

Business Plan for

Middle East Gourmet Bites

Produced By:

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Dated: 12/11/2024

Module Name: Entrepreneurship

Module Code: BMIH5001

Lecturer Name: Christopher Wilkins

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AI Declaration:

I confirm that this plan is all our original work, with no use of any AI generated text and all citations presented with clear references.

1. EXECUTIVE SUMMARY

Middle East Gourmet Bites is a novel mobile food truck business tailored to capitalise on the explosion in demand for healthy, but great quality gourmet meals that are fast, convenient and cheap. We exist to make nutritious food fast, delicious and simple for busy professionals in London, giving you the convenience of fast food, with the quality of fine dining. With strategic high-traffic locations, Middle East Gourmet Bites wants to provide health-conscious individuals with a quick yet quality meal option for their lunch break.

The key kicker for us is the fact that we source locally to create our meals in a way that's delicious and healthy. Our goal is to offer gourmet standard food in the same fast fashion and set us apart from other fast-food members, which provide little to no health focus to the customers.

Middle East Gourmet Bites gives access to an initial working capital of £10,000, which was subsidised by small business loans and personal funds with a first-year projected revenue of £30,000 and a gross profit margin of 15%. Besides, we are going to use social media marketing to connect to the target audience and bring their attention to our healthy menus.

We intend to make a name for ourselves in London's food truck scene, by offering quality and service consistently while laying down the groundwork to expand. Middle East Gourmet Bites is well positioned to achieve steady profit growth by responding to the growing demand for healthy eating options in the highspeed modern workplace.

2. THE BUSINESS IDEA

2.1 The Product/Service

Andleeb madeha

Middle East Gourmet Bites seeks to complement the offerings between fast food and gourmet dining with a healthy alternative to the traditional quick bite. This is an idea based around the presentation of fresh, ready-to-eat meals that are quick, convenient and offer healthy options for busy professionals who don't have much time in their day but still want to eat quality (Allen, 2016). We will be operating the food truck in high-traffic parts of London and are targeting office workers, health-conscious consumers and people looking to grab a quick, healthy lunch.

Middle East Gourmet Bites loves the use of items that are sourced locally because that means consumers are getting a fresh product and are supporting the local suppliers (Baldwin, 2019). The restaurant will offer diverse menus for salads, sandwiches, wraps and other items which are full of vitamins and nutrients, and will help people eat a balanced diet. The gourmet quality of each meal will remain but fast enough so that it can fit in the lunch hour. It's a unique combination of speed and quality that allows customers to enjoy the best of both worlds, delicious meals, at high-end restaurants without the long waits.

2.2 SWOT Analysis Summary

- **Strengths:** Middle East Gourmet Bites' mobile nature is one of the key strengths to help this business go where the customers are and where there is high demand across London to maximise reach and visibility (Bowen and Morris, 2017). The strength of focusing on healthy meals with locally sourced meals attracted the growing population that cares about the quality and nutrition of food.
- **Weaknesses:** Beginning may be tough for businesses in terms of market coverage, as they will be in limited areas at certain particular hours of the day. Additionally, because of the limitations of operating a food truck, menu variety may be limited.
- **Opportunities:** This represents a big opportunity in the growing trend of health-conscious eating (Bryant and Dew, 2021). As more people look for quick nutritious meal options, Middle east Gourmet Bites stands a great chance of capturing this market. Further, food trucks are another aspect that is growing to become the next big eating option.
- **Threats:** The threat of competition from traditional fast-food outlets, and other mobile food vendors is also there. The fast-food industry involves price competition and brand loyalty, which might make it complicated to grab customers who can forsake your brand loyalty and choose competitors.

3. THE TEAM

3.1 Key Personnel

Name and Company Position: Founder & CEO

Andleeb Madeha 2239506

Skills and Experience:. Btec in food and beverage and level2 in hospitality.currently doing hotel management. Background in business management and food industry operations

Role and Responsibilities: Oversees overall business strategy,and operational decisions.

Name and Company Position: Head Chef

Badrul Jamal 2126642 Badrul Jama

Skills and Experience: Extensive culinary experience, specialising in gourmet and healthy meal preparation. **Education / qualifications**

2024 working towards BA hons in hotel industry

2016 Food hygiene / safety Level 2

2016 First aid Level 2

1993 - 1996 8 GCSEs passed.

1989 - 1993. Middle school 1985 - 1989. Primary school

Role and Responsibilities: Responsible for menu creation, food preparation, and maintaining food quality

Skills and Experience: Extensive culinary experience, specialising in gourmet and healthy meal preparation.

Role and Responsibilities: Responsible for menu creation, food preparation, and maintaining food quality.

Name and Company Position: Marketing Manager

Golam Mohammed Polash 2238997

*Role and Responsibilities:*Manages social media campaigns, brand promotion, and customer engagement strategies.

I am a hardworking and conscientious individual who works well in groups and can use my own initiative to work alone. I have excellent communication and listening skills and have excellent public relation skills since I have been working for food business for a long time

Skill & Experience:

Expertise in digital marketing, with experience in promoting food businesses.

Social Media Manager

From 10/2005 to 05/2014

ATN Bangla UK	London
Digital Marketing Specialist OBM London	From 10/2005 to 05/2014 London
<i>Core Qualification:</i> Strong organisational skill Active Listening skill Customer service expert Creative problem solving Organisational skill Telecommunication skill	
<i>Education:</i> Higher Secondary Certificate Tejgaon College Dhaka,Bangladesh 1995 Secondary school certificate Shajahanpur Government School Dhaka,Bangladesh 1992	

Name and Company Position: Operations Manager

Vasile Puscuta 2233417

Skills and Experience:

Experience in customer relations as a sales representative, courier and currently the representative of my own transport business.

Experience in logistics and operations management within the food service industry.

Role and Responsibilities: Oversees daily operations, including inventory management, supplier coordination, and food truck logistics.

Name and Company Position: Sales & Customer Relations Manager

Teohar Nicoleta Valentina 1918827

Skills and Experience: Extensive Work Experience of quality control in food processing.

Involvement in hospitality and a background in tourism management, with an emphasis on fostering relationships with clients.

Role and Responsibilities: Handles customer inquiries, manages sales strategy, and ensures customer satisfaction.

3.2 Skills Gaps & Key Partners

3.2.1 Additional Staff Requirements (Roles and Responsibilities):

- **Food Prep Assistants:** To help the head chef at peak times to serve meals on time. This will cover the gap in high-volume food production.
- **Customer Service Staff:** To make sure that orders are being handled, and customer interactions are being taken care of smoothly during the busier months (Intel, 2020).

3.2.2 Training and Development:

- **Food Safety Training:** Local health authorities give them thought so that all staff are compliant with food safety and hygiene standards (The Guardian, 2020). Estimated cost: £500.
- **Customer Service Training:** External training provider that provides training to improve customer relations skills and customer experience. Estimated cost: £300.

3.2.3 Outsourced Support / Key Partners:

- **Accounting Services:** Completely outsourced to a professional accounting firm for their help with financial records, tax filing, payroll etc (British Street Food, 2021). Estimated cost: £1,000 annually.
- **Social Media Marketing Agency:** To promote brand and run digital marketing campaigns to engage customers. Estimated cost: £2,000 annually.

4. MARKET RESEARCH

Golam Mohammed Polash

4.1 Market Information, Trends and External Factors

With an increasing number of consumers chasing healthy fast-food options which are not an abomination to their bodies, the demand has been steadily rising. Statista reported that the UK's healthy eating sector is set to grow by 5.5% year on year as consumers become more aware of health and wellness (Gov.uk, 2023). The importance of eating healthy is even more so in London because of how fast paced the city is so even though professionals don't have a lot of time to eat, they still want to eat healthier.

Rising in popularity now are Mobile Food businesses boasting flexibility and access to many locales. In 2020 the value of the UK's street food market was £1.2 billion, and food trucks are becoming a convenient means to bring fresh and high-quality food on the go (The Guardian, 2020). Being one of the bustling cities with a workforce in high numbers, especially in the financial and tech districts, there is a high demand for quick, nutritious meals. This demand can be met by putting Middle east Gourmet Bites where customers like fast food, but demand gourmet.

The continued shift towards health-conscious consumption, as well as the increased demand for locally sourced, organic ingredients, all present an attractive market environment (Euromonitor, 2020). However, fast food chains and local eateries are still challenging.

4.2 Customer Profiles

1. **Busy Office Workers:** A solution for professionals who work long hours and looking for quick, nutritious meal options during lunch breaks (Food Truck Masters, 2024). For that, they like the convenience and quality and the health benefits of the food they eat.
2. **Health-Conscious Young Professionals:** Individuals who will spend more on food made with fresh, organic ingredients, whose values philtre heavily towards a healthy lifestyle and incorporate things like gluten-free, natural and organic, they're more likely to spend on healthy foods and less likely to waste those foods (British Street Food, 2021).
3. **On-the-Go Parents:** Quick healthy food choices for parents on the go with busy schedules who require snacks for themselves and their families around lunchtime or while on the commute.

4.3 Competitor Profiles

1. **Pret A Manger:** A quick service popular chain known for it pre-made healthy meals. In fact, strengths include strong brand recognition and convenience (Abel & Cole, 2024). However, the travellers' meals are typically pre-prepped, which means they have sacrificed freshness. Middle East Gourmet Bites will provide freshly made, gourmet quality meals on the premises.

2. **Leon:** A fast-food chain emphasising healthy choices with a long menu. Strengths are a wide range of healthy items, however, they lack mobility (brick and mortar locations). We are able to be flexible to different locations because we have our mobile food truck (Statista, 2021).
3. **Local Food Trucks:** Benefits are mobility and interest from the local area, but these tend not to be gourmet quality. We specialise in gourmet, health-conscious meals.

5. MARKETING PLAN

5.1 Price

Middle East Gourmet Bites will maintain an affordability premium pricing strategy. Prices will be between £5 and £12 for meals that working professionals can afford but which will reflect locally sourced ingredients of the highest quality prepared in a gourmet fashion (Statista, 2021). Our aim is to be competitive in the segment and provide health-focused meals but at a reasonable price.

5.2 Product

The brand will be Middle East Gourmet Bites, emphasising freshness, health and gourmet quality. It will be the kind of food truck with sleek, modern designs, vibrancy, eye-catching colours and clean, shiny typography, in accordance with its premium nature (Office for National Statistics, 2020). Eco-friendly packaging with an organic focus and a feature on locally sourced ingredients in each meal. The clear message about health, quality and convenience is going to make this truck stand out from the other food vendors.

5.3 Placement

The food truck will be based in strategic high-traffic locations close to office buildings, financial districts and tech hubs around London (Euromonitor, 2020). With a target audience of busy professionals in need of quick healthy meal options, locations such as Canary Wharf, the City of London and Shoreditch will be targeted during peak lunch hour.

5.4 Promotion

A social media presence will be used by Middle East Gourmet Bites to create brand awareness and attract customers. Daily menu will be displayed, behind-the-scenes content will be shared, and customer testimonials will be demonstrated on social platforms such as Instagram and Facebook (The Guardian, 2020). Want to promote the fresh, nutritious meals offered when teaming with a variety of local health influencers? Partnerships with these local health influencers will help get the word out to a wider audience. Moreover, there are programmes of loyalty to encourage returning customers like buy 5 meals, get the sixth free. Special promotions such as 'Healthy Monday' specials or 'Referral Rewards' will help keep customers engaged and flowing in all throughout the week.

6. KEY RESOURCES (Vasile Puscuta)

6.1 Premises

For Middle East Gourmet Bites, being a mobile food truck business means not needing a large physical storefront. When it comes to doing the food, there will be the need of a small kitchen space to prepare and store it in a place that is central London so that you can minimise the time you are spending on transportation (Deloitte, 2020). To rent a commercial kitchen of small size in London costs between £1,200 and £2,000 per month depending on its location. It will be used for preparing food before the truck's food is sold, as well as for administrative use such as record keeping and inventory management.

6.2 Equipment

A fully equipped food truck with cooking appliances (grill, stove, refrigerator), prep stations is essential equipment along with eco friendly bags & packaging materials. The latter type of suppliers such as Food Truck Masters sell trucks for as little as £40,000. This is on top of the food prep tools and refrigeration units that add up to about £5,000.

6.3 Key Suppliers

Locally sourced fresh, organic ingredients will be used in Middle East Gourmet Bites. When it comes to key suppliers, you'll probably have companies such as Abel & Cole for produce and your local butcher shops for fresh meats. It's estimated that the ingredient costs are £2,000 a month (The Guardian, 2020). By establishing these local suppliers, we can guarantee that we purchase the same continuous quality of material and that it is available each time.

7. FINANCES AND START-UP SUPPORT

Teohar Nicoleta Valentina

EXPENDITURE	Year 1 £
Company Registration	100
Rent/Rates	21600
Staff Wages	25000
Travel/Accommodation	3000
Telephone (mobile)	300
Broadband	400
Utilities	1500
Marketing and materials	2500
Insurance	1000
Capital Expenditure/Equipment	45000
Training & Development	800
Accounting/Legal	1000
Outside Services	2000
Stock/Materials Purchases	24000
Bank Charges	200
Office Consumables	150
Loans Repayments	3000
Total Expenditure	£131550

INCOME	Year 1 £
Lunch menu	20000
Catering services	5000
Special event sales	5000
Capital Introduced	10000
Funding	0
Loans/Borrowing	45000
Total Income	£85000

YEAR ONE PROFIT/LOSS	£
Total Income	85000
Total Expenditure	131550
Profit/Loss	£(46,550)

7.1 Financial Summary

The costs that are presented in the financial chart can be finished through realistic estimates of start-up and operation expenses over the first year of Middle East Gourmet Bites. Allocation of expenditure across key areas has taken place, with the bulk of this expenditure going into Capital ... Part-time staff wages are estimated at £25,000 and rent on the commercial kitchen

space is estimated at £21,600 per annum. You will incur other key costs for stock/materials (£24,000) of fresh ingredients and marketing and material costs (£2,500) to increase brand awareness.

Regarding the income side, most of the revenue will be generated from Sales A (lunch menu) which is to raise about £20,000, from Sales B (catering services), and Sales C (special event sales), which will amount to about £5,000 each. An initial capital introduction of £10,000 from personal funds will be used to support the business and the loan of £45,000 will go towards truck and equipment expenses.

As for start-up support, start-up support can be found through a small business loan and a few local funding options like government grants for small businesses. It will also help alleviate the significant upfront capital necessary and allow the business to begin cash flow positively, as this is a business that will never have to buy inventory.

APPENDICES

Appendix A – SWOT Analysis

- **Strengths:** Middle East Gourmet Bites' mobile nature is one of the key strengths to help this business go where the customers are and where there is high demand across London to maximise reach and visibility (The Guardian, 2020). The strength of focusing on healthy meals with locally sourced meals attracted the growing population that cares about the quality and nutrition of food.
- **Weaknesses:** Beginning may be tough for businesses in terms of market coverage, as they will be in limited areas at certain particular hours of the day. Additionally, because of the limitations of operating a food truck, menu variety may be limited.
- **Opportunities:** This represents a big opportunity in the growing trend of health-conscious eating (Deloitte, 2020). As more people look for quick nutritious meal options, Middle East Gourmet Bites stands a great chance of capturing this market. Further, food trucks are another aspect that is growing to become the next big eating option.
- **Threats:** The threat of competition from traditional fast-food outlets, and other mobile food vendors is also there (Abel & Cole, 2024). The fast-food industry involves price competition and brand loyalty, which might make it complicated to grab customers who can forsake your brand loyalty and choose competitors.

Appendix B – PEST Analysis

- **Political:** Hygiene and safety measures are well controlled, especially regarding food and health standards resulting in the regulation of food hygiene and safety in the UK (Bryant and Dew, 2021). Brexit also poses particular concerns for ingredient sourcing in the wake of food regulations or trade policy changes.
- **Economic:** While the overall UK economy is gradually reducing its fluctuation, there are likely to be implications of inflation with regard to ingredients and customers (Deloitte, 2020). However, there is still a great demand for convenient, healthy products on the market.
- **Social:** There are trends towards healthier foods as consumers opt to buy food that has few or no additives and is organic and natural. Working people often value fast but at the same time tasty dishes.
- **Technological:** Mobile food truck equipment technology is well-developed; social media is also effective in marketing the business.

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A Business Plan for Middle East Gourmet Bites

The module title:
Entrepreneurship
The Module code: BMIH5001



Contents



Executive Summary

Business Concept

- **Middle East Gourmet Bites:** A mobile food truck offering quick, gourmet-quality, health-conscious meals in London. Combines fast service with high-class restaurant-quality food, catering to busy professionals.

Financial Overview

- **Start-up Capital:** £10,000 from small business loans and personal funds.
- **Revenue Forecast:** Estimated £30,000 in the first year with a 15% gross profit margin.

Marketing Strategy

- **Social Media Focus:** Engaging with local communities and targeted campaigns for brand promotion.
- Leveraging social media platforms for customer engagement and continuous business flow.

Risk Mitigation & Investment Potential

- Contracts with local suppliers for a steady, stable supply at consistent prices.
- Positioned as a low-risk investment with a strong return on investment potential, addressing the growing demand for healthy, fast dining options.



Business Description

Concept Overview: Middle East Gourmet Bites is a mobile gourmet food truck serving freshly prepared, high-quality meals made from locally sourced ingredients, catering to the increasing demand for healthy and nutritious fast food (Bowen and Morris, 2017).

Unique Selling Proposition (USP): The business distinguishes itself by combining the convenience of fast food with the quality of gourmet dining, providing health-conscious consumers with an alternative to traditional fast foods that are often unhealthy (Baldwin, 2019).

Market Opportunity: In a bustling city like London, where busy professionals require quick yet nutritious meals, there is a clear market niche for healthy fast-food options. Middle East Gourmet Bites aims to fill this gap by offering freshly prepared meals that meet modern dietary preferences (Allen, 2016).

Mobile Advantage: The food truck's mobility allows it to reach multiple high-traffic locations, increasing its market reach and enabling flexibility to serve various events, offices, and business districts throughout the city (Bryant and Dew, 2021).

MARKET RESEARCH

Market information, trends and external factors

With an increasing number of consumers healthy fast-food options which are not an abomination to their bodies, the demand has been steadily rising. Statista reported that the UK's healthy eating sector is set to grow by 5.5% year on year as consumers become more aware of health and wellness. The importance of eating healthy is even more so in London because of how fast-paced the city is so even though professionals don't have a lot of time to eat, they still want to eat healthier.

Rising in popularity now are mobile food businesses boasting flexibility and access to many locals. In 2020 the value of the UK's street food market was £1.2 billion, and food trucks are becoming a convenient means to bring fresh and high-quality food on the go. Being one of the bustling cities with the workforce in high numbers, especially in the financial and tech districts, there is a high demand for quick, nutritious meals. This demand can be met by putting Middle East gourmet bites where customers like fast-food, but demand gourmet.

The continued shift towards health-conscious consumption, as well as the increased demand for locally sourced, organic ingredients, all present an attractive market environment. However, fast-food chains and local eateries are still challenging.

Market Research



Competitor profiles

- Pret A Manger : A quick service popular chain known for it's pre-made healthy meals. In fact, strengths include strong brand recognition and convenience. However, the travellers' meals are typically pre-prepared which means they have sacrificed freshness. Middle East gourmet bites will provide freshly made, gourmet meals on the premises.
- Leon : A fast-food chain emphasising healthy choices with a long menu. Strengths are a wide range of healthy items; however, they lack mobility (brick and mortar locations). We are able to be flexible to different locations because we have our mobile food truck.
- Local Food Trucks: Benefits are mobility and interest from the local area, but these tend not to be gourmet quality. We specialise in gourmet, health-conscious meals.



Customer Profiles

- Busy Office Workers: A solution for professionals who work long hours and looking for quick, nutritious meal options during lunch breaks. For that, they like the convenience and quality and the health benefits of the food they eat.
- Health-conscious Young Professionals: Individuals who will spend more on food made with fresh, organic ingredients, whose values philtre heavily towards a healthy lifestyle and incorporate things like gluten-free, all natural and organic, they're more likely to spend on healthy foods and less likely to waste those foods.
- On-the-go Parents: Quick healthy food choices for parents on the go with busy schedules who require snacks for themselves and their fami





Digital Marketing Focus: Utilize Instagram and Facebook for regular posts showcasing menus, behind-the-scenes content, and customer reviews to build online brand awareness and engage with the target audience (Walker and Walker, 2018).



Local Food Enthusiast Engagement: Collaborate with local food bloggers, influencers, and social media food lovers to generate buzz and attract attention to the food truck (Shaw and Williams, 2016).



Community and Event Participation: Increase visibility by participating in local community events, food festivals, and pop-up markets, targeting health-conscious professionals (Rouse and Daellenbach, 2019).



Traditional Advertising and Loyalty Program: Use flyers, posters in local business areas, gyms, and co-working spaces, and introduce a loyalty program offering free products after a set number of purchases to encourage repeat customers (Schaper et al., 2016).

Marketing Plan



PRICE: MIDDLE EAST GOURMET BITES OFFERS MEALS PRICED BETWEEN £5 AND £12, BALANCING AFFORDABILITY WITH PREMIUM QUALITY, REFLECTING LOCALLY SOURCED INGREDIENTS AND GOURMET PREPARATION.



PRODUCT: OUR SLEEK, VIBRANT FOOD TRUCK EMPHASIZES FRESHNESS, HEALTH AND GOURMET QUALITY. ECOFRIENDLY PACKAGING HIGHLIGHTS OUR USE OF ORGANIC, LOCALLY SOURCED INGREDIENTS.



PLACEMENT: STRATEGICALLY LOCATED IN HIGH-TRAFFIC AREAS NEAR OFFICE BUILDINGS IN LONDON, SUCH AS CANARY WHARF AND SHOREDITCH, TARGETING BUSY PROFESSIONALS DURING PEAK LUNCH HOURS.



PROMOTION: WE LEVERAGE SOCIAL MEDIA FOR BRAND AWARENESS, DAILY MENU UPDATES, AND PARTNERSHIPS WITH LOCAL HEALTH INFLUENCERS, ALONGSIDE LOYALTY PROGRAMS AND SPECIAL PROMOTIONS TO ENGAGE CUSTOMERS.

Key Resources

- Premises:
 - Middle East Gourmet bites will use a small commercial kitchen in central London for food preparation and storage, with rental costs between £1,200 and £2,000 per month.
- Equipment:
 - A fully equipped food truck with cooking appliances costs around £40,000, plus an additional £5,000 for food prep tools and refrigeration units.
- Key suppliers:
 - Locally sourced organic ingredients from suppliers like Abel & Cole and local butchers will cost approximately £2,000 per month, ensuring consistent quality and availability.



Operations Plan

Operational Hours & Locations:

- Focus on busy hours: 11 AM – 3 PM
- High-traffic areas like business districts, office complexes, and event venues (Patton, 2017).

Streamlined Menu & Fresh Ingredients:

- Simple, quick-to-prepare gourmet meals
- Locally sourced ingredients for quality and cost control (Porter, 2008).

Lean Staffing & Management:

- Small team: Head chef, kitchen assistant, cashier/customer relations
- Daily operations are overseen directly by owners.

Vendor Partnerships & Technological Support:

- Partnerships with local suppliers for consistent, affordable produce
- Modern POS system for seamless transactions, inventory tracking, and sales monitoring (Osterwalder and Pigneur, 2019).

VASILE PUSCUTA 2233417

KEY RESOURCES & OPERATIONS PLAN

Funding and Financial Information

Start-Up Costs:

- Total estimated start-up cost: £10,000.
- Covers food truck, kitchen equipment, permits, licenses, initial marketing, stock, and first month's wages (Kotler and Keller, 2020).

Revenue Forecast:

- Projected first-year revenue: £30,000.
- Based on 50 customers daily, spending £5 each.

Funding Sources:

- Business loans: £7,000 from government-supported schemes.
- Personal investment: £3,000 from savings.

Additional Funding Opportunities:

- Applications for grants aimed at supporting small, sustainable business activities will be pursued (Morrison and Teixeira, 2021).

EXPENDITURE	Year 1 £
Company Registration	100
Rent/Rates	21600
Staff Wages	25000
Travel/Accommodation	3000
Telephone (mobile)	300
Broadband	400
Utilities	1500
Marketing and materials	2500
Insurance	1000
Capital Expenditure/Equipment	45000
Training & Development	800
Accounting/Legal	1000
Outside Services	2000
Stock/Materials Purchases	24000
Bank Charges	200
Office Consumables	150
Loans Repayments	3000
Total Expenditure	£131550

INCOME	Year 1 £
Lunch menu	20000
Catering services	5000
Special event sales	5000
Capital Introduced	10000
Funding	0
Loans/Borrowing	45000
Total Income	£ 85000

YEAR ONE PROFIT/LOSS	£
Total Income	85000
Total Expenditure	131550
Profit/Loss	£(46,550)

TEOHAR NICOLETA VALENTINA 1918827
FINANCE AND START UP & MARKET STRATEGY

Marketing Strategy



Digital Marketing Focus: Utilize Instagram and Facebook for regular posts showcasing menus, behind-the-scenes content, and customer reviews to build online brand awareness and engage with the target audience (Walker and Walker, 2018).



Local Food Enthusiast Engagement: Collaborate with local food bloggers, influencers, and social media food lovers to generate buzz and attract attention to the food truck (Shaw and Williams, 2016).



Community and Event Participation: Increase visibility by participating in local community events, food festivals, and pop-up markets, targeting health-conscious professionals (Rouse and Daellenbach, 2019).



Traditional Advertising and Loyalty Program: Use flyers, posters in local business areas, gyms, and co-working spaces, and introduce a loyalty program offering free products after a set number of purchases to encourage repeat customers (Schaper et al., 2016).

Risk Evaluation



Mitigating Raw Material Price Fluctuations: Long-term agreements with local suppliers will be established to stabilize food costs and ensure a consistent supply of fresh produce, minimizing the impact of fluctuating US dollar prices (Morrison and Teixeira, 2021).



Adapting to Seasonal Variability: During periods of low foot traffic, indoor catering services will be offered to maintain a steady revenue stream. Additionally, seasonal ingredients will be integrated into the menu, adding variety while reducing costs (Slocum, Everett, and Bradley, 2017).



Competitive Edge through Unique Selling Proposition (USP): To stand out from competitors, a strong focus will be placed on promoting healthy, gourmet meals. A distinct niche will be created through continuous communication and marketing efforts, ensuring customer loyalty (Schaper et al., 2016).



Ensuring Compliance and Hygiene: Strict adherence to food safety regulations and hygiene practices will be maintained to protect the business from legal and health risks, preserving the brand's reputation and customer trust (Mintzberg, 2020).

Conclusion

Middle East Gourmet Bites offers a well-researched and strategically planned business model designed to cater to the growing demand for healthy, gourmet meals served quickly in urban settings. By targeting busy professionals, young adults, and health-conscious individuals, the business meets a crucial need for high-quality, nutritious fast-food options. With start-up costs of £10,000, primarily sourced from small business loans and personal savings, and projected revenue of £30,000 in the first year, the financial viability of the venture is evident. Operationally, a streamlined process with a small team and local suppliers ensures efficiency, while a robust marketing strategy utilizing social media, influencers, and participation in local events will drive brand awareness. Risk management through long-term supplier contracts and seasonal menu adaptations further solidifies the business plan. With a strong concept and clear market appeal, Middle East Gourmet Bites is positioned for success, providing investors with confidence in its growth and profitability.

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