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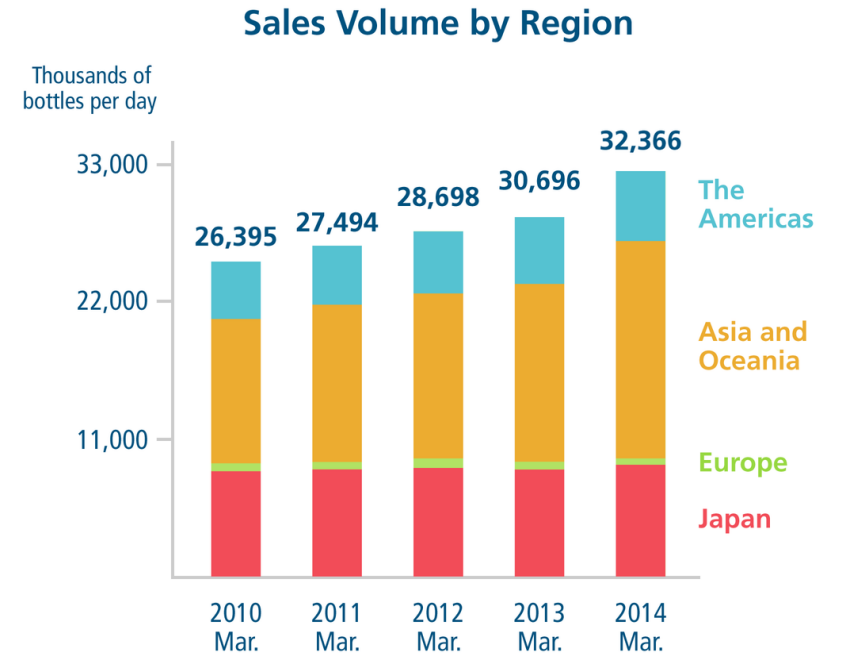
Introduction

- In this class presentation I am going to pitch the business stratup to the Dragons, and Hi I am Angela Muresan.
- I'm the founder of ***La Vida Lola*** which is a ***online food delivery startup***.
- Let me start by explaining my startup's mission and the reason I'm here to raise capital.
- La Vida Lola is food delivery startup which aims to give the flavour of Latin cushion here in London.



Overview of the business idea

- Latin-inspired mobile restaurant La Vida Lola serves authentic meals.
- La Vida Lola's Latin cuisine and other delicious dinners, which include global food and culture, aim to achieve this.
- La Vida Lola's mobile kitchen will serve at London fairs, parks, business offices, and breweries (Diandra and Azmy, 2020).
- Cooking skills and a passion of family recipes set the items apart from other restaurants.



Management team plan



Target market and marketing strategies

Primary Customers:

- Young adults who are inspired to explore some new things and unique dishes.
- Latin people who are work and live in London for many years (Jena, 2020).

USP

- Latin cuisine lovers may enjoy authentic Latin meals at La Vida Lola (Kraus et al. 2023).
- La Vida Lola combines classic recipes with contemporary tweaks to create new dishes for brave diners.
- La Vida Lola fosters community via social media, philanthropy, and local events.
- Customers may join La Vida Lola's family and engage with the brand personally.

Advantages Of Target Marketing Strategy



Increased return on investment



Foster customer loyalty



Optimizes resource of the company



Competition and differentiation strategies

- LA Vida Lola has severe competition in London eateries.
- Pasta La Vida Lola competes with Mixed Up Burgers, Mac the Cheese, The Fry Guy, and The Blaxican (Kumar et al. 2022).
- Due to their extensive menus and varied pricing, these eateries are quite competitive.
- Staying ahead of the competition requires distinguishing La Vida Lola and attracting loyal clients.



Funding requirements and allocation

- To finance its expansion and operations, La Vida Lola is asking for total \$50,000 capital.
- The fund's \$25,000 will purchase another kitchen.
- Advertising and promotion cost \$15,000, operating expenditures \$5,000, and website development \$5,000 (Robledo et al. 2023).
- The achievable milestone will be, La Vida Lola wants to invest in website construction and upkeep to boost its online visibility.



Conclusion

- It is wonderful to pitch my business in front of you dragons.
- It will be appreciated if there are some dragons make investment in La Vida Lola
- La Vida Lola is the best place to eat Latin American food in sitting in London



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THANK YOU

