

# Fast Food Outlet – Business Plan

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This is a business plan for a fast food outlet in Islamabad that will serve Pakistani Fast Food to middle income groups. There is a segment in the market that would cherish the service level offered by a fast food outlet but with local food recipes. Even some of the multinational chains have started offering localized products to cater to the taste of such a segment. However, we feel that needs of this market remain underserved in the absence of a local brand of fast food restaurant that offers “desi” food.

## **MARKET SEGMENTS:**

The customers in the restaurant industry in Islamabad can be classified into following segments:

- **Exotic:** This segment consists of top executives and business people who can afford to spend Rs. 1000/- or more per meal. They eat in small groups, mostly to entertain peers from social networks, and clients. Excellent quality and taste in an exquisite environment is required. Personalized service is important for this segment.
- **Executives & professionals:** This segment includes top and senior executives and business people who spend Rs. 500/- to Rs. 800/- per meal. They eat in groups, socializing with peers from professional networks. The variety in menu offered, taste, environment and the service level is important to this segment.
- **Quick and convenient:** This segment represents the population that spends Rs. 300/- to Rs. 500/- per meal. They have quick working-lunches in groups. They prefer quick served meals at affordable quality and taste. The environment, freshness of food and the service level is important to them too.
- **Bargainers:** This segment consists of a population that affords to spend Rs.100/- to Rs. 200/- per meal. They are price conscious consumers who are less keen on service quality and environment. This group may also include students, office workers and white collar professional. Local taste and local food-meal is of primary importance to this segment.

## **TARGET MARKET:**

Our target market is defined as Quick & Convenient segment from F10 sector, Islamabad.

Two geographical locations were considered and compared to opening the fast food outlet. Blue Area in Islamabad was compared with F10 sector for peak and off peak hour traffic. The data in following tables provides capacity of each restaurant in terms of number of tables, occupancy between 1PM to 2PM (i.e. peak hour traffic) and 4PM to 5PM (i.e. off peak hour traffic).