

# BWIKO REFRESHMENT RESTAURANT BUSINESS PLAN

Alice Chiyala



## DESCRIBE YOUR BUSINESS:

Bwiko Refreshment Restaurant is a cozy food business operated from my home, where I prepare delicious meals for customers within my community and beyond. By utilizing my home space, I have eliminated rental costs, allowing me to maximize profits. Currently, I have 25 regular customers, and with the right

funding, I can broaden my customer base and serve even more people. The grant will allow me to purchase better kitchen equipment to enhance food quality and efficiency, hire an assistant to help with logistics, ensuring faster service and smoother operations and invest in my poultry business, reducing costs on meat supplies and increasing sustainability.

## **EXPLAIN THE PROBLEM**

Customers of a home-based restaurant in Lusaka often struggle with finding affordable, high-quality, homemade meals, especially after a long day. Many lack time to cook, face unreliable food delivery services, or are dissatisfied with limited meal variety and inconsistent food quality from vendors. There is also a growing demand for special diet options like vegetarian or diabetic-friendly meals, which are not widely available. Concerns about food safety, high restaurant prices, and the inconvenience of meal prep further drive the need for a reliable, home-cooked food service that offers convenience, affordability, and consistent quality.

## **EXPLAIN YOUR SOLUTION**

BWIKO is a home-based restaurant that offers affordable, high-quality, and hygienic homemade meals with reliable delivery. By providing a diverse menu, including special diet options, and ensuring consistency in taste and portion sizes, the business has built customer trust and loyalty. Offering pre-order meal plans for busy professionals and students has added convenience. My customers use phone calls and WhatsApp for easy ordering and communication which enhances accessibility.

## **BUSINESS MISSION STATEMENT**

To provide delicious, high-quality, and affordable meals while delivering excellent service and convenience to customers in my community and beyond. With the right investment, Bwiko Refreshment Restaurant can scale up, improve efficiency, and reach more customers, making it a more sustainable and profitable business.

## **HOW LONG HAVE YOU BEEN IN BUSINESS?**

Bwiko Refreshment Restaurant has been in business for 8 months.

## **YOUR NET INCOME**

Bwiko Refreshment Restaurant generates a net income of \$98.

## **SERVICE OR PRODUCT DELIVERABLE:**

At Bwiko Refreshment Restaurant, our menu includes a variety of meals, such as breakfast options (milk scones, tea, coffee, and scrambled eggs) and lunch meals (rice, chips, chicken, fish, and nshima, the local staple food). Every dish is prepared with attention to detail, ensuring that it is delicious and satisfying for our customers.

## **DESCRIBE YOUR BEST CUSTOMER:**

My best customers are typically working professionals, students, and busy individuals who need quick, delicious, and affordable meals without the hassle of cooking. They appreciate fresh, home-cooked meals and enjoy a variety of options, from breakfast items like milk scones and cappuccino to hearty lunches like nshima with grilled chicken or fried fish.

## **WHY CUSTOMERS DO BUSINESS WITH YOU RATHER THAN WITH YOUR COMPETITORS:**

Customers choose Bwiko Refreshment Restaurant over competitors because I offer affordable, home-cooked meals with a personal touch. Unlike other restaurants, my meals are freshly prepared daily, ensuring great taste and quality. Additionally, my flexible delivery service ensures customers receive their meals conveniently, making me a preferred choice for busy individuals.

## **WHAT IS THE MOST COMMON CAUSE FOR A BUSINESS LIKE THIS TO FAIL?**

The most common reasons a small restaurant like Bwiko Refreshment Restaurant fails are poor financial management and inconsistent cash flow. Many food businesses struggle with rising costs of ingredients, unexpected expenses, or not setting aside enough profit to reinvest for growth and emergencies.

## **HOW CAN YOU AVOID THIS PROBLEM?**

To avoid these problems, I focus on careful budgeting, tracking expenses, and maintaining a steady profit margin. Since I operate from home and don't pay rent, I maximize my earnings while keeping costs low. I also prioritize customer satisfaction by offering quality meals, responding to feedback, and providing excellent service.

## **LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:**

### **Bwiko Refreshment Restaurant Menu & Prices**

#### Breakfast Options:

- Milk Scones – \$.50 each
- Tea (Black, with Milk, or Herbal) – \$2 per cup
- Cappuccino – \$2.50 per cup
- Cereal (Cornflakes, Oats, Weetabix with Milk) – \$2.85 per serving
- Eggs (Scrambled, boiled, Fried, omelet) – \$3 per serving
- Bread (Toasted or Plain) – \$1.50 per slice
- Bacon & Eggs Combo – \$3.50



### Lunch & Dinner Options:

- Chips & Chicken (Fried, Grilled, or baked) – \$5 per plate
- Rice & Chicken (Fried, Grilled, or Stewed) – \$5.25 per plate
- Rice & Fish (Fried or Boiled) – \$6 per plate
- Nshima & Village Chicken – \$5.50 per plate
- Nshima & Fish (Fried or Boiled) – \$5.50 per plate
- Vegetable Sides (Rape, Pumpkin Leaves, Okra, etc.) – \$0.78 per serving

### Beverages & Extras:

- Soft Drinks (Coke, Fanta, Sprite, etc.) – \$0.65 per bottle
- Fresh Juice (Orange, Pineapple, etc.) – \$1 per glass
- Bottled Water (500ml) – \$0.50

### Delivery Service:

- Within the local area – \$2 per order
- Further distances (depending on location) – \$5

### **HOW DO CUSTOMERS KNOW THAT YOU EXIST?**

Customers know that Bwiko Refreshment Restaurant exists through a combination of word-of-mouth recommendations, social media presence, and strategic marketing

efforts. Additionally, eye-catching signage helps attract attention. Flyers, promotional discounts, and a strong reputation for excellent service also contribute to increasing awareness. Satisfied customers play a crucial role in spreading the word, ensuring that more people discover and visit Bwiko Refreshment Restaurant.

## **WHY DID YOU CHOOSE THIS BUSINESS?**

Bwiko Refreshment Restaurant was chosen as a business due to my passion for food and hospitality, which fuels my desire to create enjoyable dining experiences. Recognizing a market demand for quality, affordable meals in the area, I aim to fill that gap while fostering community engagement by providing a welcoming space for gatherings. Additionally, the food industry presents a solid business opportunity with the potential for steady income and growth, allowing for job creation and contributing positively to the local economy.

## **LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:**

1. I make use of platforms like Instagram and Facebook
2. I partner with popular delivery services to reach a wider audience
3. I participate in local markets and festivals to showcase my dishes and connect with potential customers.
5. I offer introductory discounts or special deals to attract first-time visitors and encourage repeat business.

**Insert pictures of your business activities here and give a brief explanation**



**of each:**

Preparing orders for customers



Food packed for delivery







Table set for the dine-in customers



**Other dishes include:**

**Macaroni cheese**



**Beef & rice.**





My chickens



**HOW WILL YOU USE THE MONEY? (Include pictures of the product/Services (s)).**

I will use the money to buy better kitchen equipment, hire someone to assist with the business logistics, and invest in the poultry business.



Gas Stove \$586



Cutlery set \$13

Air flyer \$131



Metal scale \$34





Macaroni Strainer \$6

Quotation



Insert pictures of the income statement here:

1	Income Statement		Instructions: Type your information into the white cells											
2														
3	Your name is:		ALICE CHIYALA											
4	Business name:		3WIKO REFRESHMENT RESTAURANT											
5	Current Date:		03/18/2025											
6														
7	Month	Months Ago	8 Months Ago	7 Months Ago	6 Months Ago	5 Months Ago	4 Months Ago	3 Months Ago	2 Months Ago	Last Month	Month 1 Forecast	Month 2 Forecast	Month 3 Forecast	Total
8	Sales revenue	100	100	110	110	115	115	120	120	130	180	200	230	1,630
9	Total transactions or units sold	20	10	22	22	24	24	25	25	25	25	25	25	272
10	Revenue per transaction or unit	5	10	5	5	5	5	5	5	5	7	5	5	6
11														
12	Expenses													
13	Self salary	30	30	30	30	30	30	30	30	30	30	30	30	360
14	Employee salaries	0	0	0	0	0	0	0	0	10	10	10	10	40
15	Raw materials	30	30	30	30	30	30	30	30	30	15	15	15	315
16	Store Rent	0	0	0	0	0	0	0	0	0	0	0	0	0
17	Technology	1	1	1	1	1	1	1	1	1	1	1	1	12
18	Advertising	1	1	1	1	1	1	1	1	1	1	1	1	12
19	Transportation	3	3	3	3	3	3	3	3	3	3	3	3	36
20	Loan repayment	0	0	0	0	0	0	0	0	0	42	42	42	126
21	Taxes/Fees	0	0	0	0	0	0	0	0	0	0	0	0	0
22	Other	0	0	0	0	0	0	0	0	0	0	0	0	0
23	Total Expenses	65	65	65	65	65	65	65	65	75	102	102	102	901
24	Expense per transaction or unit	1	1	1	1	1	1	1	1	1	1	1	1	-
25														
26	Net Income to reinvest	35	35	45	45	50	50	55	55	55	78	98	128	729
27	Net Profit Margin	35%	35%	41%	41%	43%	43%	46%	46%	42%	43%	49%	56%	
28														
29														

Insert pictures of the cash flow statement here:

1	Instructions: Change the numbers in the income statement below to match your business. Then save it and upload it with your homework at the end of this lesson								
2		2 months ago	last month	this month	next month	month 3	month 4	month 6	
3	Income	163	163	163	179	275	275	280	
4	- Fixed expenses	54	54	58	58	60	60	60	
5	- Loan payment	0	0	0	0	42	42	42	
6	- Variable expenses	36	34	36	38	100	105	100	
7	= Profit (or loss)	72	74	69	83	73	68	78	
8									
9	Starting cash	163	163	163	179	275	275	280	
10									
11	Available cash	235	251	259	275	435	440	440	
12									
13									
14									

Share about your family and picture here:

My family is my greatest source of support and inspiration. Growing up with a mother who believed that excellence in the kitchen was a mark of a strong and caring individual, I learned early on the value of skill, passion, and tradition. Today, my family not only enjoys the delicious meals I prepare but also constantly



encourages me with their praise and recommendations. Every meal shared at our table strengthens our bond and reminds me of the humble beginnings that shaped my love for cooking. Their unwavering support fuels my passion and motivates me to keep perfecting my craft, knowing that each dish not only nourishes our bodies but also enriches our family ties.





## **CONTACT DETAILS:**

Phone number: +260976799384

Email: [alicechiyala@yahoo.co.uk](mailto:alicechiyala@yahoo.co.uk)

## **Course Facilitator Details**

Name: Katoba Chishala

Phone: +260973838304

Email: [muka2002@gmail.com](mailto:muka2002@gmail.com)