

Individual Presentation Pitch

This presentation outlines the comprehensive business plan for FreshStart Meal kits, a startup positioned within the rapidly growing health and wellness sector. This assignment is submitted as part of the Enterprise and Entrepreneurship LCLM4006 module for the Certificate in Higher Education Business Skills for the Workplace degree. Presented by Uzair Tariq to Said Usman, this plan demonstrates the commercial viability and operational framework of a sustainable food-tech solution.

Overview of the Business Idea

What We Offer

A new service called FreshStart Meal Kits offers clients pre-measured ingredients and straightforward recipes. The goal is to make cooking at home simpler, cut down on food waste, and encourage people to eat healthier without breaking the bank.

- Sustainability Focus: Using packaging that is entirely recyclable and locally produced goods.
- Flexibility: Clients can easily suspend or cancel subscriptions and select their meals on a weekly basis.
- Dietary Variety: Meeting certain requirements including high-protein, vegan, and gluten-free diets.

Legal Structure and Management

- Legal Structure: The company will function as a Private Limited Company (Ltd). In addition to providing personal liability protection, this structure facilitates investment security.
- Organization: A marketing executive, an operations coordinator, and a general manager will make up the team. To facilitate prompt decision-making, the structure is kept flat.

External Factors (PESTEL Analysis)

1. Social Trends

A cultural movement towards health and wellness is gaining momentum. People are seeking more balanced diets and are prepared to pay extra for convenience. There is also a heightened preference for ethically sourced foods and greater support for local producers.

2. Economic Environment

Rising inflation and grocery costs mean customers are more price-conscious. As a result, while eating out becomes more expensive, meal kits offer a cost-effective alternative. However, to stay competitive, the business must also carefully manage its own supply chain costs.

3. Technological Advancements

Advancements in delivery logistics and tracking technology are improving service dependability. In addition, digital marketing platforms and analytics tools simplify the process of understanding customer needs and targeting particular segments effectively.

Marketing Strategies

Strategy 1: Social Media Marketing

We will display our signature dishes on Instagram and TikTok. We will build brand awareness through quality photos, lively short cooking videos, and passionate customer reviews. In this way, working with leading food influencers in the locality will quickly spread the word and entrench FreshStart as the preferred option for contemporary health-conscious consumers.

Strategy 2: Referral and Loyalty Programmes

To encourage repeat business, a 'Refer a Friend' scheme will be run, offering discounts to both Loyalty points will also be awarded for repeat orders, redeemable for free items or exclusive recipes. This builds trust and drives repeat business.

Funding Requirements and Allocation

Cost Breakdown:

Category Amount Purpose

Equipment & Stock £10,000 Kitchen equipment, initial ingredient stock, and storage solution.

Website & Tech £5,000 Website ordering, payment system, and app design development.

Marketing £4,000 Launch campaign, branding, social media ads, and promotion material.

Logistics £3,000 Delivery vehicles or courier contracts and environmentally friendly packaging.

Working Capital £3,000 Cash flow reserve for operational expenses in the first 3 months.

Category	Amount	Purpose
Equipment & Stock	£10,000	Kitchen equipment, initial ingredient stock, and storage solutions.
Website & Tech	£5,000	Development of the ordering website, payment systems, and app design.
Marketing	£4,000	Launch campaign, branding, social media ads, and promotional materials.
Logistics	£3,000	Delivery vehicles or courier contracts and eco-friendly packaging.
Working Capital	£3,000	Cash flow reserve to cover operational expenses for the first 3 months.

Conclusion

Fresh Start Meal Kits is an answer to the need for convenience, health, and sustainability today. Given the clear business structure, well-defined knowledge of the external environment, and detailed marketing plans, the venture will be well placed for its launch.

Thank you for your attention.

Any questions?