

“Business Plan of La Fornellè”



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**SUBMISSION FORM OF PROJECT
BAHRIA UNIVERSITY, ISLAMABAD**

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I submit _____ Copies of project for examination for the degree of _____, Project Titled
:- _____.

Candidate Signature: _____ Date: _____

Certificate of Principal Supervisor

I _____ being the principal Supervisor for the above students, certify that project is in a form suitable for examination and that the candidate has pursued his course in accordance with the Rules of the University.

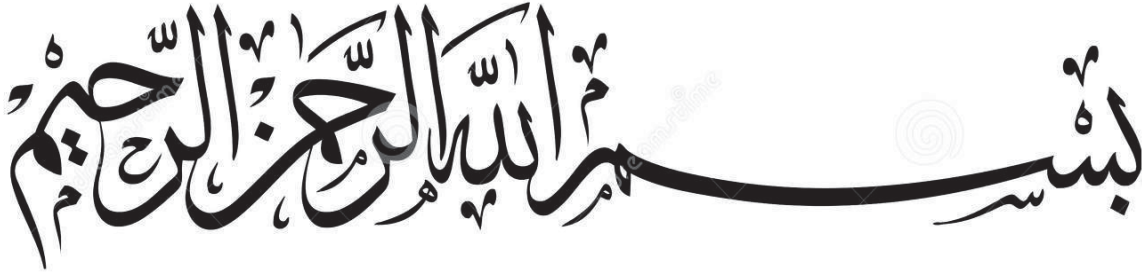
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Statement by the Head of Department

I support the submission of the project of the above named student for examination under the University Rules for BS degree.

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Acknowledgment



“Knowledge, a rude unprofitable mass, the mere materials with which wisdom builds, till smoothed and squared and fitted to its place, does but encumber whom it seems to enrich. Knowledge is proud that he has learned so much; wisdom is humble that he knows no more.”

-William Cowper

Firstly, We all would cordially like to thank Allah Almighty who has bestowed upon us knowledge and the ability to learn and take on new challenges.

Further, we are thankful to all the people who have offered and gave us their upmost help and support to us during the task of this project. We are cordially thankful to our faculty who have guided us how to implement our learning and working into the accomplishment of this project.

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Necessarily, we would want to extend our gratitude to the team's pledge and hard work during this project to take it with us to its concluding stage.

DECLARATION

We hereby declare that this project, which we submit to Bahria University for in consideration of PRO 450 of a higher degree “Bachelors of Accounting and Finance” is our own personal effort. Where any of the content presented is the result of input or data from a related collaborative research program this is duly acknowledged in the text such that it is possible to ascertain how much of the work is our own. Furthermore, we took reasonable care to ensure that the work is original, and, to the best of our knowledge, does not breach copyright law, and has not been taken from other sources except where such work has been cited and acknowledged within the text.

Usama Nawab Khan

Signature _____

Nayyab Naveed

Signature _____

Mohammad Asfand Yar Anjum

Signature _____

Date:

EXECUTIVE SUMMARY

La Fornellè is a one hundred and seventy seat fine-dine restaurant split on two floors and an outdoor sitting with the capacity to accommodate around twenty to twenty five customers. The main attention of restaurant revolves around on the Belgian and French menu with other European delicacies. La Fornellè is situated in the heart of F-7 Markaz, a flourishing and growing market in Islamabad, with a motive to provide their customers the faith that they will get the best of everything.

La Fornellè provides you with warm ambiance with comfortable sitting area and with soothing décor which is European art work. The restaurant has a softly lit bar making it the perfect place to stop in for a bite to eat, a drink or some corporate meeting and additionally to please a large group of people, La Fornellè offers the entire second floor for rent purposes for throwing parties or cater for large get together. The organization's goal is to provide relaxing, friendly and attractive services for that their aim is to hire the best of all the people available in town, train them and then motivate them, so that we would be able to retain the friendliest and the most efficient staff possible. Customer turnout observation were carried out using primary research. This was done via careful observation were carried out using primary research. This was performed via keen observation of customer turnout at other different fine dine restaurant within the vicinity, Roasters, Porterhouse and Kicthen Cuisine being a few of them. Customers turnout at different hours of the day and weekends in particular were observed and noted to reach to our assumptions.

La Fornellè is a partnership agreement launched as a Fine dine European Cuisine competing with majority of the high end restaurants within the capital city with the main competitors of the likes of Tuscany Courtyard, Roastrers, Texas Steak House and Atrio. The management promises the European Cuisine like no other bringing in a professional Belgian national Head Chef who has years of valuable experience in the culinary business in Europe, to train and supervise the staff and bring to it's customer's authenticity like never before.

The layout of restaurant is designed to achieve optimal efficiency with small lift installed to reduce the service time and all the hassle of stairs and a state of the art POS software to track the order of customer and the inventory internal control are well established within the both floors 24/7 monitored via CCTV cameras. Besides both the floors, surveillance cameras are installed at the entrance, at the outdoor seating area and the store room. These cameras will also be connected via security software allowing all owners to access live footage through their phones or devices wherever they may be.

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