

Business Proposal for Opening a vegan cafeteria

Submitted to

**The Administration Manager
Tata Consultancy Services(TCS), Velachery**

Submitted by

Vegan Aisle, Chennai

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Introduction:

With the growing responsibilities and work stress of recent times, people often fail to look after themselves. Diet and nutrition play an important role in being health conscious. Adding on to this issue, the food industry is filled with companies producing highly processed food items that are usually a product of animal exploitation. IT professionals, due to their work stress, often rely upon pre-processed food to save time, making them highly exposed to developing health issues. The proposal recommends introducing a vegan cafeteria at TCS, Velachery. Researchers believe that incorporating a healthy diet is the major solution to all health-related problems. With a minimum investment in this facility, both the workers and the management are sure to witness a radical change in the work environment.

Executive summary:

This proposal is to request the Administration manager, TATA consultancy services, Velachery, to permit Vegan Aisle, a firm that produces vegan based food and snack items, to open a vegan cafeteria on the campus.

We can evidently see that people are becoming more health-conscious and are becoming more environmentally friendly and looking for alternatives.

So we, from Vegan Aisle, have sensed the gap and we have come up with vegan based food and snack items which include vegan bakery items, dairy free beverages, and vegan meat-based food items. Many people working in the IT industry lack physical activity which makes them more prone to minor to major health issues. By substituting dairy and meat with

plant-based products, we can provide the same amount of carbohydrates and proteins without convincing their taste and health, which in turn increases their productivity in their personal and professional lives.

Discussion:

Problem:

Poor diet on the job is costing countries around the world up to 20 per cent in lost productivity. IT professionals, specifically, are unable to concentrate on their health. They rely on pre-processed items available in the market that both deteriorate health as well as harm animals. About 21% of IT workers are interested in veganism but are unable to pursue it due to unavailability of quality suppliers.

Solution:

In today's world, which is running behind the majority, it's difficult for people to adopt a healthy lifestyle. As per statistics, only 12% of IT people in big metropolitan cities like Chennai are investing in a healthy diet. Our company, Vegan Aisle, aims to lift the graph to higher scales of healthy eaters with the help of our cruelty-free vegan products by establishing vegan cafeterias. We plan to analyze their lifestyle and come up with products that suit them that incorporate items like vegan meat and vegan "dairy" products. Both dining and take-out are to be made available to suit the interest of our customers. Our special packing box, the bento box will keep the food hot for longer periods of time. Snacks like vegan chocolates, cakes will also be available for our customers to enjoy.

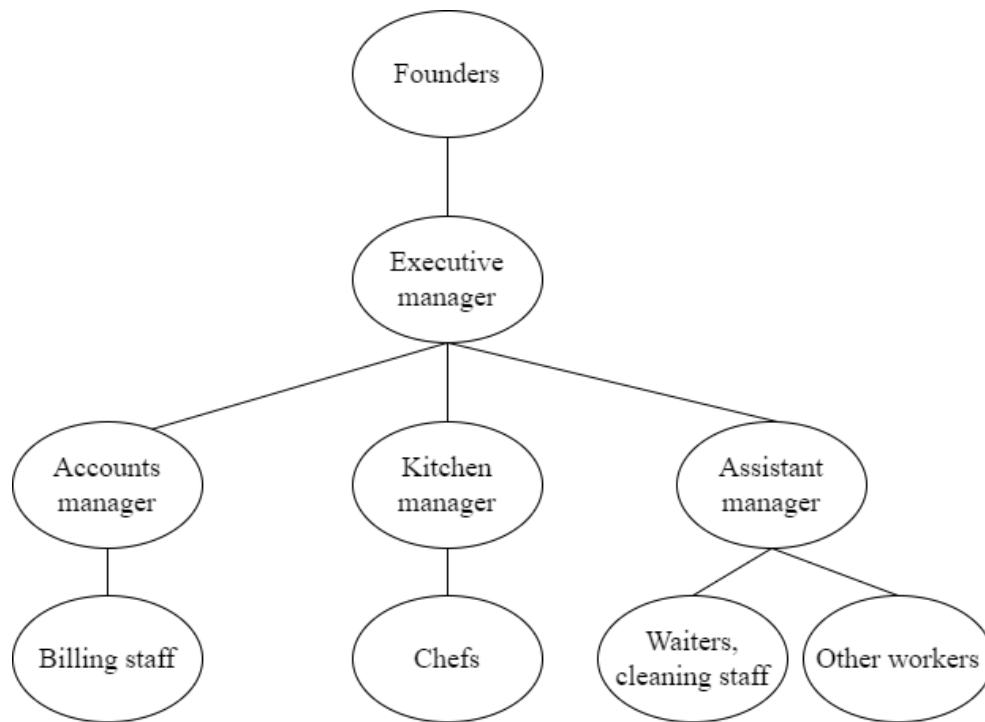
Operational Plan:

- Sales Literature:
 - Our main sales literature consists of flyers which contain information about the products and services offered with the price.
- Stall space:
 - Main stall requires a space of 2000 square feet
 - Storage space of 1000 square feet
- Products / Services:
 - Vegan Chocolates and Sweets
 - Vegan Dairy products
 - Vegan Can Foods
 - Vegan Microwave food (Take away / dining)
 - Self heating Bento box

- Staffs in the stall:
 - four cooks
 - two Supervisors
 - six operation staff
 - two cleaners
- Raw materials:
 - All the raw materials and products are kept for sales for a maximum of three days.
 - All the raw materials are purchased from local genuine sellers.

Management plan:

Management team:



Founders will oversee the whole process in the hierarchy. There will be an Executive manager who will oversee all the activities happening at the cafeteria at TCS Velachery, Chennai office.

There will be 3 managers under the Executive manager. They will oversee their specialization as follows:

Accounts manager will be responsible for looking after the bills, accounts and expenses at the cafeteria. Kitchen manager will be responsible for looking after

kitchen operations, maintaining raw materials/ingredients, and other kitchen activities. Assistant manager will be responsible for other miscellaneous activities in the cafeteria and also will support the Executive manager.

Billing staff will work under the supervision of Accounts manager, whose primary responsibilities will be billing orders, updating them in systems, to Accounts manager and overseeing other billing or accounts related activities. Chefs will coordinate with the Kitchen manager and their activities will include cooking, maintaining the kitchen and looking after the availability of ingredients etc.

Kitchen staff will work under the supervision of Chefs and the Kitchen manager and do whatever necessary to run the kitchen properly. Waiters, cleaning staff and other workers will work under the supervision of Assistant manager and they will work according to their job description and also according to the orders given by the higher level management.

Budget:

SI No	Description	Cost [in rupees]
1.	Rent	55,000 per month
2.	Energy (electricity, gas etc)	30,000 per month
3.	Consumables (veggies etc)	20,000 per month
4.	Workers Tier-1 (chefs, managers etc)	22,000 per month
5.	Workers Tier-2 (cashiers, waiters and waitresses etc)	12,000 per month
6.	Cooking appliances	65,000
	Miscellaneous	20,000
	Total	2,24,000

Conclusion:

Vegan food is the moment now. Not only are they animal friendly, they also come in a wide variety, from vegan milk to vegan meat, evolving with time. Incorporating them in the diet is sure to take people in a positive path with respect to their health and the environment.

Introducing vegan products in a working place will most definitely create a beneficial impact on the employees and boost their potential.