

"THE 2015 PROPOSAL"

ethical, authentic, caribbean



LONDON'S FINEST caribbean
restaurant



ALL 100% free range, organic 'n' caribbean

Written by:
Tarell
McIntosh

Company
name:
Vieuxfort2
Limited

Contact:
Messies@
hotmail.co.uk/
07940506996

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OUR STORY



Thank you for taking the time to read this...

So do you remember us!!! That's right, a few months ago I opened up a small "lil" delivery 'n' take away in Battersea called sugarcane. And well, we did the finest Caribbean food in SW London specialising in organic and fresh ethical produce, consisting of; free range chicken, organic veg, fair trade supplies and biodegradable packaging.

We also worked with young apprentices training them up to become the best chefs in London. We was only small but we just literally just couldn't keep up with the demand and had to close for a while in order find a place that was suitable.

In the mean time, we still offered catering for events and bbqs!!! And supplied our legendary homemade cakes to our local bakeries and our marinades to our butchers, but again we just can't keep up with the demand.

So what's next? Well now after a year of successfully trading and even turning away orders ... and still managing to be profitable week after week, me and my business partner !!!need a shop!!!!

And well it goes without saying that, as were truly a SW based brand... with only SW based suppliers, we just would dare move into any other post code. (well not yet!!!!)

Sooo We've taken a lil bit of break, so we can develop. And even though we've changed our name, the foods just the same.... And of course there is so much more to come!!!

In this pack read just what were about!!! Sample our menu and see our vision. And hey if you like it, when we open....Pop in, say hello or even book a party for you and some friends! You can Listen to some Bob Marley, eat some jerk chicken and i'll even throw in a free slice of cake for you at the end!!!

Enjoy and hopefully see you on a Saturday night!!!!



Tarell McIntosh



Summary



WHAT IS WATERMELON!!!

Watermelon is the innovative social enterprise LTD Company designed and created by Tarell McIntosh. Watermelon aims to offer personal development opportunities and support the local community and its employees through a business that operates as a restaurant.

The appeal of Watermelon is partly its uniqueness but also its 'ease' to generate revenue. Nearly all of its products are able to produce profits of over 600%!

Watermelon 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.

At its heart; 'Watermelon' is a taste of the Caribbean.

Unlike many other restaurants In London and the UK, Watermelon aims to offer one of the most exotic and exciting cuisines!

Not only will watermelon be a restaurant that offers you, the products of Caribbean, it will most importantly offer a lasting Caribbean experience!!!

What will Watermelon offer?



Watermelon will offer a selection of authentic and traditional Caribbean foods, with a range of unique homemade cocktails and smoothies to wash it down with!!! In conjunction with this, Watermelon will offer Caribbean master classes and work experience for all!!!

!!!Location!!!

Watermelon aims to become a leading Caribbean restaurant in the SW London area. The proposed shop for watermelon is currently 13 north street, clapham. This shop has no premium and is an empty shell located in clapham!!!! This shop is currently "A5", perfect for our deliveries and take aways.



"London's finest caribbean restaurant"

Remember Wherever possible...
we always use regional and
local farmers To supply all
our fruit and veg!!!

We like to think mother nature gives us the best produce, so this is simply our way of giving back!!!

where we plan
to be known!!!



Through delivery and takeaways, we also plan to reach sw11, 8, 12, 18, 6 & 10!!!

market share "N" things

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".

watermelon can confidently compete with all of the restaurants listed in terms of location, logistics and specifically menu.

"It's their reputation that watermelon will have to work hardest to overcome, and by being a social restaurant it can do this."

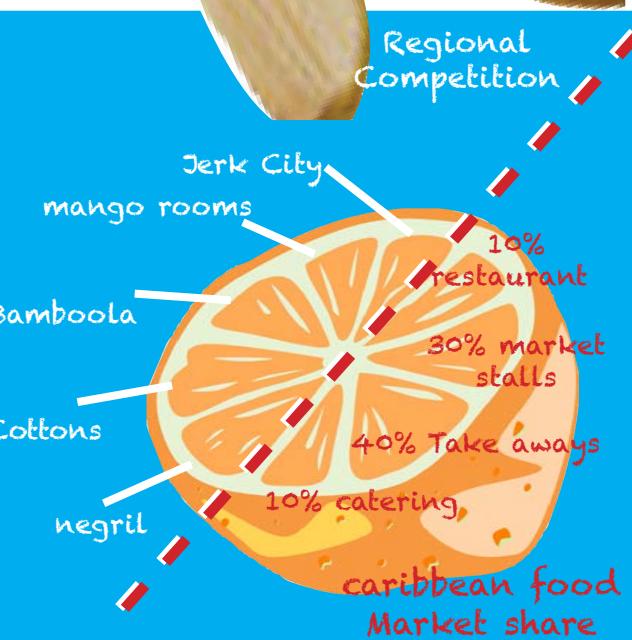
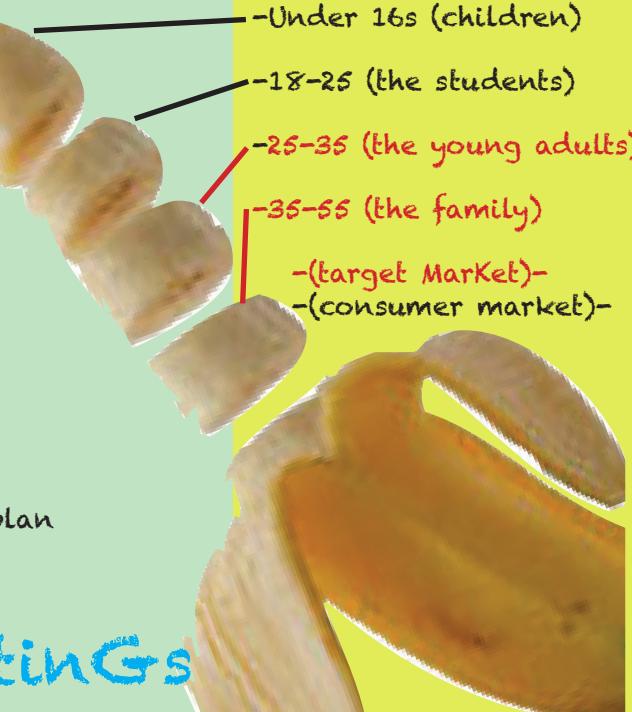
The consumers!!

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

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

- "Watermelons 4 customer groups"

- Under 16s (children)
 - 18-25 (the students)
 - , -25-35 (the young adults)
 - 35-55 (the family)
 - (target Market)-
 - (consumer market)-



ethical, authentic, caribbean

Bits n bites

Great starters for you to wet your appetite!!!

Shredded green plantains (With thyme, garlic and sea salt)	3.99
A Trio of Mini patties	3.99
Homemade bammi (A savoury Caribbean hash brown)	3.99
Trinidadian mac 'n' cheese!!!	3.99
Saltfish fritters	3.99

Chicken 'n' ribs

1/4 jerk chicken	6.99
1/2 jerk chicken (100% free range!)	8.99
sticky jerk bbq ribs	6.99
triple jerk ribs!!!! (The hottest in London!!!!)	6.99

Deals N Stuff!!!

Because sometimes we just like to give a lil bit more

	+1 side	+2 sides
1/4 jerk chicken	8.99	9.99
1/2 jerk chicken	9.99	10.99
Any burger	8.79	9.99
Any roti wrap	7.99	8.99

Fish

ackee n salt fish (The Caribbean's national dish)	7.99
Curried prawns (Sweet king prawns in a homemade curry sauce)	7.99
Grilled Coconut 'n' lime seabass	9.99

Curries and soups

4 bean and coconut curry	6.99
Authentic Chicken curry	7.49
Authentic curry goat (slow cooked in a dutch pot for 4 hours... The way my gran taught me!!!)	7.99
Pump"king" soup	6.99
Rastaman red pea stew (vegan red pea soup, with thyme, garlic, pumpkin and yams!!!)	6.99
 (NEW!!!)	
Braised Oxtail (Fri-sun only)	7.99
Stew chicken (Fri-sun only) (served with wilted spinach and sweet peppers)	7.49
Manish water (Fri-sun only) (braised goat infused with coconut, thyme and onions: said to be a aphrodisiac... and only ever cooked by the village chef!!! GREAT for special events)	8.49

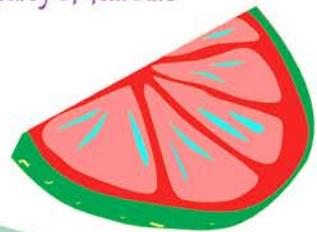


!!! Sides !!!

The "best" way to complete a true Caribbean meal!!!

Rice and peas (Cooked in coconut milk & thyme)	3.29
Steamed rice	2.99
Roti	3.29
(A grilled Caribbean style tortilla made with wheat flour 'n' chickpeas)	
Plantain bites	3.29
Homemade coleslaw	2.99
Kale 'n' Callaloo (A revitalising wilted spinach)	3.29
Steamed 'n' sauted veg (A healthy mix of Cabbage, spinach, carrots n sweet peppers)	3.79

Festivals	3.29
(A Jamaican dumpling with a splash of vanilla and almond milk)	
Dumplings	3.29
Grilled sweet corn	2.99
Handcut chips	2.99
Handcut sweet potato chips	3.79
Pumpkin 'n' sweet potato mash	3.29
Mix side salad (Including golden tomatoes!!!)	3.29
Cinnamon hard dough bread	2.49
("Ironically" a soft hand plated Caribbean bread, which is great with curries!!!)	



!!! Sharing platters !!!

"Great for sharing, tasting 'n' nibbling"

watermelons soca soca platter 21.99

2 x 1/4 jerk chickens, rice n peas, coleslaw, chips, jerk sauce, mac n cheese or s.fritters, mixed salad and plantains!!!

watermelons carnival platter 24.99

2 jerk chickens, and 6 sides of your choice!!!

watermelons bbq platter 22.99

2 portions of bbq or jerk ribs, rice n peas, coleslaw, plantains, festival and jerk sauce,



Curry me crazy 21.99

2 curries of your choice and any 4 sides!!!

The Rastaman platter 23.49

2 portions of ackee and saltfish, 2 rice n peas, steamed veg, callaloo and festival



!!!Cakes!!!

!!!Once you try one, you just have to try them all!!!
All cakes are served with cream & a nutmeg sugarsnap

Cocoa 'n' vanilla cake	2.99
Well....its only the finest chocolate cake in London!!!	
Ginger 'n' lime cake	2.99
Moist banana and rum cake	3.29
With soooo much rum its practically a fire hazard!!!!	
Carrot and almond cake	2.99
Diseranno bread pudding	3.99

Homemade Ice creams

1.00 per scoop with a desert. Or 3 scoops per portion!!!
coconut, banan or rum 'n' rasin 3.49

Sauces 'n' ting

!!!jerk sauce!!!	0.79
"Sugarcanes" jerk marinade	3.49
mango and ginger chilli dip	0.50
molasses bbq sauce	0.50
Caramelised onion salad dressing	0.50
Garlic and thyme mayo	0.50
Inferno hot sauce	0.50
"Made with Jamaican scotch bonnet peppers... how hot can you handle it???"	

Smoothies

!!! Truly Caribbean and organic smoothies made fresh with every order!!!!



St Lucian riddim!	3.99
Apple, pineapple, honey, ice coffee cold	4.79
Espresso, banana, milk, ice, vanilla essence	4.79
The Vieuxfort me crazy!	4.79
Strawberries, banana, apple, pineapple, ice, honey	
Detoxing Island green	4.99
Spinach, avocado, cucumber, apple, pineapple, honey	
Banana joy!	4.99
Banana, peanut butter, milk, ice, vanilla essence, honey	

Spirits 'n' shots

pickled pepper pepper!!!	1.50
"down" 6 pepper shots and get a free surprise on us!!!	
vodka	3.50
diserono	3.50
dark rum	3.50
white rum	3.50
ciroc	3.70



!!! Bottles cans 'n' wines deyah !!!

(please ask waiters our measurements and specials, as they can change seasonally!!!)

Apple, orange, pineapple or cranberry	1.49	House RED (250ml)	3.99
Coke	1.49	House WHITE (250ml)	3.79
Diet coke	1.49	House Blush (250ml)	3.99
(Both from the glass bottle...Caribbean style!!!)		Champagne (by the bottle)	19.99
Pink ting	1.79	Kopersberg!!! (350ml)	4.79
(OUR BEST SELLING & refreshing Caribbean pink lemonade!!!)		Peroni (350ml)	4.29
mango n lime juice	1.99	Guinness (350ml)	4.29
Homemade lemonade	2.49	Red Stripe (350ml)	4.29
(Organic lemons & pure sugarcane molasses!!!)			
Homemade sasperella (NEW!!!)	2.79		
Supermalt	2.99		
(a Caribbean non alcoholic beer)			



please remember that 'NO' service is added to your bill & that all tips will go directly to staff drinks!!!





3D Concept



Using a creative layout space we would plan to decorate Watermelon with natural materials, such as wood and metal to keep the visual aesthetics in line with our ethical and organic menu!!!

Our kitchen would be located to the right side of the premises, in order to ease planning permission for a commercial kitchen extractor. We would also have an open kitchen, giving our customers, transparency.



Watermelon would keep the existing outside, just repainting the frames in our theme.





financials



2014

previous trading
from previous
company and private orders.

Turn over
97,600.00

End Profit
23,400.00

months 1-3

Turn over
33,865.00

End Profit
6,400.00

after,
cost, rents
and wages

months 4-6

Turn over
46,760.00

End Profit
22,600.00

after,
cost, rents
and wages

months 7-9

Turn over
38,480.00

End Profit
12,600.00

after,
cost, rents
and wages

months 10-12

Turn over
34,480.00

End Profit
7,900.00

Totals
12 months

Totals
153,585.00

Totals
49,500.00





Floor Plan

The proposal



leading to its outside space.

In order to usalise space, Watermelon would use waist level seating.

Watermelon would possess up to 4 high tables for customers to enjoy a sit down and eat in dinning experience... still complying with its a5 use!

With out physical alteration, Watermelon would retain the existing shop frontage.

Watermelon would possess a open bar space to maximise the lay out and seating opportunities

This area, would be the kitchen space. Origionally designed to be at the Back of the arch, for ease of planning permission, This has been altered and is now in best and most efficient place to comply with regulations

The proposed opening from the dinning area to the kitchen space.

This area, would be the kitchen space for the unit and would be sperated via a constructed STUD wall.

Using the exsisting flue space already located in the arch, the kitchen extractor would be located to the front right of the shop.



2016 plans



!!!Blue mountain!!!

Using the same branding as Watermelon, Vieuxfort2 plans to open up its second brand in the Wandsworth area. Specialising on Jamaican cofees, teas, cakes and brunch. This Idea has already traded on JUST EAT and DELIVEROO and been a success. With funding in place were just currently waiting for a shop in the right location to do this....



!!!sugarcane!!!

As mentioned earlier, Our long term goal is to establish London's finest Caribbean based brand in the most creative pop up spaces possible. To further do this, Vieuxfort wishes for its third location to be on Lavender Hill. This will be an amazing opportunity developing the brand and capitalising on this amazing creative space!!!



"London's finest caribbean restaurant"

If you would like to know more on Watermelon, or would like to see the full detailed business plan with feedback and financials. Please do not hesitate to contact me via the details below. All feedback and comments are welcome and highly appreciated.

Once again thank you for reading this and I look forward to your response.

Telephone: 0203 417 2170/ 0794 050 6996

Email: messies@hotmail.co.uk

Address: Mr Tarell McIntosh
23B southholm street
Battersea,
wandsworth
London
sw11 5ez



St Lucian, Green plantain balls, served with a lemon 'n' chili mayo!!!



Steamed coconut rice, roasted mango salad and 1/4 jerk chicken



1/2 jerk chicken, made with our homemade marinade!!!