



sugarcane



"The Business' Plan"



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(home made jerk chicken & coconut rice served with a roast pepper & butternut squash salad)



Executive summary



The restaurant industry is worth a staggering 19 billion pounds in the UK alone [Mintel].

Year in and year out, new and innovative restaurants pop up, adding to this figure. Some survive whilst some fail; but those that survive, do so with pride, as there are astronomical profits to be made!

In year one alone, 'Sugarcane' the restaurant has the potential to generate confidently, gross revenue in excess of 250,000.00!!!

'Sugarcane' at its heart is; a taste of the Caribbean. Unlike many other restaurants in London and the UK, 'Sugarcane' aims to offer one of the most exotic and exciting cuisines! And not only will 'Sugarcane' be a restaurant that only offers you the products of Caribbean but it will most importantly offer a lasting Caribbean experience!!!

The appeal of 'Sugarcane' is partly its uniqueness but also its ease to generate revenue. Nearly all of 'Sugarcane' products are able to produce margins and mark ups of over 600% with ingredient's at RRP prices alone! With wholesale suppliers this figure would bare the liberty to dramatically increase!!!! Additionally, 'Sugarcane' is a social and ethical restaurant. And will dedicate work experience and apprenticeships to young adults in the "NEET" sector, with the aims of providing them the confidence they need to gain a job in the working world. A proportion of jobs would also be offered specifically to the local borough, thus increasing employment opportunities for the local community.

Over the short time the concept of 'Sugarcane' has been established, 'Sugarcane' has gained huge support, especially amongst locals and those who are vegetarian.

Many businesses may flourish with the correct marketing and direction. But apply that same logic 'Sugarcane' and is has the potential to be huge!!!

'Sugarcane', a taste of the Caribbean!!!!



Company Name: Vieuxfort Ltd
Trading as: Sugarcane
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Status: limited company
Business in operation: no

What is Vieuxfort?

Vieuxfort is the innovative social enterprise LTD Company designed and created by company director Tarell Aaron McIntosh. Vieuxfort aims to support the local community and its employees through a business that operates as a restaurant.

What is Sugarcane?

Sugarcane is the trading name for the restaurant under the Vieuxfort company. Sugarcane will be a restaurant that offers both a product and a service. But most importantly Sugarcane will offer an experience through unique and authentic Caribbean cuisine, in a restaurant environment.

There are many restaurants nationally and locally and even several shops that offer Caribbean food, however; Sugarcane aims to become a leading influential restaurant located with the SW area of London capitalising on the growing food industry.

To do this Sugarcane will firstly offer a unique and rare cuisine (within the restaurant industry) that is extremely popular amongst the western consumers. *Caribbean*.

It will outshine traditional Caribbean take away establishments and serve food in a full restaurant environment ensuring all customers receive not only a product, but an *experience*.

Sugarcane will also be a *social restaurant*, with ethical values dedicated to aiding young adults in the 'neet' sector (not in education, employment and training). It would do this by offering a proportion of its jobs to those in the *neet* sector, and to those within the local community.

Sugarcane will also actively publicise on using local and organic produce, wherever possible.

Sugarcanes Philosophy

Its key for the idea, the concept, and the authenticity of sugarcane; that it stands firm and proud of what it represents.

As a restaurant under the company of Vieuxfort, Sugarcane will actively, *wherever possible*, use local butchers for meat supplies, and local farmers for fruit and veg.

Sugarcane will aesthetically have a very 'organic' feel and aims to reflect this otherwise by using trades within the local community. Sugarcane would never aim to use additional food colouring or preservatives and would never aim to sacrifice the quality of food and drink, to the detriment of authenticity it stands for.

Additionally, by being a Social restaurant, Sugarcane will be dedicated to supporting all employees to not only fulfil the terms and conditions of their job role but, in giving them long lasting transferable skills that can be taken into the working world. This could potentially be done with both in house and external training or through 1-2-1 mentoring.

Sugarcanes Consumers

Sugarcane as a restaurant, would aim to be suitable for a wide consumer market, however would aim to attract a select target audience ranging from, 25 – 35.

Over all, depending on their age range and specified needs Sugarcane would offer a product or a service that would be aimed to satisfy that need or demand.

Example: consumer = family of 4 (inc mum and dad).

Product = Vieuxfort sharing platter for two with alcoholic drinks and a kids menu with two smoothies.

"The common risk associated with spreading a target consumer range too wide, would actually be significantly reduced as Sugarcane would be categorised within a *niche market*".

Sugarcane would also be able to combat this issue by having an A la carte menu, meaning the customer is able to tailor the products offered, specifically to their wants and needs.

"Sugarcanes 4 customer groups"

-Under 16s (children) not targeted

-18-25 (the students) main source of publicity

-25-35 (the young adults) main target customers

-35-55 (the family) secondary target customers with most disposable income

The macro industry

Within the London restaurant industry there are specifically 7 main categories of food cuisine that most restaurants can fit into (excluding fusions). This includes:

English
French
Chinese
Thai
Middle eastern
Italian
American

According to several directories, such as Google, Open area and Top table, there are only 7 officially *consistently* recognised “sit down and eat in’ restaurants in London that are dedicated to serving Caribbean cuisine. An additional handful of restaurants serve several fusion dishes or offer catering services, but not a full Caribbean menu.

Unfortunately, what all these restaurants do, which Sugarcane aims to not do in anyway possible; is completely dilute the authenticity of true Caribbean food.

Albeit not every recipe is suitable for the traditional idea of western restaurant dining, there are several recipes and foods that are. Sugarcane has successfully proved this concept by creating traditional recipes, all of which, have grown over hundreds of years in the Caribbean and managing to serve them to several test audiences in a format that is typically more western.

According to Mintel & keynote reports, bloggers and several respected members of the restaurateur and food industry [imbibe], the UK restaurant and food market has potentially another 3 years of being the “big thing”, where after that the proposed idea is the alcoholic drinks market will start to see a bigger growth and expansion. Over the past 4 years the UK economy has constantly dipped in and out of a recession and while the retail sector had seen heavy fluctuations in gross profits and revenues the food industry has actually grown by 3.4% and is now worth 19 billion pounds with in the UK alone. (Please see attached sheets for industry reports)

Micro industry

Presently its is considered an increasingly harder time for many small independent companies, however there has been a key revival and surge of support by many local councils and the general public (including Wandsworth; where Sugarcane’s proposed location would be) to revive local high streets and to make them more independent once again.

This means Sugarcane as a new restaurant would benefit from this “independent business movement’ and may also be entitled to several tax relief’s easing the struggles commonly associated with any business’s first year start up.

Vieuxforts Goals

Sugarcane aims to become a recognisable self-sustained restaurant within the south London area and over time within London. Through the uniqueness of the ideas and the fact there is nothing like this in London Sugarcane will always aim to create a lasting experience on the customers, with not only great food but also with an education into the culture of the Caribbean.

Within Year one Vieuxforts primary aims are to focus intensely on the day-to-day core running of sugarcane, staff and the channels of marketing.

Vieuxforts aims for Sugarcane to start generating a gross profit after 6 months, but overall the focuses will be directed at flat ironing out any in-house issues and marketing its products and services through the use of public relations, loss leaders and promotional discounts.

Within year two Vieuxfort will of have aimed to have finally begun to establish a recognised and trusted client base within Sugarcane.

Vieuxfort also aims for sugarcane to capitalise and benefit to from being near two local ‘hot points’ (Clapham common and Clapham junction) and aims to start returning *consistent* gross profit from the 16th month onwards.

By year 3/4 Vieuxfort aims to have recovered any losses back and begin to generate enough profit to make Sugarcane fully self-reliant. By these years Vieuxfort also aims to begin the possibility of expansion through a takeaway/delivery service within sugarcane and begin enquiring into opening a second restaurant.

By year 5 Vieuxfort aims to for Sugarcane to be a recognised restaurant within the SW London area and begin the process of opening another premises in a new part of London, under the name, pineapple, watermelon, guava or blue mountain

Within 10 years Vieuxfort aims to ideally have 5 restaurants under the companies umbrella and a 6th individual restaurant that would be opened in central London to the fine dinning market. aiming for a Michelin star.



Sugarcane as a restaurant aims to offer 2 key products:

-Food

-Drink

In addition to this Sugarcane aims to offer additional 2 services

3 levels of master classes

4 levels of apprenticeships

Sugarcanes Food

Sugarcane as a restaurant will specifically offer a host of traditional and authentic Caribbean recipes that have been modified to a restaurant setting but without losing the authenticity and integrity of the original concept.

Example 1: Jerk chicken. This would be a staple part of Sugarcane's menu but due to the restrictions of cooking within an A3 shop, the traditional method of using a steel jerk pan would be excessively smoky and time consuming. So alternatively it would be baked in an oven, using an authentic homemade marinade and then seared on a griddle. This mimics the traditional method but is safer and more efficient.

Additionally pre cuts of meat would be used rather than using cleaver, which is messy and creates loose bone cartilage, posing a health and safety risk.

Example 2: Chicken curry. This would be cooked using boneless cuts of chicken meat such as the breast, marinated and cooked using the traditional Dutch pot method thus retaining the flavour.

Using boneless meat rather than using a cleaver to chop cuts of meat, eliminates the risk of loose bone cartilage and does not compromise the flavour or method

Sugarcane's Menu

The menu offered at Sugarcane will have all homemade and traditional items of food, but will be based similarly to menus of local restaurants in the proposed SW area, like Bodeans, Nando's and Elephant on the hill.

Example 1: Items like the jerk chicken, burgers or ribs will be offered with 1 or 2 sides as a "combo deal".

Example 2: There would be possibilities to upsell with condiments like cheese, pineapple, roasted peppers etc.

Sugarcane would ultimately use an A la Carte menu, aiming to allow the customer to gain a great sense of freedom and to explore at their own free will.

Staff will also possess a great chance to upsell. And by using a menu system that is similar to local competition, customers are more easily able to develop a sense of familiarity and trust Sugarcane, because it resembles something that they can relate to.

Ital food

Sugarcane will also tap into the vegan market by offering a selection of food outside the traditional bean or mushroom burger option.

In the Caribbean, after the Rastafarian movement, a special vegetarian way of eating was developed called 'ital food'.

Sugarcane will serve a selection of this food on its menu, again adding to its uniqueness.

Breakfast

Alongside an evening menu Sugarcane will also serve brunch with a Caribbean twist. This decision was made, as the proposed area of Wandsworth is very well known for its café, tea and brunch culture. By again serving items that the customer can associate a familiarity with, it allows them to gain a sense of trust with Sugarcane and return as a loyal customer.

Sustainability & ethics

Wherever possible Sugarcane aims to use fresh ingredients and local suppliers but will still aim to retain profitability. If a sustainable local option is not possible, Sugarcane will as a last measure, use standard suppliers to cover the shortfall.

Methods

Sugarcane's foods have all been created with profitability and authenticity in mind.

All food in Sugarcane will be prepared systematically. Sugarcane will always replenish stock before a shift is due to begin.

Method example: 10 bean curries will be required per standard shift. If this number reaches 4 during a shift, aka the critical zone, it will then require replenishing before the next one.

This method should aim to reduce the chances of '0' bean curries during a shift.

Sugarcane will also enforce a 'first in-first out' policy in conjunction with the replenish method to ensure food wastage is kept to a minimum and food freshness is maximised.

Using the replenish method allows for up to Approximately 80% of Sugarcane's menu to therefore be cooked in advance, warmed up

and finished off before serving, creating a highly efficient service This cooking method is used by several restaurants and has been tried on all of Vieuxforts recipes to ensure they comply with H&S regulations. This dose not apply to the breakfast menu where only 10% can be prepared before hand.

House drinks and wine

Within the next 5 years the drinks and bar industry is predicted to increase [imbibe], so in order to meet the potential growing demand Vieuxfort has created a drinks menu for sugarcane that is flexible enough to meet that increase.

As the focus is predominantly on the food and experience, sugarcane will aim to have a small selection of brought in drinks such as “ting” (which is a Jamaican carbonated lemonade) and coke etc, to appeal to customers who prefer a branded drink, but offer a wider selection of homemade drinks and smoothies.

Sugarcane will also offer a selection of house alcoholic drinks (subject to a alcohol license):

- 3 x House red
- 3 x House white
- 2 x House rose
- House cider
- Restripe lager

As Sugarcane does not aim to be a ‘bar’, its speciality and focus will always be aimed and directed towards the food. Sugarcane will not host an extensive wine list, however as there is a huge profit in alcoholic drinks, Generic wines and ciders will be brought in and sold to cater for the customers wants and needs.

These wines will change seasonally and If the house wines prove unpopular then by using the term “house”. Sugarcane retains the liberty to change the brand depending on sales and margins.

Red stripe is the only “house” drink that will not change.

Cocktails

In conjunction to brought in drinks, Sugarcane will offer a wide berth of homemade drinks and smoothies. These will all be made from fresh fruit and veg (the same and veg used in the evening menu to use up stock).

They will be ‘made-to-order’ on the bar giving the customer a sense of a personal touch.

All drinks are virgin but as an opportunity to market to the younger cliental, can be made alcoholic for an additional cost.

Example: A normal cocktail costs £3.00. An additional £2.00 will be added for an alcoholic shot. The new price Is now £5.00.

SPH

"The average evening spend per head aims to be £15.00 per person including vat and minus service. The morning spend aims to be anywhere from £8-13.00.

With this averaged SPH Sugarcane, would need approximately 44 customers per 10 hour day, at the proposed location to break even".

(Please see attached sheets for menu and suppliers)

(Please see attached sheets for costs and mark ups)



After 6 months of trading from the initial start date, Vieuxfort would also aim to offer 3 levels of master classes/party bookings that can be pre-booked by customers for a minimum of 4 people and for a maximum of 12 in Sugarcane.

Level 1 (aimed at kids under 11)

Is a 1-hour booking involving the explanation of the Caribbean islands and its history. Also including interesting facts about exotic fruits, where they're grown and a selection of tastings from these fruits.

Level 2 (aimed at 11-18)

Is a 1½-hour booking involving the explanation of the Caribbean islands and history, a break down of the key events of slavery and interesting facts about the Caribbean. Including a group activity to bake a Caribbean influenced cake

Level 3 (aimed 18+)

Is a 2-hour booking involving the explanation of Caribbean history and slavery. A breakdown and understanding in to the traditional cooking methods and techniques used and influences on the cuisine eaten. Including a group activity to make cocktails using exotics fruits.

These master classes aim to add additional depth to sugarcane and have the ability to be tailored to the client's needs and wants. They also provide an additional source of income during the quieter months of trading and during the daytime. They would be a great source of marketing to the local schools especially around October and black history month.

These styles of master classes have also been proven popular by the likes of "Levi roots" who offered something of a similar style at Jamie's olives previous restaurant "recipease". These classes priced at 100.00 per person, sold out in the course of 3 days proving the popularity of 'all things Caribbean!'

These classes are highly flexible and again are simple to tailor to the clients wants or needs. They could easily omit the history and be more food based but overall, mainly aim to be an additionally source of income for Sugarcane.

Apprenticeships

Vieuxfort will also aim to offer 4 levels of apprenticeships to young individuals who wish to gain experience in the restaurant industry.

Managing director Tarell McIntosh was a child in care who has actively worked closely with the charity catch 22 to help and support other young adults who are now in the process of leaving care.

He has therefore decided to give Vieuxfort an additional purpose; to be the platform for someone else to develop his or her dreams.

These apprentices/ work experience will include reduced roles within Sugarcane and are additionally a form of cheaper staffing but they ideally serve the purpose to give something back to the community.

They would hopefully lead to long-term employment either in Vieuxfort or within another establishment.

(Please see attached sheets for apprenticeship details)



Marketing plan



The market

Within the London restaurant industry there are specifically 7 main categories of food excluding Caribbean, this includes English, French, Chinese, Thai, Middle Eastern, American and Italian.

At present there are only 7 consistent official "sit down and eat in" restaurants in London that serve Caribbean food so this clearly demonstrates the fact there is a "major gap in the London restaurant market".

Out of these 7 restaurants, 6 have been visited and all confirm the demand for Caribbean cuisine is extremely high.

These restaurants all seat a minimum of 30 covers, and all have a minimum turn over of 60 covers in one night.

If Sugarcane was able to create the same level of turn over on the evening shift alone with the estimated SPH of £15.00, Sugarcane would be able to break even and produce a profit.

This would still apply even if an additional or lesser turnover figure were added from the morning shift.

The UK restaurant industry is worth £19 billion and is still growing. The reason why its still growing according to bloggers and people interviewed from Clapham high street/ Clapham junctions is, 'because it's a great social aspect and in times of hard finances. It's a form of entertainment cheaper than shopping.'

"Out of 50 local SW people who have tried sugarcanes taster food 49 would happily pay to eat it in a restaurant".

"Out of 100 people asked on Clapham high street and Clapham junction 79 would be willing to go to a Caribbean restaurant"
(Please see attached sheets for interview statistics)

Sugarcanes customers

Sugarcanes customers can be split into 3 categories:

Sugarcanes **target audience** can be split into 2 categories:

-18-25 (the students) socio class: C1, C2 & B

This *customer section* is comprised of students and new young professionals. *They do eat out but stick to the bigger brands they know and trust.*

They have a disposable income but would spend it else where on brands they know and trust.

They would be attracted to Sugarcanes combo offers (similar to Nandoes) and would have a SPH of £11-13.00.

They would also be a main contributor to the main source of publicity through social media. And be inclined to take part in promotional deals via e-marketing and social media like Groupon, Twitter & Facebook

-25-35 (the young adults) socio class: B & A

This *target market* would contribute heavily to Sugarcanes main source of income. This market comprises of young families and professionals who are more inclined to spend time and money eating out and have the potential to become the faithful and loyal customers. Their average SPH is estimated at £15-21.00

-35-55 (the family) socio class: C2, C1, B & A

This *target market* would potentially make up Sugarcanes family and daytime cliental.

These are conservative people local to the Wandsworth area, who have the most disposable income are part of the ever growing café culture. They actively endorse independent shops they would be ideal for daytime trade. They have an estimated SPH of £11-17.00

Marketing strategies and deals

Sugarcanes first year is aimed at heavily promoting and gaining a wide variety of customers within the above 3 levels of audience. This not only creates direct trade with an immediate response, but also begins the foundations for the potential of long lasting consumer relationships. In order to do that, within the first year Sugarcane would:

1. Door2door flyer within 2-mile radius offering, 10% off meal with spends over £20.00 or a free slice of cake.
2. Promotional flyering at Clapham junction and Clapham common during rush hour with steel pan band offering 10% off meal with spends over £20.00 or a free slice of cake.
3. Offering 15% off meal or a free slice of cake if you newly followed us on Instagram, Twitter, or Facebook within our store.
4. Loyalty cards offered in store for free. Offering free drinks, cake and sides depending on the amount of returns to store.
5. Groupon and wowcher deals for meal for 2 at a set price.
- 6 Sugarcane will also invite local schools and communities over for samples of taster sessions during seasonal months such as black history

month, Halloween and Christmas. This speciality designed master classes would be free of charge in return for local publicity.

Example: a local school is invited to bring a number of their pupils to Sugarcane for a specially run session and in return offer to hand out promotional flyers in book bags. (These flyers would be tailored to meet educational influences and include things like 'exotic 5 day suggestions')

All of the deals listed above would launch after the 'opening night', which would aim to include press and bloggers.

Competition

The competition locally would always be conditional depending on the actual location.

The proposed premise of 44-46 Lavender Hill, is in a affluent area where many people travel too. Meaning, even though there are several restaurants, the draw of the area and increased footfall surpasses the effect of the competition. Turning it into opposition.

In conjunction with this, 44-46 Lavender Hill is located both 7 minutes walking distance from Clapham junction and Clapham common, therefore there is a potential to lose trade during those 7 minutes.

This is why, along side traditional flyering, Sugarcane aims to begin to create the experience on the street with theatrics like a steel pan band playing to make it as dramatic and as memorable as possible.

Using a comparison chart to analyse the 7 other restaurants in London that also specialise in Caribbean food, Vieuxforts main source of competition for the same market would be Negril, Cottons, and Jerk city.

All three have a respectable level of authenticity, and varied level of products with the correct pricing for the area and their menu. However Sugarcane can confidently compete with all of the restaurants listed in terms of location, logistics and specifically menu. It's their reputation that Sugarcane will have to work hardest to overcome.

| | <u>bubbas</u> | <u>bamboola</u> | <u>negril</u> | <u>cottons</u> | <u>mango rooms</u> | <u>jerk city</u> | <u>scene royal</u> |
|---------------------|---------------|-----------------|---------------|----------------|--------------------|------------------|--------------------|
| <u>authenticity</u> | 3 | 6 | 8 | 3 | 4 | 9 | 2 |
| <u>products</u> | 5 | 3 | 7 | 6 | 8 | 6 | 4 |
| <u>price</u> | 4 | 7 | 8 | 6 | 7 | 5 | 2 |
| <u>quality</u> | 8 | 3 | 7 | 6 | 8 | 4 | 10 |
| <u>service</u> | 8 | 3 | 3 | 3 | 9 | 4 | 6 |
| <u>location</u> | 6 | 2 | 3 | 6 | 9 | 10 | 10 |
| <u>reputation</u> | 9 | 2 | 9 | 8 | 7 | 8 | 10 |
| <u>appearance</u> | 10 | 6 | 3 | 6 | 9 | 3 | 10 |
| <u>Sales method</u> | 7 | 4 | 4 | 4 | 5 | 8 | 6 |
| <u>advertising</u> | 2 | 1 | 1 | 5 | 4 | 6 | 4 |

Operational plan

In order for Sugarcane to operate as a restaurant, it would need firstly to lease a commercial property with the correct building classification of an "A3 premises".

This is key, as to comply with building regulations; Sugarcane would need an extractor and flue to be fitted within the kitchen area.

This premise would also be ideal if it possessed an alcohol license if not an application would need to be made for one.

If an application was rejected, Sugarcane would become a "BYO" restaurant and charge corkage.

An application would also be needed to play recorded.

The proposed shop for Sugarcane is currently 44-46 Lavender Hill, SW11 5RH. This shop is presently classed as an "A1" commercial property, but *has the potential to be "A3"*.

This was confirmed by 'drawing and planning' architects, and Wandsworth council.

This shop also has no premium and is an empty shell, meaning the up front costs to 'fit out' the restaurant would be in the region of £40,000.00.

This is alternatively significantly cheaper than paying for an existing shop with a premium of £30.000+ and then paying an addition sum to make the required changes to give it its '*Vieuxfort look*.'

(for fit out costs see attached documents)

(for 44-46 Lavender Hill specification see attached documents)

Although Sugarcane's premises are unable to be confirmed, the general day-to-day running and process are essentially unchangeable.

Additionally, suppliers have been located for the Wandsworth area, not just limited to 44-46 Lavender Hill. [please see attached sheets].

However, if Sugarcane were to be located in a different area, new suppliers would be sourced.



Management 'n' organisation



Staff

All staff will be hired on a (paid) two shift trial run, then enter a period of 3 month's probation. During there probation they will be issued with contracts of employment.

All payment will be PAYE and per hour rather than per shift [tbc]. All staff will be paid in fortnightly arrears with payslips and via faster payments or BAC's.

Sugarcane aims to have per shift a standard team of 5 members. This would be per morning and per evening. With a total of 9 members working per a day.

Roles and duties

Managing director- Tarell McIntosh (F&BOH)

General manager- headwaiter (FOH)

Waiter- waiter and runner (FOH)

Barrister- drinks and cashing up (FOH)

Head chef- stock ordering and cooking (BOH)

Sous chef- cooking and cleaning (BOH)

Additional staff would include:

Porter- washing up and cooking assistance

Runner- clearing tables and running food

Barback- assisting barrister with drinks.

Prep chef- nightly cooking

Cleaner- nightly deep clean

Sugarcane would run two shifts per day consisting of a breakfast shift and an evening shift.

Where possible Sugarcane would not allow a staff member to work for two consecutive shifts in one day, aka 'a double.' If that were not possible then Vieuxfort would not allow for two consecutive 'double' days.

Training

All staff would have standard training including:

-Health and safety training (legal requirement)

-Fire training (legal requirement)

-Food and hygiene training (legal requirement)

-Staff training (VF requirement)

-Equipment training (VF requirement)

All chefs would also be required to hold a level 2 food and hygiene certificate in order to serve food to the general public. As part of Vieuxforts social element, if a staff member did not hold the correct nor desired qualifications, they would be sent to gain one at Sugarcane's expense.

As standard with most companies SSP and SMP would be paid in accordance with government regulations.

Sugarcane would also be run on a 2 tier hierarchy system, with short lines of communication.

(For company structure, staff roles and rotas see attached sheets)

Suppliers and orders

To date all Vieuxfort and sugarcane ideas and costs have been calculated with ingredients priced at a commercial RRP including vat (which is applicable at the present rate of 20%).

Wholesale suppliers have not been finalised but at present all individual servings of food have presented profits with an average of 619% with the base line target being 300%.

This 619% has been calculated with stock at a RRP price. Meaning this should increase with a wholesale stock price.

Sugarcane would aim to have a maximum of 3 deliveries per week, to cater for the nightly preps,

Sugarcane would aim to order for *Monday* and *Wednesday* and if a severe shortage occurs; on *Saturday* morning.

All stock would be ordered a day before, so the replenishing method would be used to keep stock in order.

Suppliers would ideally be paid per delivery but if a credit facility is available, then possibly a account option would be taken.

(For additional costing's and supplier lists see attached sheets)

Payments

Payments taken in Sugarcane would either be via credit card, debit card or cash. No credit or cheques will be offered or taken.

(Staff)

In addition to 'in-house' sugarcane staff, Vieuxfort would use an 'outhouse' accountant, solicitor and general handy man.

Sugarcane would otherwise manage its own books then pass them to an accountant every quarter.



Vieuxforts financial value



Current financial value: valued on the 4/4/14

| | |
|----------------------------------|--------|
| Mini commercial oven | 70.00 |
| Griddle and grill | 79.99 |
| Semi industrial microwave | 70.00 |
| Juicer | 69.99 |
| Blender | 40.00 |
| Hand blender | 30.00 |
| Scales | 23.00 |
| 8x baking tin | 70.00 |
| 3 x commercial pot | 45.00 |
| 1x domestic pot | 25.00 |
| Potato cutter | 7.99 |
| 7x baking trays | 30.00 |
| Pyrex jug | 5.00 |
| Bread maker | 50.00 |
| 2x Small storage container | 4.99 |
| 3 x med storage container | 13.99 |
| Large storage container | 10.00 |
| Mixing bowls x 3 | 15.00 |
| Serving tongs set | 19.00 |
| Chopping board | 4.00 |
| 2 x Knife set | 59.98 |
| crockery | 76.99 |
| Food processor | 350.00 |
| Magi mixer | 499.99 |
| Kitchen aid | 499.99 |
| 3x Heston Blumenthal thermometer | 60.00 |
| 1 mac computer | 800.00 |
| Macbook air | 800.00 |
| Software | 900.00 |
| Tablet and pen | 70.00 |

Total £4799.90.

Recipes valued at 50.00 per individual unique idea.

27 unique ideas = 1350.00

Total inc unique recipe's £6149.90.

Start up expenses

Proposed start up cost: valued at 44-46 lavender hill SW12 5RH.

| Item | Cost (INC VAT) |
|-----------------------|----------------|
| Kitchen equipment | 14,131.37 |
| Kitchen fit out | 6,000.00 |
| Bar equipment | 12,272.03 |
| Bar fit out | 6,000.00 |
| General equipment | 8244.83 |
| General fit out | 4000 |
| A3 application | 2,800.00 |
| Marketing budget | 6,000.00 |
| Miscellaneous | 4,000.00 |
| Legal fees | 2,000.00 |
| Webpage and videos | 1,000.00 |
| Logo | 700 |
| 1 month staff wages | 8,843.10 |
| 1 month stock | 4800 |
| 20% contingency | 16,152.26 |
| Total exc contingency | £80,791.33 |
| Final total | £96,943.59 |
| Final total exc vat | £77,554.88 |

desirable start up costs

Costs based on estimations

Totals

The total amount of *capital* needed to start up Vieuxfort and Sugarcane would be 95,943.59. This amount includes VAT and other labour or taxed expenses.

To date this start up cost has been calculated using estimated quotes from various trades men and catalogues for the proposed location of 44-46 Lavender Hill.

The cost figures have also been calculated at either the highest possible cost or an estimated cost via a proposed design and It is subject to fluctuate higher or lower via a 15% tolerance.

Overall the total capital needed has been modified to include a 20% to contingency, which is the industry expected standard. This would aim to cover any unforeseen costs and the 15% tolerance of each cost.

“This sum is also an outright cost, where all equipment and services have been paid for. This amount could be reduced if it was financed. Significantly reducing the start up costs, but creating longer term overheads”.

This amount of 95,943.59 would be the proposed bare minimum needed to start up Vieuxfort and the Sugarcane restaurant premises alongside providing the cash injection to keep the restaurant running for a 1-month period, regardless of its turn over.

Ideally the start up capital would further include wages and stock for 5 months (an accumulative total of 6 months) to ensure that Sugarcane had the liberty to focus on its service and marketing in the opening months.

Desired start up cost: valued at 44-46 Lavender Hill SW12 5RH on the 4/4/14.

| | |
|----------------------------|-------------|
| Proposed start up capital | 80,791.33 |
| Inc 1 month wage and stock | |
| 5 months stock est | 24,000.00 |
| 5 months wages est | 38,147.77 |
| New contingency | 28,587.82 |
| Total exc contingency | £142,939.10 |
| Final total | £171,526.92 |

(For in-depth quotations and costs see attached sheets)



Financial plan and forecasts



Below is an “averaged out” calculation of Sugarcanes monthly, quarterly and annual costs for the first year.

These annual running costs are split into two categories:

External Set costs which will remain set for a foreseeable term by the government/council and by the landlord. i.e. business rates, lease and utilities.

Internal varied costs i.e; wages and stock.

Annual running costs (jan - june)

| | | | | | | | |
|-------------------------------|-------|------------|------------|------------|------------|------------|------------|
| 44-46 lavender hill | | | | | | | |
| | | quarter 4 | | | quarter 1 | | |
| | month | jan | feb | march | april | may | june |
| costs | | | | | | | |
| gass | | 230 | 200 | 180 | 180 | 180 | 160 |
| electric | | 130 | 130 | 130 | 135 | 135 | 140 |
| water | | 100 | 100 | 100 | 100 | 110 | 110 |
| rent | | 3330 | 3330 | 3330 | 3330 | 3330 | 3330 |
| business rates | | 0 | 0 | 0 | 0 | 0 | 0 |
| PL insurance (approx) | | 300 | 300 | 300 | 300 | 300 | 300 |
| stock (inc vat) | | 4800 | 4800 | 5000 | 5200 | 5400 | 6000 |
| HC wages@ 7.50 x13hrs per day | | 3022.5 | 2730 | 3022.5 | 2460.9 | 2542.93 | 2460.9 |
| Sc wages @7.00 x10hrs per day | | 2170 | 1960 | 2170 | 1893 | 1956.1 | 1893 |
| P wages @ 6.50 x10hrs per day | | 0 | 0 | 0 | 1893 | 1956.1 | 1893 |
| GM wages@ 7.50 x13hrs per day | | 0 | 0 | 0 | 0 | 0 | 0 |
| W wages@ 6.50 x12hrs per day | | 2418 | 2184 | 2418 | 2271.6 | 2347.32 | 2271.6 |
| B wages@ 6.50 x12hrs per day | | 2418 | 2184 | 2418 | 2271.6 | 2347.32 | 2271.6 |
| BB wages@ 6.50 x10hrs per day | | 0 | 0 | 0 | 0 | 0 | 0 |
| PC wages@ 6.50 x12hrs per day | | 0 | 0 | 0 | 0 | 0 | 0 |
| C wages@ 6.50 x4hrs per day | | 0 | 0 | 0 | 0 | 0 | 0 |
| total | | 18918.5 | 17918 | 19068.5 | 20035.1 | 20604.8 | 20830.1 |
| 10% contingency (approx) | | 1891.85 | 1791.8 | 1906.85 | 2003.51 | 2060.48 | 2083.01 |
| total plus 10% contingency | | 20810.4 | 19709.8 | 20975.4 | 22038.6 | 22665.2 | 22913.1 |
| break even point per day | | 671.302 | 703.921 | 676.624 | 734.62 | 731.137 | 763.77 |
| number of customers with sph | | 44.7534409 | 46.9280952 | 45.1082796 | 48.9746889 | 48.7424667 | 50.9180222 |
| set costs | | | | | | | |
| variable costs | | | | | | | |
| totals | | | | | | | |
| probation wage of 6.31 pr hr | | | | | | | |
| days in months | | 31 | 28 | 31 | 30 | 31 | 30 |

Annual running costs (third and fourth quarter and totals)

| quarter 2 | | | quarter 3 | | | |
|-----------|------------|------------|------------|------------|------------|---------|
| july | aug | sep | oct | nov | dec | annual |
| 160 | 170 | 180 | 200 | 220 | 240 | 2300 |
| 155 | 150 | 150 | 145 | 130 | 130 | 1660 |
| 115 | 115 | 115 | 110 | 100 | 100 | 1275 |
| 3330 | 3330 | 3330 | 3330 | 3330 | 3330 | 39960 |
| 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 300 | 300 | 300 | 300 | 300 | 300 | 3600 |
| 6400 | 7200 | 6400 | 6000 | 5400 | 4800 | 67400 |
| 3022.5 | 3022.5 | 2925 | 3022.5 | 2925 | 3022.5 | 34179.7 |
| 2170 | 2170 | 2100 | 2170 | 2100 | 2170 | 24922.1 |
| 2015 | 2015 | 1950 | 0 | 0 | 0 | 11722.1 |
| 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 2418 | 2418 | 2340 | 2418 | 2340 | 2418 | 28262.5 |
| 2418 | 2418 | 2340 | 2418 | 2340 | 2418 | 28262.5 |
| 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 22503.5 | 23308.5 | 22130 | 20113.5 | 19185 | 18928.5 | 243544 |
| 2250.35 | 2330.85 | 2213 | 2011.35 | 1918.5 | 1892.85 | |
| 24753.9 | 25639.4 | 24343 | 22124.9 | 21103.5 | 20821.4 | 267898 |
| 798.511 | 827.076 | 811.433 | 713.705 | 703.45 | 671.656 | 733.968 |
| 53.234086 | 55.1383871 | 54.0955556 | 47.5803226 | 46.8966667 | 44.7770968 | |
| 31 | 31 | 30 | 31 | 30 | 31 | |

Highlighted in peach are the internal costs that are varied daily these includes staff wages and stock.

Staff wages are calculated per hour in accordance with minimum wage regulations and are varied per person/role.
In the costs column each role has a wage starting from £6.50 per hour to 7.50 per hour and have been calculated from a 10-13 hour day.

The stock base line estimation cost is set £300.00 per night. This estimation is for the varied stock that Sugarcane would aim to have, in order to be able serve the required minimum of 44 customers, to generate the break-even capital.

Realistically £300.00 of stock would cater for a substantially higher amount of customers. (175 approx).

(in reality £100.00 worth of stock would be able to cater for 44 people and produce around £600.00 revenue. This is with the average profit on all food being around 619%. However in order to host a wide range of menu options, surplus food will be ordered, so this amount allows for waste.)

The break-even cost that needs to be generated per day is set at 671.30, (as shown in the fourth quarter month of January).

This amount is calculated from all set overheads and the minimum amount of varied costs. Anything generated over this aims to be Sugarcanes gross profit.

This breakeven point again includes a contingency to the value of 10% of the monthly cost, to cover any unforeseen circumstances. If there are no unforeseen circumstances then the breakeven cost will lower.

As months develop and trade increases/varies, Sugarcane would aim to have more staff and stock therefore increasing the breakeven point to a higher amount for sugarcane.

As a rule of thumb Sugarcane would only employ extra staff and extra stock if and when it was needed.

Example: during the first and second quarter, Sugarcane would expect a higher turn over of customers due to increased trade of summer months. Sugarcane would therefore need extra stock and also additional staff to meet the demand. But if turnover is lower than expected, then extra staff would not be used and extra stock would not be ordered, keeping inline with sugarcanes break even point.

The stock baseline estimation cost, covers the stock per day needed, regardless of the actual customer turnover, to cater for a varied customer needs and demands.

The stock estimation presented is higher than actually calculated but it was generated with a random selection of orders, and allows for high contingency and waste.

This 300.00 baseline stock cost, can also roll over into the next day if surplus stock isn't used meaning; the next day would have to use less fresh stock therefore cutting costs.

If the stock cost rises past the base line estimation to cater for more customers and trade, because of its mark up, which aims to always be least 300%, this extra stock will pay for itself and aim to generate profit.

All of Sugarcanes stock aims to have profits of at least 300%. Whilst Some products actually have profits as high as 1600%, with the average being 619%.

By having profits of over 300%+ Vieuxfort aims to reinvest the margins of the sales 3 ways; once to recover the stock cost; once to pay for utilities and once to pay for staff and wages.

Method:

Stock mark up of at least 300% = reinvestment/3 ways:

100% stock costs

100% staff wages

100% utilities and bill

As the break even point is able to fluctuate depending on the varied costs. In the last row of Sugarcanes annual running costs sheet, is the number of customers with a average SPH of £15.00 required to create the breakeven point for that required month. On average overall, 47 customers would be needed per day, over two shifts to cover this amount.

Worst profit and loss sheet (first and second quarter)

| worst year 1 | | | | | | | |
|--|-------|-----------|---------|---------|-----------|---------|---------|
| | | quarter 1 | | | quarter 2 | | |
| | month | april | may | june | july | aug | sep |
| AM daily people | | 15 | 15 | 35 | 40 | 40 | 40 |
| AM total monthly people (morning sph 13.00) | | 450 | 465 | 1050 | 1240 | 1240 | 1200 |
| AM monthly reveue | | 5850 | 6045 | 13650 | 16120 | 16120 | 15600 |
| PM daily people | | 17 | 25 | 35 | 35 | 45 | 45 |
| PM total monthly people (evening sph 15.00) | | 510 | 775 | 1050 | 1085 | 1395 | 1350 |
| PM monthly reveue | | 7650 | 11625 | 15750 | 16275 | 20925 | 20250 |
| Total generated per day | | 450 | 570 | 980 | 1045 | 1195 | 1195 |
| monthly totals | | 13500 | 17670 | 29400 | 32395 | 37045 | 35850 |
| monthly costs | | 22038.6 | 22665.2 | 22913.1 | 24753.9 | 25639.4 | 24343 |
| monthly profit/loss | | -8538.6 | -4995.2 | 6486.9 | 7641.1 | 11405.6 | 11507 |
| | | | | -7046.9 | | | 30553.7 |
| costs | | | | | | | |
| profit/ takings | | | | | | | |
| loss | | | | | | | |

Worst profit and loss sheet (third and fourth quarter + totals)

| quarter 3 | | | quarter 4 | | | |
|-----------|---------|---------|-----------|--------|---------|----------|
| oct | nov | dec | jan | feb | march | annual |
| 25 | 25 | 25 | 10 | 10 | 10 | |
| 775 | 750 | 775 | 310 | 280 | 310 | |
| 10075 | 9750 | 10075 | 4030 | 3640 | 4030 | 114985 |
| 45 | 35 | 25 | 10 | 10 | 15 | |
| 1395 | 1050 | 775 | 310 | 280 | 465 | |
| 20925 | 15750 | 11625 | 4650 | 4200 | 6975 | 156600 |
| 1000 | 280 | 280 | 280 | 280 | 355 | |
| 31000 | 25500 | 21700 | 8680 | 7840 | 11005 | 271585 |
| 22124.9 | 21103.5 | 20821.4 | 20810.4 | 19709 | 20975.4 | 267897.8 |
| 8875.1 | 4396.5 | 878.6 | -12130 | -11869 | -9970.4 | |
| | | 14150.2 | | | -33970 | 3687.2 |

Best profit and loss sheet (first and second quarter)

| | | | | | | | |
|--|-------|-----------|---------|---------|-----------|---------|---------|
| Best year 1 | | | | | | | |
| | month | quarter 1 | | | quarter 2 | | |
| | | april | may | june | july | aug | sep |
| AM daily people | | 15 | 15 | 35 | 40 | 40 | 40 |
| AM monthly people (morning sph 13.00) | | 450 | 465 | 1050 | 1240 | 1240 | 1200 |
| AM monthly reveue | | 5850 | 6045 | 13650 | 16120 | 16120 | 15600 |
| PM daily people | | 43 | 55 | 70 | 75 | 75 | 70 |
| PM monthly people (evening sph 15.00) | | 1290 | 1705 | 2100 | 2325 | 2325 | 2100 |
| PM monthly reveue | | 19350 | 25575 | 31500 | 34875 | 34875 | 31500 |
| Total generated per day | | 840 | 1020 | 1505 | 1645 | 1645 | 1570 |
| monthly totals | | 25200 | 31620 | 45150 | 50995 | 50995 | 47100 |
| monthly costs | | 22038.6 | 22665.2 | 22913.1 | 24753.9 | 25639.4 | 24343 |
| monthly profit/loss | | 3161.4 | 8954.8 | 22236.9 | 26241.1 | 25355.6 | 22757 |
| | | | | 34353.1 | | | 74353.7 |
| costs | | | | | | | |
| profit/ takings | | | | | | | |
| loss | | | | | | | |

Best profit and loss sheet (third and fourth quarter + totals)

| | | | | | | |
|-----------|---------|---------|-----------|--------|---------|----------|
| quarter 3 | | | quarter 4 | | | |
| oct | nov | dec | jan | feb | march | annual |
| 25 | 25 | 25 | 20 | 25 | 10 | |
| 775 | 750 | 775 | 620 | 700 | 310 | |
| 10075 | 9750 | 10075 | 8060 | 9100 | 4030 | 124475 |
| 65 | 40 | 30 | 30 | 35 | 37 | |
| 2015 | 1200 | 930 | 930 | 980 | 1147 | |
| 30225 | 18000 | 13950 | 13950 | 14700 | 17205 | 285705 |
| 1300 | 280 | 280 | 710 | 850 | 685 | |
| 40300 | 27750 | 24025 | 22010 | 23800 | 21235 | 410180 |
| 22124.9 | 21103.5 | 20821.4 | 20810.4 | 19709 | 20975.4 | 267897.8 |
| 18175.1 | 6646.5 | 3203.6 | 1199.6 | 4091 | 259.6 | |
| | | 28025.2 | | 5550.2 | | 142282.2 |

Above are calculations for Sugarcanes averaged monthly, quarterly and annual profits or losses within the first year. These profit and loss sheets are based on the trade of local restaurants within the area and the expected customer turn over that would be reflected by the years seasonal months i.e summer = more customers and winter = less customers.

Worst

For year one, the worst-case scenario cash flow is based on *little or no marketing* and purely using the locations footfall. Annual turnover for Sugarcanes is predicted to be £271,585.00 with a projected profit of £3687.20. (This is a daily average of £745.00)

Earlier calculations had projected a loss of £10,328.00, but these had been based on higher wages and more staff.

This low profit is based on an extremely low turn over of customers with the additional staff and stock during increased trade. But this figure still bears the potential to be increased.

It is based on a highly generous running cost with several contingencies and allows for a high level of wasted stock and additional staff.

Additionally if trade and customer turnover was as low or lower than projected in Sugarcanes annual running costs, Sugarcanes would simply cut the additional staff and stock during the 2nd and 3rd quarter months. It would not be needed as the additional staff and stock was included to meet the projected outcomes of the profit and loss sheet.

And if margins were still not met, Sugarcanes would cut the breakfast shift, almost halving staff wages and significantly reducing staffing costs.

Best

For year one this would be the best-case cash flow based on a higher turn over with *correct/efficient marketing* in conjunction with capitalising on the locations footfall. Annual revenue would be £410,180.00 with a projected pre-tax profit of £142,282.00 and after tax profit of £113,825.6.

Overview

Both the best and worst figures presented are extremely modest as restaurants in the area have nightly covers of 120+ people in the evening shift alone. Nor does this account for increased weekend trade on Friday, Saturdays and Sundays. So if Sugarcanes was to take a cover turnover of that number with the modest estimated SPH of 15.00 then the forecasts would be dramatically increased. As the forecasts sheets have numbers drastically lower than that.

On average most restaurants within in the area take 70+ covers in a night with a total varying from £700 -1000.00 easily. If Sugarcanes was

able to take figures similar to that it would be able to easily break even and produce a profit.



Attached sheets



- Reports and articles used
- Apprenticeship breakdown
- Clapham interviews
- Focus group
- Company structure
- Menu
- Staff roles
- Staff training
- Fit out costs
- Suppliers
- Exit strategy
- Location



Reports and articles used



Article one:

<http://www.fedrest.com/eatingoutstatistics.html>

Article two:

<http://www.marketresearchworld.net/content/view/2918/78/>

Article three:

<http://imbibe.com/news/2010-01/uk-pubs-restaurants-have>

Article four:

<http://www.solocupeurope.co.uk/newsdetails.asp?NewsID=118>

Report one:

<http://www.ibisworld.co.uk/market-research/full-service-restaurants.html>

Report two:

<https://www.keynote.co.uk/market-intelligence/view/product/10589/restaurants>

Report three:

<http://oxygen.mintel.com/display/590337/>

Report four:

http://oxygen.mintel.com/sinatra/oxygen/list/id=590116&type=RCItem#0_1___page_RCItem=0

Report five:

<http://oxygen.mintel.com/display/638101/>

Report six:

<http://oxygen.mintel.com/display/638119/>



Apprenticeship breakdown



Vieuxfort apprenticeship/ work experience

Vieuxfort aims to give back to the community and involve young people or those within the NEET sector. Vieuxfort will offer 4 apprenticeship packages lasting up to 6 months at a time. There is no probation period and apprentices are able to leave at any time.

References will be written for all apprentices and tailored to the individual's career choice. If the apprenticeship goes well then the candidate will be held on company database for a permanent job

Age range 16-21

Package one (16+)

2 days trial on front of house working as bar back and waiter.

3 - 6 months work experience within role chosen

Reduced working shifts

Staff meals included

Travel expenses

Level 2 (&3) food and hygiene/ first aid course provided

Unpaid

Package two (18+)

2 days trial on front on back of house working as porter and sous chef

3 - 6 months work experience within role chosen

Reduced working shifts

Staff meals included

Travel expenses

Level 2 (&3) food and hygiene/ first aid course provided

Unpaid

Package three (16+)

2 days trial on front of house working as bar back and waiter.

3 or 6 months work experience within role chosen

full working shifts

Level 2 food and hygiene/ first aid course provided

Paid at national minimum rate or weekly wage

Package four (18+)

2 days trial on front on back of house working as porter and sous chef

3 or 6 months work experience within role chosen

Working shifts

Level 2 food and hygiene/ first aid course provided

Paid at national minimum rate or weekly wage

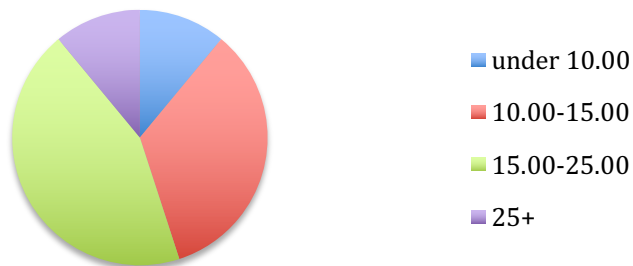


Clapham interviews

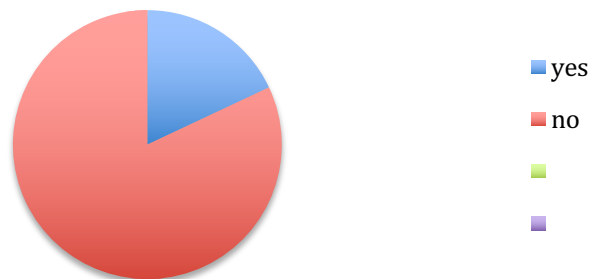


On the 3/9/15 I interviewed 100 people from both Clapham common and Clapham junction to analyse the passing trade and potential Vieuxfort customers and here was the response.

Average spend in a restaurant per person

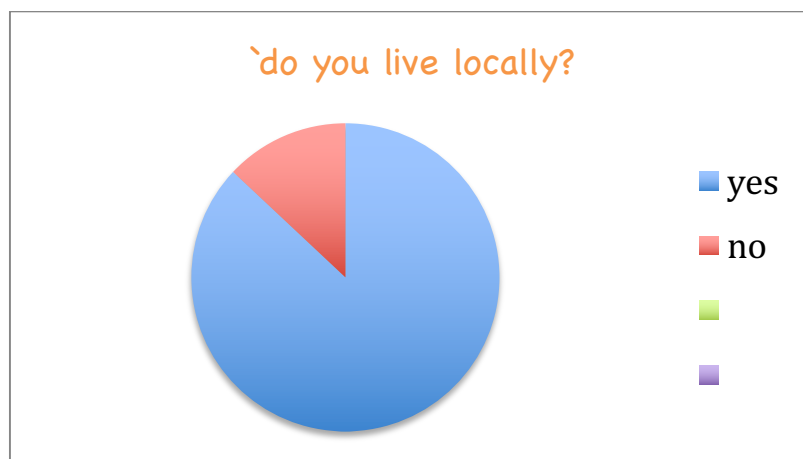
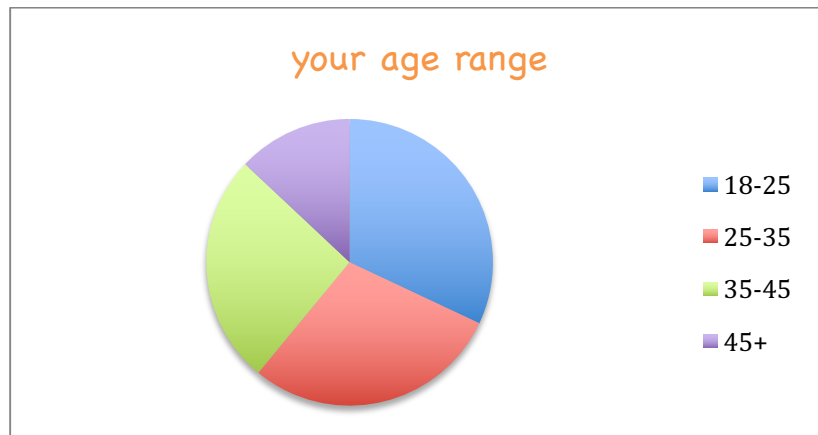


Have you ever been to a caribbean restaurant before?



would you be willing to try a caribbean restaurant or return to one?





Looking at the data provided from these quick interviews I was able to establish that a high percentage of this proposed target market had not been to a Caribbean restaurant, but were willing to try one, and for those who had been, would return to one. This proves Sugarcane would be in an ideal location. In conjunction to the fact that a high percentage of these people asked, lived locally.

The SPH indicated by those asked suggest the estimated SPH for Vieuxfort is approximately correct as more than half interview spend between 13.00.00 and 17.00.00 on a meal when eating out.

In conclusion from this data provided it proves there is an audience for Vieuxfort and it could ultimately be very successful in the area of SW London



Focus group and food



Sugarcanes focus group

On the 20/12/14 a test group audience of 48 people from the areas of Wandsworth and Lambeth and RBKC (the local audience), were invited to try and test out several of the recipes for sugarcane. This test audience was selected at random from the following list of sugarcanes Instagram.

This focus group was held to determine Vieuxforts menu, what are likely to be strong sellers, and to also work out price points for what Vieuxfort would sell.

Feedback

Breakfast- The breakfast offered was met with a general positive feedback. However, the large size of the breakfast menu was considered to be a negative for indecisive people. To overcome this the breakfast menu will be printed separately, thus creating the illusion of a smaller menu and imparting a distinction from the evening A la Carte.

The DIY option will remain as part of the menu choice and. Breakfast will also be named “brunch”, as brunch is associated with the larger more filling portions that would be served.

Mains- The main A La carte menu received a highly positive feedback, with minor issues based on portion control and aesthetic appearance. Which are easily changeable.

The variety of sides aims to appeal to a wide proportion of customers and reserve the possibility of upselling.

Some items like ‘bammi’ have now been removed due to lack of popularity and feedback, but have been suggested as one off specials. As all of the sides are highly expensive, adding or removing items doesn’t compromise the ‘feel’ of the menu

Deserts- No bad feedback what’s so ever.

Drinks- Although sugarcane wont offers a traditional alcoholic drinks menu, it will be able to have its own stamp on drinks and cocktails with its menu at present.

The drinks menu would also be printed separately to not overwhelm customers and retains the liberty to be changed.

Over all the drinks menu was considered fun and enticed the test audience to try ingredients and recipes that they wouldn’t normally do, which again adds to the sugarcane experience.

All drinks were met with a positive response but will require further development in terms of portion control and equipment. The Semi industrial juicers and blends that sugarcane would use would over all produce a better quality juice and texture. But for the purpose of a test audience so far this isn't visible. Additionally all juices and cocktails were planed to be served in the same 330ml cup. Given the different textures of both juices and smoothies. This has been changed; some would be served in beer mugs and some in martini glasses. But these changes will be finalised at a later date.

Pricing- The breakfast pricing was classified as being to high for the location, although it was considered adequate for sugarcane and the concept. For that reason, breakfast is now between £6-8.00 excluding a drink meaning there is still potential to meet the SPH of £11-13.00 with suggestive selling. (a new break even sheet has also been forecasted with this new SPH)

The evening menu was classed as two cheap for the cuisine however correct for the area and the target market. Most Caribbean restaurants looked at in this plan, offer a set menu where the SPH per person is significantly higher at £25-30.00. However, this is not correct for the area as most local restaurants SPH is 15.00-20.00 meaning sugarcane with its current pricing would be able to compete with local and niche competitors.

Logistics- Depending on the size of the premises and the storage capacity, the ordering logistics would ultimately be determined by this. The beauty of sugarcanes food its that a large proportion of the menu is made from dry goods, rice, flour, calloo, saltfish etc with long expiration dates. This means bulk orders can be placed to cover a large proportion of time and stored with out expiring, if sales are not high.

Additionally, dry goods can be hidden with smart storage such as in chair boots or in awkward alcoves and reduce the need for exhaustive fridge capacity.

All fresh food can be ordered daily or every few days depending on stock rotation. But a lot of the items on the menu use the same ingredients to ensure where possible stock is consumed through multiple methods. The berries on the menu are used in smoothies and several breakfast dishes. The ackee and saltfish is used in the breakfast, as a starter, as a main and in the wraps. This stock overlap ensures that there are multiple ways to consume stock, with out it expiring.

Overall

A lot of this feedback has been used to determine price points on the menus and ensure what has been offered will have the potential to sell.

The biggest and most useful information generated was from the breakfast menu and to adjust the pricing for several of its items. Additionally more confidence has been generated for the combination of cocktails offered within sugarcane and could potentially give it the edge over all of its competitors.

Company structure

Vieuxfort proposed management system

Vieuxfort Ltd will aim to have a 3 tier management system for its restaurant Sugarcane.

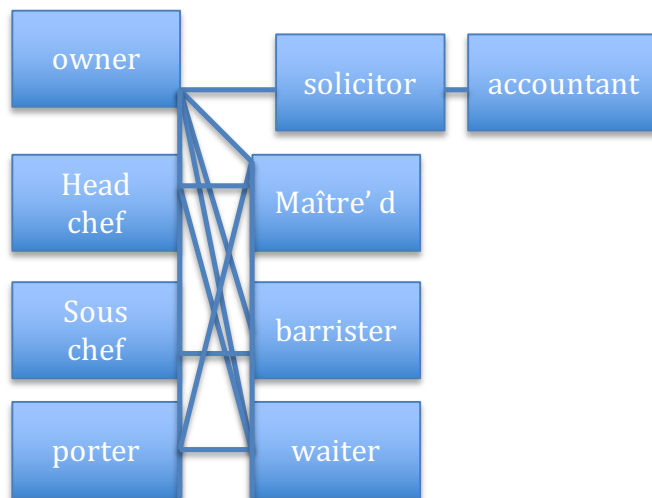
All the employees will have close equal roles and positions, for as long as the company remains small. There will be short and direct lines of communication reinforcing the equality of everyone's roll

Tarell McIntosh the owner and managing director will always be at the centre or top of the hierarchy with the solicitor and accountant at the side for financial and legal advice.

These three people construct Vieuxforts legal and financial aspect.

Below them the head chef and maître' d will be responsible the over running and efficacy of the front and back of house.

And finally the other staff will assist them with the day to day running.





Vieuxforts Menu

-Vieuxfort breakfast-

The Rasta's. breakfast

ackee and saltfish, plantain, hardough bread, callaloo and a complimentary carrot juice

The Veggie deluxe

Fried egg, beans, veggie sausage, mushrooms, vine tomatoes and toast

The Akcee breakfast

Ackee and saltfish, beans, and dumplings

The Salmon deluxe

Smoked salmon, scrambles egg, granary toast and vine tomatoes

The fruit special

A selection of British and exoteric fruits served with a cinnamon loaf

The chef's choice

Fried egg, bacon, sausage, vine tomatoes, beans, mushrooms and toast

Vieuxforts treat

Fried egg, marinated sausage, bacon, vine tomatoes, beans, mushroom, hash browns or chips

The breakfast wrap (choose 2 fillings)

Scrambled egg, cheese, marinated sausage, sausage, bacon, tomatoes, beans, mushroom, hash browns or chips

Cornmeal porridge

Jamaica's finest cornmeal porridge dusted with nutmeg and served with a slice of hard dough bread

Oats porridge

Traditional porridge dusted with cinnamon and served with a medley of fruits

Kids breakfast

Granola crunch

Walnuts and granola served with a swirl of honey and yoghurt

Oats surprise

English porridge served with a swirl of vanilla and berries

5 a day fruit salad

A medley of fruits served with Greek yoghurt and vanilla dressing

The chefs treat

Scrambles egg, beans, toast, sausage

Dumplings delight

Ackee and saltfish served with festival and beans

Build your own

Beans, Egg, Sausage, jerk sausage, Hash brown, Chips, Toast, Mushroom, Dumplings, Fresh fruit, Tomatoes, Callaloo, Black pudding, Plantain

-Starters-

Plantain starter (v)

Curried prawns

BBQ Jerk wings

Saltfish fritters

Pumpkin soup

-Sides-

Roti (v)

Side Salad (v)

Rice and peas (v)

Steamed coconut rice (v)

Plantain (v)

Coleslaw (v)

Callaloo (v)

Steam veg including chocho and (okra) (v)

Hard dough.bread (v)

Festival (v)

Dumplings (v)

Sweet potato n pumpkin mash (v)

Sweet corn (v)

Homemade Potato salad (v)

Sweet potato or Chips (v)

Trinidadian mac n cheese (v)

-Mains-

Curries and soups

4 Bean coconut curry (v)
Pumpkin soup (v)
Authentic Chicken curry
Authentic Goat curry
Braised Oxtail

Burgers

Homemade Jerk beef burger
¼ pounder
Jerk chicken burger
Homemade Bean burger (v)

Chicken/ Ribs

¼ chicken
½ chicken-
Sticky BBQ ribs

Wraps

Veggie wrap (v)
Jerk Chicken
Bean (v)
Ackee n saltfish

Fish

Coconut n lime sea bass
Ackee n saltfish
Curried prawns

Salads

Smoked tofu and avocado salad (v)
Jerk chicken salad
goats cheese & pineapple salad (v)

-Vieuxfort drinks-

Jugs

Berries jug
Apple and mint jug
Kool-Aid jug
Refresher jug
Water jug

Brought in soft drinks

Still water
Sparkling water
Diet Coke
Coke
(Pink) Ting

Home made soft drinks

Ginger beer
Lemonade
Apple juice
Orange juice

Alcoholic and non-alcoholic shots

Disserano
Rum
Whiskey
Brandy
Ginger shot
Hot sauce

Alcoholic drinks

House red x 3
House white x 3
Rose x 2
Red stripe
Cider (peroni)

Hot drinks

English tea
Herbal teas
Plain coffee
Coffee variation
Espresso & macchiato

Cocktails (all virgin, shot added if wished)

The Vieuxfort me crazy! (smoothie)

Strawberries, banana, apple, pineapple, ice, honey

!!!The Caribbean bolt!!! (juice)

Pineapple, oranges, carrot, nutmeg,

St Lucian riddim! (smoothie)

Apple, pineapple, honey, ice

Banana joy! (smoothie)

Banana, peanut butter, milk, ice, vanilla essence honey

rock n shock (smoothie)

Banana, ginger, milk, honey, nutmeg

Island green (smoothie)

Spinach, avocado, cucumber, apple, pineapple, honey

coffee cold (juice)

Espresso, banana, milk, ice, vanilla essence

Refresher! (juice)

Carrots, ginger, orange, cinnamon

!Coyah! (smoothie)

Blueberries, banana, pineapple, ice apple

-Vieuxfort deserts-

Carrot n walnut cake

Chocolate n ginger cake

Moist Banana n rum cake



Below are samples of 4 Vieuxforts staff roles:

-Vieuxfort maître 'd role-

Role description:

Showing guests to tables during breakfast and dinner service
Greeting and escorting guests with a professional and positive attitude
Oversee the flow of guests within the restaurant
Oversee the turn over of guests within the restaurant
Manage the reservations and shift team
Aid with the Liaising between kitchen staff and floor staff
Maintain ambience of restaurant – lighting, music, cleanliness, hygiene
Oversee and pro-actively deal with guest queries and complaints
Advising guests on menus & beverage choices
Checking and dealing with guests Special Occasion arrangements eg. Birthdays, Anniversaries, Honeymoons, Weddings
Promote House specials events eg. Master classes, Dinners , Cocktails, Tasting sessions

Skills needed:

Time management
Maintaining quality and hygiene controls
Oral and written communication
Teamwork and team management
Multitasking
Being professional
Organization skills
Managing bookings

Experience:

Previous experience working in restaurant, desirably at management or supervisor level

Education/ training:

level 2 food and hygiene
gcse math's
gcse English

-Vieuxfort barrister role-

Role description:

Check identification of customers to verify age requirements for purchase of alcohol.
Clean glasses, utensils, and bar equipment.
Balance cash and card receipts.
Till duties and nightly cashing up
Keep track of a tables order
Attempt to limit problems and liability related to customers' excessive drinking
Stock bar with beer, wine, liquor, and related supplies such as ice, glassware, napkins, or straws.
Serve wine, and bottled or draft beer.
Take beverage orders from serving staff or directly from customers
Clean bars, work areas, and tables.
Plan, organize, and control the operations of bar.
Maintain all drink stock including liquors and fruit supplies.
Supervise the work of bar staff and other bartenders.

Slice and pit fruit for garnishing drinks.
Keep bar clean and organized
Arrange bottles, fridges and glasses to make attractive displays.
Follow and make all drink recipes

Skills needed:

Time management
Maintaining quality and hygiene controls
Oral and written communication
Teamwork and team management
Multitasking
Being professional
Organization skills
Epos system using
Cashing up
One to one customer experience
Food serving

Experience:

Previous experience barrister skills

Education/ training:

level 2 food and hygiene,
gcse math's
gcse English

-Vieuxfort head chef role-

Role description:

Preparing stock for meals and shift ahead
Cooking meals
Ensuring Vieuxforts food presentation and quality standard
Ensuring correct quantity of portions
Planning open selection menu
Preserving food quality
Enforcing health and safety regulations
Managing kitchen stock
Supervising kitchen staff
Working with front of house
Regulating equipment standards
Ensuring stock quality
Assisting with stock ordering
Cleaning and maintaining HSE responsibilities

Skills needed:

Leadership
Time management
Being creative and progressive
Maintaining quality and hygiene
Oral and written communication
Teamwork and team management
Multitasking
Being professional
Organization and administration
Food preparation and presentation
Managing budgets
Stress management

Experience:

Previous experience working in a kitchen providing meals for large numbers.

Education/ training :

level 2 food and hygiene.

Level 2 HACCP's

-Vieuxfort prep chef role-

Role description

Preparing stock for meals and shift ahead

Cooking stock

Ensuring Vieuxforts food quality standard

Ensuring correct quantity of portions

Preserving food quality

Enforcing health and safety regulations

Managing kitchen stock

Regulating equipment standards

Reporting any equipment faults

Ensuring stock quality

Assisting with stock ordering

Cleaning and maintaining HSE responsibilities

Skills needed

Time management

Maintaining quality and hygiene controls

Oral and written communication

Teamwork and team management

Multitasking

Being professional

Organization skills

Food preparation

Managing budgets

Experience:

Previous experience working in a kitchen and preparing meals

Education/ training :

level 2 food and hygiene

Level 2 HACCP'



Staff training

Below is all of the staff training to be completed by Vieuxfort staff.
(Note: all of the training has already been written and finalised for proposed premises 44-46 lavender hill)

All staff training

Explanation and speeches

History of Vieuxfort
Caribbean culture
Vieuxfort culture
Expectations of Vieuxfort
Expectations of employees
Menu and ideas
Getting involved
Maintaining Vieuxfort

Explanation of what it is:

Opening set up
Evening set up
Shut down
Cleanliness and clearing

Products

Drinks hot and cold
Food
Equipment
Process of order to competition

Front Service

Phone training and bookings
Table plans and numbers
Using initiative
Taking payment
Taking orders
Greeting customers

Back service

Prep
Lack of prep consequences
Set up
Shut down
Performing standards
Reading tickets

Kitchen equipment
Style of food

Additional legal training

Fire training
Health and safety
Risk assessment
Other emergency's and what to do?
Complaints procedure
Report repair
Cashing up



Vieuxfort kitchen fit out (excluding tiling of walls and flooring and extractor)

(All items sourced from nisbets as of 13/14 unless marked with asterisk)

Kitchen surfaces

Hand sink x1 43.99/52.79 per one
2 basin Sink x1 459.99/ 551.99 per one
Work station (x2) 139.99/ 167.99 per one
Work counter fridge x1 799.99/ 959.99 per one/
Work counter fridge with serving topper x 1 1049.99/ 1259.99
Middle room workstation x1 389.99/467.99 per one
Fridge x3 689.99/ 827.99 per one
6 hob range x1 929.99/ 1115.99 per one
Freezer x 1 small or 2 large 479.99/575.99
Microwaves x4 129.99/155.99 per one
Shelving x 4 38.99/46.79 per one
Slim Jim bin x2 29.99/35.99

-(Shelving unit 94.99/113.99)
-(Serving topper x1 449.99/ 539.99 per one /or both combined 1049.99/ 1259.99)
-(gastro trays 1/4th 100 depth, 5.99/7.19)

Kitchen hot and prep equipment

(tbc equipment dependant on style/ addition sourcing to be in Brixton)

*Plate warmer, 423.00/ 507.60
Deep fat fryer single 8-5 litre x3 179.99/ 215.99
Small Griddle x2 249.99/ 299.99 or Large griddle x1 349.99/ 419.99
Frying pan x2 10.99/ 13.19
Toaster 6 slot x1 149.99/179.99 per one
Mini Dutch pots x40 15.99/19.19
Magi mixer 299.99/ 359.99
Thermometer x 2 15.99/19.19 per one
Oven thermometer x1 4.99/5.99 per one
Fridge thermometer x6 1.99/2.39 per one
Blow torch, 16.99/20.39 per one
Gas canister 2.99/3.59 per one

-(Deep fat fryer double 319.99/ 383.99)
-(Stainless steel food holder x1 '4x1/6', 100 deep, 26.99/32.39)
Diner plates x 70 tbc
Desert plate's x30 tbc
Double cream pots x 20

(Brixton)

*Cooking pots large x5 tbc
*Cooking pots med x5 tbc
*Cooking pots smallx4 tbc
*Baking trays x 8 tbc
*Storage containers large x30 tbc
* Serving storage containers x150 tbc

Kitchen utensils

Chopping bored set of 6 x2 included 29.99/35.99
Red- meat
Blue- fish
Yellow- cooked meats
Green- veg
Brown- veg
Chopping knife set of 15 x 2 included: 139.99/167.99 per set
10x knives
Cake spatula
Knife sharpener
Fork
Peeler
White- bakery

Ice cream scooper x2 5.99/7.19 per one
Scissors x2 2.29/ 2.75 per one
Grater x2 2.59/3.11 per one
Cooking turners/ spactulers x5 4.99/5.99 per one
Tongs x5 2.89/3.47 per one
Ladles (serving spoon) x3 2.79/3.35 per one
Hole ladles x3 2.99/3.59 per one
Deep ladles x 3 3.29/3.95
Cutlery x120 tbc
Magnetic knife rail x1 19.99/23.99
Cleaver x2 9.39/11.27 per one
Cake spatula x 2 6.99/8.39 per one
Whisk x2 2.99/ 3.59 per one
Sieves x2 5.29/6.35 per one
Sauce bottles x 8 1.09/1.31 per one

Can opener 13.99/16.79
Measuring spoons set of 4 x1 5.59/6.35
Measuring jug x1 4.89/5.87 per one
Large measuring jug 4.99/5.99
Tea towels x20 1.89/2.27 per one
Oven mitt 2.49/2.99 per one
Cake tins x4 6.99/8.39 per one
Funnel, 0.99/1.19 per one
Icing duster, 5.49/6.59 per one
Safety signs pack of 17 39.99/47.99 per pack
Grill scraper x4 3.79/4.55 per one
Closet organiser 19.99/23.99
Mop bucket x1 39.99/47.99
Wet floor sign 10.99/13.19
Grater 2.59/3.11 per one

Kitchen inexpensive

- *Stainless steel mixing bowls
- *Scales (salter scales)
- *Dish clothes
- *Yellow dusters
- *Microfiber clothes
- *coppercoate scourers
- *Sponges
- *Colour coded dustpan and broom x4
- *Colour coded mops
- *Blue roll
- *Cling film
- *Day labels

Staff

Chef top x5 or more (white overall) 8.99/ 11.00 per one
Chef trousers x5 or more 11.99/14.39 per one
Shoes n/a
Chef hat x5 or more 3.19/3.83 per one
Hair net x50 8.99/10.79 job lot
Hair band n/a
Disposable gloves 2.99/3.59
Aprons x10 4.95/5.39 per one
First aid kit x 2 16.99/20.39

Vieux fort fit general out (based on 1000 approx. square feet/ 50 covers and excluding bar fitting, flooring and labour costs)

General

(*) Table's x14 42.99/51.59

(*) Table legs x14 31.99/38.39
 (*) Bar stalls x4 78.49 exc vat
 (*) Chairs 40 119.98/ 143.98 per two (59.99)
 A bored x1 49.99/59.99
 A board pens 29.99/35.99
 Reservation signs x20 10.99/13.99 set of 10
 Table numbers x 20 9.99/11.99 set of 10
 Salt & peppershakers x20 (10.99/13.19) set of 12
 Ashtrays x 10 1.39/1.67
 Picture frames x 21 12.00 inc vat
 Plant trees x6 177.50 inc vat
 *Drawing pins x pack 2.79 inc vat
 *Blueback x 6 packs 2.00 inc vat
 *Notice bored x2 £22.90 inc vat
 *Ring binder folders x 30 13.75 (per pack of 10)
 *Plastic sleeves 250 per pack 3.99
 *Printer x1 229.99 inc vat
 *Cash till/epos system (see other list) 1119.99 inc vat
 *Signage tbc 1592.25 estimate
 *tbc wind sales 115.00 inc vat
 Drinks menu x50 tbc (brown paper menus with punch hole and tag)
 Menus x 1000 tbc
 Decorating paint wood and labour tbc
 Lighting tbc

Bathroom fit out

Toilet x2 49.99 inc vat
 Sink x2 49.00 inc vat
 Tbc Tiling (scraps)
 Hand towel dispenser x2 25.99/31.19
 Mirror x2 10.00
 Air freshener 1.95 inc vat
 Toilet bins x2 10.00 inc vat
 Decorating and labour tbc

Table additional

Ketchup x20 (order per pack)
 Brown sauce x20 (order per pack)
 Mustard (order per pack)
 Brown sugar (order per pack/ sugar sticks)
 White sugar (order per pack/ sugar sticks)
 Napkins (order per pack)

Cleaning products

Fairy liquid (w/m stock)
 Rinse aid for dishwashers (w/m stock)
 Disinfectant spray (w/m stock)

Rubble sacks (w/m stock)
Bleach (w/m stock)
Grill cleaner (w/m stock)
Degreaser (w/m stock)
Sponges (w/m stock)
Sponge cloths (w/m stock)
Yellow cloths (w/m stock)
scourers (w/m stock)
Disposable gloves (w/m stock)
Blue roll (w/m stock)
Hand wash (w/m stock)
Washing up gloves (w/m stock)
Gas refilled (w/m stock)
air freshener (w/m stock)
Toilet bin bags (w/m stock)
Toilet roll (w/m stock)

Vieuxfort bar fit out (based on 1000 approx. square feet/ 50 covers and excluding bar fitting and sink costs)

(all items sourced from nisbets as of 13/14 unless marked with asterisk)

bar surfaces, construction and sink where applicable

Shelving x 4 38.99/46.79 per one
Slim Jim bin x2 29.99/35.99
* Epos system tbc
Staff cupboard 137.99/165.59
Safe 24.99/29.99

-(Pre rinse unit 159.99/191.99)
-(Serving topper x1 449.99/ 539.99 per one /or both combined 1049.99/ 1259.99)
-(Gastro trays 1/4th 100 depth, 5.99/7.19)

bar equipment, machinery and refrigeration

Milk thermometer 5.99/7.19
* Blenders x2 690.00/ 759.99
* Juicers x1 299.00/ 249.17
2 door bar fridge low x 2 (all brought in drinks & wines and beer)
399.99/479.99
3-door bar fridge low 539.99/635.99
Bar fridge high (glass display) x2 (all fruits, wines and beer)
714.99/857.99
Coffee grinder 349.99/419.99
Knock out draw 59.99/ 71.99
Cocktail shaker x2 15.99/19.19

Cocktail sieve x2 2.99/3.59
Chopping knife set of 6 x1 included: 49.99/59.99 per set
Coffee machine 1869.99/ 2243.99
*Glass wine storage bottles x20 1.49
*Glass juice storage bottles x 10 1.49
* Storage jugs x6 4.99/5.99

bar glasses, cups and cutlery

(*) Shot glasses x40 tbc
(*) Tumblers x 40 tbc
(*) Cocktail glasses x60 tbc
(*) Glasses x 60 tbc
(*) Wine glasses x 60 tbc
(*) Flutes x20 tbc
(*) Teapots x15 tbc
(*) Mugs small x35 tbc
(*) Mugs large x 30 tbc
(*) Milk pots x 20 tbc
(*) Water jugs x 20 tbc
(*) Saucers x 55 tbc
(*) Teaspoons x40 tbc
(*) Cutlery of 3 x100

Bar surplus

Drink trays x5 7.49/8.99
Aprons x10 4.95/5.39 per one
Wooden chopping boards 5.99/7.19
Funnel, 0.99/1.19 per one
Icing duster, 5.49/6.59 per one
Tea towels x20 1.89/2.27 per one
First aid kit x 2 16.99/20.39
Wet floor sign 10.99/13.19
Straws, pack of 250 1.59/1.91
Straw cutlery holder 17.99/21.59
Waiter pads pack of 50 15.99/19.19
Wicker basket to be displayed on bar exc fake fruit 19.99/23.99
Wine bucket x5 13.95/16.19
(tbc *) glass washer x769.99/923.99
Bottle opener x10 3.99/ 4.79
(*) Paper disposable menus x 1000 tbc
(*) Drinks menu tbc

Bar inexpensives

*Dish clothes

- *Yellow dusters
- *Microfiber clothes
- *Sponges
- *Blue roll
- *Cling film
- *Pens

**Moans and son**

Local butchers who can supply meats inc chicken, sausage, bacon and oxtail and eggs

Harrison imports

Local farmers import that can supply all vegetable produce and fruits

Imran

Local farmers who can supply additional vegetable and fruit produce

KFF

National company who can supply Buns, burgers, fair trade condiments and breakfast supply's

Atlantic meats

Additional meat supplier's inc baby back ribs

Café deli

National company offering Bottled drinks, table sauces and cooking oil supplies

Horizons roti

Dal puri roti suppliers

Asda/Tesco/Sainsburys

Inexpensive and emergency suppliers

Donovan brothers

Organic company who can offer sustainable take away

Nisbets

National company who can provide cleaning and waitering supplies

Whole foods market

Local supplier in Clapham who can supply organic and fresh seasonings

Wanis

National company who can supply ethic foods and seasonings

Dees imports

Additional suppliers who provide ethnic foods and seasonings

JJ`s

National suppliers who can provide condiments and bottled Juices

Simpsons fish

Local fishmongers who can supply prawns, seabass and snapper.

Veolia

National supplier who can offer waste collection

Viking

National supplier who can offer office supplies

Utilities

National suppliers: British gas, edf and themes water

Phone and wifi

National suppliers: Xln telecom or talk talk

Mm electricals

Local suppliers for security and safety



Exit strategy

After 16 months, if Sugarcane were no longer financially viable or not nearing self-sufficiency, then it would consider taking one of the following options.

1. Sell the remaining tenure of the lease, inclusive of premium retrieve costs and losses
2. Sell remaining tenure of the lease exclusive of premium and sell of shop fixtures and fittings independently to cut costs and losses
3. Sub-let the premises for remaining tenure of lease inclusive of premium or deposit.
4. Sub-let premises to pop up restaurants for monthly or termly periods.
5. Cut the breakfast shift during the week, reducing staff and stock costs and only open on evenings and weekends.

By using options 1-4, Vieuxfort would aim to clear any of the outstanding debts occurred or reduce debts and overhead charges by essentially handing over the property to someone else.



Proposed Location



London - 44-46 Lavender Hill, Clapham

Location

Lavender Hill forms part of a busy thoroughfare between Clapham Junction and Vauxhall. The location benefits from a high footfall and high volume of passing traffic. The subject property lies on the busy junction of Lavender Hill, Queenstown Road, Cedars Road, and Wandsworth Road. The junction is occupied by major national operators including **Sainsburys**, **Caff  Nero**, and **Ladbrokes**.

Accommodation



The premises will comprise a double corner unit, suitable for a variety of uses, arranged over ground floor, finished in a painted white shell condition with basic electrics, lighting and a toilet, as follows (potential for additional space upon request):

Term

The premises are available by way of a new effectively full repairing and insuring lease for a term to be agreed, subject to 5 yearly upward only rent reviews.

Rent

 32,500 per annum exclusive (offers invited).

Rates

We are advised by the Local Rating Authority, that the rates are assessed as follows (interested parties are asked to verify these figures with the Local Authority):

| Rateable Value | UBR 2012/2013 | Rates Payable |
|----------------|---------------|---------------|
| £29,760 | 0.458 | £13,630 |

Interested parties are advised to verify these figures with the Local Authority

Service Charge

N/A

Legal

Each party is to be responsible for their own legal costs incurred in this transaction.

Viewing

| Floor | Size(ft) | Size(m) |
|--------------------|------------|---------|
| Ground Floor Sales | 850 | 78.9 |
| Internal Width | 31 ft 5 in | 9.7 m |
| Shop Depth | 34 ft 7 in | 10.5 m |
| Forecourt | 460 | 42.7 |

For further information or to arrange a viewing, please contact Jackson Criss on 020 7637 7100.

Michael Lockhart / Tel: +44 (0)207 637 7100

[Email: mlockhart@jacksoncriss.co.uk](mailto:mlockhart@jacksoncriss.co.uk)

Alternatively, please contact Steve Coley at Bells Commercial on 020 7228 4405

Subject to contract

IMPORTANT NOTICE: