

Devilishly Good Delicatessen and Eatery

Design Plan and statement

Our plan is to create the above based on healthy eating and indulging choices with locally sourced produce.

We are going to be working with a bakery based in Waterlooville who shall provide bread, rolls, baguettes fresh daily to us. We are using produce like chutneys and jams from companies based in Portsmouth and the Isle of Wight, for example the Garlic Farm. We will also be using family run companies in London to provide us with salt and spices. We have a local butcher in Portsmouth to provide us with meats and a farm in the New forest to supply us with various Cheeses.

We will be creating a naughty and nice theme whereby whatever day you are having you will be able to find your choice of foods in store to either eat in or take away. All produce that we are going to sell to take home you can also purchase in store to eat in off the menu.

All cakes will be made on site. Typical menu options will be salads, sandwiches, jacket potatoes, paninis, protein shakes, teas, coffees, all of which will be made to order. We will implement gluten free options along with menus helping consumers if they are on particular diets such as slimming world, weight watchers, keto, etc.

We are looking to use organic goods and would like to get the public involved with our store with such schemes as 'cash for crops' whereby anyone that grows vegetables from allotments or local farms can trade their produce in exchange for vouchers to spend in store. The produce will then be used to make chutneys and jams for the store. Throughout the year we will obviously be involved with fundraising events and will be donating all proceeds made from the sales of cakes to Macmillan for the famous coffee morning. We will also be saving all tips provided by our customers throughout the year and shall donate to various charities at Christmas time.

The aim of our store is to make people confident that they are able to eat out in modern comfort no matter what dietary requirements they may have.

I have a previous catering history and I am also a fitness fanatic and find nothing worse than eating out and having limited choice as most things come with foods I cannot eat or are already pre made.

We will have a basic menu that our consumers are able to adapt to their own needs for example: eggs on toast. Bread needs to be wholemeal or seeded as they are on a high protein diet. Or salad.. consumer is on a keto diet where they need high fats such as cheeses, nuts and avocado. We will stock a large variety of goods to hopefully interest most people. Our indulgent side will obviously have cakes etc but we will also be promoting healthier options such as fruit salads and oat based products and where everything is prepared fresh on site every day.

We want to create a typical local store that has time for their consumers and bring a bit of individuality back to the local town centre. Upon market research we have also discovered that the older consumers do not wish to endure the big supermarkets for small items such as breads, meats and cheeses but still require high quality goods which is where we will fit in nicely especially where WaterlooVille is becoming more and more residential.

We are going to have good neighbours such as Holland and Barrett and the gym whereby our store will hopefully compliment their businesses in turn.

We will also provide outside catering to help people with anything from dinner parties to small events. We will provide delivery services through Uber Eats and Just Eat for the industrial areas of WaterlooVille where people find it difficult to get into the town centre at lunch time periods.

Our hours of operation will be Monday to Saturday 8am until 4:30 – 5pm. We do not need to worry about parking as we are surrounded by carparks and easy to get to by foot. We will begin with a team of 3 staff and look to increase by one or two members in time.