

Business Pitch for Food Website

Overview:

TastyBites is an online food delivery platform offering fresh, high-quality, and affordable meals. We cater to busy professionals, students, and families who seek hygienic, homemade-style food with the convenience of doorstep delivery. Our diverse menu includes desi cuisine, fast food, and healthy meal options to serve different customer preferences.

Target Market:

Office workers & students looking for affordable daily meal plans.

Health-conscious individuals seeking balanced diet options.

Families wanting homemade-style food without the hassle of cooking.

Fast food lovers looking for quick and tasty options.

Revenue Model & Profit Margin:

Direct Sales: Customers place orders through our website, and we earn from each meal sold.

Subscription Plans: Weekly and monthly meal plans for regular customers.

Corporate Catering: Partnering with offices and universities for bulk meal deliveries.

Delivery Fees: A nominal delivery charge for certain areas.

Profit Margin Strategy:

Food Cost: 35-40% of the selling price (sourcing ingredients in bulk reduces cost).

Operational Costs: 20-25% (includes kitchen, packaging, and logistics).

Profit Margin: 20-30% per order (higher for premium and customized meal plans).

Competitive Advantage:

✓ Fresh, homemade-style meals with premium ingredients.

- ✓ Affordable pricing with flexible meal plans.
- ✓ Fast delivery with optimized logistics.
- ✓ User-friendly website with a seamless ordering experience.
- ✓ Discounts and referral programs to boost customer retention.

Growth Plan:

Phase 1: Launch in major urban areas with high demand (Karachi, Lahore, Islamabad).

Phase 2: Introduce a mobile app for better accessibility.

Phase 3: Expand into cloud kitchens for faster service and reduced overhead costs.

Investment & Funding:

We seek an initial investment of PKR 2-5 million to cover food sourcing, website/app development, marketing, and logistics setup.

TastyBites aims to revolutionize online food delivery by combining taste, quality, and affordability. Join us in making mealtime hassle-free and delicious!