**Business Objective:**

Prepare a healthy home food (lunch, dinner) and deliver to corporate employee.

We are Digital enabler ~~and~~ ~~raw material supplier~~.

We help home chef, delivery vendor and end user to collect the healthy food on time.

**Roles:**

1. Full and Partial Food processor (Home Chef \* )
2. Delivery Vendor
3. End User
4. ~~Raw material shop~~
5. ~~Enabler (Raw material collection, distribution and Meal Collection guy)\*~~
6. Meal Packer \*

**Third Party:**

1.Food Delivery

2.~~Raw material Shops (Veg ,Non veg)~~

3.Payment Gateway

4.Home chef

**Business Flow Diagram:**

**Functionality Overview:**

1. ~~Enabler Purchase raw materials~~
2. ~~Enablers Create the raw materials distribution summary~~
3. ~~Distribute Raw material to Home chef~~
4. Collect Food from Home chef
5. Packing the food and prepare delivery list
6. Delivery guy will pick up the food from enabler and deliver to end user.
7. ~~Enabler connect with chef to fill raw materials~~
8. End user can order meal and pay

**End Users roles and responsibility:**

1. Enroll
2. Login
3. Order meal
4. Cancel meal
5. Pay for meal
6. Get order confirmation
7. Get notification about delivery

User can schedule their next day meal, week meal and month meal.

User can pay cash or pay using Sodexo can have a capability to pay using credit card and net banking.

**Enabler Roles and Responsibility:**

1. ~~Purchase raw material and update invoice details in ledger~~
2. ~~View home chef list and create distribution list in application~~
3. ~~Distribute raw materials and mark distributed status in application~~
4. Collect foods and mark in application
5. Contact with delivery vendor
6. Receive order from end user
7. Recruit home chef

**Home Chef Roles and Responsibility:**

1. Home chef enrollment form should get chef contact, address, available time and their cooking specification.

**Reference link**

<https://web.tinmen.in/>

**Key Actions:**

1. Clear Idea and Vision
2. Prioritize task. Task list and Phase delivery plan
3. Think Win-Win-Win (Home chef- End user- Owner)
4. Teamwork and Team member roles and responsibility (Srimaaran, Sivaraj, Kadhir, velsamy).
5. Business Model
6. Financial plan and Budget (Accumulate Finance and First level investment plan)
7. Execution plan
8. Target Date
9. Release Date

**Application Development Plan:**

1. Phase I – Clear vision and Technical architecture (API, UI, Server)
2. Phase II – Responsive Website, Connect Home chef
3. Phase III- Mobile Application, Marketing.

**Execution Date:**

1. Oct 01 To Oct 21 – Idea and Technical Architecture.
2. Oct 22 To Dec 02 –Priority-1 tasks development
3. Dec 03 To Dec 23 – priority-2 tasks development, Testing and Back office setup
4. Dec 24 To Feb 03 – End to End Application deployment and environment setup. Connect Home chef.
5. Jan 07 To Feb 03 – Mobile Application Development and Marketing
6. Feb 04 To Feb 10 – First Release and Mobile Application Testing
7. Feb 11 To Feb 17 – Live

**Business Strategy:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Chef Meal Scheme** | **Veg** | **Non Veg** | **Briyani** |
| 3 Members | 120 | 150 | 180 |
| 5 Members | 200 | 250 | 300 |
| 8 Members | 320 | 400 | 480 |
|  |  |  |  |
| Per member | 40 | 50 | 60 |
|  |  |  |  |
| Total Meal | 800 | 750 | 900 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Average Day Sale Estimation (Meal Count)** | **Meal Name** | **Per Meal** | **Total Price** |
| 20 | Veg Meal | 70 | 1400 |
| 15 | Non Veg Meal | 90 | 1350 |
| 15 | Briyani | 120 | 1800 |
|  |  |  |  |
|  | **Total** |  | **4550** |
|  |  |  |  |

|  |  |
| --- | --- |
| Per Day Revenue | Per Month Revenue(20 days) |
| 4550 | 91000 |
| Per Day Expense | Per month Expense |
| 2450 | 49000 |
| Employee Salary | 10000 |
| Other Expense | 2000 |
|  |  |
| **Profit** | **30000** |

**Tentative Revenue:**

|  |  |  |
| --- | --- | --- |
| **Deliver Meal (per day)** | **Monthly Revenue** | **Monthly Profit** |
| 50 | 91k | 30k |
| 100 | 182k | 60k |
| 150 | 273k | 90k |
| 200 | 364k | 120k |
| 250 | 455k | 150k |

**Expense (Digital and Other Expense):**

|  |  |
| --- | --- |
| **Name** | **Calculated Expense** |
| Domain and Server \* | 15000 approximately |
| Brochure and Advertisement | 5000 |
| Deliver Vendor Registration Fee \* | 5000 approx. |
| Employee Salary | 10000 approx |
| Hotel-Company Registration Fee \* | 10000 |

**Investment and Budget:**

|  |  |
| --- | --- |
| **Investment per Month** | **Month** |
| 5000 | Oct |
| 5000 | Nov |
| 5000 | Dev |
| 5000 | Jan |

**Initial investment per person= 20,000**

**Total Investment = 80,000**

**Partners:**

1.Srimaaran 2.Sivaraj 3.Kadhirvel 4. Velsamy

**Payment Gateway:**

1. **stripe**