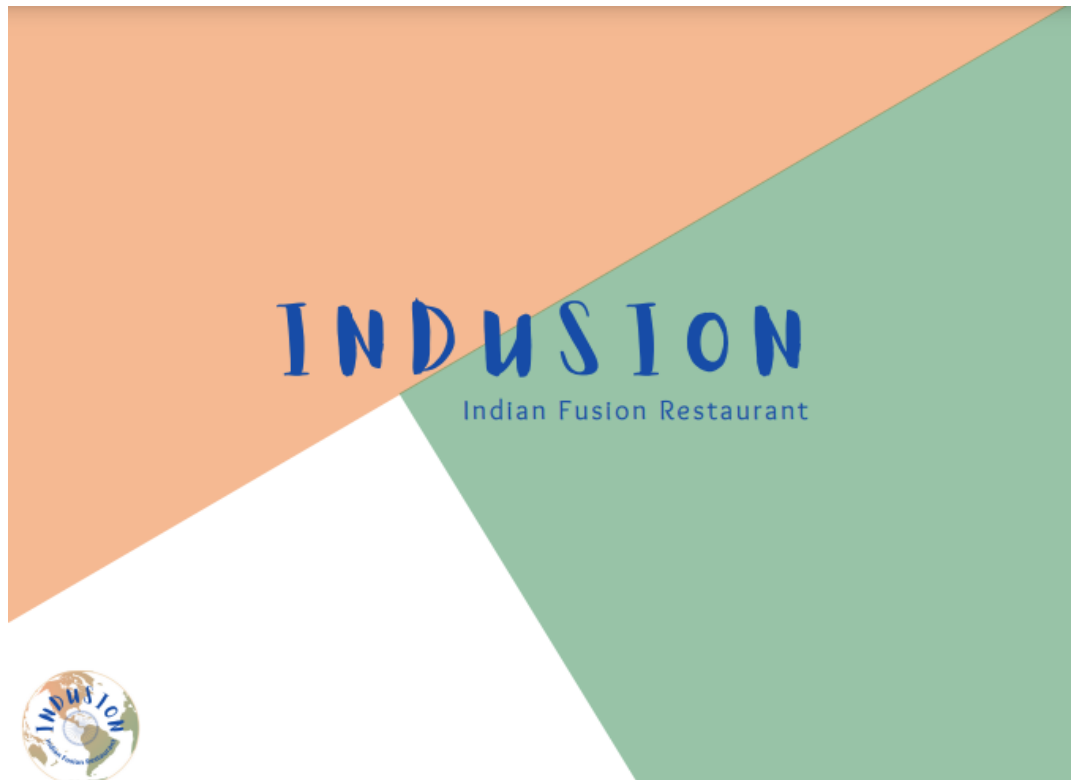
ALCOHOLIC DRINKS

Jal Jeera Mojito	\$ 13.95
Mint Mojito	\$ 13.95
Tamarind Margarita	\$ 12.95
Watermelon Margarita	\$ 12.95
Passion Fruit-ini	\$ 13.95
Draft Beer	\$ 8.00

Interior Design Portfolio:



Appendix B: Pitch Deck



Problem

Indusion wants to be the first Indian Fusion focused restaurant in San Diego while opening up a world of ethnic fusions for its prospective target market.

Indusion's offerings of unique fusion foods and a trendy interiors will bring attention to the concept and will also open up customers of all ethnicities to enjoy a new cuisine.

Solution

Product

Indian Fusion Foods

Combining Indian foods
with other cuisines around
the world.



City

San Diego

San Diego Population

3,268,069

Ages

20 - 45

Market

Start Up Costs

Lease - 2,000-4,000 monthly

Opening Costs - 1,500-4,000 financed

Permits & Licenses - 10,000-14,000 lumpsum

Furniture/Interior Decoration - 40,000-60,000 financed

Inventory & Uniforms - 12,000-15,000 + 500-800 lumpsum

Insurance - 2,000-3,000 monthly

Training - 750-1,500 lumpsum

Marketing - 750-1,500 monthly

Signage & POS System - 1,500-4,000 & 7,000-10,000 lumpsum

Cash on Site - 1,000-2,000 monthly

Total - 79,000-119,800 monthly

Indusion's 3 Leading Competitors

1

Taste of Himalayas in Point Loma



Veggie Momos (Tibetan + Indian)

@ INDUSION: Guacamole **Spring Rolls**

2

Tandoori House in San Diego



Stuffed Samosas (Indian)

@ INDUSION: Spicy **Thai**
Samosas

3

India Palace in San Diego



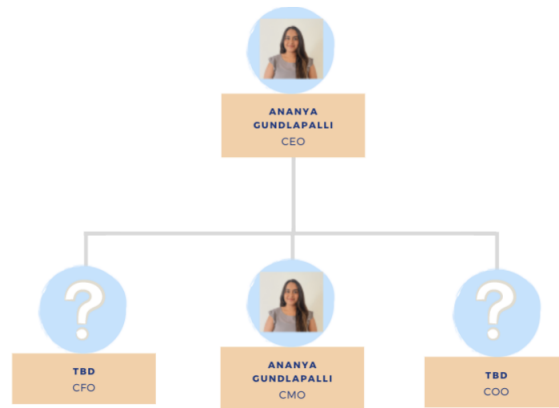
Aloo Gobi (Indian)

@ INDUSION: Aloo Gobi **Tostada**

Marketing Plan

- Encourage the use of word of mouth.
- Become active on youtube by creating a channel and posting recipes.
- Pay for local Instagram and Facebook ads to promote our restaurant.
- Creating a large presence on social media will allow us to get more sponsorships.
- Using delivery services to promote our restaurant by providing discount codes.
- Reach out to popular social media influencers and request shout outs to entice users to share pictures of our food on their feeds.

Team



- Become one of the leading restaurants in the industry.
- Open locations in other well populated cities for growing the business.
- Increase daily net restaurant sales.
- Expand items on the menu and test them.
- Establish customer loyalty.

Goals

Thank You!

References

Haimann, A. (2020, June 26). *How to design a better hiring process*. Harvard Business Review.

Retrieved May 4, 2022, from

<https://hbr.org/2020/06/how-to-design-a-better-hiring-process>

Kelso, A. (2022, February 3). *Restaurant industry sales expected to hit \$898 billion this year, up from \$864 billion in 2019*. Forbes. Retrieved April 25, 2022, from

<https://www.forbes.com/sites/aliciakelso/2022/02/01/restaurant-industry-sales-expected-to-hit-898-billion-this-year-up-from-864-billion-in-2019/?sh=1b4105187ac9>

Larson, S. (2022, April 7). *How many employees does it take to run a restaurant?* Escoffier.

Retrieved May 4, 2022, from

<https://www.escoffier.edu/blog/food-entrepreneurship/how-many-employees-does-it-take-to-run-a-restaurant/>

Lesonsky, R. (n.d.). *How much should I pay my employees?* NerdWallet. Retrieved May 4,

2022, from

<https://www.nerdwallet.com/article/small-business/how-much-should-i-pay-my-employees#:~:text=Pay%20My%20Employees%3F-,A%20Comprehensive%20Guide,business%20revenue%20toward%20employee%20salaries.>

Navarra, T. (2022, January 5). *16 licenses and permits your restaurant needs*. Lightspeed.

Retrieved April 25, 2022, from

<https://www.lightspeedhq.com/blog/restaurant-licenses-and-permits/>

NU D'Amore and McKim School of Business. (2020, September 29). *CEO vs. CFO vs. COO: What's the difference?: Northeastern University*. Northeastern University D'Amore-McKim School of Business. Retrieved April 25, 2022, from <https://onlinebusiness.northeastern.edu/blog/what-is-a-c-suite-executive-ceo-vs-cfo-vs-coo>

Pescatore, C. (2017, March 17). *Ten HR challenges that may be holding your restaurant back: Modern Restaurant Management: The Business of Eating & Restaurant Management News*. Modern Restaurant Management. Retrieved May 4, 2022, from <https://modernrestaurantmanagement.com/ten-hr-challenges-that-may-be-holding-your-restaurant-back/>

Singh, B. (2019, March 12). *Italian food is world's most popular, Indian cuisine ranks ninth*. YouGov. Retrieved April 25, 2022, from [https://in.yougov.com/en-hi/news/2019/03/12/italian-food-worlds-most-popular-indian-cuisine-ra/#:~:text=Indian%20cuisine%20is%20among%20the,and%20American%20cuisines%20\(75%25\).](https://in.yougov.com/en-hi/news/2019/03/12/italian-food-worlds-most-popular-indian-cuisine-ra/#:~:text=Indian%20cuisine%20is%20among%20the,and%20American%20cuisines%20(75%25).)

Singh, K. (2017, April 10). *Motivation in the workplace to improve the employee performance* Vinay Chaitanya Ganta. Academia.edu. Retrieved April 30, 2022, from https://www.academia.edu/32360907/MOTIVATION_IN_THE_WORKPLACE_TO_IMPROVE_THE_EMPLOYEE_PERFORMANCE_VINAY_CHAITANYA_GANTA

TalentLyft. (n.d.). *Chief marketing officer (CMO) job description template*. Recruiting and Hiring Resources. Retrieved April 25, 2022, from <https://www.talentlyft.com/en/resources/chief-marketing-officer-cmo-job-description#:~:t>

ext=Chief%20Marketing%20Officer%20(CMO)%20job%20profile&text=CMO's%20are%20generally%20responsible%20for,communications%2C%20advertising%20and%20public%20relations.

The 10 best Indian restaurants in San Diego. Tripadvisor. (n.d.). Retrieved May 4, 2022, from https://www.tripadvisor.com/Restaurants-g60750-c24-San_Diego_California.html

US Bureau of Labor Statistics. (n.d.). *Spending patterns by age - Bureau of Labor Statistics.* Retrieved May 1, 2022, from <https://www.bls.gov/opub/btn/archive/spending-patterns-by-age.pdf>

U.S. Census Bureau quickfacts: San Diego County . U.S. Census Bureau quickfacts. (2021, July 1). Retrieved April 25, 2022, from <https://www.census.gov/quickfacts/fact/table/sandiegocountycalifornia,sandiegocitycalifornia/PST045221>

U.S SBA. (n.d.). *Calculate Your Start-Up Costs.* Calculate your startup costs. Retrieved April 25, 2022, from <https://www.sba.gov/business-guide/plan-your-business/calculate-your-startup-costs#section-header-0>

Wang, A. L. (2022, March 25). *What is a limited liability company? LLC pros, cons.* NerdWallet. Retrieved April 25, 2022, from <https://www.nerdwallet.com/article/small-business/starting-successful-llc>

Weisberg, L. (2016, February 25). *Restaurants growing in SoCal, but not in U.S.* Tribune. Retrieved April 25, 2022, from

<https://www.sandiegouniontribune.com/business/restaurants/sdut-restaurants-growing-southern-california-down-2016feb24-story.html#:~:text=In%20San%20Diego%20County%20the,29%2C000%2C%20as%20of%20last%20fall.>