

# CookLook



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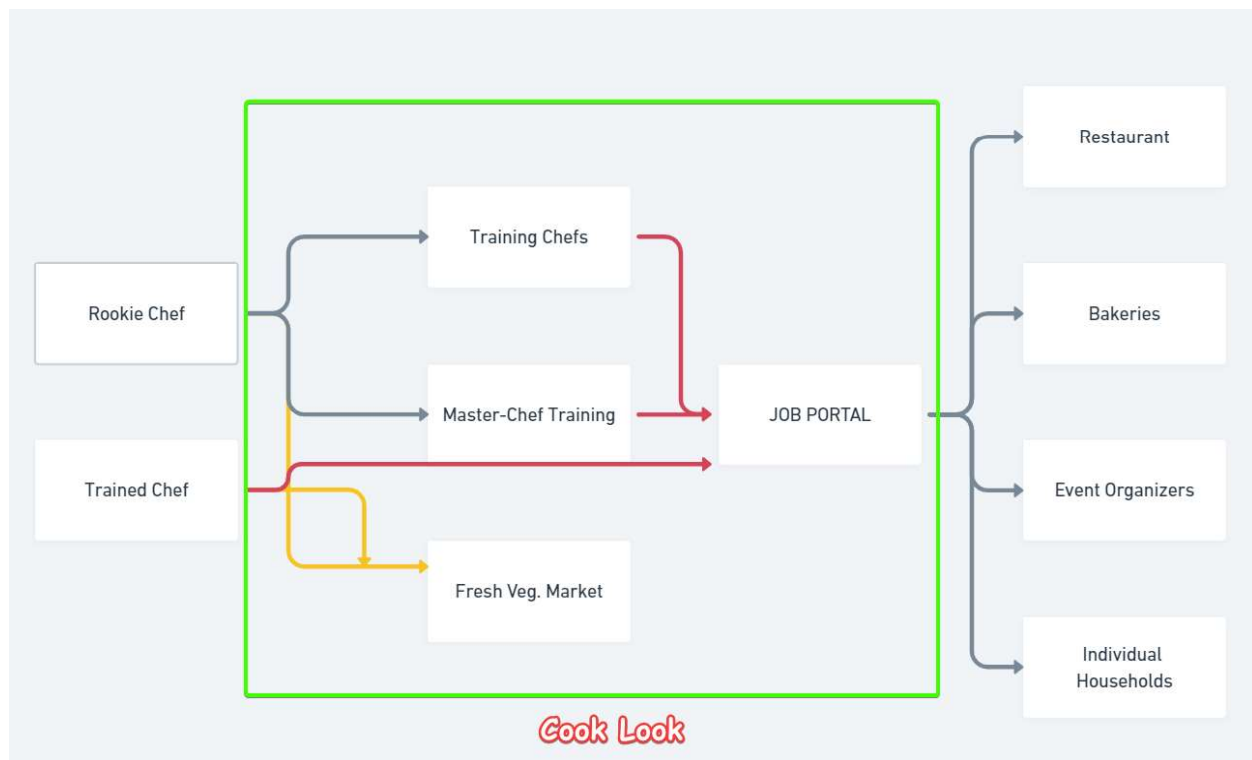
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## Executive Summary



*Executive Summary FlowChart*

## Introduction

The most important resource for survival is food, and not only food but good, healthy, and delicious food. Cooklook is a company aimed at establishing the most reliable chain between talented cooks and the clients who need the services, whether it be for an event, for their own company, or for emergencies. Cooklook will be the go-to site for “cookers” and “lookers” alike. Our company aims to supply adequate training to cooks so that they can increase their value as well as provide easy job opportunities to the masses. Cooklook also tries to be the best way to find cooks who can make the healthiest and most reliable home-cooked meals, while also giving health and taste the highest priority. In short to look for cooks go no further than cooklook

CookLook is basically the go-to portal for hiring cooks based on the different requirements of the user, whether it be for a single shift, a day, or a whole event. With its easy-to-use app and website that works well together, CookLook is sure to connect its users with the best-trained chefs.

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## The Market

The most targeted individuals would be the cooks with high aspirations to train themselves to bring out the best in them as well as to provide the best services. This portal is also for trained chefs who need to be hired immediately and who have re-entered the market and are looking for a quick, easy, and reliable way to restart their career paths. Moreover, from the user perspective, the users, of whatever kind and with whatever needs, will be able to find the best chefs for their needs, whether they be restaurant owners looking for semi-permanent contracts, impromptu events that require immediate attention and services to be made available for them, or any households that want cooks for any type of requirement. In short, CookLook is aimed at providing and supplying the user as well as the chefs with the highest quality of services and working environment.

## Hiring structure and services

The more elaborate scheme for hiring chefs is a simple subscription plan where the chefs will sign up for contracts with us for four types of scenarios.

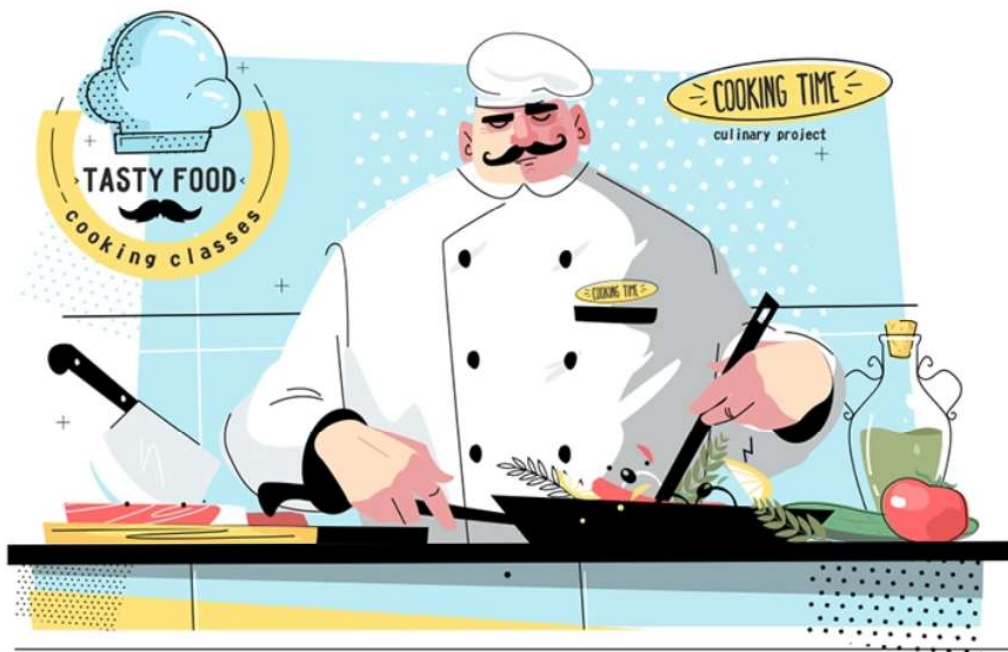
- 3 months - Beginner
- 6 months - Intermediate
- 12 months - Expert
- 2 years - Professional

Following the above model, the chefs will be trained accordingly and then sent off for hiring schemes, where they will be picked up for the services of the users. The cook hires would be great for all kinds of users, but restaurants, bakeries, and bars would be the most likely professional outlets to hire. Bars would need people who have had special training because bartending requires precise and delicate coordination so that drinks can be poured and decorated in the most accurate way.

The normal structure followed by our portal would be to first post a job. Every chef who is already trained would be required to go through the requirements of posting their profile in our portal. If the chef is trained by us, their profile would be created automatically by us, and the next step would be to shortlist and interview the chef who has been shortlisted by the users. If the user faces any problems with the interviews, they can ask for an assistant who can help them choose the best possible chefs for their desires.

Another service offered by us is the training of cooks by highly reputed cooks, which will lead to more human resource development if the chef wants to be trained more. The training by these top-class chefs would be based on a freemium service, which would lead to the generation of more revenue by both the user and chef sides.

One more service offered by our portals would be the inclusion of farms made by the cooks and for the cooks, so the cooks who are being hired would have easy access to the freshest vegetables for the cooks, which would lead to the most delicious and healthy food by our chefs.



*Cooks Training*

## Services Offered

| Service                                  | Function  |
|--|---|
| CookLook - B2C<br>(Business to Consumer) | This is for Direct Customer to Hire Cook for 3/6/9/12 Months for Cuisine of their Choice  |
| CookLook - B2B<br>(Business to Business) | This is Contract to Hire Trained Cooks / Bartender for Restaurants / Bars / Cafe / Hotel  |
| CookLook - F2F<br>(Farm to Fork)         | Service to Provide Fresh Vegetables, Fruits, Spices and Other Ingredients to be used by Cooks while Preparing Food  |
| CookLook - CookedIn                      | <ul style="list-style-type: none"> <li>→ Job Posting for Cooks / Waiters / Chef Manager from Top Hotels / Restaurants</li> <li>→ Network Community of Best Cooks from all over the World</li> <li>→ Discussion Forum of Cooks</li> </ul>  |
| CookLook - Caterers                      | This is Cook Hire for Special Events like Marriage, Birthday, Get-Together, Anniversary, Reunion etc.   |
| CookLook - Tiffin Services               | This Service Provides Normal Healthy Tiffin Food for Job Employees  |
| CookLook - CookSchool                    | <ul style="list-style-type: none"> <li>→ Place where students can enroll for 3/6/12 months for getting Trained as Professional Cooks.</li> <li>→ Placement Guarantee on Completion of Intermediate &amp; Expert Level Training.</li> <li>→ Paid Training due to Hiring of Expert Chefs &amp; Infrastructure for Training</li> </ul> |
| CookLook - CookforCooks                  | <ul style="list-style-type: none"> <li>→ Platform for Recipes with Simple &amp; Understable Steps with Proper Measurements</li> <li>→ Video Demo for All Recipes</li> <li>→ Free for All Users &amp; Premium for Secret Recipes</li> </ul>  |
| CookLook - MasterChef                    | Offline Event of Chefs Competition once a Month with Grand Prize Money + Hire Opportunity   |
| CookLook - Rental                        | This is Basically for Renting Appliances / Cooking Machinery / Crockery for Special Events  |

## Mission

*"To connect the largest community of cooks and be the best platform for hiring cooks"*

## Vision

*"To provide access to the world's best Cooks in one click"*

# COMPANY DESCRIPTION

## SWOT analysis

### Strengths

The company's greatest strengths are in its employees and staff, so along with its staff, the company's another strength is its uniqueness in the market, for the availability of cooks and the ease of access, no one is currently pursuing this idea, therefore the uniqueness is the most uproaring advantage the company has. Being the only firm in the market, it would be sure to pick up and establish a brand name for itself, as well as the eventual establishment would lead to attraction as well as the establishment of a good number of loyal customers which would lead to more building of its strengths. Moreover, the company aims to establish a crucial connection between different chefs of the world and connect them in such a way that the whole community can grow with them. Thus resulting in a strength far greater than anyone else, establishing the need for connectedness and social networking

### Weakness

Other, more established companies could go after the firm and do a much better job of copying and promoting their own versions. This made the firm a bit unstable. But that can also be mitigated once a name has been established.



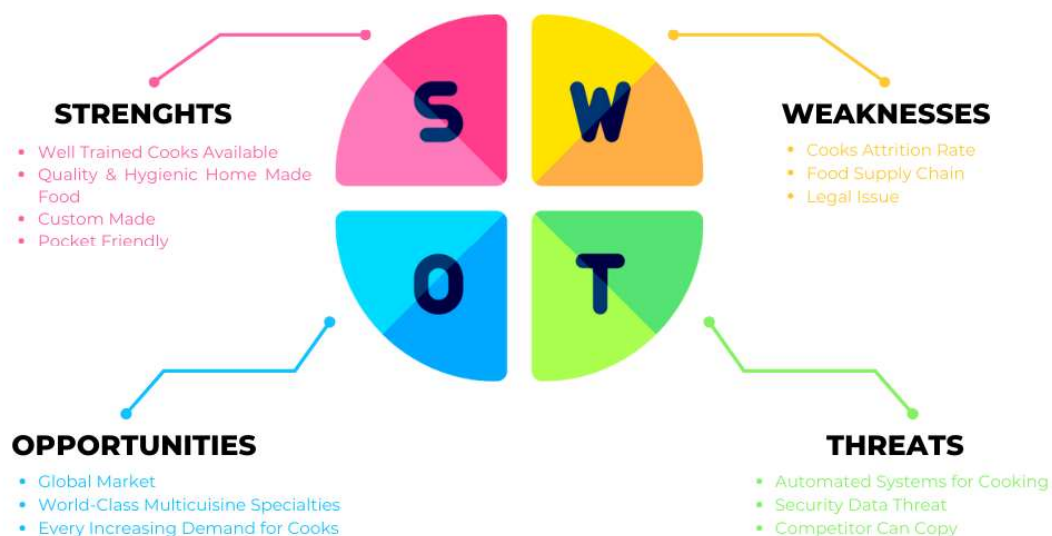
## Opportunity

The most important opportunity presented for the company is a large one in that there is a constant demand for cooks in every household; therefore, in any case, the gradual success of the firm is all but guaranteed. Other opportunities leading to greater ease of operations include established infrastructure for transport access and the availability of farms nearby for a successful purchase of supplies from them.

## Threats

The main threat to the company is the replacement of traditional cooks with automated systems, which will lead to less motivation by the company to appoint a chef. The existence of a full-access form page also leads to potential information extraction from competitors. Moreover, another threat is the existence of adversaries looking to leak data from online sites, and without proper cyber security, this could become a major issue. Health and housing insurance liabilities are also a threat, as any disaster by a chef appointed through the firm could lead to more money spent and could lead to a significant dip in financial earnings. Shutting of businesses over economic downturns/pandemics/wars/natural hazards, etc.

# SWOT ANALYSIS



## INDUSTRY ANALYSIS

### Industrial Overview

Cooklook is an online platform for anyone looking for cooks for their household needs, events, or restaurants and hotels. Here, employers can create their profile and then pick cooks from a list of cooks available on the platform as per their skills and experience based on their requirements.

Any aspiring cook can join our platform; they will then be trained at professional schools, and only cooks with verified skills will be posted on our platform for hiring.

Nowadays, it's not easy to find cooks for the house, especially in an era where people should avoid eating outside food due to various reasons like quality and the material used, and people are becoming aware of the same, which increases the need for cooks. There are many job portals in the market, but no one was working committed hours for these house cooks or for their clients. People ask their friends or relatives to get a cook, but that doesn't always work. Sometimes they have to adjust to a cook who has no experience with their food type or cuisine.

### Key-competitors

#### Direct Competitors

As this is an innovative and unique idea that has not been implemented yet, there are no direct competitors in our target market. But as it is an innovative idea and has a huge potential, if not grown exponentially, then others might try to copy it and get a piece of the market. So it's necessary to grow in the national as well as international markets as soon as possible.

#### Indirect Competitors

Well-known job portals (not specific to cooks) are

- Urban Company
- Naukri
- LinkedIn

In this market since there aren't any other competitors, we have the first mover advantage and we have the whole market all to ourselves. Therefore, the establishment of the firm would be easier due to the lack of direct competitors.

## PESTEL Analysis

### Political Factors

As the end goal is an international market for cooks, the platform is affected by the political stability, tax policies, visa requirements, and labor laws of different regions, as becoming a cook (labor) in other countries may require a lot of steps and may not be possible. Also, it could change over time, so it might be feasible now and be working, but with a change in policy, they might no longer be able to work over there. The Ukraine-Russia war also hurts businesses because it directly cuts jobs in that area and indirectly hurts businesses in other areas.

### Economic Factors

The economy is most important for our platform. As with economic slow-downs, it directly affects the jobs of cooks, as there will be fewer events, fewer people visiting restaurants, and, lastly, people will prefer to cook their own food to save money, as having a cook for you is a luxury in economic slow-downs, which all increase layoffs of cooks and decrease the demands of cooks in the market. And especially if it's a global slowdown, it will affect our whole business rather than a regional one, which only affects part of it.

### Social Factors

Society is another important factor, as people are wary of whom they hire and whom they want in their house. It might not be much of an issue for professional jobs like restaurants and hotels, but for household cooking and for events, many people are still Orthodox and care about other people's culture, caste, skin color, gender, and many other factors. But because our cooks are flexible and any aspiring cook from any region can join, we are sure to meet employers' needs in all of these ways and give them the cook who best fits their needs.

## **Technological Factors**

Innovation in technology is not good for everyone, as for some it can make their lives easier while for others it can result in a layoff or decrease in demand for their job. In our case, innovation in food technology can reduce the number of people required to make a specific food for people, like roti makers and vegetable cutters, which can do the work of many people. So we train our cooks to be up-to-date with the latest technology and update them with all new food technology products in the market. Also, there are many people who prefer their food to be cooked in a traditional way rather than with new technological products as they change the food in some way, like the taste.

## **Environmental Factors**

The environment has a direct effect on food. For example, a drought in a region reduces the amount of food that can be grown, so there is less food available and an increase in the price of food. Also, during epidemics like COVID-19, people will not prefer other people entering their homes, even if they are following all the necessary precautions and protocols. Also, people prefer eating food at home rather than outside, and with work-from-home, they will be available to cook, hence the overall decrease in demand for cooks. Also, waste management has to be taken care of properly by our staff for better environmental health.

## **Legal Factors**

We will have to deal with many contracts, like those between cooks and their training school, cooks and their employer, and finally cooks and CookLook. And we will also have to consider different labor standards as per different regions, like the legal age to be allowed to work, etc. Also, we will have to protect our clients by making sure that their employees do not violate any discrimination laws, employment laws, etc.

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## MARKET ANALYSIS

### Segmentation

Our chef demographic would be people over the age of 21 years of age and both males and females who aspire to become professional chefs or want to work as chefs. We would concentrate our marketing on places that are near restaurant areas or culinary establishments. Furthermore, we would concentrate our marketing efforts on people who have some experience in the field of cooking. Another demographic would be already-trained and highly professional chefs who are in the open market for billionaires, as well as highly premium service providers who want only the best that our site has to offer in terms of chef quality.

Our customer demographic would include a wide range of people, including people who live on their own and need a cook for a day or two in an impromptu emergency situation or people who can't cook, such as disabled people or the elderly, but have gathered the courage to live independently. Moreover, our firm ensures and encourages the independence of such people. Another target demographic would be people who want catering services to restaurants and various event-related cooks.

### Targeting

We would target highly trained chefs to places of high class, which include expensive building complexes and areas where the cost of living on average is pretty high. We would also avoid places with children, for example, schools and playgrounds, as that would be a waste of resources. Instead, we would target places like pubs and casinos, where more adults are present and would probably need chefs for hire.

### Positioning

There are four spectrums to look at: chefs who are economical or chefs who are luxurious. and chefs who have a minimum of experience or are highly experienced chefs. This in turn conveys that our projection of the position map is beneficial in the long run and covers each and every aspect of the price scheme, ranging from the economic categories, which are used for day-to-day services, to moderately premium

services, which can be used on special occasions, to the highest and most premium services, which are intended for our highest economic factor, demographics.

## MARKETING PLAN

For any product or service, we need 4 P's for marketing. These 4 P's are Product, Price, Promotion, and Place. In this section, we discuss the 4P's for our service. The 4 p's are discussed in detail below:

### Product

For product development, the first development criterion is the development of variety, following varieties are developed so as to generate income from multiple sources, the first service is that users would be able to hire chefs for their own restaurants, thus resulting in a b-b categorization, moreover, users will also be able to hire personal chefs for their own households so as to get the highly delicious meal in the comfort of their own home. Moreover, catering services can be provided as well as supplied to by our team of chefs. Moreover, if someone who is new to the city wants access to our class appliances, they can rent them too so as to reach maximum efficiency in cooking their own food. Moreover, hiring of both professional as well as trained bartenders is also available for newly opened bars in the area at cost-effective and competitive prices so the bar customers can get access to the highest level of served drinks, and that being as fast as possible. Trained waiters and professional dish cleaners who can do their work efficiently and cleanly are also available so that restaurant owners can not worry about the hassle of managing untrained staff or worry about breaking plates.

In terms of quality of chefs, we offer 5 main categories of chefs, the most premium would be michelin star chefs, the reason they would be attracted to our website is through the existence of millionaires or billionaires using our site to hire personal chefs so as to look for their own personal chefs for different cuisine types. The next category is professional chefs which would visit the site for the same reason, next are Highly trained chefs which would have passed as well as excelled in all of our benchmarks and would cost a little more than the next category, which would be trained chefs. These all categories of chefs would have passed our benchmarks and would all be available to the site visitors and to our users.

The main features of our program are designed to serve both the chefs as well as the users. The following are the features - Firstly the chefs who apply to our portals would be able to get jobs more easily than any other form of employment or job searching, Next feature is the ability to serve more jobs to professionally trained chefs and increase the easiness of job hopping for them so as to maintain the drive for culinary in them. Moreover, profitable firms such as restaurants or bars could also adhere to our services and get easy access to a reliable workforce without the workload of training untrained people. Moreover, for impromptu events, Catering services are also available which can be availed so as to get the most reliable form of services in a minimum amount of time. One more feature is the hiring of personal chefs in individual households which would lead to less hassle in kitchen management and more relaxation by the users and enjoyment of their life and an increase in quality of life by not worrying about cooking on top of their jobs.

In order to maximize the attractiveness and appeal of the product, an appropriate naming, as well as slogan, was required so as to promote our services, therefore, rightfully the name "CookLook" was chosen so as to represent the easiness in looking for a cook., and the chosen Slogan was CookLook - Want a Cook? Just CookLook".

For safe and reliable delivery of the supplies such as kitchen appliances as well as vegetables, a thorough packaging bag made of cloth was to be designed and patented which were cost-effective in manufacturing as well as recyclable so that it could yield large capital cost savings as well as resulting in less carbon footprint of the company.

Our platform would first be advertised in the state of Maharashtra where people are known to be picky eaters, also many salaried job people and hence the requirement for personal cooking. But it will be available to use all over India, just our marketing will be specific to Maharashtra for better efficiency. After establishing our name in the state of Maharashtra we'll start our marketing nationwide so that we have a better brand name at that time due to it being a used product by many people with good reviews. Once we saturate the Indian market or our workforce is established enough to be launched in the global market, then we will start our final phase in the International Market.

In our platform cooks can register their portfolio and they will be trained thoroughly as per our criteria which then can be offered services to their employer. Also, pre-trained chefs can also join for the same and skip training after verifying their skills. They can



either work as personal chefs, work in restaurants/hotels or provide catering services for events. Another service provided is renting kitchen appliances and crockery to anyone who may require it.

No matter how hard we train our chefs, some of their employers might still not like their work, so in such cases, we offer a money-back guarantee to such clients that if our chefs do not meet the standard expectations mentioned on our platform then they can ask for refund or can ask for better quality chefs with their respective price.

## Price

For each of our services, there are training modules for chefs which have been designed meticulously and would lead to competitive training prices like no other and would in turn lead to maximum savings for someone who chooses to be trained by us. As any chef signs up to us and lists their resume, our advanced sorting algorithm would sort them or through our technical constraints and decide which level of training they are required to do in order to sign up for our hiring services. The basic tier starts from 38000 Rs and can go up to the high limit of 140000 Rs, thus leading to the most efficiently trained chefs who would be industry ready to cook.

The discounts offered by the website would be of two categories. The first category would be festival discounts which would incur at popular festivals of the region, these discounts would vary from 30 percent to up to 60 percent. Another form of discount would be periodic discounts which would occur within the week and to new users in a range of 5 to 20 percent.

Once our chefs get employed, then next time instead of going through our platform they might directly contact their employers to get the job. So to overcome this and also provide a sense of job security to our chefs we will provide a retention bonus to them starting from 50,000 Rs as per their skill level and experience and work done with our platform in the last year.

For payment to our chefs, they will either get a monthly salary or be paid after their contracts end from their employers with a cut of commission for our platform. They will also get a retention bonus yearly as per their skills, experience and work done in a year. For our rental service, customers will pay a deposit for it and after the use period they will pay the rental fee as per the appliance or crockeries rented.



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## Promotion

Our marketing strategy is primarily focused on online marketing apps, including Instagram and Facebook. An Instagram account would go a long way in effectively marketing our product. Also, running ads on Facebook would work well with our Instagram account to get as much attention as possible for our service.

### Instagram Marketing

Our Instagram marketing strategy would primarily focus on videos that show the benefits of using our service. Since videos are the best way to get our audience to interact with us, we would hire content writers, content creators, and video editors to do the same thing.

The Instagram post would be a secondary part of our Instagram page. It would advertise our service and its benefits in a short way. For this, we would hire designers to work on our posts. Moreover, the designers can also help video editors with their design needs.

Also, Instagram is a great place to show off the feedback from our customers, which is also good for the value of our brand.

### Meta ads

Meta ads work very well in conjunction with Instagram, as Instagram is owned by Meta. Promoting a reel or a post through meta ads ensures that everyone on Facebook, Meta, and Instagram can interact with our ads and learn about the services we provide.

### Youtube videos

Youtube videos explaining our services in a very short span are very helpful for the quality of our service. This also ensures a great user experience. Moreover, if proper SEO is applied to our videos, the YouTube algorithm would promote our service through our videos.

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## **Youtube Ads**

Youtube Ads are one of the most popular places where video can spread to the common people. Youtube ads make sure that advertisement reaches the proper audience, in our case the common people and chefs. Youtube ads have become the primary substitute for tv commercials, but better. Youtube ads also have the functionality of interacting with the video where the user can click on the video and it would direct it to our website.

## **Google search optimization**

Proper SEO needs to be done for our website so that the website becomes the first website to pop up when particular search terms are used. Moreover, our company needs proper google search pop-ups so as to maintain professional standards.

## **Billboard**

We plan to market our service initially through billboards in major cities in Maharashtra. This would give our company our first exposure to the market and make potential customers aware of our presence.

## **Newspaper Ads and Pamphlets**

For more exposure to people we would publish pamphlets in newspapers to produce exposure of our company to people who are looking for cooks or any of our services. Moreover, we can also publish newspaper ads to further maximize our exposure.

## **Place**

Our customers would be able to buy Kitchen appliances, groceries, and crockery from our website. Kitchen appliances and crockery would be stored at different locations throughout India and would be distributed to our customers via mail. Also, chefs would be able to apply from their homes with ease. They can easily, through our app or website, find their desired role near them and also help them make contacts in the industry along the way. As their jobs are near to their home, they will have an easier time commuting to and from their workplace. Our marketing will firstly solely focus on one state - Maharashtra. We chose Maharashtra primarily because of its geographical

location at nearly the center of India, in addition to the fact that it houses Mumbai - The City of Dreams and Financial Capital of India. We plan to increase our marketing to other states as soon as our first profits come in.

We also plan to train chefs to our standards and assign them duties in our partnered restaurants. So for such an endeavor, we need proper locations and facilities to train our chefs. And to market our plan for training we need proper marketing for the same. We would also need a warehouse to store kitchen appliances and crockery and also ingredients.

## MANAGEMENT TEAM

| Person Name                      | Position   | Education Background                              | Industry Experience                   | Other SkillSet                                     |
|----------------------------------|------------|---|---------------------------------------|--|
| <b>Bhagya Vinod Rana</b>         | CEO        | MBA (Harvard Business School)<br>CSE (NIT, Surat) | 3 Year @ Wells Fargo<br>2 Year @ JPMC | Creative, Strategic Management                     |
| <b>Abhishek Kumar Gupta</b>      | CFO        | MBA(IIM A),<br>BSc.(DSE)                          | 5 Years @ Morgan Stanley              | Business Intelligence, Leadership, Risk assessment |
| <b>Dev Jariwala</b>              | HR Manager | MBA(IIM Ahmedabad)<br>CSE(NIT Surat)              | 5 Years @ Goldman Sach                | Recruitment, Training and Development              |
| <b>Karan Dharmendra Phatnani</b> | CMO        | MBA(IIM Ahmedabad),<br>B.Tech(NIT SURAT)          | 5 Years @ Publicis                    | Google Analytics, Web Trends                       |
| <b>Raj Jikadara</b>              | CTO        | Masters(MIT),<br>B.Tech(NIT Surat)                | 5 Years @ Microsoft                   | Product Development and Management                 |

*Management Team Summary*

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**Bhagya Vinod Rana** is the **CEO** of Our esteemed company CookLook. He completed his Bachelor of Technology in Computer Science from NIT SURAT and MBA from Harvard Business School. He has work experience of more than 5 years at JP Morgan and Wells Fargo in various key positions. His roles and responsibility include but is not limited to Developing strategic objectives and direction, Implementing proposed plans, Budgeting and forecasting, Public relations, Communicating with the Board of Directors, and Tracking company performance.

**Abhishek Kumar Gupta** is the **CFO** of our esteemed company. He has done his Bachelor in economics from the Delhi School of Economics. After completing his MBA in finance from IIM Ahmedabad. He worked at Morgan Stanley for 5 years prior to joining the company. He is in charge of the organization's financial activities, including being in charge of the finance and accounting professionals who perform operational functions, as well as serving as a strategic advisor to the CEO. He also provides advice to department heads throughout the organization, assisting them in both maximizing revenues and controlling expenses without jeopardizing customer or employee satisfaction or the company's reputation. He assists in the selection of skilled personnel for the finance team and collaborates with departments to allocate budgets for human capital management.

**Raj Jikadara** is the **CTO** of our esteemed company. He completed his Bachelor of Technology in Computer Science from NIT SURAT and his Master's from the prestigious Massachusetts of Technology(MIT). He has a proven experience as a CTO at Microsoft prior to joining the company. His responsibilities include but are not limited to developing technical aspects of the company's strategy to ensure alignment with its business goals. Discover and implement new technologies that yield competitive advantage. Help departments use technology profitably, Supervise system infrastructure to ensure functionality and efficiency. Build quality assurance and data protection processes. Monitor KPIs and IT budgets to assess technological performance. Use stakeholders' feedback to inform necessary improvements and adjustments to technology. Communicate technology strategy to partners and investors.

**Karan Dharmendra Phatnani** is the **CMO** of our company. He has proven experience in identifying target audiences and in creatively devising and leading across-channels marketing campaigns that engage, educate and motivate and has a solid knowledge of

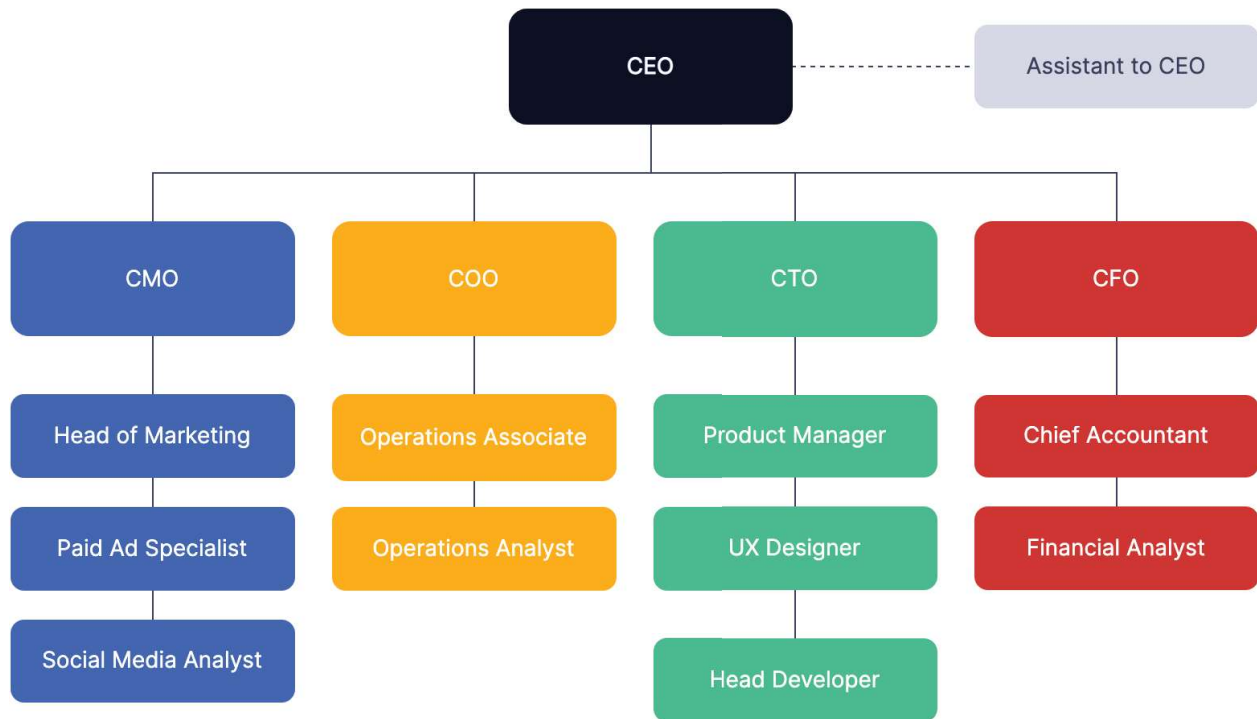
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website analytics tools (e.g., Google Analytics, Net Insight, Omniture, Web Trends). He also has experience in setting up and optimizing Google AdWords campaigns.

His responsibility includes but is not limited to Developing strategies and tactics to get the word out about our company and drive qualified traffic to our front door. Deploy successful marketing campaigns and own their implementation from ideation to execution. Experiment with a variety of organic and paid acquisition channels like content creation, content curation, pay-per-click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, and performance analysis. Produce valuable and engaging content for our website and blog that attracts and converts our target groups. Build strategic relationships and partner with key industry players, agencies, and vendors. Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds wisely.

**Dev Jariwala** is the **HR Manager** of the company. He has completed his Bachelor of Technology in Computer Science and Engineering from NIT Surat and his MBA from IIM Ahmedabad. He has proven experience working as an HR in various MNCs like Goldman Sachs prior to joining our company. His responsibilities include but are not limited to Creating and putting into action HR initiatives and strategies that are in line with the overall business plan. Improve ties between management and employees by responding to requests, grievances, or other issues. Control the hiring process. Support present and future company demand through growing, involving, inspiring, and preserving human capital. Create and keep track of the organization's overall HR strategies, methods, tactics, and procedures. Cultivate a supportive workplace. Managing and maintaining a setup that promotes optimum performance. Maintain the benefits and pay schedule. Analyze the training requirements for a program and keep an eye on it. Report to management and use HR indicators to assist in decision-making.

## COMPANY STRUCTURE



*Company Structure*

The company structure includes the CEO(Chief Executing Officer) will supervise as well as receive assistance and suggestions from the CFO, CTO, CMO and Manager (HR). Every employee in the organization has a responsibility to report to the concerned department or to the concerned line manager.

The CFO (Chief Financial Officer) has Chartered Accountants in the downward hierarchy to consult and supervise the decisions regarding the financial operations of the company. And there are auditing officers in the below hierarchy for financial audit and taxation-related operations in the company.

The CTO (Chief Technology Officer) has Team leaders in the downward hierarchy. Team leaders are the senior developers who are very experienced in their respective technological domains and they lead a team of junior developers and engineers who execute the ideas through their work to give it live shape or turn the ideas into practicality.

The CMO (Chief Marketing Officer) has Marketing Managers in the downward hierarchy. Marketing Managers deploy successful marketing campaigns and own their

implementation from ideation to execution. They lead a team of Social Media handlers who does content creation, content curation, pay-per-click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, and performance analysis. Produce valuable and engaging content for our website and blog that attracts and converts our target groups.

The HR (Human Resource) Manager manages and supervises all the HRs working in the company. He /She creates and puts into action HR initiatives and strategies that are in line with the company's plan. The HRs control the hiring processes and help in enabling supporting workplace environments for the employees in the company.

The Chief Cook/Chef is the senior most cook who heads and supervises all the Cooks/Chefs and provides the necessary training to all the Cooks so that they can satisfy the consumer's taste buds' needs.

## OPERATIONAL PLAN

One of the more important aspects of managing and running a business is looking after the organizational plan and following it.

The organizational plan of Cooklook is very simple and precise; one of the major aspects is to cut down on capital costs. This would be done primarily by the firm purchasing the supplies for the farmer's market at a wholesale rate, making the costs better and more efficient. Moreover, another way of reducing the cost would be to thoroughly pipeline the supply chain; for example, the supply chain for stocks and human resource trainees would be negotiated with an existing restaurant so that the chefs who would be teaching would get both a higher incremental pay as well as more jobs to fit in than just in the culinary world, presenting them with more job opportunities.

If cooks are required, our firm would be primarily dealing with online aspects of managing the services. For that, the most crucial aspect would be to ensure that the whole website and app run on the most stable of our servers, as well as ensuring proper domain names have been set up properly. Also, the company would make sure that the teachers they hired to teach the untrained chefs would be the best ones. They would do this by using third-party resources to find out as much as possible about the teachers.

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## Suppliers and business partners

One of the main suppliers for our farm market would be the local farms. This would bring more business to the local farms and also encourage our chefs to shop at the market for fresher ingredients. One of our major business partners would be the restaurants, with which we would collaborate to get high-class, trained chefs to train the untrained staff. One more partner would be a software development firm, which would take care of maintaining the servers with our team of engineers and act as a backup in case our team is unavailable, leading to more efficient managing of the website. Moreover, individual cyber security firms would be in close contact in order to manage and mitigate the various attacks on our site by many adversaries.

## Quality control

For the sole assurance of providing our clients with the best service, the stock from farms would be investigated thoroughly when they arrived at our warehouse; moreover, the trained chefs would be put into a quality assurance test in which they would have to cook, and their food would be distributed to local orphanages and public places, and the tasters or food consumers would only be required to fill out a feedback form. In addition to that, professional taste testers would be hired whenever a batch of training chefs would be finished. With the combined evaluation, the best chefs would be sent for trial hiring, and if the feedback is good, they would serve as permanent hire listings on our site as trained chefs, providing the best chefs for our customers.

## Operations

### **PRODUCT DEVELOPMENT**

The product development department is responsible for software development and product packaging. The company's founders will oversee all operations of this department.

### **CUSTOMER SERVICE/PRODUCT SUPPORT**

The company is committed to superior levels of customer satisfaction. To this end Poggle intends to build an internal customer service department. This department will



be staffed by knowledgeable people who are also skilled in being effective on the telephone in interpersonal relationship management.

## **MATERIALS AND PURCHASING**

The responsibility of this department will be the establishment of new sources of supply, management of the ordering process, procurement, and stocking.

## **SALES**

The sales department is responsible for the achievement of Poggie revenue targets, management and growth of the distribution channels, and pursuit of corporate strategic relationships.

## **MARKETING**

The marketing department is responsible for implementation of the marketing plan, overseeing the development of pricing and price lists, catalogues, and selling sheets. Additionally, this department handles all research and advertising.

## **LEGAL & ACCOUNTING**

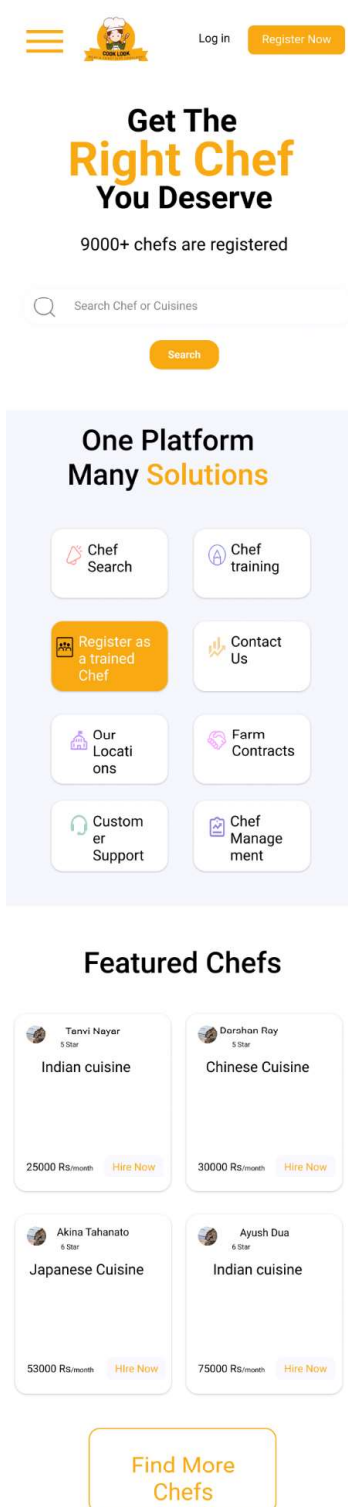
The legal department is responsible for management of CookLook's copyrights, trademarks, and patents, in addition to contract negotiation.

## **INTELLECTUAL PROPERTY PROTECTION**

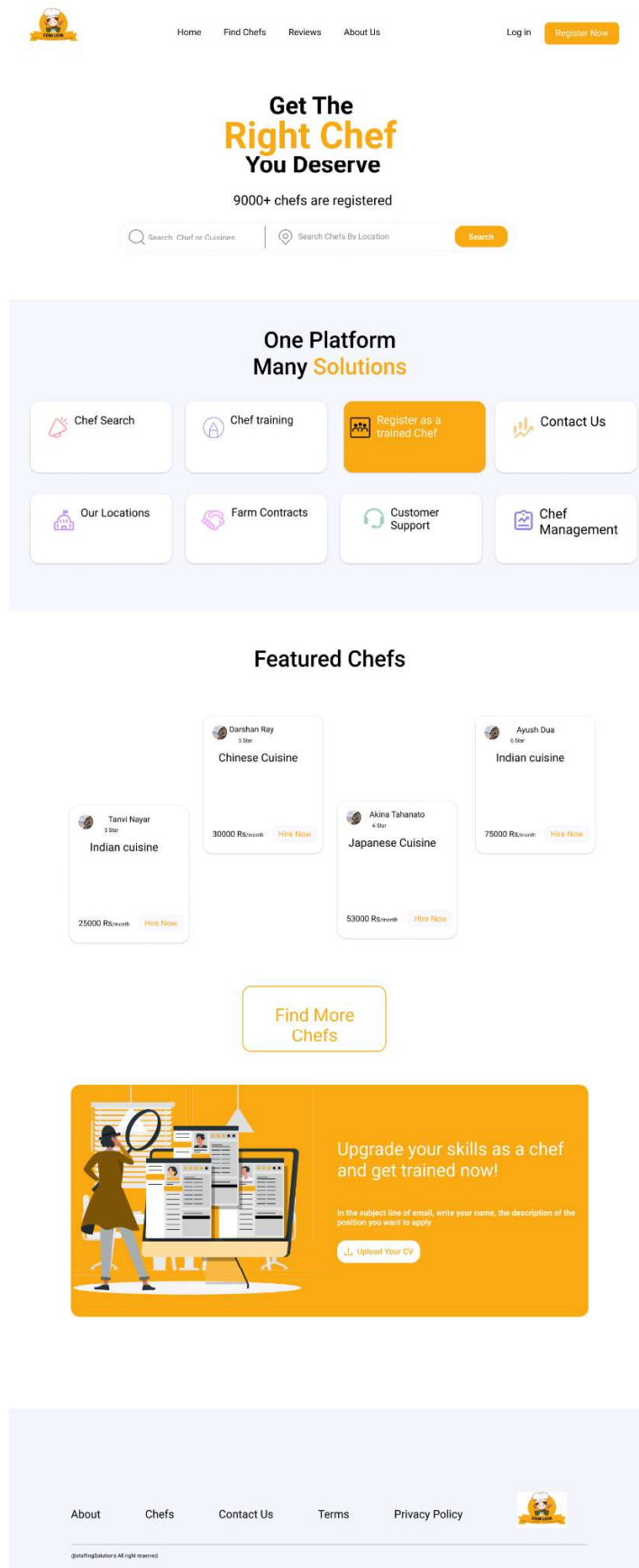
CookLook has aggressively moved to protect its developed intellectual property rights such as trademarks, product designs, and proprietary concepts. These rights are protected through patent application trademark registrations, the maintenance of trade secrets, the development of trade presentation and, when necessary, appropriate action against those who are, in the company's opinion, unfairly competing. Several trademarks have been issued by the Trade Mark Registry. The current registered trademark and future patent beneficiary is CookLook, Incorporated. CookLook will be filing additional trademark registrations and patents for their other technologies in China, Japan, Korea, the Middle East, and Europe.

# PRODUCT / SERVICE DESIGN & DEVELOPMENT

## App



## Website

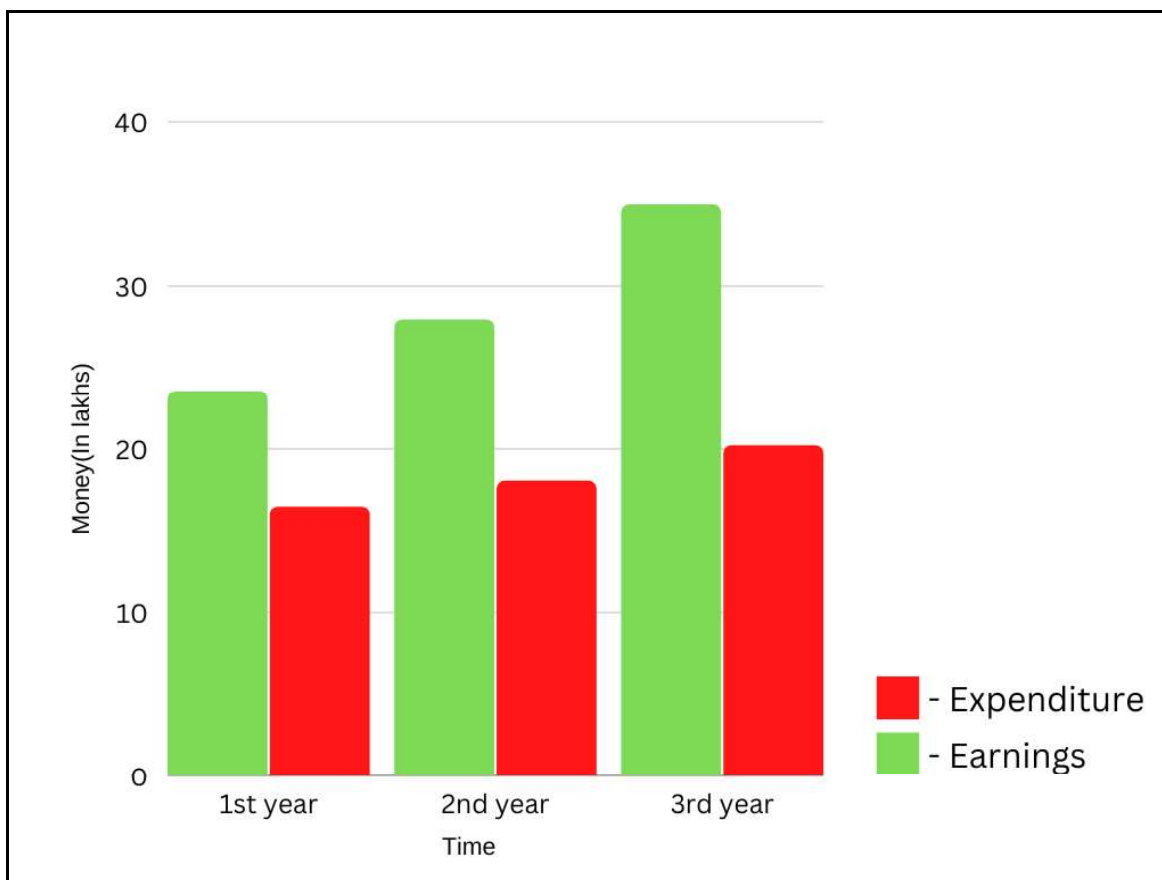


## FINANCIAL PROJECTIONS

### Income

In this firm, there are majorly 2 outsourcing programs which generate income, first is through the commission which is being given by the untrained chef to us in the form of training fees, the firm takes 20 percent of the training cost as a cut for its profits, and the other 80 percent is given directly to the tutor for their teaching services.

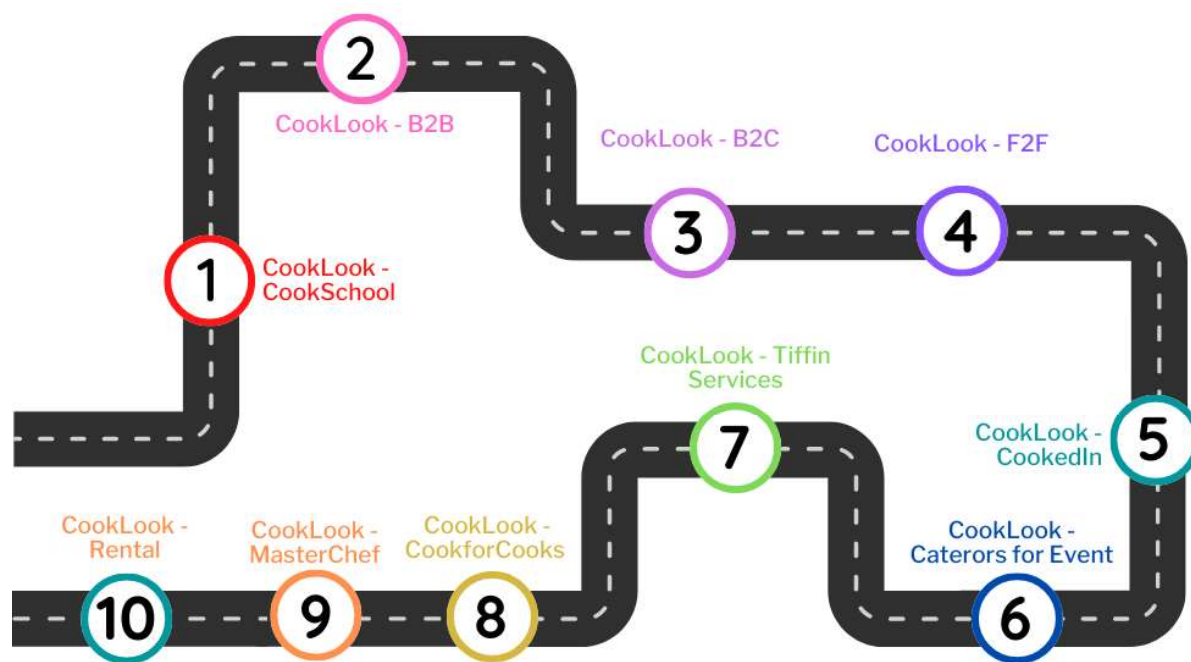
Another source of income is being made when any user orders a chef and pays for them wherein we take 10 percent of the cost. Another source of income is generated when the goods purchased from the farm at wholesale prices are sold to the chefs at retail prices as well as the freemium access to secret and advanced recipes when a chef pays for them at our forums.



*Financial Projections*

| Three-Year Projection          | Year One           | Year Two           | Year Three         |
|--------------------------------|--------------------|--------------------|--------------------|
| Revenue                        |                    | 15%                | 20%                |
| CookLook - CookSchool          | ₹1,350,000         | ₹ 1,552,500        | ₹ 18,63,000        |
| CookLook - B2B                 | 1,512,480          | 1,739,352          | 2,087,222          |
| CookLook - B2C                 | 65,835             | 75,710             | 90,852             |
| CookLook - F2F                 | 225,000            | 258,750            | 310,500            |
| CookLook - CookedIn            | 32,835             | 37,760             | 45,312             |
| CookLook - Caterors for Event  | 1,650,000          | 1,897,500          | 2,277,000          |
| CookLook - Tiffin Services     | 2,310,000          | 2,656,500          | 3,187,800          |
| <b>Total Revenue</b>           | <b>3,992,835</b>   | <b>4,591,760</b>   | <b>5,510,112</b>   |
| <b>Expenses</b>                |                    |                    |                    |
| Advertising                    | 39,793             | 43,772             | 49,025             |
| Shipping                       | 3,979              | 4,377              | 4,902              |
| Insurance                      | 6,000              | 6,600              | 7,392              |
| Professional Services          | 159,171            | 175,088            | 196,099            |
| Rent                           | 60,000             | 66,000             | 73,920             |
| Repair and Maintenance         | 6,000              | 6,600              | 7,392              |
| Payroll                        | 915,000            | 1,006,500          | 1,127,280          |
| Supplies                       | 6,000              | 6,600              | 7,392              |
| Travel & Entertainment         | 79,586             | 87,544             | 98,049             |
| Product Development            | 79,586             | 87,544             | 98,049             |
| Administration                 | 15,917             | 17,509             | 19,610             |
| Computer Expense               | 119,378            | 131,316            | 147,074            |
| Utilities                      | 15,917             | 17,509             | 19,610             |
| Trade Shows                    | 55,710             | 61,281             | 68,635             |
| Miscellaneous                  | 79,586             | 87,544             | 98,049             |
| <b>Total Expenses</b>          | <b>1,641,623</b>   | <b>1,805,785</b>   | <b>2,022,479</b>   |
| <b>Net Profit Before Taxes</b> | <b>₹ 2,351,212</b> | <b>₹ 2,785,975</b> | <b>₹ 3,487,633</b> |
| Net Profit as % of Revenue     | 58.90%             | 60.70%             | 63.30%             |

*Three Year Projected CashFlow*

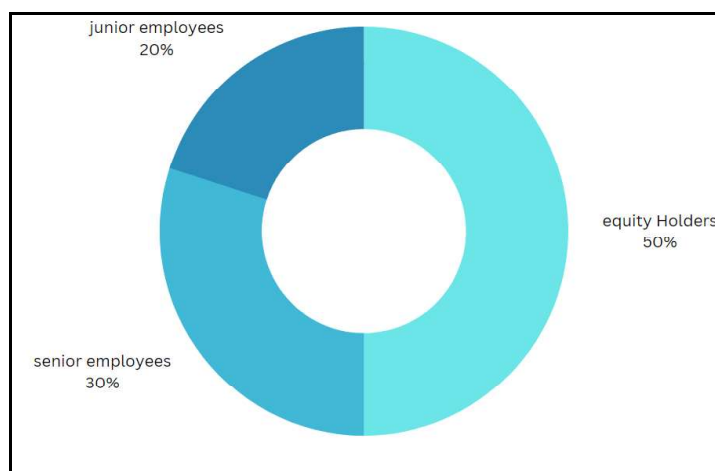


Each Phase takes Approx. 3-6 Months

*CookLook Timeline*

## Personal Management

The salaries are segmented in such a way that 50 percent are divided among the employees of the company. 30 percent is given to senior employees, while 20 percent is divided among junior employees, out of which the other 50 percent is distributed among the CEE, CEO, CTO, and CFO of the company.



*Personal Management Division*

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## SUMMARY OF FEASIBILITY

We evaluated our project's potential for success, and perceived objectivity as an essential factor in the credibility of the study for potential investors and lending institutions. There are five types of feasibility studies—separate areas that a feasibility study examines—as described below.

### Technical Feasibility

We will need a website and a phone application for our platform. As similar platforms already exist, it will be much easier to implement and deploy the product. We will use a cloud platform like GCP (Google Cloud Platform) to deploy our website and use the Play Store and App Store to deploy our phone application. So it is easy to implement and feasible.

### Economic Feasibility

The main investment to establish and run the company initially should be around 60 lakhs, once the firm has been established, the projection would occur as stated and would lead to successful net profit generation in the first year.

### Legal Feasibility

There are many laws and regulations for jobs and labor. We will have to make sure all such laws are followed properly and no violations are committed throughout the project. Also, our product will contain huge amounts of data on the cooks who have joined our platform, so data protection acts need to be followed. As we plan to follow all such laws, this makes our plan legally feasible.

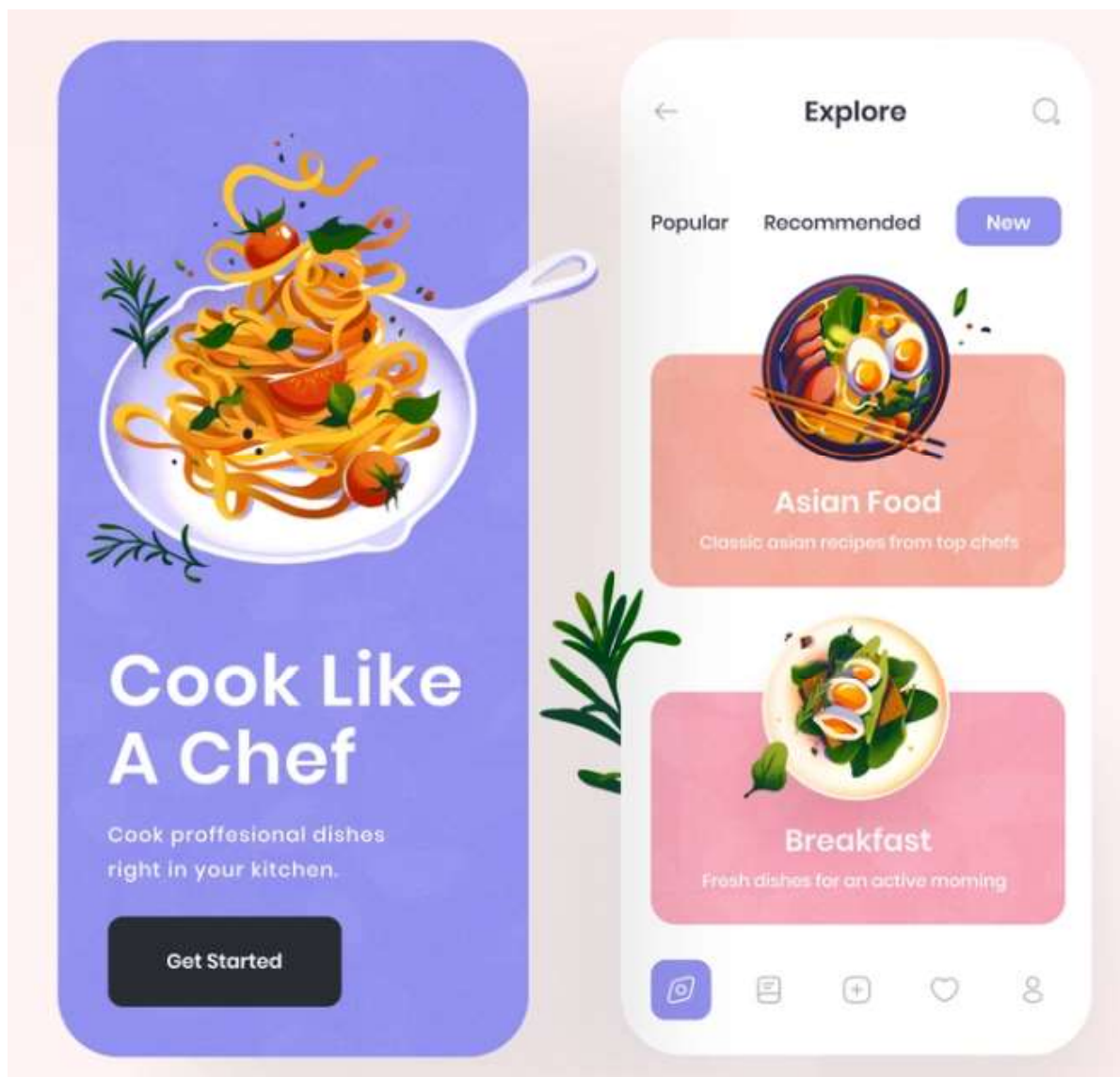
### Operational Feasibility

Our target market is cooks and those looking to hire them. Our platform, being a hiring platform, aims to employ all the cooks looking for jobs in their dream place by going through a series of processes such as listing their actual skills and a few interview rounds, so that both parties are satisfied with each other, which makes our plan operationally feasible.



## Scheduling Feasibility

Our aim is to launch this product on January 1, 2024, and have it ready (website and phone application) and tested by July 1, 2023. Marketing will start on November 15, 2023, for better awareness among cooks as well as their potential employers. Also, our deadlines are flexible if we are faced with any major issues, as it's a unique idea and not implemented yet, so it is feasible. Below Recipes App will be Released by December 15.



*CookLook Recipes App*



## Conclusion

CookLook's management is optimistic that it will be able to meet its aggressive sales targets, with total sales of 24 Lakhs, 28 Lakhs and 35 Lakhs in 2022, 2023, and 2024 respectively.

Furthermore, we have carefully analyzed its market, potential clients, and ability to increase its sales and market share in our industry. CookLook has the potential to provide high ROE to potential investors due to its unique selling point that meets customers' demand, aggressive marketing strategy, and makes a difference from competitors.

The management team invites you to invest in the company and join us on this exciting journey. With your support, we believe that we can achieve our goals and create shareholder value. Thank you for your time and consideration.

CookLook will need to raise early money in order to become an industry leader. This money will go toward startup expenditures, building a legitimate storefront, and expanding the company's infrastructure, product development, and marketing.

CookLook will be able to achieve its success in 3 years based on the funding requirements. Assuming all goes according to plan, the management team is confident that it will be able to generate significant returns for its investors.