



National University of Computer and Emerging Sciences



Foodistala

Team

Abdul Rehman 19L-1135

Instructor:

Waqas Manzoor

FAST School of Computing

National University of Computer and Emerging Sciences

Lahore, Pakistan

1. Vision statement and your profile

Most of the time, Hostelties are unable to avail themselves of the services of home cooking. If they avail of home-cooking services of the hostel they are residing in, the food of the hostel is neither hygienic nor tasty. Due to this, they turn to fast food which in today's era is not very pocket friendly. I wish to create a mobile application and establish a facility dedicated to developing and providing the most budget-friendly, full-day meal packages for the hostelties without any compromise in taste and hygiene.

2. Market size and target customers

For starting, I will keep my market size to cover Lahore City. Our target customers are people who are residents of hostels; they can be university students, migrants from neighbouring cities, workers etc.

3. Revenue stream(s)

Our major revenue streams will be our food sales, and side revenue streams will be ads or monetization charges of any food-related brands on our mobile application.

4. Value propositions

Our most attractive feature is that we will give our users full customizability and also create full-day meal plans that best cater for their needs, they will be able to set schedules for deliveries or even make changes to the delivery time

5. Economic and cash flow assessment

Income	Expense
Loans	Food Ingredients
Sponsors	Chefs and Workers pay
Food Sales	Utility Bills
In-App Ads	Marketing
Tips	Loan Installments

6. Marketing and expansion plan

Our marketing will include TV commercials and Social media marketing. Secondly, we will be giving vouchers and special discounts to our users. And lastly, we can promote ourselves by reaching out to different YouTubers who have a lot of daily viewers. As for the expansion plan, we will conduct surveys in the city to identify areas where a majority of hostilities live in nearby premises. Based on our surveys, we will market our services in those areas and later on expand more of our branches in those areas.

7. Damage control plan

As for the Mobile App, we will be using backup servers to keep our services available to our users at all times. As for our food preparation and delivery facilities, we will keep sufficient workers stationed at all different shifts of the day so that our services are available 24/7. We will also keep all the safety equipment (i.e. fire extinguishers, first aid kit etc.) needed to handle any incident at our workplace and backup equipment (i.e. backup generators, spare machines etc.) needed to counter any issue that hinders our ability to provide our services to our customers.

8. Funding Sources

They are as follows:

1. Grants
2. Loans
3. Sponsors

The idea will also be pitched to different entrepreneurs and other potential investors interested in the idea.