

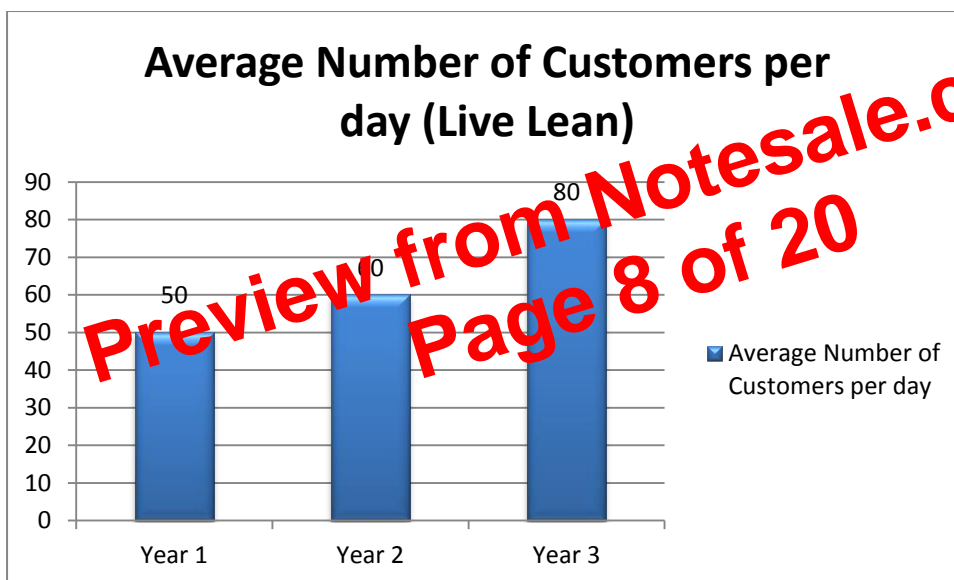
- **Strategic Location and Place:** locating in Saar is vital due to it being in proximity with gyms, health centres, and football pitches. The inviting and comfortable environment with the lounge style and free Wi-Fi will attract many of customers.
- **Variety of meals:** Live Lean offers an array of meals that are delicious and nutritious.

## 4.0 The Marketing Plan

### 4.1 Customer Base

The strategic location of Live Lean will aid in attracting consumers from the country. First year of operation will be difficult due to the lack of awareness and it serving a niche market. Initially, an average of 50 customers are expected on a daily basis however in the following two years with the increased marketing and word of mouth Live Lean is expected to grow by 20% in year 2 and 60% in year 3. This marketing will certainly increase customer retention rates thus the profits will be reinvested in the business. Figure 5 and 6 will illustrate more:-

**Figure 5:**



extremely efficient where it is free and builds a brand image thus receiving positive feedback from consumers is important. Moreover, due to Bahrain's small size word of mouth will spread much faster. Live Lean should also advertise using social media networks such as Instagram and Facebook thus increasing Live Lean's popularity. The logo and slogan "The Healthy Choice" will aid in the brand recognition. The use of flyers that include discounts will be handed out which will be sent to the gyms that are associated with Live Lean and customers that visit the store. Finally, drip marketing which is a long-term marketing exposure strategy that will keep memorization levels high and it is inexpensive. It includes mugs, t-shirts and magnets that will have Live Lean's logo, slogan and number. Owners of the Live Lean shakers will have 15% discounts on protein shakes. Live Lean can do marathon sponsorships in Bahrain's yearly marathon relay that are done on an annual basis where it may be expensive however it is efficient (BRT, n.d.). The government's social marketing about eating healthy and the biggest loser program on MBC are marketing programs helps in Live Leans mission and it attracts consumers to its store.

#### **4.3.4 Price**

Due to Live Lean near exclusivity and affluent target market it is going to set premium prices for its products (Appendix 1).

- Low Fat: £6 - £10
- Cheat Meal: £12 - £16
- Green Salad: £5 - £12
- Protein shakes: £7 - £10

#### **4.4 The Marketing Position**

##### **4.4.1 Competitive Edge**

The problem with fast food is that it is unhealthy, full of chemicals, preservatives, additives, antibiotics, growth hormones, and a host of other ingredients that are difficult to pronounce. Nowadays, majority of restaurants are fast food and serve non-organic foods. This has made the fast and healthy alternative a lucrative market opportunity where there is a huge demand for fast and organic foods. Moreover, consumers believe that organic foods are healthier and better for the environment. Live Lean offers both fast and healthy meals where vegetables are grilled without fats. White and brown rice are available as the carbohydrates of the meal and plenty of vegetables are offered including green salads and steamed vegetables. Experience is vital to repeat customers, also, a good friendly service and cosy atmosphere gives the restaurant the edge over its competitors. The Live Lean coaching will also work as a unique selling point where consumers will pay a monthly fee for Live Lean's foods and the coaching plan.

competitor is Healthy Bite in Zayed Town, Bahrain. Both restaurants offer healthy foods and serve similar target markets. Live Lean should work on differentiating itself from them in order to succeed.

## 5.0 Financial Plan

### 5.1 Funding

The total start up requirement for the funding of Live Lean is £370,653.40. The funding should cover the expenses of rental (6 months), marketing for the opening ceremony, marketing expenses, business license, food inventory, salaries, delivery vehicle, furniture, design fees, kitchen equipment, website creation, other expenses and utilities. The rental of the store will cost £25,425 for 6 months where it will be air conditioned and have parking spaces. Initial marketing and opening ceremony marketing will cost £10,000 and £2,000 and in total will cost £12,000. Moreover, the business license is required legally to start operating and it costs £2,000. Due to Live Lean's organic products that are expensive they will cost £207,850.68 initially. To ensure that the place is attractive a designer is going to design the place where his/her fee is £6,000 and Mohamed gave him a budget of £15,000 for the furniture that is going to be bought. Delivery Vehicle is needed for the delivery of products of Live Lean coaching and home deliveries which will cost £1,000. Finally, other expenses and utilities cost in total £3,878.99. Moreover, the company has requested £4,000 to create the website and kitchen equipment will cost £11,897.73. Figure 7 below will illustrate more:-

**Figure 7:**

Start-up Expenses	£
Rental (6 months)	25,425.00
Opening Ceremony (Marketing)	2,000.00
Marketing Budget	10,000.00
Business License	2,000.00
Food Inventory	207,850.68
Salaries	81,600.00
Delivery Vehicles	1,000.00
Furniture	15,000.00
Design Fees	6,000.00
Other Expenses	1,878.99
Utilities	2,000.00
Kitchen Equipment	11,897.73
Website Creation	4,000.00
<b>Total</b>	<b>370,652.40</b>

Funding will be provided by Talal Al Mahroos who is Mohamed's brother. Mohamed and Talal should keep in touch to agree on the loan fee where he will be repaid with a