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«Fresh Pasta»

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Fresh Pasta

- Fresh pasta will be a street food dismountable stall selling fresh made pasta, operating in central London during the week for lunch. We are unique in our recipe and want to be remembered.
- We will serve your meal in a reusable packaging, that can be reheated at home for other meals or brought to work. There are going to be options to pre order pre cooked meals or to cook at home. We provide free Wi-Fi and advertisement space for other businesses on our stand.
- We are looking for a 50k investment to bust our first year trade. we count to repay by the end of the second year.

Background Trends

PEST

Political

- Street food businesses are growing in importance for both locals and tourists as an alternative supporting the local community as opposed to restaurant. (made in UK)

Economical

- Street food is cheaper and much quicker to produce and often in picturesque environments. Customers prefer these over restaurant for the speed and quality. (same quality, faster service, no extra fees.)

Sociocultural

- Customers are changing their behaviour and are now looking for something different which can better meet their needs, financially, socially and that has an atmosphere. (go out and about)

Technological

- Technology is enabling better management of businesses as well as easier for the customers to find us. (online, social media)

Fresh Pasta and the street food Industry

- Fresh pasta operates in street food industry, including catering, tourism, hospitality, locality and fresh produce.
 - **Porters five forces:**
 - **Existing Rivary:**
 - existng competitors hold most of the market
 - **New entries:**
 - many new entries, strong power
 - **Power of suppliers:**
 - very high price, hard to lower
 - **Power of buyers:**
 - can be unexpectedly busy as well as not
 - **Power of alternatives:**
- Resturants are more expensive and grocery sotres don't alwyas have hot meals or cooking at home (Wiki-wealth)

The Market: Local and tourists

- The market attending street food in central london is mostly Locals:
- Locals come for lunch at street food seen as an alternative to restuarants, and would come to us as an alternative to common street food vendors (often offering the same).
- Tourists come to theses markets as a reminder of home were these are more common around Europe.
- The targeted poulation is of mixed gender and culture, between 18 ad 45 from mid to mid high, high passing by the market, or interestet in catering or pre order options.

What We going to do

- **Our mission** is to produce fresh pasta and sell it at weekly markets in central London. We aim to satisfy over 200 customers daily. To Do this we are going to reduce production and operational costs and improve workflow design.
- **Our Vision** is to expand in a large brand with multiple loactions. We plan to open other outlets as the business grows to satisfy larger markets.
- **We are going to** do so by improving the service and product by continuosly monitoring and reviewing our plan in order to update it and run it smothier.

What we are going to do

- We are going to produce our pasta in our strage and operate in central London. First in Victoria, We are going to set up our stall Monday to Thursday lunch time for the first year.
- Then we aim to expand and open more outlets, by the third year we'll be able to repay the loan. The price per meal is 7.5 per meal where all costs count to 3pounds on the meal.
- We are going to be well presented, with a rear product which is very popular nowadays. The packaging will be reusalbe and recyclable to bring forward a culture of food made at home like in Italy.
- We do nothing more that serve you and italian meal from an Italinan kitchen, reatch out the window to Itlay.

Scale Up

[illegible]

Exit strategy and Conclusion

- Our exit strategy is to sell to a bigger brand in need of our infrastructure. There are plenty of competitors doing similar things in need of more outlets.
- Alternatively there are many new entries to this market who would need our brand and infrastructure to start.
- In conclusion we aim to be successful with our forecasts and continuously improve and monitor the business to minimise risk.

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