

# **Proposal for Trail Drive, Montrose**

## **Proposal**

The proposal is to provide a small catering establishment based on the beach front area and allowing the public to have a social area which they can rent for outdoor social gatherings such as birthday parties etc.

## **Mission Statement**

To create an outdoor eating area selling locally produced foods to the general public. Employing local talent to support employment in Angus, having a space in which the general public enjoy sitting outside in a controlled space.

## **Market Research**

With tie-ins to local clubs and groups this will both drive customers to the business and into the local area bringing more people into the town which will help growth in other retail groups.

## **Industry**

This is a bespoke concept selling unique products with a customer base that covers a wide range. We intend utilizing local products that are produced in Angus bringing together local retail and strengthening the retail groups in the Area. The unit itself will also be manufactured locally.

## **Detailed Description of Customers**

Local walking groups driving the public to Montrose and the beach front area. Tying in with local cycling groups and with the new East Coast 250 being established making the area's a place to stop and utilizing facilities such as the camp site in the town.

## **Company Advantages**

Driving growth in the town as owner of various properties we are now bringing in trade from Aberdeen and Dundee via our commercial and residential properties. The next aim is to further support the town and surrounding area by bringing in more people to the town. With

strong links to the oil and gas industry, local groups, and the aim to support community projects we are cementing our position in Angus.

## **Training**

Company local training plan, our aim and focus is to train and promote growth in the surrounding area.

## **Regulations**

All council regulations will be abided by.

## **Product/Service**

Food and beverages outside seating vendor, designated area to allow for larger parties a seated space in which they can hire for outdoor gatherings this would be hired per/day or Half days depending on the event.

## **Pricing Structure**

To be aligned with other local companies and assure a fair and reasonable pricing structure. The hire area to be readily available to the public to support the local community when required / at a reasonable price.

## **Product Lifecycle**

Like all good businesses we intend offering a wide range of products that cover all dietary requirements we need to move with the times and assure we cover all aspects from a public standpoint.