

Businessplan

Zespół Szkół Ekonomicznych im. Jana Pawła II w Głogowie

ENGLISH VERSION



Enterprise benchmarking from the tourism industry functioning in Poland and Greece



Summary – description of the company



Company data:

Tavern Restaurant "Haris"
general partnership
Area of activity – catering
activities

Headquarters – Bakogianni 76,
600 65 Platamonas
Contact – 23520 41002



Restaurant "Kropka"
general partnership
Area of activity – catering
activities

Headquarters – 18 Galileusza
Street,
67-200 Glogow
Contact – +48 665 664 440



Summary – description of the company



Basic objectives of the activity – mission:

Satisfying the needs of customers
– mainly tourists and local residents, offering tasty dishes at medium, reasonable prices, gaining the loyalty of local and foreign customers.



Satisfying the needs of customers
– mainly local residents, offering tasty dishes at average, reasonable prices, gaining the loyalty of local customers, conducting apprenticeships, organizing occasional parties.



Summary – description of the company



Vision:

Large development of tourism in the city, the search for new flavors by customers, a drop in the Euro exchange rate.



It will become the largest and most recognizable restaurant chain, increase the area of catering services, promote Polish cuisine.



Summary – description of the company



Services offered:

The restaurant entices with dishes of Greek cuisine and Mediterranean, All meals will be offered – breakfasts, lunches, desserts, dinners.



The restaurant offers meals of Polish, Italian and other popular European cuisines, mainly dinners and desserts will be offered on site, takeaway and with delivery. A catering service will also be available.



Description of the environment – SWOT analysis



The restaurant will be located on the main street and will be equipped with a patio overlooking the sea.



The restaurant will be located in the city center. It will have easy access to parking spaces and a public transport stop. In front of the restaurant there will be a patio with the possibility of eating al fresco.



Description of the environment – SWOT analysis



Strengths:

Good location by the sea, close to the main street of the city, offering meals and services at medium prices, accepting payment cards and cheques.



Good communication – near the stop of the main bus lines in the city, a large number of parking spaces, direct access from the train and bus stations, offering meals and services at average prices, acceptance of payment cards and checks.



Description of the environment – SWOT analysis



Weaknesses:

The need to build a positive image, difficulties in gaining new customers, lack of direct access, lack of public transport, small number of parking spaces.



The need to build a positive image, difficulties in gaining new customers.



Description of the environment – SWOT analysis



Large development of tourism in the city, support of local suppliers.



Chances:

A small number of restaurants with a similar menu nearby, the search for new flavors by customers, the location close to places frequented by residents (cinema, shopping mall, entertainment center).



Description of the environment – SWOT analysis



Threats:

Competition – a large number of restaurants with a similar menu, high seasonality of tourist traffic.



Rapid development of catering services by other restaurants.



Product description

Greek and Mediterranean cuisine is served

Main courses:

Fresh grilled squid, (8euro - 200g)
Pasta with prawns, (10euro - 200g)
Risotto with mussels, (15 euros - 175g)

Soups:

Avgolemono (12 euro - 300g)
Bean soup (6.5 euro - 300g)
Fakes (8 euros - 300g)

Special dishes:

vegetarian dishes {Briam (€9 - 250g),
Greek-style Salad (€5 - 300g) }
vegan dishes {Gemista (6-8 euros - 200g),
Paksimadi (7 euros - 300g)}



Old Polish cuisine is served

APPETIZERS - NONE

MAIN DISHES:

FILE OF CHICKEN(200g), SEEDS(100g),
BUNCH OF PICKLES (150kg) - 20 PLN
pork chop (250g) with potatoes (100g)
and a bouquet of salads (150g)- 20 PLN

RUSKY PIEROGI + fried onions - 15 PLN - 6 pieces

Soups:

Broth (300g) home-made broth with pieces of
chicken, mushrooms, carrots and leek - 7,50 PLN



Service description



SERVICES IN A GREEK RESTAURANT

- organisation of parties
- organisation of birthdays
- accommodation services
- organisation of family gatherings
- organisation of parties



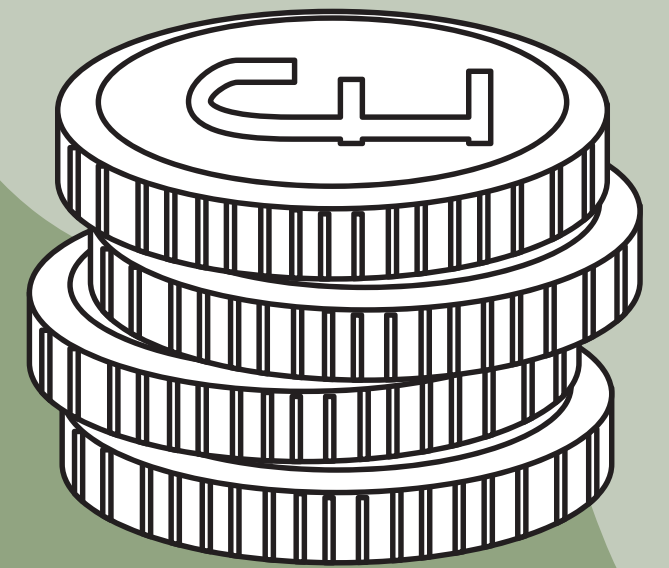
SERVICES IN POLISH RESTAURANT "KROPKA"

- catering for companies
- catering for individuals
- organization of special events
- organization of special events
- organization of weddings
- organization of communions
- organization of banquets
- catering
- transportation of meals to companies and individuals





Salary



- waiters: 600–1300 euros a month.
- bartender: 1000–1200 euros a month.
- kitchen assistant: 1000 euros a month.
- salesman: 600–1300 euros a month.

The lowest legal hourly wage for labor in Greece is €3.76.



- waiters/bartenders: 2120–3391 PLN net
- kitchen help: 2 607–3 425 PLN net
- cooks: 2 763–4 046 PLN net
- chefs: 4 313–5 899 PLN net

The lowest statutory hourly wage for labor in Poland is PLN 20 net.





Mode of operation



Greek law prescribes a 40-hour work week and a maximum of 10 hours of work per day. It is worth knowing that appropriate rates are set for overtime. Due to the fact that Greece is oriented towards tourism, the most work is during the summer season. It may then happen that the working week will be as much as 60 hours.



Polish law assumes a 40-hour work week, where one works an average of 8-12 hours. Typically, Poland uses shift work, such as 2/2 (2 days work, 2 days off) or 1/2 (1 day work, one day off).





Contracts



In Greece, the most common contract is an employment contract, or a contract of mandate.

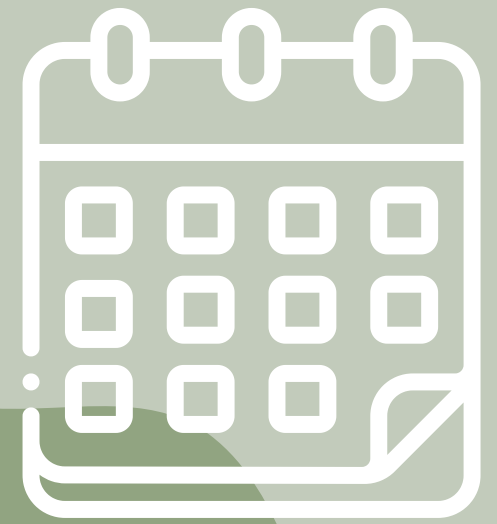


In Poland, the most common contract is a contract of mandate.





Opening hours



Restaurants in Greece are open from noon to late evening. As for siesta, which applies in most stores in Greece, in restaurants it does not apply.



Restaurants in Poland are open from in the afternoon.

From Monday to Thursday restaurants are open for a shorter time, compared to Fridays and weekends then restaurants are open until late in the evening.





Custom of gratuities

FREE

In Greece, it is customary to give freebies, often water, beer, or ice cream.



In Poland, you don't get freebies at restaurants, but you can count on a discount if you book a celebration for a large number of people.





Employees

Restaurants in Greece are served by 4 people in the role of waiter, cooks and a chef. Added to this staff are the delivery people, who are two at peak times.



Restaurants in Poland are served by 4 people in the role of waiter, cooks and a chef. Adding to this staff are the delivery people, who are two at peak times.



Target Group:



The target group is tourists with families and natives of all age categories



the target group is whole families, but it is popular there to organize communion parties, 18th (and other birthday parties) or retirement parties
the restaurant is also adapted for people with disabilities





- website
- Facebook (1.1 thousand followers)

(Photo presentation of dishes, reports on the life of employees, holiday wishes, etc.)



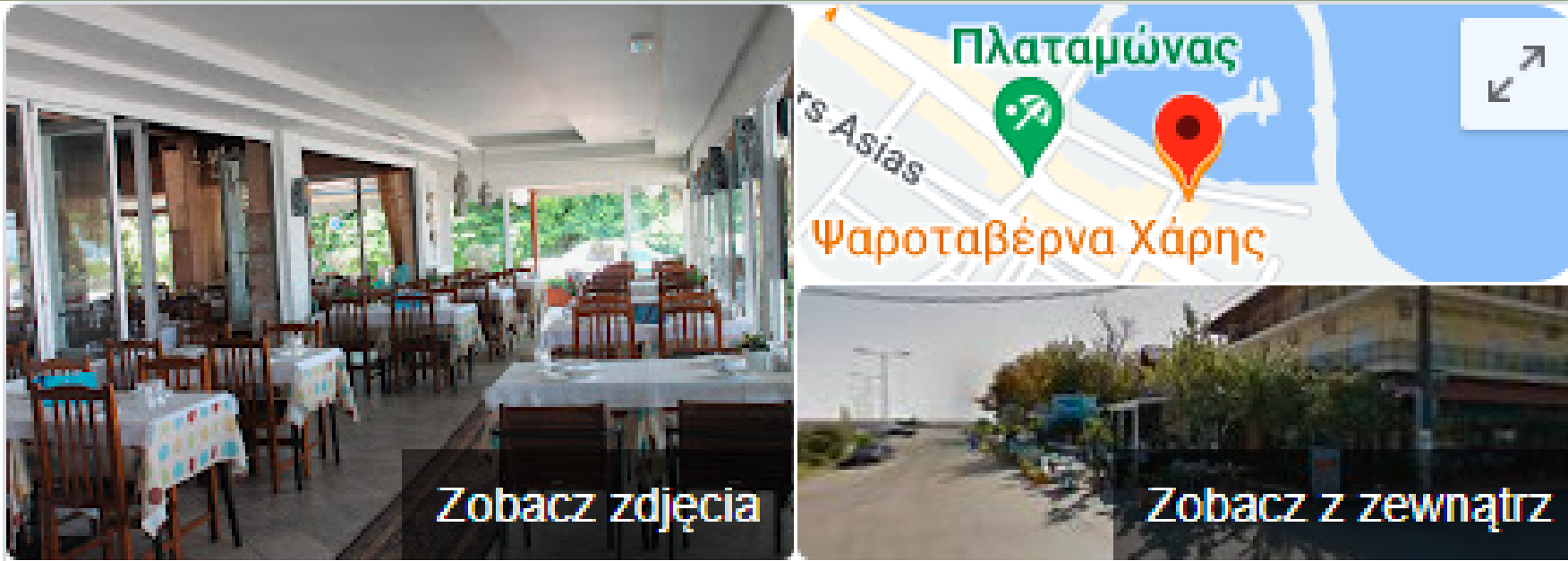
Marketing:



- Facebook (3.4 thousand followers)
- Web site (adapted to the climate, which is also in the restaurant)



Google reviews:



Google Maps snippet for Ψαροταβέρνα Χάρης. The snippet includes a map showing the location in Πλαταμώνας, a photo of the restaurant's interior, and a photo of the exterior. The text "Ψαροταβέρνα Χάρης" is prominently displayed. Below the name are buttons for "Strona", "Trasa", and "Zapisz". The rating is 4.6 stars with 1,435 reviews from Google.

Ψαροταβέρνα Χάρης

Strona Trasa Zapisz

4,6 ★★★★★ 1 435 opinii z Google ⓘ



Google Maps snippet for Restauracja Kropka. The snippet includes a map showing the location, a photo of the restaurant's exterior, and a photo of the building. The text "Restauracja Kropka" is prominently displayed. Below the name are buttons for "Strona", "Trasa", and "Zapisz". The rating is 4.2 stars with 647 reviews from Google. The category is "Restauracja".

Restauracja Kropka

Strona Trasa Zapisz


4,2 ★★★★★ 647 opinii z Google ⓘ

€ · Restauracja



Google reviews:

Local guide · 30 reviews · 288 photos
★★★★★ 10 months ago
(Translated by Google) Great place, beautiful party, delicious dishes, a must visit 🍷
(Original text)
Świetne miejsce, piękne przyjęcie, dania przepyszne, konieści trzeba odwiedzić 🍷



👍 1

Local guide · 137 reviews · 194 photos
★★★★★ 5 years ago
(Translated by Google) Great food, all delicious, we were surprised by the free delicious cold water (reduced our bill significantly) great service and at the end we got free ice cream, great.
(Original text)
Rewelacyjne jeczeni wszystko pyszne , zaskoczyła nas darmowa pyszna zimna woda (pożytyło to zachnie nasz rachunek) wspaniała obsuś , a na koniec dostaliśmy gratis lody , wspaniale .



👍 3



Local guide · 150 reviews · 130 photos
★★★★★ 4 months ago
Serving food on site | Lunch | PLN 1–20
(Translated by Google) Positively surprised! Tasty and cheap. Everything is served quickly, the service is friendly and smiling. Very pleasant and atmospheric place.
The only downside is that there is no delivery on my street 🤔
I recommend and I will come as much as possible 🍷
(Original text)
Pozytywnie zaskoczony! Smacznie i tanio. Wszystko podane szybko, obsuga miła i uśmínięta. Miejsce bardzo przyjemne i klimatyczne.
Jedyny minus to że nie ma dostawy do mojej ulicy 🤔
Polecam i będę przychodźł w próżę mozejacy 🍷

Food : 5/5 | Service : 5/5 | Atmosphere : 5/5

Local guide · 150 reviews · 130 photos
★★★★★ 4 months ago
Serving food on site | Lunch | PLN 1–20
(Translated by Google) Delicious homemade dishes, made from fresh products. I highly recommend the pasta and pasta and the tomato soup. Every day a different dish of the day at an affordable price. I would highly recommend it.
(Original text)
Smaczne domowe dania, ze sprzech produktu. Gorąco polecam pierogi i makarony oraz zupę pomidorowa. Codziennie inne danie dnia w przystępnej cenie. Gorąco polecam.

Food : 5/5 | Service : 5/5 | Atmosphere : 5/5

Recommended Dishes
Zupa Pomidorowa, Dania Dnia

Parking
Ample Parking

Parking Options
Free Parking





What else can they do for promotion:

- set up instagram and tiktok – the person in charge of the website or Facebook could additionally take over Instagram and Tiktok and provide menus
 - ongoing website updates (dish of the day, promotions, etc.)
 - introduction of delivery options
 - flyers, advertisements (cash, graphic designer, printer needed)
- establish Instagram – the person in charge of the website or Facebook could additionally take over Instagram and insert posts with the dish of the day as on Facebook or publish menus to reach a wider audience
 - introduce the possibility of deliveries on Sunday
 - hiring a new employee for deliveries, which increases salary costs, but could result in more customers using the restaurant's services on Sunday





Financial analysis

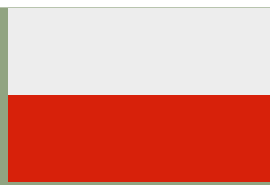
ASSETS 		 ASSETS	
NAME	VALUE	NAME	VALUE
I. Fixed assets 1. Fixed assets <ul style="list-style-type: none">• Premises• Kitchen appliance• Furniture and equipment	323 000 € 323 000 € 300 000 € 15 000 € 8 000 €	I. Fixed assets 1. Fixed assets <ul style="list-style-type: none">• Premises• Kitchen appliance• Furniture and equipment	112.500 PLN 112.500 PLN 57.500 PLN 37.500 PLN 17.500 PLN
II. Assets 1. Stock of goods 2.Cash in hand 3.Funds in the bank account	47 000 € 15 000 € 5 000 € 27 000 €	II. Assets 1. Stock of goods 2. Cash in hand 3.Funds in the bank account	43.000 PLN 11.000 PLN 7.000 PLN 25.000 PLN
TOTAL ASSETS	370 000 €	TOTAL ASSETS	155.500 PLN



LIABILITIES



NAME	VALUE
I. Equity capital 1. Share capital	150 000 € 150 000 €
II. Long-term liabilities 1. Foreign capital: Bank credit	220 000€ 220 000 €
TOTAL LIABILITIES	370 000 €



LIABILITIES

NAME	VALUE
I. Equity capital 1. Share capital	95.500 PLN 95.500 PLN
II. Long-term liabilities 1. Foreign capital: Bank credit	60.000 PLN 60.000 PLN
TOTAL LIABILITIES	155.500 PLN



Planned monthly sales



Product	Price(EUR)	Quantity (piece)	Value (EUR)	Product	Price (PLN)	Quantity (piece)	Value (PLN)
I. Soups: <ul style="list-style-type: none">• tomato soup• fish soup	3.50 € 4.00 €	500 pcs. 400 pcs.	1750 € 1600 €	I. Soups: <ul style="list-style-type: none">• tomato soup• sour soup	7,50P LN 10,00 PLN	550 pcs. 365 pcs.	4125 PLN 3650 PLN
II. Salads: <ul style="list-style-type: none">• greek salad• marouli• dakos	6.00 € 5.00 € 7.00 €	1000 pcs. 800 pcs. 850 pcs.	6000 € 4000 € 5950 €	II. Salads: <ul style="list-style-type: none">• Caesar salad	22,00 PLN	450 pcs.	9900 PLN
III. Main dishes: <ul style="list-style-type: none">• musaka• pastitsio• gemista• rizoto	8.00 € 7.00 € 10.00 € 8.00 €	1100 pcs. 1000 pcs. 900 pcs. 1200 pcs..	8800 € 7000 € 9000 € 9600 €	III. Main dishes: <ul style="list-style-type: none">• potato pancakes• chicken fillet, potatoes, a bouquet of salads• dumplings	14,00 PLN 20,00 PLN 15,00 PLN	340 pcs. 600 pcs. 700 pcs..	4760 PLN 12000 PLN 10500 PLN



Planned income statement



 Itemization	Planned value for one month	 Itemization	Planned value for one month
A. Sales Revenue	53.700 €	A. Sales Revenue	44.935,00 PLN
B. Tax deductible expenses	21.200 €	B. Tax deductible expenses	16.670 PLN
• purchase of goods	16.500 €	• purchase of goods	15.430 PLN
• current	2.000 €	• current	240 PLN
• water	1.500 €	• water	400 PLN
• rent	1.200 €	• rent	600 PLN
C. Gross Profit	32.500 €	C. Gross Profit	28.265 PLN
Income tax	7.150 €	Income tax	5.370 PLN
D. Net Profit	25.350 €	D. Net Profit	22.895 PLN



Thanks!