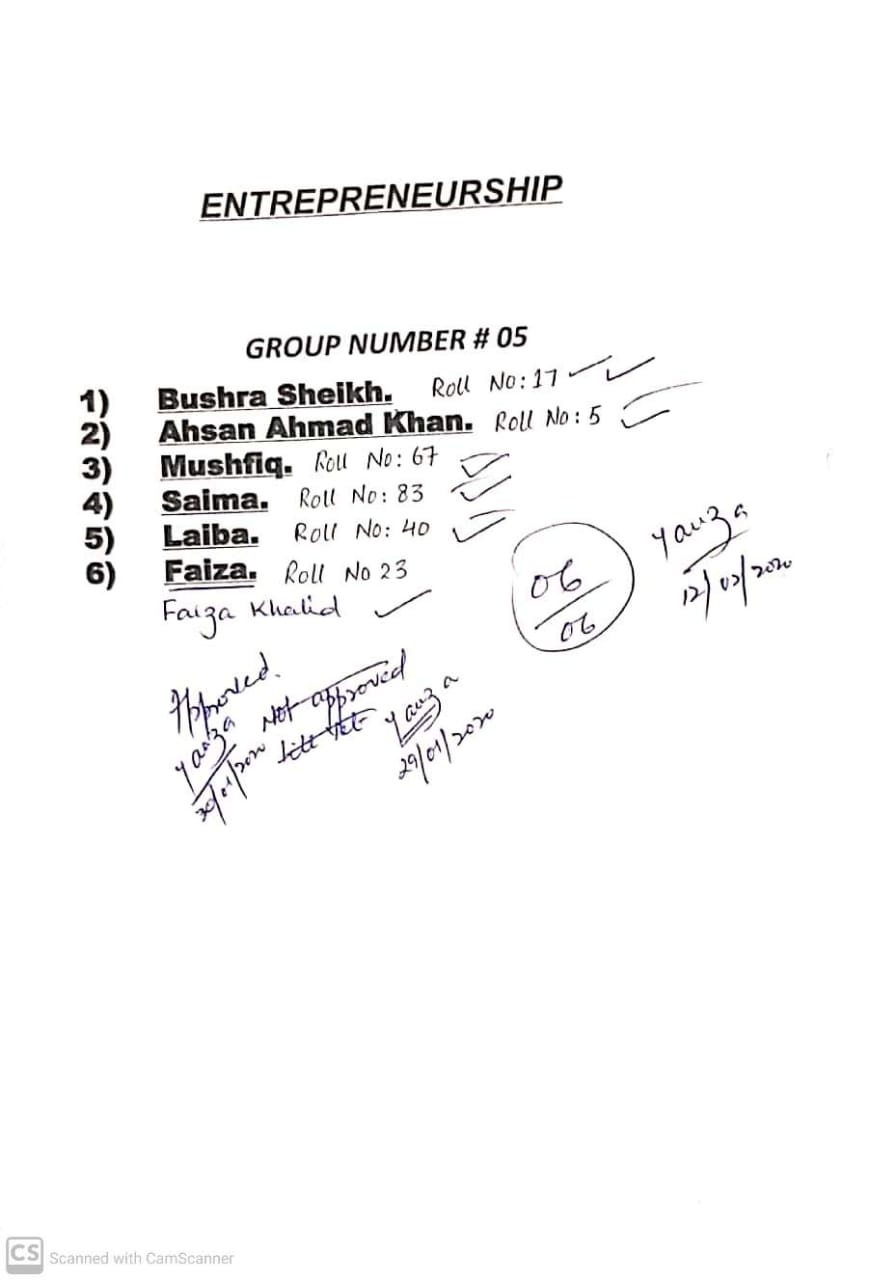


**ASSIGNMENT**



AKNOWLEDEMENT

**“In the name of ALLAH who is most Beneficent and Merciful.”**

Firstly, we would like to thank to **Allah** for being able to complete this project with success. This business plan is a part of subject "Entrepreneurship ".We are glad to submit this business plan which include practical aspects of industrial study.

Then we would like to thank **Ma'am Kanza Nisar** whose valuable guidance has been the once that helped us patch this project and make it full proof success. Her suggestions and instructions have served as the major contributor towards the completion of the project.

Lastly, we would also like to be thankful to our group membersand supportive faculty who encourage our work .We are happy to express our deepest gratitude to all the people who give us their precious time and help us in completing this project.

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OUR MISSION

OUR MISSION IS TO MAKE THE LIFE OF OUR CUSTOMERS EASY AND HEALTHY BY PROVIDING THEM HEALTHY AND TASTY LUNCH BOXES PREPARED UNDER THE SUPERVISION OF NUTRITIONIST.

OUR VISION

WE AIM TO CAPTURE LARGE MARKET BY PRAOVIDING FRESHLY PREPARED LUNCH BOXES AT AFFORDABLE PRICES WITH PRIME QUALITY TO ENSURE HEALTHY LIFE STYLE OF OUR BELOVED CUSTOMERS

EXECUTIVE SUMMARY

Cater care is a startup catering retail establishment located in Ghulshan-e- Ali Gulberg Town, Karachi run under the supervision of six equal partners

,expect to catch attention of loyal customers (kids) by producing high quality hygienic and tasty lunch boxes named “MY LUNCH BOXES” in three different sizes to facilitate all type of customers. Cater Care’s main aim is to capture large market by offering lunch boxes at reasonable prices to facilitate lower to middle all income groups.

The main idea to launch this product is to help working women who are not able to prepare lunch boxes for their child and are worried about his health. We solve this problem by offering healthy and tasty freshly prepared according to the taste of customers (kids) lunch boxes under the supervision of experienced nutritionist. We supply these lunch boxes Five days in a week. Parents can make payment either monthly or weekly as per their convenience.

In Cater Care, business is managed by Managing director who are highly qualified and experienced in this field and help to achieve the goals and target of the firm. Financial manager who are experience in the area of finance, Production Manager who are experience in managing production well and marketing manager who has vast experience in sales and marketing work under his supervision. Managing Director is liable to report about the operation and financial situation to all the partners.

Cater care is intended to hire accountant, chefs, nutritionists, helpers, drivers, and sales officers to handle customer service and day to day operations.

Catering industry in the Pakistan has recently experienced rapid growth. A noticeable swell of income and the participation of women in the workforce suggest less time for traditional cooking and family meals.

Cater Care initially starts its business by 5.1million rupees investing by all partners equally. This provides the bulk of the current financing required.

Cater care anticipates sales of about Rs.57028000 in the first year,Rs.64994500 in the second year ,Rs.72899000 in the third year,Rs.92955675 in the fourth year and 102085500 in the fifth year of business. The profits in these years are Rs.8492125, Rs.1085730, Rs.12525736, Rs.19265583 and Rs.21993294 respectively. Cater Care increase its production each year as the demand of product increase. As we follow penetrating price strategy we increase its selling price by 15% in the third year of business.

To promote our product we conduct seminars in schools to spread awareness in the parents and children about the importance of healthy diet for the growth of a child.

Key to success for Cater care will include:

Providing highest quality, fresh and tasty product with personal customer service and at reasonable pricing.

**IDEA**

1. **PROBLEM IDENTIFICATION :**

Mothers and Caregiver who have more children and they all are in school so they don’t have time to prepare food for all in a same time.

It is also difficult for those mother and women who are doing jobs it is very difficult to prepare healthy and tasty lunch for their child while getting ready for their office.

Mother also faced problem about the selection of food daily .Kids eat unhealthy & Junk food from outside which gives quite bad effect on their health .They spend lots of money on them which all are waste .they don’t get that energy which they lost during study .

Mothers always want that someone provide their kids healthy ,full of nutrients tasty food to their children and they finish their lunch boxes completely with joy.

1. **IDEA GENERATION :**

To overcome all the issues we have one solution.

“**MY LUNCH BOX**”

* We will provide healthy and tasty food prepared by using organic groceries for kids in order to make them healthy and boost their energy.
* We prepare three different meal per week and
* We will contract with schools and give 10% on each sold to schools of which they use for betterment of kids who are needy .
* We also give some special discounts to those students who cannot afford this.
* Parent should register their child first and give us a complete information about them. Like if they have any kind of allergy so that while making food which can consider them .
* Parent can pay monthly or weekly.
* We also provide online forms on our websites. And parent can also visit our office.
* We inspect our facilities in every year.
* We conduct meeting with parent in every 02 months as well .where they can give their feedback about their experience with us .and can make any suggestion.

***ADDITIONAL INFORMATION :***

**Sick Kid**:

* If your child is sick and will be absent in school then you have to inform us before 08:00 AM.
* In case of his absence we give you credit mean while you are making payment for next month you can deduct this amount.

1. **CONCEPT TESTING :**

We give few free Sample lunch boxes to few schools and then ask from parents about it even we can make survey in which we ask parents about our services they need or not.

1. **IMPLEMENTATION :**

We implement our idea in different schools. First we search a place where we can open our office & Kitchen .and then we hire staff and then contact with different school.

INTRODUCTION:

**NAME OF BUSINESS**: CATER CARE

**NAME OF PRODUCT:** MY LUNCH BOX

**ADDRESS:** GHULSHAN – E – ALI GULBERG TOWN KARACHI

**NAME OF PARTNERS:**

* BUSHRA AFSAR ALI
* AHSAN AHMED KHAN
* MUSHFIQ AHMED
* FAIZA KHALID
* SAIMA MUQARAB
* LAIBA SHAHBAZ

**FORM OF BUSINESS:** PARTNERSHIP

**INITIAL CAPITAL:** 5.1 MILLION

**INDUSTRIAL ANALYSIS**

**NAME OF THE INDUSTRY:**

Catering Business lie in “**Food Industry “.**

**PRESENT SITUATION OF THE FOOD INDUSTRY:**

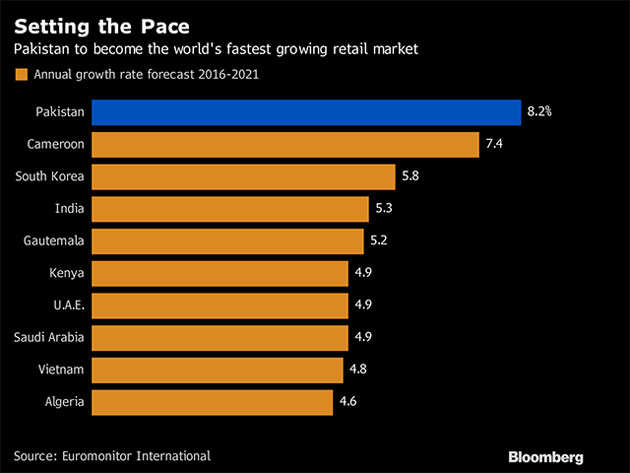
One of the basic necessities of life is food. Some eat to live while others live to eat. Despite being an under-developed country, the food industry is thriving in Pakistan.

A noticeable swell of income and the participation of women in the workforce suggests less time for traditional cooking and family meals. Around 2/3rd of the 200 million population is younger than 30 in Pakistan. Some flexibility in norms and social attitudes is also perceptive which has helped made Pakistan the fastest-growing retail market

**Rahul Bajoria**, a senior economist at Barclays in Singapore analyzed the situation and asserted that

**“Pakistan has one of the youngest populations in the world and the growth in fast food industry along with other retail segments partially shows the stabilizing economic backdrop. Similar trends are being observed in the rest of South Asia as well.”**

#### More Money

Statistically, non-refundable incomes have doubled since 2010 and about 40 percent of the approximated expenditure is on food. According to the data provided by U.S Department of Agriculture, this is more than Indonesia and Turkey.

Food delivery industry will more than double to $2 billion by 2021, said N**auman Sikandar Mirza, Foodpanda&rsquo; chief executive officer.**

**FUTURE OUTLOOK AND TRENDS OF FOOD INDUSTRY(Catering):**

There are variety of opportunities for growing catering business, but staying on the top of emerging technologies like blockchain, along with changing consumer preference and rising costs, all while innovating ,will be essential in this competitive marketplace. With so much happening inside the industry, what major business trends Caters should follow are as under:

## Buffet

Dating back to the 1500s in France, buffet dining is the easiest way to feed a large number of people at once. [Buffets](https://www.thebalancesmb.com/buffet-vs-plated-meals-what-you-need-to-know-1223500) are great for large events like weddings. They can be hot or cold, casual or formal, and you can customize a buffet to fit almost any budget.

## Food Stations

This trend is also ideal for a large group. Instead of the food sitting on one long table, as with a buffet, the menu is divided up among stations throughout the dining room or event hall. Often the stations are comprised of an assortment of appetizers and other finger foods. Food stations are well suited for a cocktail reception, where people mingle casually about.

## Chocolate Fountains

Nothing brings oohs and ahhs like a river of chocolate, making a chocolate fountain a favorite at parties, showers, and receptions. You can purchase a fountain from commercial equipment distributors in a wide range of prices. Good-quality chocolate can be pricey, but you can offset the cost with lower-cost dipping items, such as pretzels, fresh fruit, cookies, and marshmallows.

## Family-Style Dining

Also known as English Service, family style features bowls and platters of food to share at each table, versus individual plated meals. Olive Garden built its concept around family-style dining. Serving food family style adds an element of intimacy that can be lacking at large functions.

## Artisan Food and Drink

Artisan food refers to foods that are produced in small batches. However, as there is no regulation on the term, you will see "artisan" thrown around by many large restaurant chains, such as Panera Bread and even fast food chains such as Wendy’s. Like local or organic foods, "artisan" has become a good marketing term. After all, a "handcrafted sourdough baguette paired with an assortment of artisanal cheeses" sounds rather decadent, compared to a plain old cheese-and-cracker platter.

## Local Foods

[Local foods](https://www.thebalancesmb.com/ten-reasons-restaurants-should-buy-local-foods-2888595) convey health and better taste and offer good marketing potential on menus. Local foods do offer some challenges, however fresh fruit and vegetables are not available all year round in many areas, making it hard to have a set menu of local foods. However, this encourages a rotating menu of specials, allowing chefs to flex their creative muscles.

## Gluten-Free Foods

Whether it’s an allergy to wheat or a conscious choice, more people are opting out of gluten. There are many health benefits to going gluten-free, and it also serves as an opportunity to experiment with many alternative cooking ingredients such as amaranth, cassava flour, and teff flour.

## Mini Desserts

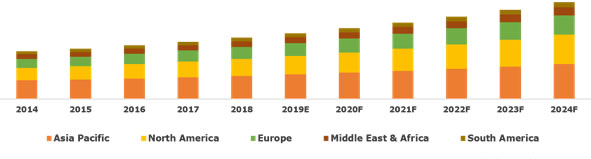
Cupcakes, mini wedding cakes, and bite-sized desserts are all hot trends for catered events. Even if you aren’t a baker, you can purchase delicate petit fours and other small desserts that are both good in quality and taste.

**CONTRIBUTION OF CATERING BUSINESS IN THE WHOLE ECONOMY**

Catering services contribute profit to local and national economies. Businesses pay tax which allow the government to fund community services. They also purchase food, tools and supplies from other businesses. Work for the community is generated. The wages also contribute to tax, funding economic growth

Market players are engaging in merger and acquisition activities to diversify their service portfolio, penetrate new markets, increase their market share, reduce financial costs, and achieve economies of scale.

Asia-Pacific dominated global catering services market in 2019, followed by North America and Europe. The Asia-Pacific region is expected to maintain its dominating position in the global catering services market during the forecast period. China, India, Japan, Mexico, Australia and Canada are likely to emerge as the potential growth market for catering in coming years.

**Global catering service market:**

**DIRECT AND INDIRECT COMPETITORS:**

**DIRECT COMPETITORS:**

1. Cheety Tiffin
2. Homechef Pakistan
3. Eatfit
4. Tiffin Express
5. Kamkaj Home-made food in Pakistan

**INDIRECT COMPETITORS:**

1. N’ecos Natural Store and Café
2. Evergreen
3. Nutrinizer

# Operational plan

## Raw Material Required weekly

This is the list of raw material required weekly.7000 units

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Product** | **Unit Price (PKR)** | **Quantity** | **Total Price** | **Supplier** |
| **Dairy** | | | | |
| 1.Milk(Kg)  Olper's ( per litter) | Rs.160/- | 875L | Rs.140000 | Subziphal |
| 2.Yogurt(1 kg) | Rs.200/- | 60 kg | Rs.12000 | Mandi Express |
| 3.Butter  Blue Band(1 kg) | Rs.720/- | 15 kg | Rs.10800 | Subziphal |
| 4.Eggs(Dozen) | Rs.120.0/- | 583 dozen | Rs.69960 | Mandi Express |
| 5.Cheese  Adam's pizza cheese (400 gm)  puck cream cheese spread (140 gm) | Rs.735/-  Rs.400/- | 25  50 | RS.18375  Rs.2000 | Subzipal |
| Vegetables | | | | |
| 1.Potato(Kg) | Rs.60.91/- | 50 kg | RS.5460 | Mandi Express |
| 2.Peas(Kg) | Rs.265.64/- | 50 kg | RS.13282 | Mandi Express |
| 3.Carrot(Kg) | Rs.82.88/- | 50 kg | RS.4144 | Mandi Express |
| 4.Capsicum(Kg) | Rs.157.3/- | 25 kg | RS.3933 | Mandi Express |
| 5.Cucumber(Kg) | Rs.82.5/- | 40 kg | RS.330 | Mandi Express |
| 6.Tomato(Kg) | Rs.71.58/- | 50 kg | RS.3579 | Mandi Express |
| 7.Onion(Kg) | Rs.38.36/- | 75 kg | RS.2877 | Mandi Express |
| Fruits | | | | |
| 1.Apple China(Kg) | Rs.250/- | 75 kg | Rs.18750 | Mandi Express |
| 2.Mango(Kg) | Rs.150/- | 100 kg | RS.15000 | Mandi Express |
| 3.Banana(Dozen) | Rs.101.5/- | 125 dozen | RS.12687.5 | Mandi Express |
| 4.Pineapple cane(3kg) | Rs.1104 | 30 kg | RS.11040 | Mandi Express |
| 5.Cherries(400gm) | Rs.222/- | 25 ( 400 gm) | RS.5550 | Mandi Express |
| 6.Strawberries | Rs.60.91/- | 100 kg | RS.6091 | Mandi Express |
| 7.Grapes | Rs.239.5/- | 75 kg | Rs17962 | Mandi Express |
| Grain | | | | |
| 1.Flour(1 kg) | Rs.65/- | 50 kg | RS.3250 | Mandi Express |
| 2.Rice  Basmati(per kg) | Rs.210/- | 60 kg | Rs.12600 | Subziphal |
| 3. Pasta | RS.95/- | 30 | Rs2850 | Subziphal |
| 4.Spaghitte | Rs.75/- | 25 | Rs.1875 | Subziphal |
| 5. Corn flakes (500 gm) | Rs.450/- | 50 | RS.22500 | Mandi Express |
| 6. Bread(800gm) | Rs.100/- | 150 | RS.15000 | Mandi Express |
| **Other Things** | | | | |
| 1.Oil(Kg) | Rs.308/- | 25 | RS.7700 | Mandi Express |
| 2.Ghee(Kg) | Rs.271/- | 15 | RS.4065 | Mandi Express |
| 3. Salt(800 gm) | Rs.30/- | 10 | RS.300 | Subziphal |
| 4.Sugar | RS.84/- | 25 | RS.2100 | Subziphal |
| 5.Jam  Mango jam( 400 gm) | Rs.160/- | 25 | 4000 | Subziphal |
| 6.Spices  Turmeric ( 100 gm)  Red chilli powder(100 gm)  Gram masala(25 gm)  Black paper (50 gm) | Rs.65/-  Rs.150/-  Rs.55/-  Rs.65/- | 15  25  30  30 | RS.975  RS.3750  RS.1650  RS.1950 | Subziphal |
| **Meat** | | | | |
| 1FingerChicken(Kg) | Rs.660/- | 100 | RS.66000 | Fresh Meat |
| 2.Beaf(Kg) | Rs.900/- | 25 | RS.22500 | Fresh Meat |
| 3.Fish(Kg) | Rs.1800/- | 17 | RS.30600 | Fresh Meat |

## Machinery & Equipment:

These are the machineries and equipment required to deliver and prepare healthy and tasty **My Lunch Boxes.**

**Supplier: DarazMall**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Equipment** | **Description** | **Unit Price** | **Quantity** | **Total Price** |
| 1.Lunch Boxes  (Mirza Plastic) | **Customized** | 55 | 1400 | 77000 |
| 2.Bottles  (Mirza Plastic) | **Customized** | 50 | 1400 | 70000 |
| 4.Juicer/Blender/Mixer  Kenwood(Large Capacity) | * KENWOOD 1.5L Large Capacity Multifunction Ground Meat Grind Electric Kitchen Blender Fruit Vegetables Juicer Stainless Steel Bod * Model: New | Rs.5449/- | 2 | Rs.11998/- |
| 5. Chopper | * Brand Warranty * Made in Germany * Assembled by China * 220-240V. 50-60Hz. 600W * Big chopping bowl with 1.7L capacity * Wide feeding tube & pusher * Stainless Steel blades and plastic blade, spatula are included | Rs.7500/- | 1 | Rs.7500/- |
| 6.Vegatable Cutter(Nicer Dicer) | * Nicer Dicer 5 in 1 Multi-Cutter Quick Food Fruit Vegetable Cutter Slicer Chopper | Rs.1299/- | 2 | Rs.2448/- |
| 7.Deep Fryer(Commercial Electric Deep Fryer of 6L Tank Capacity) | * Brand: wngreat * Input: 220V 50Hz * Power: 2500W * Tank Capacity: 6L * Material: Stainless Steel * Weight: 3.89Kg * Dimensions: Length x Depth x Height (L45 x D29.5 x H29.5)cm | Rs.14000/- | 1 | Rs.14000/- |
| 8. Sandwich Maker(Anex Sandwich Maker 3-in-1 (AG-1039-C)) | * 230V 50HZ 750W * Sandwich maker, waffle maker and grill. * Nonstick coated plates for easy cleaning. * Indicator lamp for ready sandwiches. * Stands upright for space saving storage | Rs.4749/- | 5 |  |
| 10. Freezer(Waves Single Door Deep Freezer WDF-309 - 09cft ) | * Total Net Capacity: 255L/9 cu ft. * 100 Hour freezing without Electricity * Easy to Move * Heavy Inside coated insulation crust * Energy Saver Model * No Need of Stabilizer * Low Voltage Startup Series * Highly Energy Efficient Series. | Rs.35000/- | 1 | Rs.35000/- |
| 11. LPG Gas Cylinder | * Brand: Wholesale Point * High Quality 8KG With Regulator and Burner with 10 feet Pipe Free * SKU:125714247\_PK-1283698863 | Rs.3500/- | 2 | Rs.7000/- |
| 12 Honda EM10000 8KVA Gas Generator | * Maximum AC Output :9KVA * Rated AC Output:5kva * Fuel tank capacity :31ltr * Continuous Operating hours:6.5 hours | Rs.495000/- | 1 | Rs.495000/- |
| 13.Computer(Intel) | * 8000 SFF Computer * Intel Core 2 Duo * 2GB RAM DDR3 * 250GB HDD * DVD * Windows 7 * 17 inch LCD * Keyboard * Mouse * Power Cables * VGA Cable * Speakers * 2 Games Installed (GTA Vice City - IGI) | Rs.12000/- | 2 | Rs.24000/- |
| 14. Water Boiler(Full size)  Thermo Pot | * Brand warranty * Capacity: 30Liter * Material: Steel Body * Dishwasher Safe * Heats in Minutes * Color: Metallic silver * Materials of main body: Stainless steel | Rs.12,999/- | 1 | Rs.12,999/- |
|  |  |  |  |  |

## Per Unit Cost:

|  |  |  |
| --- | --- | --- |
| SMALL SIZE | | |
| Product | Quantity | Unit price |
| Milk | 125ml | 20PKR |
| Egg | 1 | 10PKR |
| Vegetable | 200gm | 10PKR |
| Fruits | 200gm | 10PKR |
| Bread/Roti/Pasta | 2/1/200gm | 10PKR |
| Other ingredients |  | 10PKR |
| Total |  | 70PKR |

|  |  |  |
| --- | --- | --- |
| MEDIUM SIZE | | |
| Product | Quantity | Unit price |
| Milk | 125ml | 20PKR |
| Egg | 1 | 10PKR |
| Vegetable | 200gm | 10PKR |
| Fruits | 200gm | 10PKR |
| Bread/Roti/Pasta | 2/1/200gm | 10PKR |
| Meat | 1 small pc | 20PKR |
| Other ingredients |  | 10PKR |
| Total |  | 90PKR |
| LARGE SIZE | | |
| Product | Quantity | Unit price |
| Milk | 125ml | 20PKR |
| Egg | 1 | 10PKR |
| Vegetable | 200gm | 10PKR |
| Fruits | 400gm | 20PKR |
| Bread/Roti/Pasta | 2/1/200gm | 10PKR |
| Meat | 2 small pc | 40PKR |
| Other ingredients |  | 10PKR |
| Total |  | 120PKR |

**How to Order:**

**ORGANIZATIONAL PLAN**

# Form of Ownership:

* The form of ownership of **Cater Care** is **Partnership.**
* Cater care is owned by 6 equal partners.
* In which all the partners contributed equally in the business.
* Profit and loss will be distributed equally among them.

# Partners:

|  |  |  |  |
| --- | --- | --- | --- |
| Name of Partners | Initial Investment | Profit /Loss Ratio | Title |
| Bushra D/O Afsar Ali | Rs.850000/- | 1:6 | ‘ the Party of the FIRST PART’ |
| Ahsan Ahmed Khan S/O Afaq Ahmed Khan | Rs.850000/- | 1:6 | ‘ the Party of the SECOND PART’ |
| Laiba D/O Shahbaz | Rs.850000/- | 1:6 | ‘ the Party of the THIRD PART’ |
| Faiza Khalid D/O Khalid Farooqui | Rs.850000/- | 1:6 | ‘ the Party of the FOURTH PART’ |
| Saima D/O Muqarab | Rs.850000/- | 1:6 | ‘ the Party of the FIFTH PART’ |
| Mushfiq Ahmed S/O Ahmed Ali | Rs.850000/- | 1:6 | ‘ the Party of the SIXTH PART’ |

**For Furthers Details: Partnership Deed is attached with this document.**

[**Partnership Deed of Cater Care**](file:///C:\Users\IB\Desktop\Downloads\1582654210610_deed.docx) **( APPENDIX)**

# Cheque Signing Authority:

First and Second Partner will have Cheque Signing Authority in Cater Care.

**Management Team:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Title of The Job | No of Posts | Qualification | Responsibilities & Duties | Monthly Salary | Immediate Reporting |
| Managing Director | 1 | * Have Master’s degree with 5 years of experience * To know about management skills that how to manage the things and situations effectively. * Have good leadership skills. | * They have to define the organizational vision and mission and the core competencies. * Make a SWOT analysis then maximize the strengths, minimize the weaknesses, improve the opportunities, and decrease the threats. * Managing director has a responsibility to overview the financial performance of the company. * Find the solution of the complicated situations as a good managing direction. * Obey to all responsibilities and motivate to improve the level of performance. | Rs.150000/- | Others Founders |
| Finance Manager | 1 | * Have Professional Certificate of ACCA or CA. * 3 years or more of experience in another business or financial occupation, such as an accountant, auditor, securities sales agent, or financial analyst. | * Monitor financial details to ensure that legal requirements are met * Supervise employees who do financial reporting and budgeting * Analyze market trends to maximize profits and find expansion opportunities | Rs.75000/- | Managing Director |
| Catering /Production Manager | 1 | * Have Masters * Certification in hospitality or culinary management is a plus * Excellent organizational and time-management skills | * Motivate and supervise work crew to ensure daily production targets are achieved. * Set and enforce health/safety procedures and guidelines for operation. * Oversee food prep and customer service | Rs.75000/- | Managing Director |
| Marketing Manager | 1 | * Bachelor/Master’s degree in Marketing or Business Administration with Industry Experience. | * Implement catering marketing plans to achieve revenue goals. * Develop promotional events to market catering operations to individuals and organizations. * Develop positive working relationship with existing customers for repeat business. | Rs.75000/- | Managing Director |
| Supervisor | 1 | * High School Diploma * 5 years of Experience * Associate's degree or bachelor's degree improves employability | * Oversee the preparation of the food, and at various function sites, to ensure that food service is provided to the customer’s satisfaction. * Ensure that the catering business is in compliance with all local laws and regulations regarding food safety and handling | Rs.40000/- | Production Manager |
| Accountant | 1 | Masters in Commerce or have Professional Certification CMA OR ACCA from respective institute with 3 years of experience in the same field. | * Preparing accounts and tax returns * administering payrolls and controlling income and expenditure * Auditing financial information * Compiling and presenting reports, budgets, business plans, commentaries and financial statements | Rs.35000/- | Finance Manager |
| Sales Officer | 1 | * Excellent communication skills both verbal and written. * Motivated personality, ambitious attitude. * Have Bachelor’s degree. | * They takes looks on the preparation of the food, for the satisfaction that food requirements have to match with the customer’s satisfaction. * Developing and supporting the long-lasting relationships with the customers. | Rs.30000/- | Marketing Manager |
| Chefs | 2 | * Certificate or associate's degree in culinary arts * Professional Chef Diploma. | * To make Healthy and tasty foods for clients (kids). * To oversee other staff members who help prepare and deliver the food | Rs.45000/- | Nutritionist |
| Pediatric Nutritionist | 1 | * Nutritionist is required to complete a bachelor's degree program in nutrition or dietetics that is accepted by the Commission on Accreditation for Dietetics Education (CADE). * 6-12 months of hands-on training | * Plan menus, incorporating balanced diets supporting healthy nourishment of kids. | Rs.45000/- | Supervisor |
| Helpers | 5 | * Professional chef diploma. * BTEC national certificate | * Keep clean, maintenance, and cooking hygienic. * Have to work in schools, hospitals, and nursing homes. * Preparing meal process includes peeling and washing vegetable, cutting, and slicing ingredients. * Properly drying all kitchen utensils, dishes, and assisting kitchen staff, to unload the food supplies from delivery truck. | Rs.30000/- | Chefs |
| Delivery Boy/Driver | 4 | * Driver need CDL license. * Know about such locations. * Knowledge about how to handle material safely like glass products. * To have physical ability to load and unload heavy freight. | * To ensure that the items are completely exact, packed correctly, and accurate delivery to the correct client. * Accept payments for deliveries (use GPS or a google map for deliveries) * To load or unload a product in a vehicle like truck. * Responsible for the sanitizing and hygiene of the courier. * To deliver the product in a timely manner. | Rs.20000/- | Sales Officer |
| Dish Washer | 5 | * Some experience in a professional kitchen is a plus * High school diploma or GED certificate preferred | * Responsible for ensuring the cleanliness and sanitization of dishes, tableware, glassware, pots, pans, and utensils through manual and machine cleaning methods. * To keep the dishwashing area clean and safe. | Rs.20000/- | Chefs |

[**Job Description Of Required Staff**](file:///C:\Users\IB\Desktop\entrepreneur\Job%20Description-1.docx) **(see appendix)**

**Organization Structure**

**MARKETING PLAN**

**Competitor Analysis:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Direct Competitors:**  **Cheetay Tiffin- The Best Meal Service in Lahore Pakistan**  Tiffin meal service providing all working professionals a clean and healthy home cooked meal at work  which provides value for money. People can get to choose the menu items of their choice from the variety  of options available for them.    **Homechef Pakistan**  Homechef provide delicious homemade food from local chefs in Karachi. Order one meal or subscribe  to weekly meal delivery at your office or home from Homechef Pakistan.      **Eatfit:**  Eatfit provide low calorie healthy food. All of their recipes are made in consultation with a nutritionist to  Ensure that meals are well balanced and healthy for sustainable weight loss.    **Tiffin Express**  Tiffin Express Homemade food supplier in Lahore provides homemade food with an excellent option  to avail fresh, home-style, nutritious and cost effective meals. It is ideal for everyone who is too busy to  Cook or lack adequate food service nearby.    **KamKaj-Home Made Food in Pakistan**  KamKaj provides quick and timely services all over Karachi. People who are facing problems either  at home or office, KamKaj handymen guarantee high quality work, and quick and cost effective solutions  to all their issues. They provide homemade food in Pakistan.    **Indirect Competitors**  **N’eco’s Natural Store and Café:**  The café's menu appeals to an extensive and eclectic palate. It focuses on delicious, fresh and healthy  Sandwiches, soups, salads, and features a day-long breakfast menu. They source natural foods that are  free of artificial ingredients or preservatives and which have been only minimally processed.    **Evergreen:**  Evergreen is a Salad Bar and Cafe that is committed to providing customers with simple, fresh food.  The delicious and nutritious food and calorie counted, hygienically prepared.    **Nutrinizer:**  Their goal is to provide people who are looking to get in shape with meals that will help them to stay  healthy and fit. They recommend Fitness in A Box which contains cream spinach with chicken skewers.  Image may contain: food   |  |  | | --- | --- | |  |  | |  |

**Customer Analysis:**

**Profession**: Students

**Age Group**: 4 – 14 years

**Gender**: Male/Female

**Status**: Lower Middle class/ Middle class/Upper Middle class/Elite Class

**Health Consciousness**: Moderate to High

**Coverage Area**: Urban

**Place of Business**: Karachi

The data which we collect from the Statistical Bureau of Pakistan show that the total Current Population of Karachi is 16,093,786 And Among them our target customers are 1609377 Including Male and Female.

**Product:**

**PRODUCT INFORMATION:**

**Brand Name:** Cater Care

**Product Name: My Lunch Box.**

**Product Logo:**

**Be smart eat smart**



Cater

Care

**Product Size:**

* Large(secondary)
* Medium (primary)
* Small (preprimary)

**Tag line:** “Be Smart, Eat Smart”

We take the concept of ready-made lunch box it solves the problem of parents who are doing job and not provide the healthy and tasty lunch box for their children. This lunch box offers a healthy alternatives of junk food. Which were all prepared by highly professional chiefs and with the concern of nutritionist. All lunch boxes that we provide is must prepare with organic product which contain a lot of vitamins. We prepare that product with the objective eat good stay healthy.

**IN-TANGIBLE ATTRIBUTES:**

**Quality**: The lunch box that we provide to the student is prepare with the fresh, pure and organic products. It has low fat but high calcium, fiber and carbohydrates.

**Durability**: The lunch box is durable for one day only.

**TANGIBLE ATTRIBUTES:**

**Size**: The lunch box got three size with different price range.

Large(secondary), Medium (primary), Small (preprimary)

**Taste**: we provide lunch box according to the students taste as they mention in their form. The lunch box is more concern about pure or organic product instead of only deliciousness.

**PRODUCT POSITIONING:**

The lunch box is the right to prepare healthy lunch for the heath and diet conscious parents who wants to provide healthy lunch box some circumstance they can’t do.

**Value added:**

By USP: No competitor provides such healthy tasty and organic Lunch Box.

By branding: To strengthen the product in the market.

By Clear and Convenient Packaging: we not provide disposable lunch box because it not for health and also cause of environmental pollution. So it is better not to use it.

By Effective Advertising through Tv commercials and direct selling.

**Price:**

**Sales Based Objective:**

Our main objective is to maximize sale. We want to capture large market share and generate revenue as much as possible. We also want that huge No. of customer would enjoy our service and for this purpose we will charge low price for our product **My Lunch Box.**

**Selling price:**

Rs. 200 Large size

Rs.150 Medium size

Rs.120 Small size

**Pricing Strategy:**

**Penetration Pricing:**

For achieving our sales objective **Cater Care** will implement **Penetration pricing**. We initially set low price for our product to rapidly reach a wide fraction of market and initiate a word of mouth. In this way we can attract large no of customers.

**Future Policy:**

In the future, when our product will grow in the market and successfully get customer loyalty, we will increase our product price by 15%.

**Distribution:**

**Forward Integration:**

Cater Care will follow forward integration strategy. We offer our product directly to our final consumer. We don’t involve any middle man. This strategy helps us to reduce our cost and giving customer our service without any delay at reasonable price.

**Mean of Transportation:**

**By Road:**

Transportation plays a very important role in our business as our aim is to deliver product to the customer safe and sound on time without any delay. We supply **my lunch box** by road through Delivery vans under the supervision of our reliable staff.

**Channel of Distribution:**

**Direct Channel:**

Cater Care will follow direct channel. We supply our product directly to the consumer by ourselves without involvement of any middle man.

**Promotion:**

**Promotion Mix:**

Cater Care will implement combination of two types of promotion for promoting product in market. We use Advertising and Personal Selling.

**Advertising:**

To advertise our lunch boxes we use Electronic media and social media as it has wide and lasting effect on society these days. Through commercials we provide awareness about the benefits of healthy food and how junk and unhealthy foods destroy our health. We adopt informative advertising as our product is new in the market.

* Advertising Cost:

PKR 50000 per min HUM TV

* Duration: 6 months
* Prime Time: 9-11 am & 7-8 pm
* TV channel: Hum

**Personal Selling:**

We will conduct seminars or events in schools to promote our lunch boxes and spread awareness about impact of healthy diet on child health.

* Salary of sales officer: PKR 5000 Per hour
* Duration: 3 months
* Time: After PTM to pursue parents to buy our product for their children.

FINANCIAL PLAN

**Income statement:**

# Sales:

## For 2021:

|  |  |  |
| --- | --- | --- |
| No of units x Unit Price | Per Day | Per Year |
| 600x120 | 72000 | 19368000 |
| 400x150 | 60000 | 16140000 |
| 400x200 | 80000 | 21520000 |
| Total sale |  | 57028000 |

For 2022:

|  |  |  |
| --- | --- | --- |
| No of units x Unit Price | Per Day | Per Year |
| 700x120 | 84000 | 22596000 |
| 450x150 | 67500 | 18157500 |
| 450x200 | 90000 | 24241000 |
| Total sale |  | 64994500 |

For 2023:

|  |  |  |
| --- | --- | --- |
| No of units x Unit Price | Per Day | Per Year |
| 800x120 | 96000 | 25824000 |
| 500x150 | 75000 | 20175000 |
| 500x200 | 10000 | 26900000 |
| Total sale |  | 72899000 |

For 2024:

|  |  |  |
| --- | --- | --- |
| No of units x Unit Price | Per Day | Per Year |
| 900x138 | 124200 | 33409800 |
| 550x172.5 | 94875 | 25521375 |
| 550x230 | 126500 | 34024500 |
| Total sale |  | 92955675 |

For 2023:

|  |  |  |
| --- | --- | --- |
| No of units x Unit Price | Per Day | Per Year |
| 1000x138 | 138000 | 37122000 |
| 600x172.5 | 103500 | 27841500 |
| 600x230 | 138000 | 37122000 |
| Total sale |  | 102085500 |

Sales are increasing every year as demand for Lunch Boxes rises in every year. Cater Care increase price of lunch boxes by 15% in 4th year of business when our product get customer attraction and growth in market.

# Cost of goods sold:

## For 2021:

|  |  |  |
| --- | --- | --- |
| No of units x unit price | Per Day | Per Year |
| 600 x70 | 42000 | 11298000 |
| 400 x 90 | 36000 | 9684000 |
| 400 x 120 | 48000 | 12912000 |
| Total sale |  | 33894000 |

For 2022:

|  |  |  |
| --- | --- | --- |
| No of units x unit price | Per Day | Per Year |
| 700 x70 | 49000 | 13181000 |
| 450 x 90 | 40500 | 10894500 |
| 450 x 120 | 54000 | 14526000 |
| Total sale |  | 38601500 |

|  |  |  |
| --- | --- | --- |
| No of units x unit price | Per Day | Per Year |
| 800 x70 | 56000 | 15064000 |
| 500 x 90 | 45000 | 12105000 |
| 500 x 120 | 60000 | 16140000 |
| Total sale |  | 43309000 |

For 2024:

|  |  |  |
| --- | --- | --- |
| No of units x unit price | Per Day | Per Year |
| 900 x77 | 69300 | 18641700 |
| 550 x 99 | 54450 | 14647050 |
| 550 x 132 | 72600 | 19529400 |
| Total sale |  | 52818150 |

For 2025:

|  |  |  |
| --- | --- | --- |
| No of units x unit price | Per Day | Per Year |
| 1000 x77 | 77000 | 20701300 |
| 600 x 99 | 59400 | 15978600 |
| 600 x 132 | 79200 | 21304800 |
| Total sale |  | 57984700 |

Cost of goods sold is increasing in last 2 year by 10 percent.

In starting years cost price had not been increased because of bulk production and economies of scale.

# Operating Expense:

1. **Salaries Expense:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Years | 2021 | 2022 | 2023 | 2024 | 2025 |
| Salaries | 9120000 | 9120000 | 10032000 | 11035200 | 11145520 |

Our production capacity is continuously on increasing trend so as a reward we increase salaries of our employees by 10 % each year from the 3rd year of business.

1. **Utility Expense:**

Since our production capacity is increasing each year therefore more electricity will be consumed to prepare more units of lunch boxes. Therefore utility expense goes on increasing each year.(including electricity, water, telephone and gas bills)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Years | 2021 | 2022 | 2023 | 2024 | 2025 |
| Utility expense | 60000 | 65000 | 70000 | 80000 | 85000 |

1. **Rent Expense:**

We acquired premise for cater care on rental base. With the mutual understanding with the landlord, the rent is paid same for the three years then it will be increased.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Rent | 2021 | 2022 | 2023 | 2024 | 2025 |
| Per Month | 100000 | 100000 | 100000 | 110000 | 110000 |
| Per Year | 1200000 | 1200000 | 1200000 | 1320000 | 1320000 |

1. **Logo Design:**

To design logo for our business we paid for it once in first year of business.

1. **Office Supplies Expense:**

To do day to day operations in office we need different kinds of stationaries. We paid for these every year.

1. **Advertising Expense:**

Cater Care choose electronic media to advertise its product in the market. We do advertising through Hum Tv. Ad will be broadcast 2 days in a week for half minute.

1. **Promotional Expense:**

We paid for promotional activities in first year of business. We conduct different seminars for awareness of hygienic food and promote our products in school.

1. **Depreciation Expense:**

### Machinery, Equipment and Furniture:

### Depreciation is charge on machinery, equipment, furniture and vehicle are under reducing balance method. Further specifications are provided below:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Year | Furniture (Book value) | Rate | Depreciation expense | Accumulated depreciation |
| 2021 | 100000 | 15% | 15000 | 15000 |
| 2022 | 85000 | 15% | 12750 | 27750 |
| 2023 | 172250 | 15% | 25838 | 53588 |
| 2024 | 246412 | 15% | 36962 | 90550 |
| 2025 | 409450 | 15% | 61418 | 151968 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Years** | **Vehicle(book value)** | **Rate** | **Depreciation Expense** | **Accumulated Depreciation** |
| 2021 | 1800000 | 15% | 270000 | 270000 |
| 2022 | 1530000 | 15% | 229500 | 499500 |
| 2023 | 1030500 | 15% | 154575 | 654075 |
| 2024 | 1745925 | 15% | 261889 | 915964 |
| 2025 | 1484036 | 15% | 222605 | 1138569 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Year | Machinery (Book value) | Rate | Depreciation expense | Accumulated depreciation |
| 2021 | 207642 | 15% | 31146 | 31146 |
| 2022 | 176496 | 15% | 26474 | 57620 |
| 2023 | 150022 | 15% | 22503 | 80123 |
| 2024 | 127519 | 15% | 19128 | 99251 |
| 2025 | 108391 | 15% | 16259 | 115509 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Year | Equipment (Book value) | Rate | Depreciation expense | Accumulated depreciation |
| 2021 | 214098 | 15% | 32115 | 32115 |
| 2022 | 181983 | 15% | 27298 | 59413 |
| 2023 | 154685 | 15% | 23203 | 82616 |
| 2024 | 131482 | 15% | 19722 | 102338 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 2025 | 111760 | 15% | 16764 | 119102 |

### BALANCESHEET ITEMS:

1. **FURNITURE AND FIXTURE:**

Furniture is required for our business which having cost Rs.100,000. Furniture includes chair, table and other fixture which are necessary. When we expand our business in future we purchase further

1. **PARTNERS CAPITAL:**

Partners will receive profit/loss equally each year.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Years | Bushra’s capital | Ahsan’s Capital | Laiba’s Capital | Saima’s Capital | Faiza’s capital | Mushfiq’s Capital |
| 2021 | 850000+1415354=2265354 | 2265354 | 2265354 | 2265354 | 2265354 | 2265353 |
| 2022 | 2265354+1809551=4074905 | 4074905 | 4074905 | 4074905 | 4074904 | 4074903 |
| 2023 | 4074905+2087623=6162528 | 6162528 | 6162528 | 6162526 | 6162526 | 6162525 |
| 2024 | 6162528+3210931=9373459 | 9373459 | 9373459 | 9373456 | 9373456 | 9373455 |
| 2025 | 9373459+3665549=13039008 | 13039008 | 13039008 | 13039005 | 13039005 | 13039004 |

2021

Net income=8492125

Share of each partner=8492124x1/6=1415354 2022

Net income=10857304

Share of each partner=10857304x1/6=1809551 2023

Net income=12525736

Share of each partner=12525736x1/6=2087623

2024

Net income=19265583

Share of each partner=19266683x1/6=3210931

2025

Net income=21993294

Share of each partner=21993294x1/6=3665549

# CATER CARE

# PROJECTED

# INCOME STATEMENT

For the year ended Dec 31, 2021,2022,2023,2024,2025

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 2021 | 2022 | 2023 | 2024 | 2025 |
| **SALES** | Rs.57028000 | Rs64994500 | Rs.72899000 | .Rs92955675 | Rs.102085500 |
| **COST OF GOOD SOLD** | 33894000 | 38601500 | 43309000 | 52818150 | 57984700 |
| **GROSS PROFIT** | 23134000 | 26393000 | 29590000 | 40137525 | 44100800 |
| **OPERATING EXPENSE** |  |  |  |  |  |
| Salaries Expense | 9120000 | 9120000 | 10032000 | 11035200 | 11145520 |
| Utilities Expense | 60000 | 65000 | 70000 | 80000 | 85000 |
| Rent Expense | 1200000 | 1200000 | 1200000 | 1320000 | 1320000 |
| Advertising Expense | 400000 | 400000 | 400000 | 200000 | 200000 |
| Logo charges | 5000 | -- | -- | -- | -- |
| Office supplies Expense | 20000 | 20000 | 20000 | 30000 | 40000 |
| Promotion Expense | 20000 | -- | -- | -- | -- |
| Depreciation |  |  |  |  |  |
| Expense(Equipment) | 32115 | 27298 | 23203 | 19722 | 16764 |
| Depreciation |  |  |  |  |  |
| Expense(Furniture) | 15000 | 12750 | 25838 | 36962 | 61418 |
| Depreciation  Expense(vehicle) | 270000 | 229500 | 154575 | 261889 | 222605 |
| Depreciation | 31146 | 26474 | 22503 | 19128 | 16259 |
| Expense(Machinery) |  |  |  |  |  |
| **TOTAL OPERATING EXPENSE** | 11173261 | 11101022 | 11948119 | 13002901 | 13124330 |
| Earning Before Tax | 11960739 | 15291978 | 17641881 | 27134624 | 30976470 |
| Tax expense | 3468614 | 4434674 | 5116145 | 7869041 | 8983176 |
| **NET PROFIT** | 8492125 | 10857304 | 12525736 | 19265583 | 21993294 |

### CATER CARE

### PROJECTED BALANCE SHEET

At DEC 31ST, 2021, 2022,2023,2024,2025

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| PARTICULARS | 2021 | 2022 | 2023 | 2024 | 2025 |
| **ASSETS** | | | | | |
| **CURRENT ASSETS** | | | | | |
| Cash | Rs.11618644 | Rs.22758969 | Rs.35420322 | Rs.54317107 | Rs.76445446 |
| Office Supplies | 20000 | 25000 | 23500 | 30000 | 32000 |
|  |  |  |  |  |  |
| **Total Current Assets** | 11638644 | 22783969 | 35443823 | 54347107 | 76477446 |
|  |  |  |  |  |  |
| **FIXED ASSETS** | | | | | |
| Furniture | 100000 | 100000 | 200000 | 300000 | 500000 |
| Less: Accumulated Depreciation | 15000 | 27750 | 53588 | 90550 | 151968 |
|  | 85000 | 72250 | 146412 | 209450 | 348032 |
| Machinery | 207642 | 207642 | 207642 | 207642 | 207642 |
| Less: Accumulated Depreciated | 31146 | 57620 | 80123 | 99251 | 115509 |
|  | 176496 | 150022 | 127519 | 108391 | 92133 |
| Vehicle | 1800000 | 1800000 | 1800000 | 2400000 | 2400000 |
| Less: Accumulated Depreciation | 270000 | 499500 | 654075 | 915964 | 1138569 |
|  | 1530000 | 1300500 | 1145925 | 1484036 | 1261431 |
| Equipment | 214098 | 214098 | 214098 | 214098 | 214098 |
| Less: Accumulated Depreciation | 32115 | 59413 | 82616 | 102338 | 119102 |
|  | 181983 | 154685 | 131482 | 111760 | 94996 |
| Total Fixed Assets | 1973479 | 1677457 | 1551338 | 1913637 | 1796592 |
|  |  |  |  |  |  |
| **Total Assets** | 13612123 | 24461426 | 36995161 | 56260744 | 78274038 |
|  |  |  |  |  |  |
| **PARTNERS’ CAPITAL AND LIABILITIES** | | | | | |
| Bushra’s capital | 2265354 | 4074905 | 6162528 | 9373459 | 13039008 |
| Ahsan’s Capital | 2265354 | 4074905 | 6162528 | 9373459 | 13039008 |
| Laiba’s Capital | 2265354 | 4074905 | 6162528 | 9373459 | 13039008 |
| Mushfiq’s Capital | 2265354 | 4074904 | 6162526 | 9373456 | 13039005 |
| Saima’s Capital | 2265354 | 4074904 | 6162526 | 9373456 | 13039005 |
| Faiza’s Capital | 2265353 | 4074903 | 6162525 | 9373455 | 13039004 |
| **Total Capital** | 13592123 | 24449426 | 36975161 | 56240744 | 78234038 |
| **LIABILITIES:** | | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CURRENT LIABILITIES** | | | | | |
| Rent payable | 20000 | 12000 | 20000 | 20000 | 40000 |
| **Total current liabilities** | 20000 | 12000 | 20000 | 20000 | 40000 |
| **Total liabilities** | 20000 | 12000 | 20000 | 20000 | 40000 |
| **Total liabilities and partners’**  **Capital** | 13612123 | 24461426 | 36995161 | 56260744 | 78274038 |
|  |  |  |  |  |  |

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**OPERATIONAL PLAN**

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[**https://freshmeat.pk/**](https://freshmeat.pk/)

**ORGANIZATIONAL PLAN**

[**https://resources.workable.com**](https://resources.workable.com)

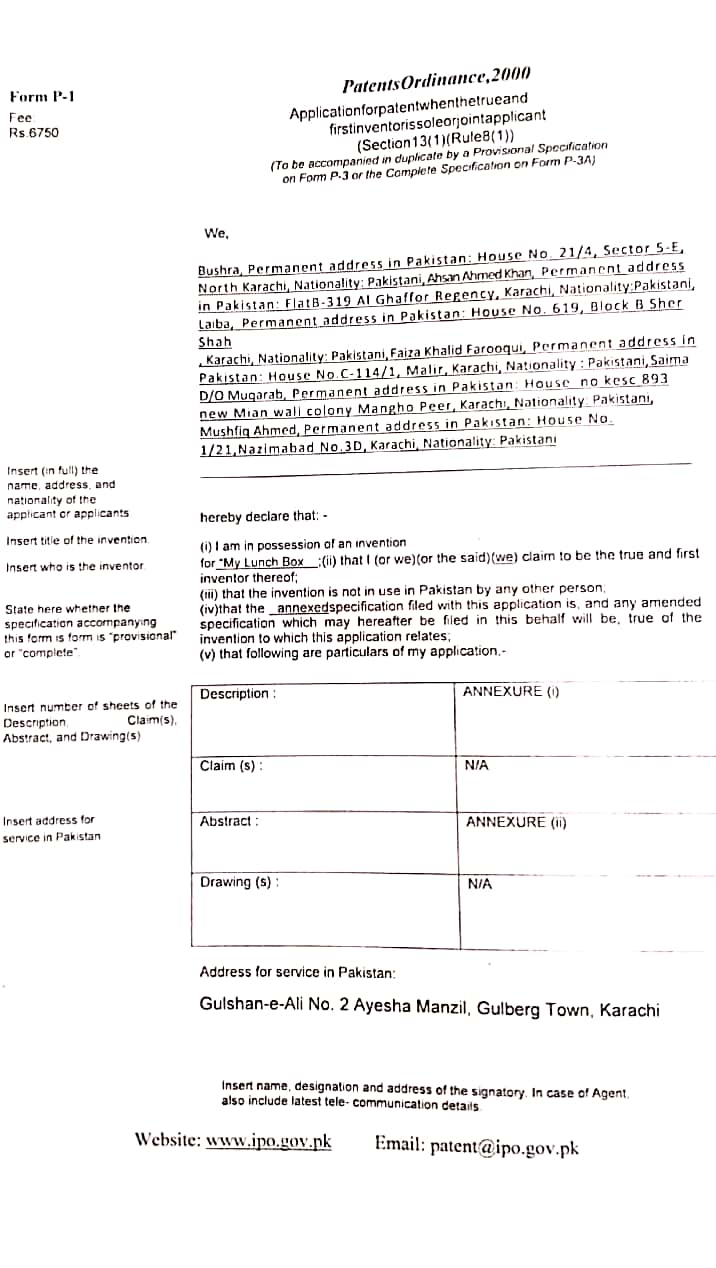
**FINANCIAL PLAN**

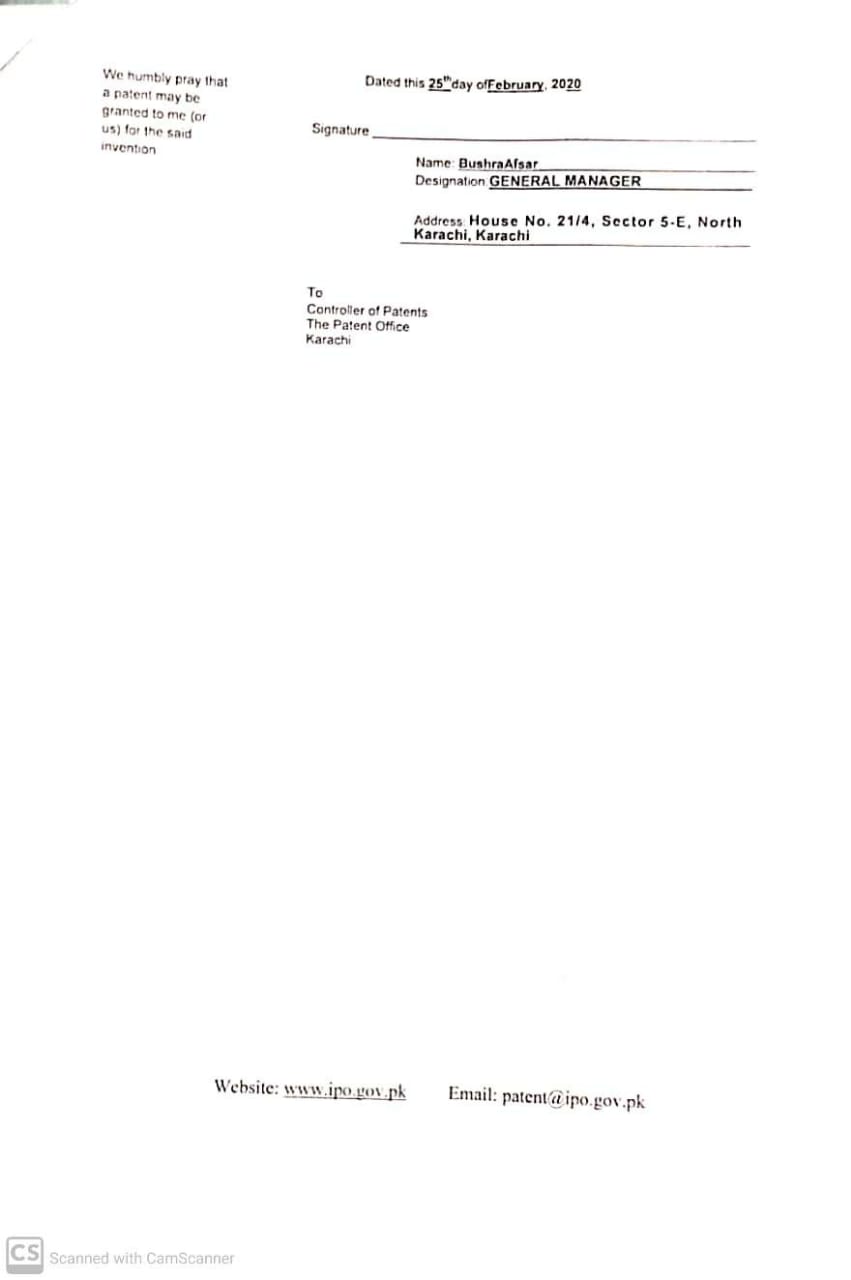
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**MARKETING PLAN**

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**APPENDIX:**

**PATENT FORM:**

****

**“Partnership Deed”**

## This Deed of Partnership is Made on This February 12, 2020, by & Between: -

1. **Bushra** D/O Afsar Ali, aged 22 Years, CNIC #42000-5667486-0, permanent address in Pakistan: House No. 21/4, Sector 5-E, North Karachi, Karachi, hereinafter referred to as, ‘ the Party of the FIRST PART’
2. **Ahsan Ahmed Khan** S/O Afaq Ahmed Khan aged 22 Years, CNIC #42101-5772178-5, permanent address in Pakistan: Flat no B-319 AL Ghafoor Regency. ,Sector 11-A North Karachi, hereinafter referred to as, ‘ the Party of the SECOND PART’
3. **Laiba** D/O Shahbaz, aged 21 Years, CNIC #42401-6614097-0, permanent address in Pakistan: House No. 619, Block B Sher Shah  
   , Karachi, hereinafter referred to as, ‘ the Party of the THIRD PART’
4. **Faiza** Khalid Farooqui D/O Khalid, aged 22 Years, CNIC #42501-7678790-8, permanent address in Pakistan: House No.C-114/1,Malir, Karachi, hereinafter referred to as, ‘ the Party of the FOURTH PART’
5. **Saima** D/O Muqarab, aged 23 Years, CNIC #42401-8486221-4, permanent address in Pakistan: House no kesc 893 new Mian wali colony Mangho Peer, Karachi, hereinafter referred to as, ‘ the Party of the FIFTH PART’
6. **Mushfiq Ahmed** S/O Ahmed Ali, aged 21 Years, CNIC #42000-7319775-1, permanent address in Pakistan: House No. 1/21,Nazimabad No.3D, Karachi, hereinafter referred to as, ‘ the Party of the SIXTH PART’’

**WHEREAS,**

The parties here to have agreed to commence business in partnership and it are expedient to have a written instrument of partnership.

**NOW THIS PARTNERSHIP DEED WITNESSES AS FOLLOWS:**

1. **Name and Business:**

The parties here to have mutually agreed to carry on the business of Catering under the name and style of “**Cater Care**”

1. **Place of Business:**

The place of the partnership business is Gulshan-e-Ali No. 2 Ayesha Manzil, Gulberg Town, Karachi

1. **Duration of the Partnership:**

The duration of the partnership will be at “**will**”.

1. **Capital of the Firm:**

Initially the capital of the firm shall be Rs.5.1 million and contributes by all the partners as per their profit sharing ratio.

1. **Profit & Sharing Ratio:**

The profit or loss of the firm shall be shared equally among all the partners and transferred to partners’ current account.

1. **Management:**

The first party of the firm shall be the Managing partner and he will look after all the day to day transaction of the firm and any legal activities in the name of the firm and the remaining partners has to co-operate to do so.

1. **Operation of Bank Accounts:**

The firm shall open a current account in the name of Cater Care at any nationalized banks, scheduled Banks or any co-operative Banks and such account shall be operated by first and second partners.

1. **Salaries and Withdrawals:**

Neither partner shall receive any salary for service rendered to the partnership. Each partner may from time to time, withdraw from time to time credit balances in their income account.

1. **Interest:**

No interest will be paid on the initial capital contributions to the capital of the partnership or on any subsequent contributions of capital.

**10) Preparation of Accounts:**

The partners shall keep proper book of accounts. The book of accounts, securities and vouchers shall be kept at the same place of business and be open to the inspection of each partner.

1. **Admission of New partner:**

No new partner can be admitted in the firm unless all the partners mutually agreed thereupon.

1. **Financial year:**

The accounts of the firm shall be closed at the end of every financial year on June 30th**.**

1. **Arbitration:**

Any **dispute** arising between the partner shall be referred to arbitration under **The** **Arbitration Act**.

1. **Subject to** the provision mentioned above the partnership relation shall lope inconformity with the provision of the Partnership Act 1932 or any other law enforced for the time being in Pakistan.

**IN WITNESS WHEREOF**: the partners on the date mentioned as above have agreed to set their respective hands on this partnership deed as under:

|  |  |
| --- | --- |
| **Partners** | **Signatures &Thumb impression of the partners** |
| 1. **Bushra** D/O Afsar Ali |  |
| 1. **Ahsan Ahmed Khan** S/O Afaq Ahmed Khan |  |
| 1. **Laiba** D/O Shahbaz |  |
| 1. **Faiza** Khalid Farooqui D/O Khalid |  |
| 1. **Saima** D/O Muqarab |  |
| 1. **Mushfiq Ahmed** S/O Ahmed Ali |  |

**Witness No. 1**

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Witness No. 2**

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

JOB DESCRIPTION:

Managing Director

**Job title:**

Managing Director

**Report To:**

He will report to Founders of Cater Care.

**Job Overview:**

Managing director control the business activities, when they get hired so their work is to provide strategies for the achieveness of the long and short term goals. Managing staff, they need to make decisions as well. Managing director's job also includes the innovations and organizing the things.

**Duties & Responsibilities:**

* They have to define the organizational vision and mission and the core competencies.
* Make a SWOT analysis then maximize the strengths, minimize the weaknesses, improve the opportunities, and decrease the threats.
* Managing director have a responsibility to overview the financial performance of the company.
* Find the solution of the complicated situations as a good managing direction.
* Obey to all responsibilities and motivate to improve the level of performance.

**Qualification:**

* It must require Master’s degree
* To know about management skills that how to manage the things and situations effectively.

Proposed Salary: Rs.150000/-

Production Manager

**Job title:**

Production Manager

**Report To:**

He will report to Founders of Cater Care.

**Job Overview:**

A production manager ensure that the products and the services are manufacturing securely. Their work is based on the production system. They also deliver the goods with a complete budget.

**Duties & Responsibilities:**

* Supervising the work of junior staff.
* They duty are selecting, ordering and so on.
* They have to plan and organize the materials.
* A Production manager has a responsibility to provide the all needs and requirements.

**Qualification:**

* Authorization in hospitality and cooking culinary should be mange as well.
* They should have the organizational skills and time management skills.

Proposed Salary:

Rs.75000/-

Finance Manager

**Job title:**

Finance Manager

**Report To:**

He will report to Managing Director.

**Job Overview:**

A finance manager is a responsible for the management for example; budgeting management, decision making management and all that. They have to make the best decisions for the company. They allocate the financial assets.

**Duties & Responsibilities:**

* Prepare financial statements, business activity reports, and forecasts
* Monitor financial details to ensure that legal requirements are met
* Supervise employees who do financial reporting and budgeting
* Analyze market trends to maximize profits and find expansion opportunities

**Qualification:**

Have a bachelor’s degree and 5 years or more of experience in another business or financial occupation, such as an accountant, auditor, securities sales agent, or financial analyst.

Proposed Salary: Rs.75000/-

Marketing Manager

**Job title:**

Marketing Manager

**Report To:**

He will report to Managing Director

**Job Overview:**

A marketing manager is a person who do the marketing of a product or a service, and they are also a responsible for the more than a few goods and services. They have to keep a nice behavior to everyone for the marketing strategy.

**Duties & Responsibilities:**

* Implement catering marketing plans to achieve revenue goals.
* Develop promotional events to market catering operations to individuals and organizations.
* Develop positive working relationship with existing.

**Qualification:**

Bachelor’s/Master’s degree in Marketing or Business Administration with Industry Experience of Minimum 5 years.

**Proposed Salary:** Rs.75000/-

Accountant

**Job title**:

Accountant

**Report To:**

He will report to Finance Manager

**Job Overview:**

Accountant is a person who keeps or examine financial accounts. They have vital role in such things even a small or big business. They make sure that money transaction is legal or illegal. Accounts work is related to the issues of the money.

**Duties & Responsibilities**:

* Preparing accounts and tax returns.
* Administering payrolls and controlling income and expenditure
* Auditing financial information
* Compiling and presenting reports, budgets, business plans, commentaries and financial statements.

**Qualification:**

Masters in Commerce or have Professional Certification CMA OR ACCA from respective institute with 3 years of experience in the same field.

Proposed Salary: Rs.35000/-

Supervisor

**Job title:**

Supervisor

**Report To:**

He will report to Production Manager

**Job Overview:**

Supervisors have a responsibility to check the staff that how their workers are working, they achieve the motive by supervising their staff. They monitor work processes. Maintains staff by recruiting and selection process.

**Duties & Responsibilities:**

* To supervise the preparation of the food.
* To confirm that food service is provided to the customer’s satisfaction.
* To make sure that the catering business I in compliance with the all local laws and regulations regarding safety of food.

**Qualification:**

* Experienced personality at least 5 years’ experience.
* Associated degree or bachelor’s degree is way better make job better.
* Diploma from high school mostly required.

Proposed Salary: Rs.40000/-

Chef

**Job title:**

Kitchen Chef

**Report To:**

He will report to Nutritionist.

**Job Overview:**

Kitchen chef stay in the restaurant kitchens and prepare food for the customer, they decide the all different kind of dishes, and let the customer to taste it. Kitchen chef do the job of chopping vegetables, and more cooking specialties.

**Duties & Responsibilities:**

* To make Healthy and tasty foods for clients (kids) as per instruction of nutritionist.
* To oversee other staff members who help prepare and deliver the food.
* To set weekly menu which is healthy and tasty.

**Qualification:**

* Certificate or associate's degree in culinary arts
* Have 3 to 5 years of experience of working in a professional kitchen.

Proposed Salary: Rs.45000/-

Nutritionist

**Job title:**

Nutritionist

**Report To:**

He will report to Supervisor

**Job Overview:**

A nutritionist is an expert in the field of cooking stuff like that. Like they advise peoples that what they should eat for example healthy food, diet food, and so on. They works many related places including; cafeteria, hospitals, nursing homes, and schools.

**Duties & Responsibilities:**

* Plan menus, incorporating balanced diets supporting healthy nourishment of kids.
* Help a client to support to let them achieve a healthier routine.
* To advice and plan a weight nutritional management.

**Qualification:**

* Nutritionist is required to complete a bachelor's degree program in nutrition or dietetics that is accepted by the Commission on Accreditation for Dietetics Education (CADE).
* 6-12 months of hands-on training

Proposed Salary: Rs.45000/-

DISH WASHER

**Job title:**

Dish Washer

**Report To:**

He will report to Chef.

**Job Overview:**

Basically, dishwasher’s main role is to clean dishes, and utensils, and also support kitchen relate tasks, like mopping and cleaning the floor. They prepare a very nice table for the guest with the clean dishes.

**Duties & Responsibilities:**

* Responsible for ensuring the cleanliness and sanitization of dishes, tableware, glassware, pots, pans, and utensils through manual and machine cleaning methods.
* To keep the dishwashing area clean and safe.

**Qualification:**

* Some experience in a professional kitchen is a plus
* High school diploma or GED certificate preferred

Proposed Salary: Rs.20000/-

KITCHEN HELPER

**Job title:**

Kitchen Helper

**Report To**:

He will report to Chef.

**Job Overview:**

Kitchen helper is a service helper, the duties includes for them are; washing tables, wash the walls and appliances of the kitchen, and sweep, mop floors. They keep a maintenance of the kitchen and for the preparation.

**Duties & Responsibilities:**

* Keep clean, maintenance, and cooking hygienic.
* Have to work in schools, hospitals, and nursing homes.
* Preparing meal process includes peeling and washing vegetable, cutting, and slicing ingredients.
* Properly drying all kitchen utensils, dishes, and assisting kitchen staff, to unload the food supplies from delivery truck.

**Qualification:**

* Professional chef diploma or advanced chef diploma
* BTEC national certificate

Proposed Salary: Rs.30000/-

DRIVER/DELIVERY MAN

**Job title:**

Delivery Man/Driver

**Report To:**

He will report to Sales Officer.

**Job Overview:**

A delivery boy delivers the product from one place to another, they do a transportation process. They keeps a security and safety for that product to loading and unloading.

**Duties & Responsibilities:**

* To ensure that the items are completely exact, packed correctly, and accurate delivery to the correct client.
* Accept payments for deliveries (use GPS or a google map for deliveries)
* To load or unload a product in a vehicle like truck.
* Responsible for the sanitizing and hygiene of the courier.
* To deliver the product in a timely manner.

**Qualification:**

* Driver need CDL license.
* Know about such locations.
* Knowledge about how to handle material safely like glass products.
* To have physical ability to load and unload heavy freight.

**Proposed Salary**: Rs.30000/-

SALES OFFICER

**Job title:**

Sales Officer

**Report To:**

He will report to Marketing Manager

**Job Overview:**

Sales officer works with sales teams to define the best strategies to improve the customer obtaining. They helps in the development of sales goals, and collaborate with the high level marketing companies.

**Duties & Responsibilities:**

* They takes looks on the preparation of the food, for the satisfaction that food requirements have to match with the customer’s satisfaction.
* Developing and supporting the long-lasting relationships with the customers.

**Qualification:**

* Excellent communication skills both verbal and written.
* Motivated personality, ambitious attitude.

**Proposed Salary: Rs.30000**