

Lesson 2: Business Plan Practice

Task1 : Look at the cover page of the business plan and complete the missing sections.

- “ The full name of your business :
- “ Business address :
- “ Registration number :
- “ prepared by :
- “ Contact details (Phone number, fax and or e-mail) :
- Date the Business plan was completed :

Task2 : Read the given business-plan introduction. Then answer the questions below :

a) What is the main idea of each paragraph ?

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b) What problem the business solves.

c) Why it is needed.....

d) What makes it unique.

e) What ownership structure is proposed, and why?

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Task3 : Identify the correct synonym or expressions for each underlined word in the introduction & background part of the BP

1-.....	Single-owner business
2-.....	The ability to quickly adapt business strategies when conditions change.
3-.....	Innovative
4-.....	When something is rare or available in limited supply in the market
5-.....	Opinions or reactions from the local community
6-.....	The positive effect a project or business has on the community or

	society.
7-.....	Unfulfilled demand
6-.....	Business viability
7-.....	Cultural or social rules that limit people’s choices or behaviors

Task 4: Executive Summary

Read the table. Identify which elements belong to: Problem - Business overview - Solution- Market Opportunity- Financial Highlights- Team- Competitive Advantage - Milestones - Traction/validation – Business Model- Purpose / Mission .

Task 5 : Match each term with the right definition

Term	Definition
1. Market size	a. Evidence that a business idea or product is gaining acceptance in the market, often through sales, user growth, or customer interest.
2. Competitive advantage	b. The way a business earns money from its products or services, including pricing strategies, sales channels, and income sources.
3. Break-even	c. The total potential customers or demand available for a product or service in a particular market.
4. Traction	d. The point at which a business’s total revenue equals its total costs, meaning it is making neither profit nor loss.
5. Revenue model	f. The unique feature or capability that allows a business to outperform its competitors.
6. Target market	g. A clear statement explaining why a customer should choose a product or service, highlighting benefits and differentiation
7. Value proposition	h. Significant achievements or completed actions that demonstrate progress toward business goals.
8. Cost structure	i. The specific group of customers a business intends to serve with its products or services.
9. Key milestones	J. The amount of capital a business requests from investors to start or expand operations.
10. Customer segment	k. The breakdown of all costs required to operate a business, including fixed and variable expenses.
11 .Funding ask	l. A subset of the market defined by specific characteristics such as age, gender, location, or preferences.

Task 6 : Using the information from the **Market Opportunity** and **Market Validation (Traction)** sections of the executive summary, rewrite it as a cohesive paragraph suitable for inclusion in the executive summary.

- Demonstrate how the two sections connect in a business context.

Business Plan

Hawaa Restraunant

Women Only

Al-Jabal Area – Jamaah City – El Oued Province, 601207

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1. INTRODUCTION & BACKGROUND (Business Idea Proposal)

The business proposes the establishment of a women-only, female-staffed restaurant in a Jamaah city to meet an unmet market need. The concept aims to provide a safe, private, and comfortable dining environment and positions itself as a pioneering women-centered hospitality service in a market with no similar offerings.

The business will operate as a sole proprietorship (or partnership, depending on the plan), owned and managed by the founder. This structure ensures direct operational control, fast decision-making, and strategic flexibility. All employees will be women, reinforcing the brand as a women-empowerment enterprise.

The company's mission is to deliver a high-quality, culturally appropriate, women-exclusive dining experience. Its goals include improving women's daily convenience, supporting working women, fostering empowerment through employment, and filling a clear market gap. The overall purpose is to create a trusted and exclusive dining destination for women.

Motivation stems from personal entrepreneurial ambition, clear market scarcity, and the desire to support women's comfort, privacy, and autonomy. Positive community feedback confirmed demand, while the project also seeks to offer practical solutions for working women and challenge restrictive social norms. The motivation combines social impact with strong business potential.

2. EXECUTIVE SUMMARY :

Section	Details
Business Overview	Women-centered quick-service restaurant (QSR) established by Ibrahimi Aïcha under a Sole Proprietorship with Limited Liability, registered under code 601207. Located in the city of Jamaah, in El Oued Province, offering a modern, private, and hygienic dining space exclusively for women (20-seat capacity).
Purpose / Mission	Provide a safe and comfortable dining experience for women; offer diverse, high-quality foods and beverages; create job opportunities for women; ensure service excellence, financial sustainability, and community impact.
The Problem	Women in El Oued are conservative, require private, hygienic, and comfortable dining spaces. Existing restaurants do not meet their privacy, safety, or social needs.
The Solution	Women-only dining areas; high hygiene and safety standards; modern service; menu aligned with customer preferences (pizza, sandwiches, traditional bread); group dining space; flexible delivery services.
Market Opportunity	Estimated 120 potential female customers per day . Target market includes homemakers, students, and working women; secondary market includes local families.
Market Validation (Traction)	Survey with 150 women (145 valid responses): 100% approval of concept ; 91% prefer dine-in ; 83% favour group dining ; lunch most preferred (70%); strong demand for delivery; top menu choices: pizza (51%), sandwiches (35%), metloua (14%).
Competitive Advantage	First women-centered restaurant in the area, all-female team, superior hygiene and service standards, tailored menu, private dining environment.
Business Model	Revenue generated through dine-in, takeaway, and delivery services. Simple, scalable, and customer-centric operational model.
Financial Highlights	Total Investment: 3,428,485 DZD (self-funded) ; Projected Annual Revenue: 3,824,600 DZD ; Monthly Revenue Estimate: 413,400 DZD ; Break-even Period: ~8–9 months ; Lean cost structure focused on labour, raw materials, utilities, and compliance.
Team	All-female founding team: Owner/Manager with a Master’s degree in Entrepreneurship; 2 chefs; 2 operational staff members.
Milestones	Completed: Market survey & validation; business model finalized; financial projections completed; founding team assembled ; location secured. Upcoming : complete women-oriented interior design; set up kitchen and operations; obtain permits & licenses; finalize menu and supplier agreements , explore potential future expansion in El Oued.