

# Marketplace Pitch Deck: Customized & International Cuisine Delivery Q-Commerce

## 1. Introduction:

Marketplace Name: **Customized & International Cuisine Delivery Q-Commerce**

Tagline: "Bringing Authentic Flavors to Your Special Moments"

Business Idea & Vision:

Global Event Bites is a marketplace connecting customers with reliable, high-quality international catering services tailored for events. Our goal is to streamline event catering by offering diverse, customizable cuisine experiences that cater to dietary needs and themed preferences. We also aim to establish kitchens in major cities across Pakistan to ensure consistency and quality for large-scale events.

## 2. Problem Statement:

The Challenge:

Customers hosting events struggle to source authentic, high-quality foreign cuisine that meets specific dietary or theme-based preferences. Existing catering services often lack variety, authenticity, and customization.

Why It Matters:

- Event planners and hosts seek dependable, high-quality food options.
- The market lacks a centralized platform for authentic international catering.
- Finding reputable caterers offering customization is time-consuming and challenging.

## 3. Solution:

Our Unique Approach:

Global Event Bites provides a streamlined platform for customers to access diverse, authentic cuisine from specialized caterers. To ensure efficiency and quality, we plan to build centralized kitchens in key cities across Pakistan, catering to all customer orders, particularly for large-scale events.

- Customization: Customers can mix and match cuisines to design a personalized menu.
- Global Variety: Access to international dishes from verified caterers.
- Event-Focused Services: Chef-on-site, buffet setups, and customizable food packaging.
- Dedicated Kitchens: In-house kitchens to maintain consistency and cater to bulk orders.

## 4. Market Opportunity:

Target Market:

- Event planners, families, and individuals hosting weddings, parties, or corporate events.

#### Market Size & Trends:

- The catering services market in Pakistan is estimated at PKR 200 billion and growing steadily.
- Increasing demand for diverse, high-quality catering options.
- Rising focus on dietary inclusivity (vegan, gluten-free, halal, etc.).

## 5. Product:

#### Core Offerings:

- Authentic international cuisine: Japanese sushi platters, Italian pasta stations, Middle Eastern mezze, etc.
- Customizable food packages (vegan, gluten-free, theme-based menus).
- Specialized add-ons: Custom cakes, dessert platters, beverage options.
- Event-specific catering solutions for weddings, birthdays, and corporate events.
- Personalized menus based on customer preferences.
- Eco-friendly, customizable packaging.
- In-house kitchens to ensure consistency and quality for large orders.

## 6. Business Model:

#### Revenue Streams:

- Commission-based Model: Platform takes a percentage from each transaction.
- Subscription Plans: Premium access for frequent customers and event planners.
- Sponsored Listings: Caterers can pay for higher visibility.
- Service Fees: Fees for customization, chef-on-site, and premium packaging.
- Kitchen Operations: Revenue from direct catering orders fulfilled by in-house kitchens.

## 7. Marketing Strategy:

#### Customer Acquisition & Retention:

- Digital Marketing: Targeted social media ads and influencer partnerships.
- Partnerships: Collaborate with event planners, venues, and wedding coordinators.
- Referral Programs: Incentivize customers to refer new users.
- Content Marketing: Case studies, blogs, and video testimonials showcasing event experiences.

## 8. Team:

#### Key Members & Roles:

- Founder & CEO: Manages business development and strategy.
- Head of Operations: Oversees partnerships, logistics, and kitchen expansion.

- Marketing Director: Develops and executes branding and outreach efforts.
- Tech Lead: Manages platform development and user experience.
- Customer Success Manager: Ensures customer satisfaction and support.

## 9. Financial Projections (Pakistani Market):

Revenue & Costs (First 3 Years in PKR):

- Year 1: Revenue PKR 30M, Expenses PKR 25M, Profit PKR 5M.
- Year 2: Revenue PKR 80M, Expenses PKR 65M, Profit PKR 15M.
- Year 3: Revenue PKR 150M, Expenses PKR 120M, Profit PKR 30M.

Key Financial Metrics:

- Focus on customer acquisition cost (CAC) vs. lifetime value (LTV).
- Operational breakeven expected by Year 2.
- Scalability through kitchen expansions in major cities like Karachi, Lahore, and Islamabad.

## 10. Call to Action:

Seeking:

- Investment: PKR 50M to fund platform enhancements, marketing, and kitchen development.
- Strategic Partnerships: Caterers, event planners, and venue providers.
- Advisors & Mentors: Industry experts to guide business growth.

Join Us in Transforming Event Catering in Pakistan!