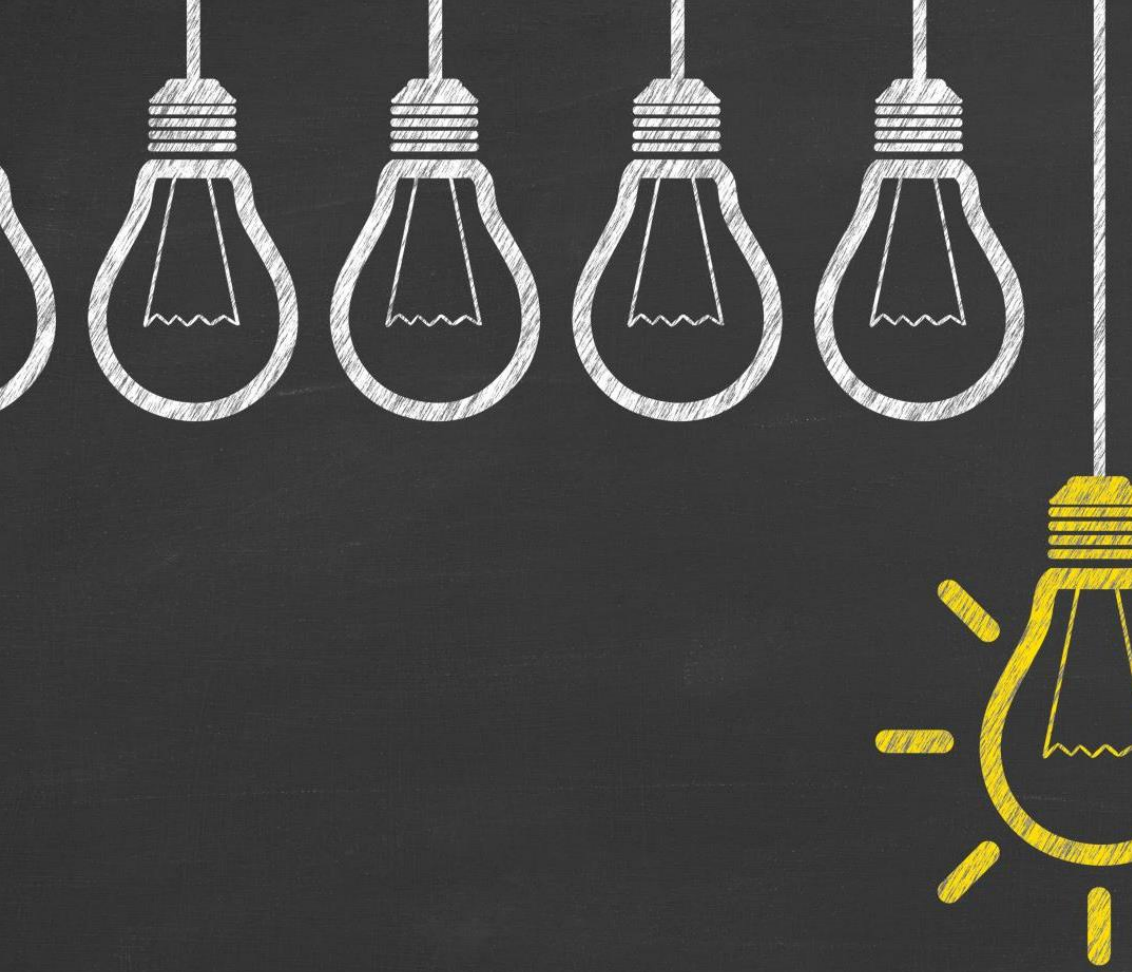




Savourous
Salad box
Food is Life
Make it
Good!

- Entrepreneurship LCBB5001
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Contents

- Introduction – Slide 3
- Overview of Business Idea - Slide 5
- Management Team Plan - Slide 6
- Target Market and Marketing Strategies - Slide 7
- Competition and Differentiation Strategies -Slide 8
- Funding Requirements and Allocation - Slide 9
- Conclusion - Slide 10
- References - Slide 11

Introduction

- Using the SWOT analysis as a compass, I have set out on the path of entrepreneurship with a passion for culinary innovation and a determination to reimagine the fast-food experience.
- My devotion to offering customers unique and healthful meal.



SWOT Analysis



Strengths	Weakness	Opportunities	Treats
Perseverance The desire to learn continuously Business vision Positive attitude Involvement Firmness in making decisions	Risk taking Lack of concentration Poor time management Limited Resources	Continuing education programs to enhance skills & knowledge Attend conferences and workshops to learn new techniques and trends Networking events to meet people & expand professional contacts	Economic downturns that could affect the business idea Rapidly changing technology that could require constant learning & adaptation Intense competition in the market Personal factors (family responsibilities that could affect personal time & energy)

Overview of Business Idea

My vision is to increase the relevance of the brand and the products offered and convince consumers that SAVOURIOUS SALAD BOX is their favourite place and way to eat.

The Mission is to promote a healthy lifestyle by providing people with fresh ingredients to ensure the diversity of a meal.

Savourious Salad Box means freshness and variety, the customer chooses from over 40 ingredients right in front of him, having the possibility to buy personalized salads.

Food can be served on the spot, takeaway or ordered online for delivery to the office.

Our diverse and inventive menu, includes salads with or without meat, wraps and natural juices.

Management Team Plan

CEO

Operations Manager experienced professional with an Operations Management degree and with 5 years restaurant expertise.

Responsibilities: optimizes productivity, streamlines processes, and ensures daily operations run smoothly

Marketing and Sales Manager has an MBA in Marketing and 5 years experience.

Responsibilities: Brand awareness, promotional efforts, and customer acquisition

Sale
Consultant

Sale
Consultant

cash register
operator

Target Market and Marketing Strategies

- **Target Market:** Educated customers aged between 30-50 who appreciate quality products. The customer consists of 70% corporate individuals who are all concerned with living a healthy lifestyle.
- **Price policy (Unique Selling Point):** Savorous Salad box will apply a salad cost between £15 and £30. During the week we will have a 20% discount between 2pm-4pm to attract customers..
- **Marketing Mix - The Four P's:**
 - **Product:** high-quality 100% organic ingredients at convenient price.
 - **Price:** Value-driven pricing ensures affordability without compromising quality.
 - **Place:** dine-in, takeaway and fast delivery.
 - **Promotion:** The promotional mix comprises online and offline tactics. Social media ads, influencer relationships, and an easy-to-use online ordering platform will be used (Genoveva and Siam, 2019). Offline promotion will include community events, collaborations, and traditional advertising.

Competition and Differentiation Strategies

- 
- A close-up photograph of two hands, one from the left and one from the right, each holding a butter knife. The blades of the knives are pointed towards each other, creating a tense, confrontational visual metaphor for competition. The background is a soft, out-of-focus gradient of light colors.
- **Identifying Competitors:** Savorous Salad box analyzes its competitors, from fast-food franchises to small restaurants.
 - **Competitive Advantage:** Although the prices are close to those of the competition, the clearly superior quality of the ingredients make the price-quality ratio a major advantage for the company.
 - Fresh ingredients, prepared front of costumers differentiates the company from its opponents.
 - **Differentiation Strategies:** Savorous Salad box finds differential chances by analyzing their menu, pricing, and customer evaluations.
 - It's differentiating itself from competition by offering innovative and delicious menu options, fast delivery, and premium ingredients.

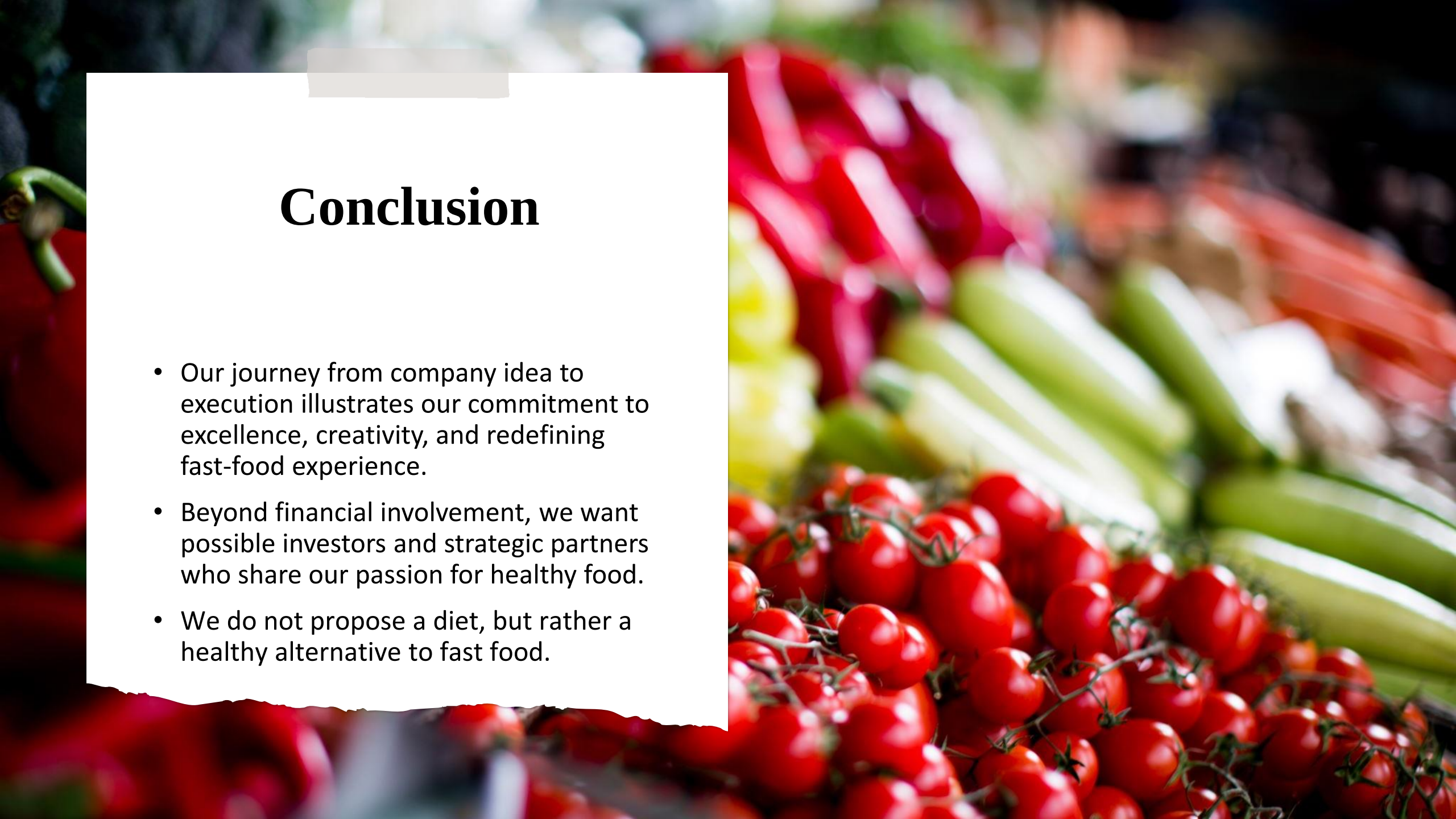
Funding Requirements and Allocation

Funding Requirements: Savorous Salad box needs a strategic investment to grow and dominate fast-food sector.

Expected Milestones: Manage risks by setting specific goals that will keep you on track even if things don't go as planned.

Financial Sustainability: Savorous Salad box funding is a strategic investment in its future.

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
<u>Revenue</u> from your operations and marketing section	5000	6000	7000	8000	8500	9000
<u>Fixed Costs</u>	1000	1000	1000	1000	1000	1000
Computer						
Furniture						
Shop rent						
Insurance						
<u>Variable Costs</u>	3000	3500	4000	4500	5000	5500
Supply Costs						
Staff Costs						
Utility Expenses						
Profit	1000	2000	2000	2500	2500	2500



Conclusion

- Our journey from company idea to execution illustrates our commitment to excellence, creativity, and redefining fast-food experience.
- Beyond financial involvement, we want possible investors and strategic partners who share our passion for healthy food.
- We do not propose a diet, but rather a healthy alternative to fast food.

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