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## *CUL132: The Restaurant/Menu Project*

March 13th, 2019  
Mohsen T. Saberi

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# 1. Concept statement

“Haveli’s” mission will be looking for the comfort of people visiting. We are providing good quality food which is produced from fresh stuff. Moreover, we provide the nice, soothing environment to people where they can sit and enjoy meals with family, friends or loved ones.

## 1. Explore the Taste of India

We consider the most important thing that is the comfort of people. Our “Haveli” restaurant is here to serve people food which will make them feel of home. With the hint of host spices India offers the unique spice flavors of food from all over parts of it. If you really want to eat something healthy and no compromise on taste as well, come to our restaurant. We aim to keep our customers happy and satisfied.

## 2. Our Food & excellence Service

We are providing high quality food which is produced from fresh ingredients straight from market, with that providing the nice, soothing environment.

“Haveli” is a casual “Family Style” restaurant where people can sit and enjoy meals with family, friends or loved ones. Must experience our service with polite and respectable staff.

The food we are providing is by keeping in mind the surrounding by looking at the age groups, by targeting market or the competitions. We also offer a special hour in the evening time 4 to 6 in which sell a regular menu with three special vegan items which is very trendy in nowadays healthy meal plan. We have complete Indian flavor in them, so allow yourself to experience the best Indian food at our place.

## 3. Inside the atmosphere & Decor

Experience the beautiful décor and environment at “Haveli” with the ancient style of designing on the walls, the pictures from my back home, of the beautiful villages, farm fields, traditional ways of cooking, cultural dance forms and beautiful small sculptured statues you will see around. It will give you a complete feel of India and you will get to know little bit of history of it by the textured pictures. We play a very nice calm Indian style music which will soothes your ear, mind and give you complete relaxation. We have the capacity of seating above 40 people in our dining area with comfort. We have enough seating place if whole family want to dine, a group of people can use

the corner big couches to sit by the window. If two or single person needs personal seats, we also provide that. Here, we take care of the proper comfort of people, make them satisfy and happy.

## 2. Restaurant's Operation and Business Details

There are approximately 10 Indian restaurants at Burnaby. Only few of them have dining area available. Kingsway street within area around metrotown mall would be perfect place to open new indian restaurant. There is not a lot of competition of indian restaurants in this area. People love to enjoy indian food at Burnaby. The recent study of reviews show how each ethnicity has developed taste for indian food.

Haveli will offer upto 40 customers to dine in at the same time with maximum of 15 for a table. The service will be canadian style to make sure that all the customers are comfortable while dining. Our food place will be targeting almost everyone who would like to try indian food. There are alot of high rise apartment offices in that area that could be fit customers. The environment of the restaurant will be good for all age people.

We will have high influenced Kashmiri style recipes; our food flavors have great influence from the North India. We provide the non-alcoholic refreshing beverages, appetizers, main course and desserts.

## 3. "Haveli"'s Menu

Our menu is a complete "Family Style" Indian menu as I mentioned before. In Indian culture, the meal starts from breakfast and in which people like to eat heavy food which is healthy and fulfilling. Lunch and dinner menu have lots of options with delicious flavors. Allow your body to experience the unique Indian dishes and it will give you a hard time to forget such amazing food flavors.

Give yourself a chance to eat food the traditional Indian way, by using your hands and forget about using forks and knives and you will feel the food flavors enhanced a lot more and feeling appetite.

Get food Delivered

If you not in the mood to cook at home and not even want to go outside but want to eat delicious food, here is our home delivery service for you to enjoy food in your own comfort zone. Just give us a call or order online, you will get your food delivered.

Moreover,

### 1. The Breakfast Menu



## Haveli's Menu

*Our "Haveli" welcomes you into the world of amazing foods, where you can boost up your taste buds. We guarantee you a will have the splendid feast experience in our restaurant.*

<i>The Breakfast Menu (10am-1pm)</i>	<i>Price(CAD)</i>
<b>Aloo Paratha</b> <i>(savory pancake stuffed with potato masala, served with butter &amp; yogurt)</i>	\$7.00
<b>Gobi Paratha</b> <i>(savory pancake stuffed with grated cauliflower masala, served with butter &amp; yogurt)</i>	\$7.00
<b>Paneer Paratha:</b> <i>Signature Item</i> <i>(savory pancake stuffed with paneer masala, served with butter &amp; yogurt)</i>	\$8.00
<b>Mix Veg Dosa</b> <i>(stuffed crisp crepe with vegetables mash, served with sambar &amp; coconut chutney)</i>	\$10.25
<b>Chicken Dosa</b> <i>(stuffed crisp crepe, served with sambar &amp; coconut chutney)</i>	\$10.25
<b>Potato omelette</b> <i>(boiled potato mash mixed with raw eggs, seasoned with salt &amp; pepper)</i>	
<b>Egg Bhurji</b> <i>(scrambled eggs flavored with Indian spices)</i>	\$10.25
<b>Poha</b> <i>(flat rice cereal cooked in spices)</i>	\$3.95
<b>Chole Kulche (side)</b>	\$8.45

(masala chickpeas with crispy bread, served with mix salad & mix pickle)

Drinks	Price(CAD)
Special Indian tea	\$4.00
Kashmiri Kahwa tea	\$4.95
Mango coconut lassi	\$5.55
Badam Milk (Almond Saffron Milk)	\$7.99
Watermelon lemonade	\$7.99
Aam panna (Raw Mango Drink)	\$6.25

### Contact Details

604-xxx-xxxx  
xxxx Kingsway St, Burnaby, BC  
harshdeep1224@gmail.com

### Hours of Operation

Breakfast Hours: Monday-Sunday(10am to 1pm)  
No breakfast delivery available

### Supported Payment methods

Cash, Credit, Debit, Visa, American Express

## 2. The Lunch Menu



### Haveli's Menu

*Our "Haveli" welcomes you into the world of amazing foods, where you can boost up your taste buds. We guarantee you a will have the splendid feast experience in our restaurant*

<i>Appetizers (available all day)</i>	<i>Price(CAD)</i>
<b>Papri Chaat</b> <i>(crisp flour wafers topped with potatoes, chickpeas, &amp; yogurt with tamarind &amp; mint chutney)</i>	\$5.25
<b>Crispy Potato Balls</b> <i>(Mash potatoes seasoned with salt &amp; garam masala, fried)</i>	\$5.00
<b>Gobi Pakora (cauliflower fritters)</b> <i>(cauliflower coated with chickpea flour &amp; fried, served with mint chutney)</i>	\$8.00
<b>Grilled Paneer</b> <i>(marinated paneer with spiced yogurt then grilled, served with grilled vegetables)</i>	\$8.50
<b>Paani Puri Chaat</b> <i>(two flavors of water &amp; yogurt to fill in puri &amp; boiled chickpeas, potatoes &amp; chopped onion)</i>	\$7.00
<b>Samosa</b> <i>(mix veg filling, served with mint chutney)</i>	\$5.00
<b>Mix Vegetable Pakora</b> <i>(spinach, bell peppers, onion, potato, zucchini coated with chickpea batter &amp; fried, served with mint chutney)</i>	\$6.25

<i>Soup</i>	<i>Price(CAD)</i>
<b>Lentil soup</b> <b>(mixed vegetables, yellow lentil)</b>	\$5.25
<b>Chickpea soup</b> <b>(onion, tomato, ginger paste, carrot)</b>	\$5.00
<b>Potato soup</b> <b>(boiled potato chunks, vegetable stock, seasoned with salt &amp; pepper)</b>	\$8.00

<i>Salad</i>	<i>Price(CAD)</i>
<b>Mix green salad</b> (lemon vinegar, green apple, cherry tomatoes)	\$5.25
<b>Mix salad</b> (cucumber, onion, tomato, radish, sprinkled black salt & lime juice)	\$5.00
<b>Farmer salad</b> (mix baby greens, champagne vinegar, dried cranberries, goat cheese, roasted almonds)	\$8.00

<i>Mains</i>	<i>Price(CAD)</i>
<b>Shahi Paneer</b> (ingredients cooked in butter, seasoned with house curry powder)	\$18.75
<b>Kashmiri Pulao</b> (basmati rice flavored with dry spices, garnished with dry fruits)	\$12.25
<b>Kashmiri Style Rajma</b> (flavored with kashmiri spices, yogurt added to enhance flavor)	\$14.50
<b>Kashmiri Dahi Baingan</b> (simple spices mixed in yogurt & cooked, fry eggplant added in)	\$14.00
<b>Kashmiri Mutton Yakhni</b> <i>Signature Item</i> (boned mutton, house masala and yogurt)	\$24.55
<b>Palak Paneer</b> (fresh paneer fried then added to spinach puree with light spices)	\$18.99
<b>Saag</b> (mustard leaf curry, flavored with ginger, garlic, green chilli paste)	\$22.25
<b>Kadhi</b> (buttermilk curry, flavored with regular ingredients, asafoetida & dried fenugreek)	\$17.50
<b>Kala chana masala</b> (black chickpeas, flavored with smoked ingredients in clarified butter)	\$13.25



<b>Mix Vegetable Masala</b> <i>(sauteed vegetables with onion, tomato &amp; veggie masala)</i>	\$16.00
<b>Wheat flour Chapati</b> <i>(side)</i>	\$3.00
<b>Corn Flour Chapati</b> <i>(side)</i>	\$3.00
<b>Potato Garlic Stuffed Naan bread</b> <i>(side)</i>	\$3.00
<b>Plain Naan Bread</b> <i>(side)</i>	\$1.99
<b>Plain Rice Bowl</b> <i>(side)</i>	\$6.99
<b>Chicken biryani</b> <i>(side)</i>	\$12.99
<b>Paneer Rice</b> <i>(side)</i>	\$11.99

<i>Drinks</i>	<i>Price(CAD)</i>
<b>Special Indian tea</b>	\$4.00
<b>Kashmiri Kahwa tea</b>	\$4.95
<b>Mango coconut lassi</b>	\$5.55
<b>Badam Milk (Almond Saffron Milk)</b>	\$7.99
<b>Watermelon lemonade</b>	\$7.99
<b>Aam panna (Raw Mango Drink)</b>	\$6.25

<i>Dessert</i>	<i>Price(CAD)</i>
<b>Carrot halwa</b> <i>(grated carrots cooked in clarified butter, dry fruits added)</i>	\$8.50
<b>Kheer (rice pudding)</b> <i>(basmati rice slow cooked in milk, dry fruits &amp; saffron added)</i>	\$7.55
<b>Coconut laddoo</b> <i>(fresh grated coconut, condensed milk, coconut milk &amp; green cardamom powder)</i>	\$6.95

<b>Rasgullas</b> (fresh cheese, steamed then soaked in saffron sugar syrup, garnished with chopped cashews)	\$4.85
<b>Ras Malai</b> (Our special) (milk, rabri, sugar syrup)	\$15.00
<b>Gulab jamun</b> (3 pieces) (fresh cheese, fried then soaked in sugar syrup)	\$5.99
<i>Special Combos</i>	<i>Price(CAD)</i>
<b>Special Indian tea</b>	\$4.00
<b>Kashmiri Kahwa tea</b>	\$4.95
<p><b>Contact Details</b>  604-xxx-xxxx  xxxx Kingsway St, Burnaby, BC  harshdeep1224@gmail.com</p> <p><b>Hours of Operation</b>  Breakfast Hours: Monday-Sunday(2pm-6pm)  Lunch delivery available  Order Online at <a href="mailto:xxxxxx@website.com">xxxxxx@website.com</a></p> <p><b>Supported Payment methods</b>  Cash, Credit, Debit, Visa, American Express</p>	

### 3. The Dinner Menu

 <p><u>Haveli's Menu</u></p>
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*Our "Haveli" welcomes you into the world of amazing foods, where you can boost up your taste buds. We guarantee you will have the splendid feast experience in our restaurant*

<i>Appetizers (available all day)</i>	<i>Price(CAD)</i>
<b>Papri Chaat</b> <i>(crisp flour wafers topped with potatoes, chickpeas, &amp; yogurt with tamarind &amp; mint chutney)</i>	\$5.25
<b>Crispy Potato Balls</b> <i>(Mash potatoes seasoned with salt &amp; garam masala, fried)</i>	\$5.00
<b>Gobi Pakora (cauliflower fritters)</b> <i>(cauliflower coated with chickpea flour &amp; fried, served with mint chutney)</i>	\$8.00
<b>Grilled Paneer</b> <i>(marinated paneer with spiced yogurt then grilled, served with grilled vegetables)</i>	\$8.50
<b>Paani Puri Chaat</b> <i>(two flavors of water &amp; yogurt to fill in puri &amp; boiled chickpeas, potatoes &amp; chopped onion)</i>	\$7.00
<b>Samosa</b> <i>(mix veg filling, served with mint chutney)</i>	\$5.00
<b>Mix Vegetable Pakora</b> <i>(spinach, bell peppers, onion, potato, zucchini coated with chickpea batter &amp; fried, served with mint chutney)</i>	\$6.25

<i>Soup</i>	<i>Price(CAD)</i>
<b>Papri Chaat</b> <i>(crisp flour wafers topped with potatoes, chickpeas, &amp; yogurt with tamarind &amp; mint chutney)</i>	\$5.25
<b>Crispy Potato Balls</b> <i>(Mash potatoes seasoned with salt &amp; garam masala, fried)</i>	\$5.00
<b>Gobi Pakora (cauliflower fritters)</b>	\$8.00

<i>(cauliflower coated with chickpea flour &amp; fried, served with mint chutney)</i>	
Salad	Price(CAD)
<b>Papri Chaat</b> <i>(crisp flour wafers topped with potatoes, chickpeas, &amp; yogurt with tamarind &amp; mint chutney)</i>	\$5.25
<b>Crispy Potato Balls</b> <i>(Mash potatoes seasoned with salt &amp; garam masala, fried)</i>	\$5.00
<b>Gobi Pakora (cauliflower fritters)</b> <i>(cauliflower coated with chickpea flour &amp; fried, served with mint chutney)</i>	\$8.00
Mains	Price(CAD)
<i>Kumbhi pulao</i> <i>(sauteed mushrooms added into steamed rice)</i>	\$18.75
<i>Dumb aloo</i> <i>Signature Item</i> <i>(boiled baby potatoes stirred in house spices gravy)</i>	\$12.25
<b>Kashmiri Style Rajma</b> <i>(flavored with kashmiri spices, yogurt added to enhance flavor)</i>	\$14.50
<b>Kashmiri Dahi Baingan</b> <i>(simple spices mixed in yogurt &amp; cooked, fry eggplant added in)</i>	\$14.00
<b>Kashmiri Mutton Yakhni</b> <i>(boned mutton, house masala and yogurt)</i>	\$24.55
<b>Palak Paneer</b> <i>(fresh paneer fried then added to spinach puree with light spices)</i>	\$18.99
<b>Saag</b> <i>(mustard leaf curry, flavored with ginger, galic, green chilli paste)</i>	\$22.25
<b>Baingan bharta</b> <i>Signature Item</i> <i>(mashed eggplant masala curry, regular seasonings &amp; yogurt added)</i>	\$13.00

<b>Kadhi</b> <i>(buttermilk curry, flavored with regular ingredients, asafoetida &amp; dried fenugreek)</i>	\$17.50
<b>Kala chana masala</b> <i>(black chickpeas, flavored with smoked ingredients in clarified butter)</i>	\$13.25
<b>Malayi kofta</b> <i>Signature Item</i> <i>(dumplings made with paneer &amp; vegetable mix, gravy is thickened by cream)</i>	\$18.95
<b>Mix Vegetable Masala</b> <i>(sauteed vegetables with onion, tomato &amp; veggie masala)</i>	\$16.00
<b>Wheat flour Chapati</b> <i>(side)</i>	\$3.00
<b>Corn Flour Chapati</b> <i>(side)</i>	\$3.00
<b>Potato Garlic Stuffed Naan</b> <i>(side)</i>	\$3.00
<b>Plain Naan Bread</b> <i>(side)</i>	\$1.99
<b>Plain Rice Bowl</b> <i>(side)</i>	\$6.99
<b>Mix Vegetarian Rice</b> <i>(side)</i>	\$8.99
<b>Paneer Rice</b> <i>(side)</i>	\$11.99
<b>Drinks</b>	<b>Price(CAD)</b>
<b>Special Indian tea</b>	\$4.00
<b>Kashmiri Kahwa tea</b>	\$4.95
<b>Mango coconut lassi</b>	\$5.55
<b>Badam Milk (Almond Saffron Milk)</b>	\$7.99
<b>Watermelon lemonade</b>	\$7.99
<b>Aam panna (Raw Mango Drink)</b>	\$6.25

Dessert	Price(CAD)
<b>Carrot halwa</b> (grated carrots cooked in clarified butter, dry fruits added)	\$8.50
<b>Kheer (rice pudding)</b> (basmati rice slow cooked in milk, dry fruits & saffron added)	\$7.55
<b>Coconut laddoo</b> (fresh grated coconut, condensed milk, coconut milk & green cardamom powder)	\$6.95
<b>Rasgullas</b> (fresh cheese, steamed then soaked in saffron sugar syrup, garnished with chopped cashews)	\$4.85
<b>Ras Malai</b> (Our special) (milk, rabri, sugar syrup)	\$15.00
<b>Gulab jamun</b> (3 pieces) (fresh cheese, fried then soaked in sugar syrup)	\$5.99

Special Combos	Price(CAD)
<b>Two garlic naans with kashmiri dahi baingan, any choice on drinks</b>	\$12.00
<b>Chicken biryani with kashmiri style rajma, choice on drinks</b>	\$13.95

## Contact Details

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 xxxx Kingsway St, Burnaby, BC  
 harshdeep1224@gmail.com

## Hours of Operation

Breakfast Hours: Monday-Sunday(2pm-6pm)  
 Lunch delivery available  
 Order Online at xxxxxx@website.com

## Supported Payment methods

Cash, Credit, Debit, Visa, American Express

## 4. Marketing Strategies

Our opportunity is our strength. We are here to provide the authenticity of Indian food, as we are representing the India, its culture, people, cooking techniques, methods, type of food, spices, flavors and the regions it comes from.

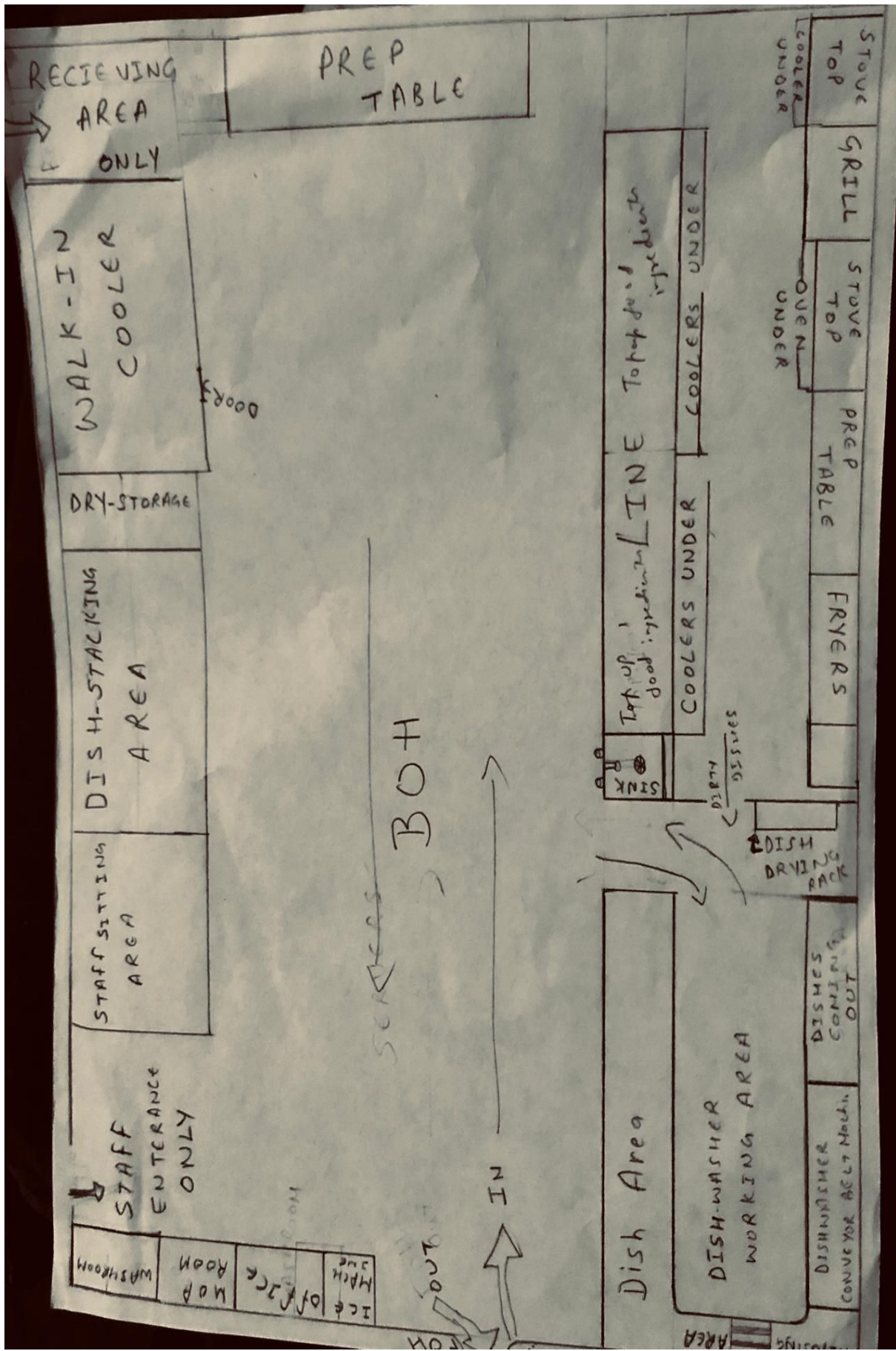
Following will be some measures that will be taken to make our business better:

1. We will get all different type of third party delivery services like lazymeal, skipdishes and more.
2. We will do monthly/weekly promotions to attract new customers and maintain old once.
3. We will be doing newsletter promotions to make sure all the neighbourhood knows about our restaurant.
4. We will support delivery in the area to increase total customers.
5. We will offer professional website and apps to make customers experience better.

## 5. Competitors

With 2-3 more similar type of North Indian cuisines in Burnaby, the competition slows down due to this number. With the quality of food offered with less butter in all dishes and more health benefits, our restaurant will be able to cover most of the customers. We will target on all the bad reviews and ensure to not make same mistakes as other restaurants.

## 6. Back of House Layout





Equipment list:

- Ladles
- Spatulas
- Sauté pans
- Pots
- Cambro
- Tongs
- Knives
- Hotel pans
- Bowls
- 1/3rd inserts, 1/8th inserts, 1/6th inserts
- Trays
- Lids
- Serving dishes
- Spoons
- Glasses
- Food processor
- Robo coupe
- Mandilion
- Steamer
- Peelers
- Fridges
- cooking/baking appliances
- Cookwares
- cold storage