

Business Plan for

Home Made Food Delivery (HMFD)

Produced By:

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1. EXECUTIVE SUMMARY

Homemade Food Delivery is a London-based food delivery service, preparing fresh and homemade meals prepared in the home-style kitchen. We answer the increasing demand that people have for healthier home-made food, presented in a convenient format. Be it the health-conscious consumer, the time-strained professional, or the family, we guarantee that each meal is prepared with high-quality, locally sourced ingredients.

The London market opportunity is indeed great; after all, more and more consumers are looking for healthy fast-food alternatives. Our target market concentrates on those seeking health and convenience because of the lack of time to cook. We offer flexible subscription models, on-demand ordering, and even catering to various diet groups such as vegans, gluten-free diets, and low-carb diet groups.

Homemade Food Delivery is exclusive in its authenticity, health guarantee, and personalized service. Unlike typical meal delivery services, we focus more on "home-cooked" meals that would evoke feelings of warmth and quality in consumers. Our competitive advantages are the ability to accommodate customer demands, collaborate with local suppliers, and concentrate on sustainability.

We foresee financially strong growth within three years, reaching a monthly revenue of £15,000 by year-end and breaking even within 18 months. For this, we will need an initial investment of £100,000 for kitchen setup, logistics, and marketing, which will be provided by the founders through personal investments, grants, and potential angel investors.

Short term, we seek to achieve 500 subscriptions within six months through branding by implementing effective marketing and partnerships with influencers. Longer-term, we would seek to expand across London and bring in the family meal plans and meal prep kits.

2. THE BUSINESS IDEA

BUSINESS IDEA

Business Name: HomeMadeFoodDelivery

Location: London, United Kingdom

Industry: Hospitality and Food Delivery

Homemade Food Delivery offers fresh home-made food to health-conscious customers, busy professionals, and families in London. We provide higher-value, wholesome meals made with fresh ingredients, locally sourced, presenting comfort and quality home cooking in a convenient format .

Our product involves meal plans with customizable options, which include dieting preferences such as vegan, gluten-free, and low-carb. So that the meals are individually prepared in small batches for quality and authenticity. Our solution is in the easy way of enjoying home-made meal benefits without hassle, providing complete nutrition, ready-to-use food through convenience. Additional benefits will involve flexible subscriptions, high nutritional value, and time-saving with pre-prepared healthy meals (Scarborough, 2014).

Summary of SWOT Analysis

- **Strengths:** The demand keeps increasing for healthier home-cooked meals; backing local suppliers of fresh ingredients supports local enterprise.
- **Weaknesses:** It requires high start-up costs and operating charges. Delivery network has to be kept accurate at all times if quality has to be consistent (Drucker, 2011).
- **Opportunities:** Trend of consumers towards healthier lifestyles; possibility of cooperation with gyms, wellness centres, and popular bloggers in order to increase brand awareness. It is supported by Statista: in 2024.
- **Threats:** Food delivery competition is getting fierce with well-established brands. In the case of increased ingredient costs, profitability will be compromised. Cost-control measures will be enforced and monitoring of strategic positioning by the competitors done to ensure that the service remains competitive .

We intend to exploit emergent opportunities fully in order to benefit from our relative strengths in establishing a sound customer base, while attempting to overcome or outsource acknowledged weaknesses and reduce attendant threats through prudent planning and the forming of strategic alliances .

3. THE TEAM

KEY PERSONNEL

Aiga Bordasa – CEO

- **SKILLS AND EXPERIENCE:** Business Strategy, Leadership, Project management, and Operations. Strategic Management, effective communication, and financial management are some areas I possess.
- **Responsibilities and Role:** Oversees overall business strategy and growth, ensures the company is on mission and goals, manages the different departments, and handles investor relations.

Sabine Studane – Chief Marketing Officer (CMO)

- **Ability and Experience:** Focuses on digital marketing, branding, social media management, and market research. Gains from creating content, running digital ads, and performing analytics.
- **Responsibilities/Role:** Develop and implement marketing strategies and plans; maintain brand imagery for the promotion of Home Made Food Delivery. Follow up on the effectiveness of campaigns.

Nicoleta Mocanu – Chief Operating Officer (COO)

- Proficient in Logistics, Operations, Supply Chain Management, Quality Control, and Workflow Optimization. Knowledge in Food Safety and Regulatory Compliance.
- Overview: The Restaurant Manager will be in charge of daily operations, food production, supply chain organization, vendor relations, and logistics planning.

Rowshanara Chowdhury – Chief Financial Officer (CFO)

- **Ability and experience:** Financial analysis, budgeting, accounting of startup finances; financial reporting and fundraising.
- **Role and Responsibility:** The management is responsible for the finances, budgeting, bookkeeping activities, financial performances forecast, seeking funding opportunities, transparency in finance.

Nicoleta Mocanu – CTO

Skills: Technical Background, Software Development, Web Administration, App Development, Cybersecurity.

- **Responsibilities and Role:** Oversees all the technology aspects, ensuring that website and app developments are up to date, transactions are secure, and the customer interface works accordingly.

SKILLS GAPS & KEY PARTNERS

Additional Staff Requirements: Roles and Responsibilities

The customer service representative attends to inquiries, addresses complaints, and ensures satisfaction on the part of customers, even during the height of activities.

QUALITY CONTROL SPECIALIST: Responsible for ensuring that high safety and compliance standards are maintained concerning food handling, preparation, and packaging.

- **Delivery Coordinator:** Apart from the collection, he arranges for deliveries, provides timely service, and depends on route optimization to deliver goods effectively at the required location.

Training and Development

- **Customer Service Training:** The focus was on external consultants, communication, and conflict issues, as well as customer satisfaction. The target group included all £500 per person (Zeithaml et al., 2016).
- **Hygiene and Food Safety Certification:** The Food safety accreditation course for the staffs, £ 150 per head, promises UK standards (Scarborough, 2014).
- **Digital Marketing Training:** The marketing team should go through numerous classes of digital marketing, such as Digital Garage by Google, which helps address social media advertising skills, SEO, and content marketing (Kotler et al., 2014).

Outsourced Support / Key Partners

Comfort Food Service Partner: Partner with Deliveroo or Uber Eats to efficiently serve at peak hours; it will cost approximately £2.50 per delivery.

- **Accounting and Financial Services:** To independently appoint an accountancy practice for the maintenance of books of account records, tax compliance services, and financial reporting at 1,500 pounds per annum (Mason & Stark, 2004).

IT and Cybersecurity Firm: Protection of customer data, hence protection of customers' transaction information about security through engaging a cybersecurity firm accordingly to ensure consideration of GDPR at an annual cost of £800.

4. MARKET RESEARCH

MARKET INFORMATION, TRENDS, AND EXTERNAL FACTORS

Extensive market research underlines several key statistics and trends:

Market Demand: It's tipped that the UK food delivery market will reach £5.6 billion by 2024, due to convenience and health-conscious consumers. Such growth presents great opportunities for healthier food options (Statista, 2024).

- As for consumer preference, 46% of people want healthier delivery food options and a focus on local ingredients with homemade style.

Subscription Trend: The subscription services are in demand and sought after, based on reasons of convenience and reliability. Our subscription model addresses this by allowing our customers to pre-schedule deliveries (Statista, 2024).

Overview of PEST Analysis

- **Political:** since there are stringent food safety regulations, adhering to these regulations will enable attainment of the levels set by these requirements (Food Standards Agency, 2022).
- **Economic:** The rise in the cost of food items would affect the price, though, and, in the meantime, this may be consequently repressed by the local supply partners.
- **Social:** Growing trend toward organically and locally sourced ingredients plays to the health-oriented positioning of our brand (OECD, 2024).
- **Technological:** Increasing mobile applications and delivery technologies make ordering and the ability to track the product more straightforward and, thus, improve the customer experience (OECD, 2024).

CUSTOMER PROFILES

Home Made Food Delivery attracts three types of customer profiles:

1. Health-Conscious Professionals

- Demographics: 25-45 years, middle to high income brackets, urban areas.
- Behaviours: Busy, 'not much' time to cook, like to eat healthily.

- Why They Use Us: Save Time and Eat Healthy, Easy healthy fresh nutrition meal delivery prepared to fit your active lifestyle fast and easy.

2. Young Families

- Demographics: Ages 30-40, dual-income, with young children.
- Behaviors: Focus on family health, convenience, and meal variety.
- Why They Use Us: Need easy, nutritious food for their families. Our family plans offer balanced nutrition and convenience to busy parents.

3. Elderly Consumers

- Demographics: 60 years and above, retired, prefer home-cooked meals.
- Behaviors: prefer plain foods, be convenient, as they are limited in their mobility.
- Why They Use Us: Providing for the consumer in need of healthy home-cooked meals without doing the work/ services. We offer comforting, dietary-specific options.

COMPETITOR PROFILES

1. HelloFresh

- Difference: Meal kits, not ready prepared meals.
- Strengths: Innovative products, high-quality ingredients, big customer base.
- Weaknesses: Must be cooked; not convenient for those in a rush.
- Competitive Advantage: We provide fully prepared meals to fit your utmost convenience.

2. Deliveroo

- No Difference: Provides restaurant meals instead of unique homemade style meals.
- Strengths include: wide choice of selection, established network of delivery service.
- Weaknesses: Restaurant foods are the primary focus, and that reduces the health emphasis.
- Competitive Advantage: Healthy food, homemade, prepared with local products.

3. Gousto

- No difference: meal kit provider like HelloFresh.
- Strengths: Custom ordered, variety of different menu options.
- Weaknesses: The latter requires meal preparation. The process is unsuitable for busy people.
- Competitor Advantage: Our USP is the ready availability of healthy, low-time-consuming prepared food.

5. MARKETING PLAN

PRICE

Home made Food Delivery will adopt a competitive pricing policy in order to be attractive enough for as many consumers as possible, yet reflecting quality. The prices of meals vary but range within an affordable £7-£15 per portion, depending on how customized or what diet the customer is following. Prices reflect the quality of freshly sourced local ingredients and the added value regarding the convenience of ready-to-eat meals.

- Regular Meal: £7 per serving.
- Custom Meal-Diet: Gluten-free, vegan, etc. costs £10 per serving.
- Family Plan (4 portions): £25, which is a bulk discount.

While competitors like Deliveroo usually charge for delivery, Home Made Food Delivery provides an affordable way of getting quality meals without charging more for it. It keeps the focus on access and value.

Product

The minimum aesthetics of Home Made Food Delivery are those of health and freshness. This means eco-friendly packaging made from biodegradable materials, minimalist branding in mainly white and green hues.

- Food Package: Food gastronomically presented, set up in recyclable, easy-seal lid containers with nutritional information, ingredient listing, and heating instructions.
- Branding: A contemporary logo incorporates icons of a house and a meal symbol into

one form, signifying comfort food made in the house. Healthiness and ecological accountability justified with green and white tones.

Such options also tend to lure health-oriented and environment-sensitive consumers.

PLACEMENT

Home made Food Delivery is powered through an easy-to-navigate website and a dedicated mobile app that enables customers to place orders, manage subscriptions, and track deliveries. It would also be offered through other popular platforms such as Uber Eats and Deliveroo.

- Online: Through our website and app ordering online, one is afforded direct access for subscription management.

Physical Presence: The company aims to increase brand awareness through partnerships with local gyms and wellness centers, events, free distribution of product samples throughout London.

Distribution: We handle the distribution ourselves, using third-party services if the intensity becomes too high to manage in-house.

PROMOTION

Digital Marketing

Social Media Advertisement: Active presence in various social media platforms-including Instagram, Facebook, and LinkedIn. Paid campaigns across these mediums will be geo-targeted at health-oriented professionals as well as young families in London.

- Influencer Partnerships: Collaborations with local health influencers increase its reach, credibility, and assurance of quality in meals.

Content Marketing Through a weekly blog and a recipe section with healthy meal ideas on nutrition and telling local ingredient stories, we position ourselves as thought leaders in the field of sustainable eating (Zeithaml et al., 2016).

Traditional Marketing

Events and Pop-Up Tastings: Creating events at gyms and wellness centers, community fairs where customers will sample meals and be introduced to the brand on a personal note.

- Print Materials: Flyers distributed in highly visible areas like office complexes and gyms.
- Partnerships with Local Businesses: Cross-promotional opportunities, such as offering

discounts or cohosting events with local businesses in the wellness industry, serve as an incentive for people to try the service.

Customer Relationships and Loyalty

- **Customer Feedback System:** A feedback section on our website and app allows customers to share suggestions for improving our services. **Loyalty Program:** This is a point-based loyalty program created to reward frequent customers with special offers and discounts, thereby encouraging the building of business through repeat purchases.

Email Marketing: Regular newsletters featuring news on promotional activities, in addition to healthy living tips for maintaining our brand at the top of customers' minds (Kotler et al., 2014).



Menu

HomeMade Fresh and Natural

Entree

BUTTER CHICKEN
COTTAGE PIE
TERIYAKI CHICKEN
STEAK FAJITA BOWL

£10
£8.50
£8.50
£10



Pasta



CHICKEN ALFREDO £8.50
SPAGHETTI BOLOGNAISE £8.00
LASAGNA £8.50
FETTUCCINE ALFREDO £10.00

Deserts

PUMPKIN PIE £5.00
APPLE PIE £5.00
PEAR & RHUBARB PIE £5.00
APPLE CRUMBLE MUFFINS £5.00

Drink

£1.80 SPARKLING/STILL WATER
£2.00 COLA/FANTA/PEPSI
£3.10 FRESH ORANGE/POMEGRANATE JUICE
£5.00 HOMEMADE SMOOTHIE BANANA/SPINACH/
STRAWBERRY /MANGO
£2.00 AYRAN



6. KEY RESOURCES

Facilities

The main kitchen facility for meal preparation, storage, and packaging of the food in London is needed, with only minor space for administration. This would be located in East London since kitchen rentals are cheap and closer to the market in which we are selling.

- Space and Cost: Conjoint commercial kitchen space range from £20–£30 per hour, with a starting rate of £2,000–£3,000 for monthly usage.
- Business Rates: We target business rates relief as a startup to save up to 50% on costs.

Savings in initial costs can be garnered by reusing the kitchen in addition to flexibility that allows scaling of operations in relation to demand.

Equipment

The major equipment needed includes processing appliances of snacks and beverages, commercial-grade food packaging machinery, order management, and tracking technologies. Well-invested equipment will guarantee efficiency and high quality in the production of food. Appliances hold some of the significant needs: a commercial oven will range in costs from £2,000 to £5,000 and refrigeration units, which cost in the region of £1,500.

A small packaging and sealing machinery, a perceived cost of £800–£1,200 to speed up the packaging process. Packaging Solutions Ltd., 2024.

Technology: This includes an order managing system, which costs £500 annually, and a tablet or a point-of-sale system costing £300, both of which are crucial in order processing and tracking.

Key Suppliers

Suppliers need to be reliable to ensure good delivery of ingredients and materials.

The following is a list of key suppliers:

- Fruit and vegetable vendors: Fresh produce coming from London Food Market, at an estimated monthly cost of £ 2,000-3,000 depending on season. London Food Market, 2024.
- Packaging Supplies: Ecological packaging by GreenPak, at 0.50£ per meal, will help us reach our objectives in terms of sustainability.
- Tech and Payment Processing: Payment processing will be handled by Square, dependably and securely, for online ordering at a rate of 1.75% per transaction.

7. FINANCES AND START-UP SUPPORT

Financial Table

EXPENDITURE	Year 1 (£)
Company Registration	200
Rent/Rates	30,000
Staff Wages	50,000
Travel/Accommodation	1,000
Telephone (mobile)	600
Broadband	500
Utilities	2,000
Marketing and Materials	8,000
Insurance	1,500
Capital Expenditure/Equipment	10,000
Training & Development	2,000
Accounting/Legal	1,200
Outside Services	3,000
Stock/Materials Purchases	20,000
Bank Charges	300
Office Consumables	500
Loan Repayments	5,000
Total Expenditure	135,800

FINANCIAL SUMMARY

YEAR ONE PROFIT/LOSS	Amount (£)
Total Income	145,000
Total Expenditure	135,800
Profit/Loss	9,200

	Year 1 (£)
Sales A (Subscriptions)	60,000
Sales B (One-time Orders)	40,000
Capital Introduced	10,000
Funding	25,000
Loans/Borrowing	10,000
Total Income	145,000

This section provides an explanation of estimated costs and income:

Expenditure:

- **Company Registration:** Estimated at £200 based on typical UK registration costs (Gov.uk, 2024).
- **Rent/Rates:** Shared kitchen costs in London estimated at £2,500 per month, totaling £30,000 annually (Commercial Kitchen Space London, 2024).
- **Staff Wages:** Budgeted at £50,000 for essential staff, including kitchen staff, customer service, and delivery coordinators.
- **Marketing and Materials:** £8,000 for digital advertising, social media, local events, and printed materials (Marketing Plan).
- **Capital Expenditure/Equipment:** Estimated at £10,000 for kitchen appliances, packaging machines, and technology (Key Resources).
- **Stock/Materials Purchases:** Budgeted at £20,000 annually for ingredients from local suppliers (London Food Market).

Income:

- **Sales A (Subscriptions):** Estimated 500 subscriptions at £120 annually, totaling £60,000.
- **Sales B (One-time Orders):** Additional income from one-time orders totaling £40,000.
- **Capital Introduced:** Owner's investment of £10,000 for initial expenses.
- **Funding:** £25,000 from grants or funds focused on sustainable food initiatives, like Startup Loans UK.
- **Loans/Borrowing:** £10,000 small business loan for initial cash flow.

Start-Up Support

HomeMadeFoodDelivery aims to secure grants from sources like The Prince's Trust and Startup Loans UK, which provide funding for UK-based small businesses in the food sector. These funds will cover setup and marketing costs to attract customers and support growth.

APPENDICES

Appendix A – SWOT Analysis

Opportunities	Threats
- Increasing health trends and demand for subscription-based services.	- Intense competition from established food delivery brands.
- Partnerships with local gyms and wellness centers to boost brand awareness.	- Rising costs of ingredients due to economic fluctuations.
- Expansion potential to add meal plans for different demographics.	- Potential regulatory changes in the food delivery industry.
Strengths	Weaknesses
- Unique selling point of homemade, health-focused meals.	- High initial setup costs and operational expenses.
- Strong partnerships with local suppliers for fresh ingredients.	- Dependency on third-party delivery services during peak times.
- Growing demand for health-conscious and convenient meal options.	- Limited brand recognition as a new business.

Appendix B – PEST Analysis

Political	Economic
- Strict UK food safety regulations (Food Standards Agency, 2022).	- Rising ingredient costs may impact profit margins (OECD, 2024).
- Potential business rates relief for small businesses (UK Government, 2024).	- Growth in the food delivery market supports demand (Statista, 2024).
Social	Technological
- Increasing consumer preference for healthy, locally sourced food options.	- Advances in delivery tech enable efficient order tracking (Osterwalder and Pigneur, 2010).
- Strong interest in eco-friendly packaging and sustainable practices.	- Use of mobile apps and online platforms for easy access to service.

Data-Driven Market Insights

01

The UK food delivery market is projected to reach £5.6 billion by 2024, driven by health and convenience trends (Statista, 2024).

02

46% of consumers prefer healthier meal options, indicating a strong demand for nutritious food delivery (Mintel, 2023).

03

Subscription meal models are growing at an annual rate of 15%, appealing to customers seeking reliable and time-saving options (Deloitte, 2023).

Financial Projections and Funding

£135,800

Year 1 Projected
Expenditure

£15,000

Monthly Revenue Goal (Year 1)

18 months

Break-Even Timeline

£100,000

Initial Investment Required

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Home Made Food Delivery Pitch

•Business Name: Home Made Food Delivery (HMFD)
 Location: London, United Kingdom
 Team Members:

Aiga Bordasa

Sabine Studane,

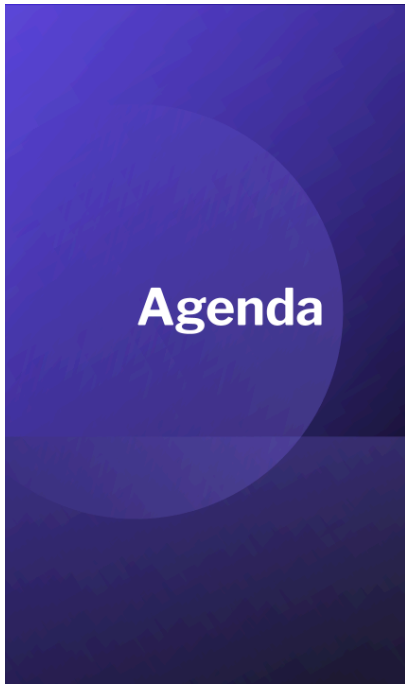
Nicoleta Mocanu,

Rowshan Ara Chowdhury

Module: Entrepreneurship | BMIH5001

Date: 18.11.2024





Title Slide
Executive Summary
The Business Idea
Market Research and Industry Trends
Customer and Competitor Profiles
Marketing Strategy
Key Resources and Operations
Financial Projections and Funding
Growth and Expansion Plans
Data-Driven Market Insights
Pricing, Costs, and Revenue Projections
Conclusion and Q&A
References

Executive Summary

Business Concept and Mission

- HMFD is a food delivery service in London, offering high-quality, home-style, healthy meals for busy, health-conscious customers.
- Mission: To provide convenient, nutritious, and personalised food options with a comforting, home-cooked essence.
- Focus on delivering meals that cater to various dietary preferences, ensuring customer satisfaction.

Market Opportunity and Financial Goals

- Significant growth in demand for healthy, quick meals as people seek quality alternatives to traditional fast food.
- Target Market: Health-conscious professionals, young families, and elderly consumers.
- Monthly revenue target of £15,000 by the end of Year 1, with a break-even within 18 months and an initial investment of £100,000 required (Deloitte, 2023).

The Business Idea



Product Offering

HMFD offers ready-to-eat meal plans tailored to dietary preferences, including vegan, gluten-free, and low-carb options.



Unique Selling Proposition

The unique selling proposition of HMFD is its authentic home-cooked meals prepared in small batches using locally sourced ingredients.



Key Strengths

Key strengths include high-quality ingredients, personalised wholesome options, and a commitment to local sourcing for sustainability.

Market Research and Industry Trends



The UK food delivery market is projected to reach £5.6 billion by 2024 due to health and convenience trends (Statista, 2024).



46% of consumers prefer healthier food delivery options (Mintel, 2023), indicating a shift towards nutritious choices.

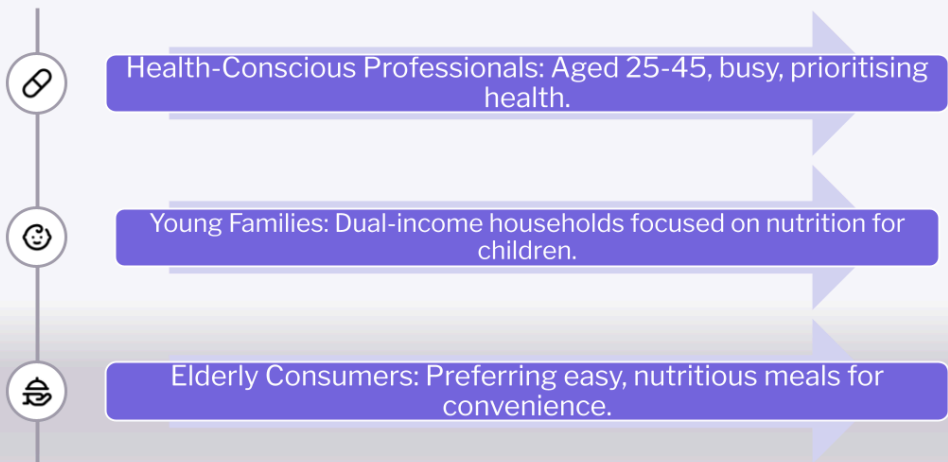


Demand for meal subscriptions is growing 15% annually, appealing to customers valuing convenience and reliability (Deloitte, 2023).



PEST analysis reveals compliance with UK food safety standards, rising costs mitigated by local suppliers, increasing demand for organic foods, and the impact of food delivery apps enhancing convenience (OECD, 2024; Food Standards Agency, 2022).

Customer and Competitor Profiles



Marketing Strategy



Pricing

Regular Meal: £7 per serving.
Custom Diet Meals (e.g., vegan, gluten-free): £10 per serving.
Family Plan: £25 for 4 servings.

Product Presentation

Eco-friendly, minimalist packaging with nutritional information. Branding in green and white tones to reflect health and sustainability.

Distribution Channels

Online: Direct ordering via website and app. Partnerships with third-party services like Uber Eats and Deliveroo.

Promotion

Digital Marketing: Social media ads targeting health-conscious customers. Influencer Partnerships: Collaborations with local health influencers. Events and Pop-Ups: Community events to allow sampling and brand introduction.

Key Resources and Operations

Facilities	●	Kitchen facility in East London for cost-effective meal preparation.
Staff Roles	●	Customer Service Representative: Handles inquiries and feedback. Quality Control Specialist : Ensures food safety standards. Delivery Coordinator: Optimises delivery routes for efficiency.
Equipment and Technology	●	Commercial ovens (£2,000-£5,000), refrigeration units (£1,500), and packaging machinery (£800-£1,200). Order management and tracking systems costing £500 annually.
Key Partners	●	Local suppliers for fresh produce (London Food Market, 2024). Cybersecurity services to protect customer data (£800 annually).

Financial Projections and Funding

£135,800	£15,000	18 months	£100,000
Year 1 Projected Expenditure	Monthly Revenue Goal (Year 1)	Break-Even Timeline	Initial Investment Required

Growth and Expansion Plans

Short-Term Goals

Secure 500 subscriptions within six months via targeted branding & influencer marketing.

500 subscriptions
Influencer marketing strategy
Targeted branding campaign

Long-Term Vision

Expand across London by adding family meal plans & meal prep kits to cater to a broader audience.

Expansion plan
New product offerings
Market analysis for London

Sustainability Focus

Aim for net-zero emissions through efficient delivery & waste reduction, optimizing routes and using eco-friendly packaging.

Sustainability report
Waste reduction strategy
Eco-friendly packaging plan

Partnership Development

Continue sustainable practices by partnering with local suppliers & using eco-friendly packaging to enhance commitment to sustainability.

Partnership agreements
Supplier list
Packaging sourcing plan

Data-Driven Market Insights

01

The UK food delivery market is projected to reach £5.6 billion by 2024, driven by health and convenience trends (Statista, 2024).

02

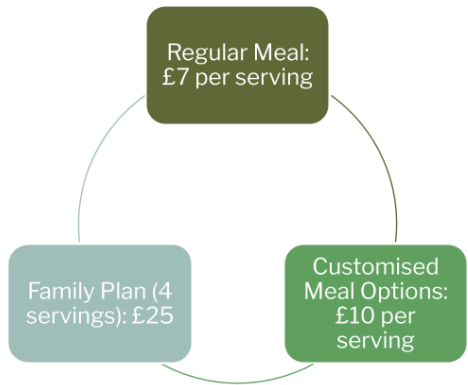
46% of consumers prefer healthier meal options, indicating a strong demand for nutritious food delivery (Mintel, 2023).

03

Subscription meal models are growing at an annual rate of 15%, appealing to customers seeking reliable and time-saving options (Deloitte, 2023).

Pricing, Costs, and Revenue Projections

Pricing Strategy



Year 1 Financial Overview

- Staff Wages: £50,000
- Rent/Utilities: £30,000
- Marketing & Advertising: £8,000
- Total Annual Costs: £135,800
- Monthly Revenue Target: £15,000 by end of Year 1.

Conclusion and Q&A

HMFD capitalises on the increasing demand for convenient, healthy, home-cooked meals in London.

Combines authenticity, convenience, and quality, setting it apart from competitors.

We welcome any questions on HMFD's strategy and growth plans!

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