

Gymstaurant

IAE PROJECT

GROUP-13

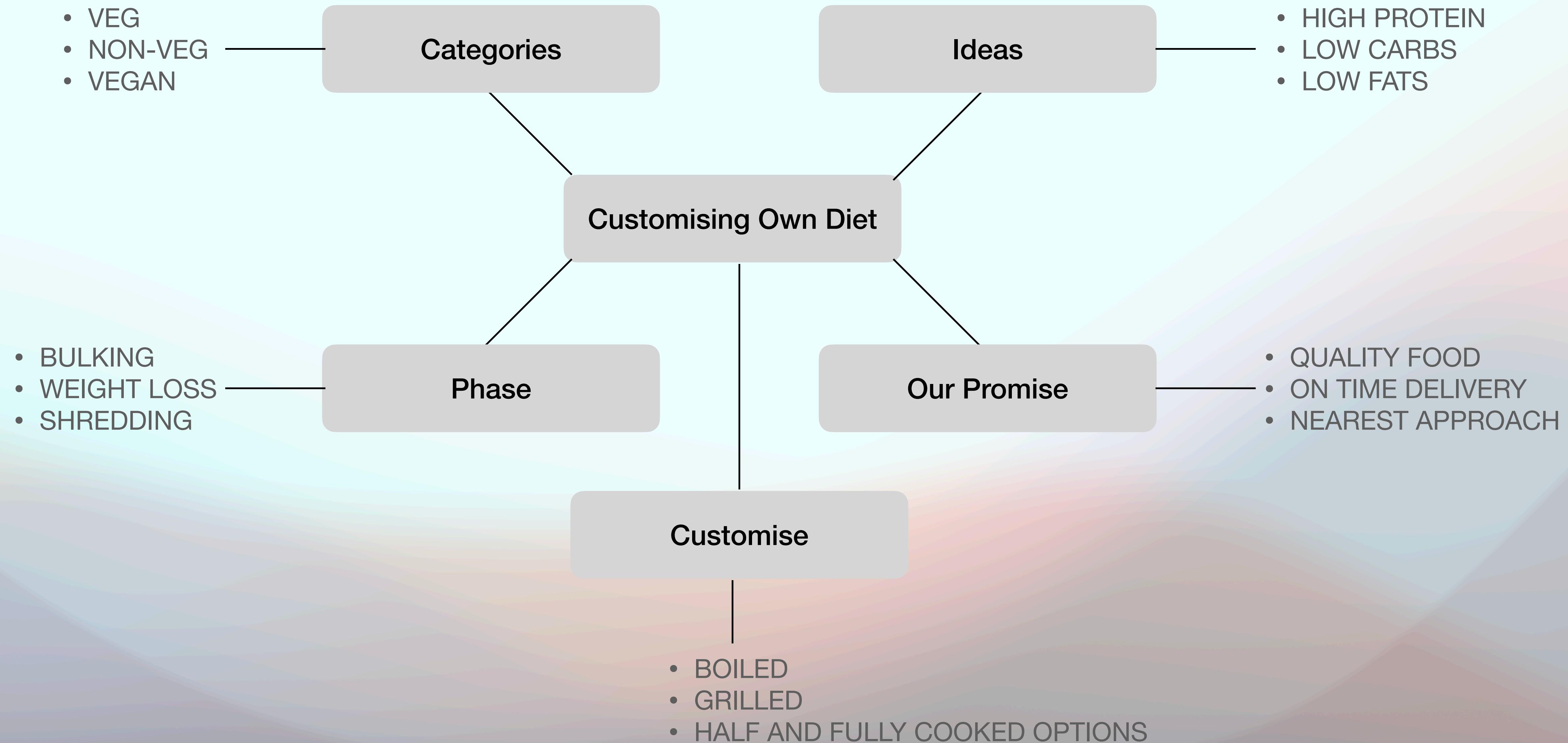
Team Members

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Problem Statement

- We concentrate on all sectors by giving the quality food in every sector and also if they choose a specific sector like bulking or cutting , we will prepare the food for them by giving the macros of the food and also their chosen diet as they wish.
- We will also supply the supplements like protein power, creatine, Pre-workout power, multi vitamin pills, etc. As per customers wish.

MIND MAP



Business Model

- We will not consider or buy the unhealthy food materials we do it from organic producing.
- As we buy material in bulk available at low prices and we are manufacturing the product as customer wishes, it's especially profitable.
- We do not intend to welcome any external business partner which is why we have decided to restrict the sourcing of the start-up capital to 3 major sources.

These are the areas we intend generating our start-up capital;

- Generate part of the start-up capital from personal savings
- Source for soft loans from family members and friends
- Apply for loan from my Bank.
- We start our Business.

Business Structure

- We do not intend to start a retail store business like the usual mom and pop business around the street corner; our intention is starting an own gym diet customising business.
- We will hire a hiring manager having experience to ensure that we hire people that are qualified, honest, customer centric and are ready to work to help us build a prosperous business that will benefit all the stakeholders.
- Profit-sharing arrangement will be made available to all our senior management staff and it will be based on their performance for a period of ten years or more.

Business Structure

- In view of that, we have decided to hire qualified and competent hands to occupy the following positions.
 1. Chief Gym Trainer for Diet Plans
 2. Nutritionalist 1 for Store Consultation
 3. Nutritionalist 2 for Online Consultation
 4. Nutritionalist 3 for Home Consultation
 5. Chef for Cooking
 6. Chef for Mixing the Proteins what the Customer needs
 7. Service Agents

Marketing and Sales

INTRODUCE NEW PRODUCTS OR SERVICE

Introducing new dishes like combos, Platter meals for Afternoon, Evening Protein Snacks for maximum comfort to the customers by giving Best quality for them to reduce Fats and Bad Fats. Ensure that we have a wide range of varieties from different categories at all times.

ENHANCE YOUR SALES CHANNELS.

Provide resources that communicate your message, Modularize your content for each stage of the buying process. Keep the lines of communication frequent and open. Get on board with society. Measure the relationship early and often. List our business and products on yellow pages ads. Create a loyalty plan that will enable us reward our regular customers

Sales Forecast

Below is the sales projection for our Gymstaurant

- First Year: 20,000 dollars
- Second Year: 45,000 dollars
- Third Year: 70,000 dollars

This projection is done based on what is obtainable in the industry and with the assumption that there won't be any major economic meltdown and there won't be any major competitor retailing same ideas and customer care services as we do within same location. Please note that the above projection might be lower and at the same time it might be higher.

Don't Neglect Customer Service

- **Lightning fast response:** Do your best to provide lightning fast responses to customer questions, comments, or orders. Define what lighting fast response means in your company — perhaps five minutes or less — and track your response times. You want to get back to every customer before that customer starts wondering what's going on.
- **Never Argue About Returns:** Encourage customers to order several products, check them out, and return what they don't want. It will make customers feel more comfortable buying from you, and if your ecommerce platform will support it, consider offering the refund in the form of store credit.
- **Treat Customers Well:** Upgrade good customers to next day or second day air shipping from standard ground shipping. This policy encourages customers and rewards those customers that frequently shop your store. You might also consider offering coupons or other bonuses to your best customers.
- **Expect Problems, Be A Solution:** If a certain type of problem — perhaps packages damaged during shipping or something similar — be sure to take some action to prevent this sort of problem in the future. Customers that have had problems and believe they were treated fairly will often be your most loyal customers in the long run.

Website Prototype

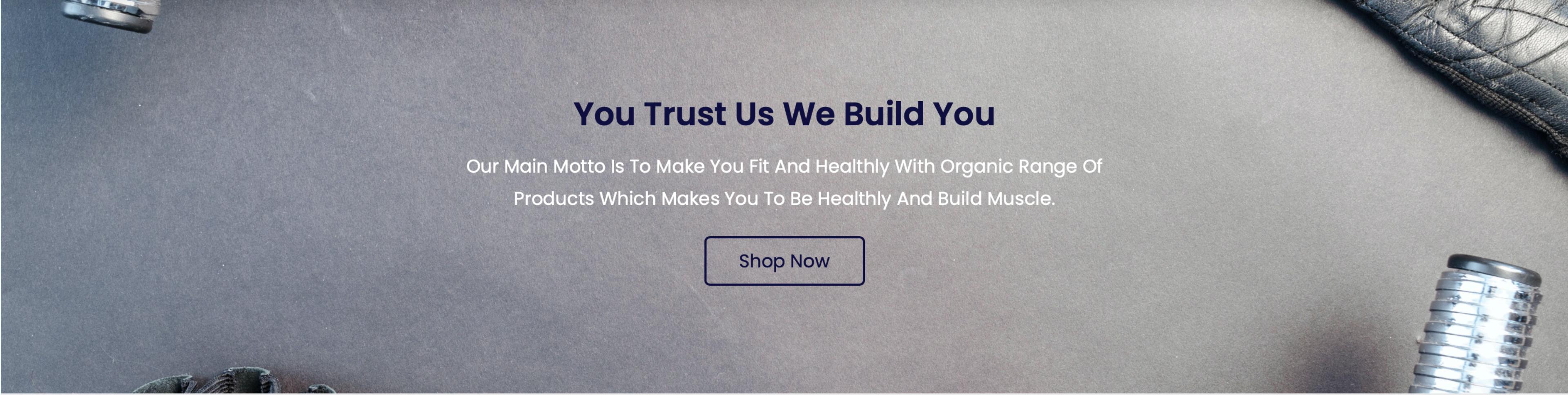
We have created a Website Prototype for our model to show how our Features, Products and their Categories and our Blogs about the Materials. We have developed using HTML and CSS and JavaScript.

Home Page

Gymstaurant

Home Features Products Categories Review Blogs

Q  



You Trust Us We Build You

Our Main Motto Is To Make You Fit And Healthly With Organic Range Of Products Which Makes You To Be Healthly And Build Muscle.

[Shop Now](#)

Our Features



BUILD MUSCLE

A Organic Muscle Builder Plan With



DIET PLAN

An Organised Diet Plan Suggested By Class



EASY DELIVERY

Easy Door To Door Delivery In Minimal Amount

Products Page

Gymstaurant

Home Features Products Categories Review Blogs

Search Cart User

Our Products



Peanut Butter
\$4.99/- - 10.99/-

[Add To Cart](#)



Vitamin Capsules
\$4.99/- - 10.99/-

[Add To Cart](#)



Protein Shake
\$4.99/- - 10.99/-

[Add To Cart](#)













Categories Page

Gymstaurant

Home Features Products Categories Review Blogs

Search Cart User

Product Categories



Vegetables

Upto 45% Off

[Shop Now](#)



Fresh Fruits

Upto 35% Off

[Shop Now](#)



Dairy Products

Upto 20% Off

[Shop Now](#)



Fresh Meat

Upto 25% Off

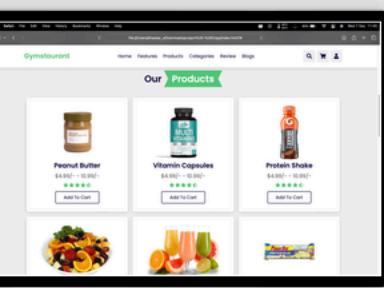
[Shop Now](#)



Cooked Foods



Workout Supplements



Blogs Page

Gymstaurant

Home Features Products Categories Review Blogs

Search Cart User

Our Blogs



By User 7th Dec, 2022

Fresh And Organic Vegetables And Fruits

Best Food Vegetables And Fruits Farmed Under Best Conditions. Best Price And Discounts

[Read More](#)



By User 1st Dec, 2023

Organic Cooked Foods To Get Best

Cooked Foods By Best Chefs To Get The Best Taste And Hygiene. Best Protein Content And Taste. Discounts Available

[Read More](#)

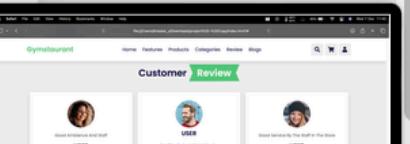


By User 30th Nov, 2022

Best Workout Supplements And In Your Range

Can Take How Much You Want In Scoops

[Read More](#)



Thank You