***Assignment Name: Entrepreneurship and Managing Your Own Business***

*Introduction*

It is very common for students to get various time saving jobs in any country, for example in joining a restaurant or bar which will always be student friendly . By engaging a restaurant in studying time, any student will be capable of learning management skills. So after life he or she can be an entrepreneur in the field of restaurant because today’s world is going through dramatically with the influence of technology.

Starting a new business is one of the biggest dreams of our time. As a young motivated student, a new acquired knowledgeable entrepreneur faced numerous obstacles to build a new project from starting plan management. Some curious topics included in always such as - writing a business plan, raising funds, finding staff and suitable location for the project. These are different routes but goal just one.

*Executive Summary for This Business Plan:*

My assignment is based on a service centric project, and the name of the plan is Business of Restaurant. In the changing globalizing world, people's perceptions on business quality have changed. In the changing business environment, as a new entrepreneur, I want to focus on the restaurant business in Canada (2021). So, as a tourism and hospitality management’s student, I want to start a new restaurant business which is closely connected to sea beach centric. Canada has lots of standard and tourist friendly sea beaches, especially “Toronto City”. So, on the basis of my little experience in restaurant field, I decided to start a business in sea food and sea beach-based. My planning business name is “ Salmon Toronto” which just focused on local sea fish and sea based food such as cod , Greenland turbot , redfish , catfish , skate , snow crab , rock crab , Atlantic crab, whelk and squid , capelin and others reasonable types of food (Canadian Food Consumption Report, 1986) .

The Woodbine Beach area is the best suitable place for my restaurant. It is an accessible place for all kinds of tourists and my set up restaurant will nearest sea beach where it could rise smoothly.

For my theoretical knowledge of the tourism and hospitality subject and little experience of a part time job in a restaurant, I think this type of restaurant runs smoothly. However, when the present COVID Pandemic situation normalize stage, I will start my “Salmon Toronto” project in July month .

*Business Description*

In today’s globalizing world, the lifestyle of people has changed in many ways. With the economic growth and rise of mental health awareness, many people are planning and making a visiting plan in their localities as well as the international arena. Due to COVID-19, people are now concerned about health food and seafood is best one of.

Awe inspiring scenery, vibrant cities and a welcoming atmosphere all make Canada a tourist destination. So, every year lots of tourist visiting in Canada from all over the world. This incident is creating a good opportunity for restaurant business. On the basis of tourist advent in Canada’s one of the attractions Woodbine Beach (Woodbine Beach Park - Attractions Ontario, 2021), I try to create a new experience for tourists which makes them so curious about Canadian food, especially seafood. The first step of my restaurant food could disclose the grind away presence to provide via flavoring, cheap price and healthy seaweeds. I included special sea food items in menu list and provide my customers. Among that some indicating- smoked Goldeye which is Canadian one of the favorite seafood, Fish Brews, Cedar Plank Salmon , smoked Salmon and other varieties of foods . I also managed a good information chart on that served food for customers which creating easily access for healthy food. As a tourism and hospitality management student, I am fully concerned on customers satisfaction and why certified workers is needed for restaurant. So I managed some enthusiastic and certified workers for restaurant. My restaurant team must be followed the restaurant’s motto which is “ provide fresh environment, healthy food and safety .”

My restaurant team will also operate a good website which address would be www.salmontoronto.com- providing Canadian food info , Woodbine Beach info and others matter .

*Market:*

Canada, one of the world’s largest and most livable countries, has now been increasing in its tourism policy with huge opportunities for foreigners. In the world , Canada has an unique places , rich culture , unspoiled nature and congenial to travelers. It is a culturally diverse nation with people of British and French origins being predominantly. Canada has a population of about thirty four million people over one third-of which live in the country’s three largest cities- Vancouver, Montreal and Toronto. Canada’s sophisticated cordial cities are national treasures with world’s attractions (Toronto Woodbine Beach | News, Videos & Articles, 2021). In territorial maps, Canada is the world’s second water pondering country in the world. It has the world’s largest coastline with oceans on three sides - the Pacific, the Atlantic and the Arctic sea. So, these ingredients bring new opportunities for Canadian tourism industry. And the restaurant business easily is now flourishing in sea beach area. As I am going to open a restaurant in that nearest of beach. I will be participated in some portion of Canada’s tourism sector. Me and my restaurant team will managed our coming tourist with serve our best performance. My team’s core intention is to show Canadian seafood foreign tourist and my team’s always concerned on customers satisfaction.

*Opportunities*

My restaurant business will start at Woodbine Beach in Toronto. This beach is one of the largest beach in Canada which has wonderful tourist attractive view. The beach is a popular spot for picnics, sunbathing, and swimming. This is a popular beach for outdoor leisure activities. Above mentioned features provide me extra opportunities to run my restaurant business in that area. My restaurant team strictly determined on customers satisfaction. So, that’s why we provided some smooth facilities for our customers. Our restaurant will open to provide seafood. Our store will open from 9.00 am to 7.00 pm , and our restaurant will start next August with concerns on some issues such as cleaning, safety issues, providing healthy food , and a suitable price . Also by making a website and YouTube Channel, we continuously encourage our tourist community all over the world. In our website which provide present COVID-19 situation and reminded them the full awareness of moving any place with proper safety. And provided them lots of information on food habits, especially healthy seafood. Besides, my team continuously tries to provide info on Canada’s tourist spots and many facilities. It would be help Canada’s tourism sector and these website already reached to huge number of people before starting our grand introduction.

*Competitors:*

Salmon Toronto restaurant will take place nearest to Woodbine beach . There existed other businesses like travel agencies, hotels, and restaurants which all had a mostly huge number of experiences and already most of the businesses were familiar with the tourists. As a result of the time duration, my restaurant project is facing huge competition there . There are some stabilized restaurants such as Sauvignon Bistro, Delina Restaurant, Breakwall BBQ & Smokehouse, Hogtown Smoke Zane Patisserie are most prominent. Almost all of the restaurants serve sea foods to their Toronto, 2021) .

As a tourism and hospitality management’s student, I have already finished half of the courses where most of my studies are associated with the services sector, especially restaurant business centric. Besides, my restaurant members are highly certified on the field of restaurant business. One of strengths is that our restaurant location will be nearest to Woodbine beach. As a newcomer in this field,managing huge tourists is one of the weaknesses for our team.

To solve weaknesses, my team members now follow another neighboring restaurant. To make my restaurant so attractive to domestics and foreign tourists, we follow some unique friendly rules. Like me and my restaurant team have good communication skills in English Language and French and Spanish language skills are plus subjects of my team.

*Operating the Business*

Truly, the restaurant business is a challenging task for a new entrepreneur. There are responsibilities. We are gathering more information from different sources like local tourist guides, social media activities. As a newcomer I will find some questions which are connected with the restaurant business. I will be recruiting a good cook who have previous experience in the relevant sector. Also I will manage additional funding from financial institutions .First of all, my team will find out what types of seafood customers want. We will also conduct a survey on online food lovers and then make our food menu list. We will provide customers with an entry in viewing sea beach from our outdoor platforms. In the trending world, we will invite some ambassadors who are my college mates and other friends. We will put a photo corner with a wonderful selfie ambience.

We have another interesting plan: the wall of the restaurant is covered with an environmental info photo frame which encourages people to save sea life, especially the environment.

In our restaurant, we will provide some discounts on different occasions like New Years Celebrations, X- Mass. Children and senior citizens here received huge opportunities for enjoying sea beach and sea food.

Besides, on due respect of foreign tourists we will keep both cash and card payment methods and provide them with a special membership card .

To start a restaurant in that area, there has some official rules and as a restaurant owner , everyone must follow the rules and regulations. So we will manage some documents from the provincial office board. To manage all documents from the government office, create a good environment and solve technical issues, we launched our dream project “Salmon Toronto.”

Reference

1) (2021). [Online] Available At: <Https://Www.Canada.Travel/> [Accessed 30 June 2021].

2) Attractions Ontario. 2021. *Woodbine Beach Park - Attractions Ontari*. [Online] Available At: <Https://Attractionsontario.Ca/Attraction-Listings/Woodbine-Beach-Park/> [Accessed 30 June 2021].

3) (Canadian Food Consumption Report, 1986)

*Canadian Institute Of Food Science And Technology Journal*, 1986. Canadian Food Consumption Report. 19(1), P.Xi.

4) (The Best Seafood Restaurants In Toronto, 2021)

Blogto. 2021. *The Best Seafood Restaurants In Toronto*. [Online] <Https://Www.Blogto.Com/Toronto/The\_Best\_Seafood\_Restaurants\_In\_Toronto/> [Accessed 30 June 2021].

5)(Foodservice Industry Research | Restaurants Canada, 2021)

Restaurants Canada. 2021. *Foodservice Industry Research | Restaurants Canada*. [Online] Available At: <Https://Www.Restaurantscanada.Org/Research/> [Accessed 30 June 2021].

6) (Ravel, Sidibé, Moreau and Bisaillon, 2015)

Ravel, A., Sidibé, B., Moreau, P. And Bisaillon, J., 2015. Risk-Benefit Assessment Of Hog Mandibular Lymph Node Incision At Slaughter In Canada. *Journal Of Food Research*, 4(6), P.1.

7) (Toronto Woodbine Beach | News, Videos & Articles, 2021)

Global News. 2021. *Toronto Woodbine Beach | News, Videos & Articles*. [online] <https://globalnews.ca/tag/toronto-woodbine-beach/> [Accessed 30 June 2021].