

MBA ENTREPRENEURSHIP

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Introduction

- Fast moving fast food market in India
- **Increasing numbers of food lovers**
- **Interest for street food**
- **High numbers of varieties in street and fast food**
- **Cost effective and time saving**

Initial Benefit Statement

- Indian fast food market is expected to grow at a CAGR(Compound annual growth rate) of 18%
- Only 10% of the market is organised
- The love and demand for street food is increasing
- Untapped opportunity in smaller towns for quality street food
- Dearth of Organic street food options

Key Trends

- McDonalds and Subway will grow at a rate of more than 16%.
- Presence is limited in rural and small cities
- Organic food has emerged as a biggest trend
- People seek value for money
- The organic food industry is at a nascent stage

Market and Competition

- There are companies like McDonalds and Burger King
- Competition is also high from the local vendors
- Market is open for all kinds of sellers
- Market offers a plethora of options to attract customers
- Niche segment with cost effectiveness is lacking

Proposed Plan

- Organic burgers with organic ingredients
- Price lower than that of McDonalds and Burger King
- Hygiene factor better than street vendors
- Customised choices of vegetarian and non-vegetarian burgers
- Cost effectiveness and value for money

Business Model

- Street food in the form of organic burger
- Lower price for better ingredients and taste
- Better taste and healthy for all ages
- Focus more on the quality than selling huge numbers
- Creating a niche in the burger segment

Managing Competitors and Customers

- Better price and value to customers
- Focus more on the organic factor
- Delivering better food compared to competitors
- Focusing on economies of scale in the long run
- Offering customised taste and preparation

Sales and Profits

- Initial Investment of 25 lacks INR
- Expected sale of 200 burgers everyday
- Expected revenue at the end of one year is 4,32,000 INR
- Expected expenses of around 20 -22 lacks in the first year

Conclusion

- The investment is not much and the expected returns are quite high
- Focus is more on tapping the untapped markets in small cities
- Focus solely on the organic element that will also be the USP(Unique selling point)
- Chances of growth and development are immense
- Increasing interest of people towards organic foods will be helpful