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# CAFE «BLINNAYA»

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- The «Blinnaya» cafe is created for the purpose of fast and qualitative service of visitors, with the maximum attention to it and offer of the most qualitative products.
- Our range will be first not especially wide, however it in which case negatively it won't be reflected in quality of a product. All dishes prepare only from natural products.
- On weekdays students, school students, employees of various organizations will be the main visitors of our cafe. On the weekend our cafe perfectly is suitable for rest by all family.
- The essence of this project consists in providing the population good, qualitative, always with fresh products from dough.
- The enterprise will be registered as society from the limited responsibility with authorized capital.

Cafes, pizzerias and also various bars will be our main competitors.

The «Blinnaya» cafe plans to provide the following types of service:

- 1) Pastries and realization of pancakes.
- 2) Providing service "goods to the road».
- 3) The range of cafe will include hot, cold appetizers, the first, second courses, the wine list will be provided in full.
- 4) Carrying out holidays, banquets, anniversaries, celebrations.

Also granting services is planned: the order on the Internet, by phone, delivery of goods to the house and in offices.

- Our main advantage will be possibility of decrease in prime cost and the prices, improvement of quality, expansion of the range of services.
- We plan to create a network of cafe which will represent the wide range of dishes and services.
- The cafe will have a convenient operating mode, you from 8 o'clock in the morning will be able already to regale on our pancakes and to drink a cup of hot coffee or to tea.

Our cafe has the following important features:

- High quality,
- traditional compounding,
- freshness,
- fine tastes,
- low price.

- This project is good that in difference from competitors of «Blinnaya» cafe offers the low prices of the production, high quality and original menu, also it will be used the hi-tech equipment which allows to accelerate process preparations of pancakes that in many respects saves time of busy buyers.
- Main goal of the designed enterprise is penetration on market and subsequent expansion of a market share.
- We, having developed this project, we want to show that opening of cafe is very profitable business, and realization this the project is economically the expedient.