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I. EXECUTIVE SUMMARY:

Foodcy is a standard and registered home and office food Delivery Company that will be based in India. We will cover a wide range of clients both individual and corporate clients. We have been able to lease a suitable restaurant facility with kitchen permit from the appropriate authorities.

We have put plans in place to also sell our franchise and offer consultancy services in line with our area of business.

Foodcy is established by the students of Vellore institute of technology .We have a robust experience in the food and confectionaries business having worked both in the public sector and the private sector prior to starting her own business.

As a company, we are willing to go the extra mile to invest in some of the finest professionals (chefs, delivery officers and back office staff members) we can find and also we have set plans in place to acquire the best of equipment when it comes to setting up a standard and first class restaurant / kitchen.

When it comes to hygiene and proper packaging, we have put plans, process and structures in place that will ensure that we are always at the top of game when it comes to that. We have been able to secure permits from all relevant departments in India.

The demand for foods, snacks and drinks is not going to plummet any time soon, which is why we have put plans in place to continue to explore all available market around the cities where our restaurant is going to be located and ensure that we create a wide range of distribution channels via franchising. With that, we know that we will be able to maximize profits in our business.

Our strongest selling point at Foodcy is the unique taste of the different type of foods, snacks and drinks that we will make and sell. There is hardly any customer that will taste any of our food who would not want to come back and make more purchase or order more— we take great delight in welcoming repeated customers over and over again.

Foodcy will at all times demonstrate her commitment to sustainability, both individually and as a firm, by actively participating in our communities and integrating sustainable business practices wherever possible.

We will ensure that we hold ourselves accountable to the highest standards by meeting our customers' needs precisely and completely whenever they patronize our products. We will cultivate a working environment that provides a human, sustainable approach to earning a living, and living in our world, for our partners, employees and for our customers.

Our plan is to position Foodcy to become one of the leading brand in the home and office food delivery services industry in the whole of India, and also to be amongst the top 10 home and office food delivery services brand in the World within the first 10 years of starting our business.

This might look too tall a dream but we are optimistic that this will surely come to pass because we have done our research and feasibility studies and we are enthusiastic and confident that India is the right place to launch this type of business before spreading to other countries all across the World

II. COMPANY DESCRIPTION

COMPANY NAME:

Foodcy

OBJECTIVE:

We are going to deliver the food not only from restaurant but also from homes dabas , and will deliver to office person, student, hospital worker.

FORM OF BUSINESS :

We are providing a User Friendly Application and we have our website featuring our service. Not only App and Website we also take orders through Phone calls.

TRADE MARK COPY RIGHT AND ISSUE:

These term of use (the "Term of Use ") govern your us of our website www.group.foodcy.in (the " Platform ").Please read these Terms of Use carefully before you use the services. If you do not agree to these Terms of Use, you may not use the services on the Platform. By merely using the Platform, you shall be contracting with BTPL and you signify your acceptance to the Terms of Use and other BTPL policies (including but not limited to the Cancellation & Refund Policy and Privacy Policy) as posted on the Platform

from time to time, which takes effect on the date on which you use the Services, and create allegedly binding arrangement to abide by the same.

BTPL offers prepared food and beverages (“Products”) on its Platform. The buyers (“Buyer/s”) can choose and place orders (“Orders”) from variety of products listed and offered for sale, on the Platform by BTPL which are delivered at select localities of serviceable cities across India (“Services”) at the sole discretion of BTPL.

You shall, at all times, be responsible for regularly reviewing the Terms of Use and the other Swiggy policies and note the changes made on the Platform. Your continued usage of the services after any change is posted constitutes your acceptance of the amended Terms of Use and other Swiggy policies. As long as you comply with these Terms of Use, Swiggy grants you a personal, non-exclusive, non-transferable, limited privilege to access, enter, and use the Platform. By accepting these Terms of Use, you also accept and agree to be bound by the other terms and conditions and Swiggy policies (including but not limited to Cancellation & Refund Policy, Privacy Policy and Notice and Take Down Policy) as may be posted on the Platform from time to time.

- Promotes an illegal or unauthorized copy of another person's copyrighted work (see “copyright complaint” below for instructions on how to lodge a complaint about uploaded copyrighted material), such as providing pirated computer programs or links to them, providing information to circumvent manufacture-installed copy-protect devices, or providing pirated music or links to pirated music files;
- Contains restricted or password-only access pages, or hidden pages or images (those not linked to or from another accessible page);
- Provides instructional information about illegal activities such as making or buying illegal weapons, violating someone’s privacy, or providing or creating computer viruses;

PRODUCT OR SERVICES:

- Server and Food services
- Food Delivery
- First Class Packaging Of Food
- Scheduled Deliveries
- 24 Hours Service

MANAGEMENT/LEADERSHIP

We have decided to hire qualified and competent hands to occupy the following positions that will be made available at Foodcy;

- Chief Executive Officer
- Restaurant Manager
- Human Resources and Admin Manager
- Sales and Marketing Officer
- Accountants / Cashiers
- Cook / Chef
- Drivers / Deliverers
- Customer Service Executives
- Cleaners

CHIEF EXECUTIVE OFFICER – CEO (OWNER):

- Increases management's effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions; providing educational opportunities.
- Responsible for fixing prices and signing business deals
- Responsible for providing direction for the business

- Creates, communicating, and implementing the organization's vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization's strategy.
- Responsible for signing checks and documents on behalf of the company
- Evaluates the success of the organization

RESTAURANT MANAGER

- Responsible for overseeing the smooth running of the restaurant
- Map out strategy that will lead to efficiency amongst workers in the restaurant
- Responsible for training, evaluation and assessment of the entire workforce
- Ensures that the steady flow of both raw materials / ingredients to the shop and easy flow of cooked and well packaged foods and drinks to customers as demanded
- Ensures that the restaurant and kitchen meets the expected safety and health standard at all times.

HUMAN RESOURCES AND ADMIN MANAGER

- Responsible for overseeing the smooth running of HR and administrative tasks for the organization
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- Defines job positions for recruitment and managing interviewing process
- Carries out staff induction for new team members
- Responsible for training, evaluation and assessment of employees
- Oversee the smooth running of the daily office and restaurant activities.

CHIEF CHEF:

- Responsible for preparing delicacies
- Makes lists and budget for kitchen supplies
- Oversees the entire kitchen staff
- Responsible for training new cooks
- Makes sure that the meals being whipped up tastes really good

SALES AND MARKETING MANAGER

- Manages external research and coordinate all the internal sources of information to retain the organizations' best customers and attract new ones
- Models demographic information and analyze the volumes of transactional data generated by customer purchases
- Develops, execute and initiate new plans for expanding increase sales
- Documents all customer contact and information
- Represents the company in strategic meetings
- Helps to increase sales and growth for the company

ACCOUNTANT / CASHIER

- Responsible for preparing financial reports, budgets, and financial statements for the organization
- Responsible for financial forecasting and risks analysis.
- Performs cash management, general ledger accounting, and financial reporting
- Responsible for developing and managing financial systems and policies
- Responsible for administering payrolls
- Ensures compliance with taxation legislation
- Handles all financial transactions for the organization
- Serves as internal auditor for the organization

DISTRIBUTION VAN DRIVERS:

- Delivers customer's orders promptly
- Runs errand for the organization
- Any other duty as assigned by the sales and marketing executive and restaurant manager

CLIENT SERVICE EXECUTIVE

- Responsible for taking orders from clients when the call or email the organization
- Ensures that all contacts with customer (e-mail, walk-In center, SMS or phone) provides the client with a personalized customer service experience of the highest level
- Through interaction with customers on the phone, uses every opportunity to build client's interest in the company's products and services

CLEANERS:

- Responsible for cleaning the entire restaurant / kitchen facility at all times
- Washes plates and other kitchen utensils
- Ensures that toiletries and supplies don't run out of stock
- Any other duty as assigned by the restaurant manager.

LOCATION AND GEOGRAPHICAL INFORMATION

We will be delivering foods to any destination within our coverage area as ordered by their clients. Basically, the process of ordering food from a local restaurant or food cooperative is through their telephones, website or customized mobile app.

Payments are usually done either by credit card or cash, with the restaurant returning a percentage to the online food company if they are not the owners of the restaurant. We will start teaming up with e-commerce companies to make ordering quicker and more precise.

DEVELOPMENT STAGE

We are going to go all the way to ensure that we do all it takes to sell a wide range of foods, snacks and soft drinks to a wide range of customers.

Here are the platforms we intend leveraging on to promote and advertise.

- Place adverts on both print (community based newspapers and magazines) and electronic media platforms
- Leverage on the internet and social media platforms like; Instagram, Facebook , twitter, et al to promote our brand
- Distribute our fliers and handbills in target areas
- Position our Flexi Banners at strategic positions in the location where we intend getting customers to start patronizing our foods and drinks.
- Ensure that all our staff members wear our customized clothes, and all our official cars and distribution vans are customized and well branded.

MILESTONE ACHIEVED TO DATE

- Business Name Availability Check: **Completed**
- Writing of Business Plan: **Completed**
- Design of The Company's Logo: **Completed**
- Graphic Designs and Printing of Packaging Marketing / Promotional Materials: **In Progress**
- Recruitment of employees: **In Progress**
- Creating Official Website for the Company: **In Progress**
- Health and Safety and Fire Safety Arrangement (License): **In progress**
- Opening party / launching party planning: **In Progress**
- Purchase of delivery vans: **In progress**

SPECIALITY BUSINESS INFORMATION

Our strength lies in the fact that we have a wide range of foods, snacks and drinks that can meet the needs of a wide range of customers including vegetarian et al. We have state of the art kitchen facility and equipment that has positioned us to meet the demand of products even if the demand tripled over night or if we have a massive order to meet and emergency need.

Another factor that counts to our advantage is the background of our Chief Executive Office; and has a robust experience in the industry. We are not ignoring the fact that offering consultancy services and running a standard and accredited training center is definitely going to count as a positive for us.

FINANCIAL STATUS

When it comes to starting a home and office food delivery business the major areas that you should look towards spending the bulk of your cash is in the purchase of standard kitchen equipment, delivery vans, bikes and of course renting or leasing well located facilities. Aside from that, you are not expected to spend much except for paying of your employees and the purchase of supplies.

These are the key areas where we will spend our start – up capital;

- The Total Fee for Registering the Business
- Legal expenses for obtaining licenses and permits as well as the accounting services (software, P.O.S machines and other software)
- Marketing promotion expenses
- Cost for hiring Business Consultant
- Insurance (general liability, workers' compensation and property casualty) coverage at a total premium
- Cost for payment of rent for 12 month
- Cost for construction of a standard kitchen
- Operational cost for the first 3 months (salaries of employees, payments of bills et al)
- The cost for Start-up inventory (food ingredients and packaging materials et al)

- Storage hardware (bins, rack, shelves, food case)
- Cost for yogurt making equipment
- Cost for store equipment (cash register, security, ventilation, signage)
- Cost of purchase of distribution vans
- The cost of Launching a Website
- The cost for our opening party

III. INDUSTRY ANALYSIS AND TRENDS:

SIZE AND GROWTH RATE OF INDUSTRY:

Size of industry will depend on its performance, and the growth rate. Growth rate will usually increase as it is food based company and for that matter different strategies will have to applied like the geographical areas in which the company is going to set up in its initial days and after that hard work of all the person involved in the idea is the first and foremost things. This start-up will acquire its growth through sheer planning and from the reasons why other similar start-up got failed.

- ☐ **New features to encourage growth of industry**-Meals ordered online from services that deliver the order themselves
- ☐ Meals ordered online from partner restaurants of special delivery services.
- ☐ Online delivery services that only provide a platform for restaurants that run their own delivery service
- ☐ Online orders that are picked-up in store

GROWTH RATE:

- ☐ It can be increased by building better customer relations.
- ☐ By knowing the position of market.
- ☐ By providing discounts and food coupons in the initial days of the start-up.

INDUSTRY MATURITY:

Worldwide, the market for food delivery stands at €83 billion, or 1 percent of the total food market and 4 percent of food sold through restaurants and fast-food chains. It has already matured in most countries, with an overall annual growth rate estimated at just 3.5 percent for the next five years. By far, the most common form of delivery is the traditional model, in which the consumer places an order with the local pizza parlor or Chinese restaurant (although many other kinds of restaurants, particularly in urban areas, now offer delivery) and waits for the restaurant to bring the food to the door. This traditional category has a 90 percent market share, and most of those orders—almost three-quarters—are still placed by phone.

However, as in so many other sectors, the rise of digital technology is reshaping the market. Consumers accustomed to shopping online through apps or websites, with maximum convenience and transparency, increasingly expect the same experience when it comes to ordering dinner.

SEASONAL EFFECTS:

Seasons will not have any effect on the online portal of the company but it will surely affect the delivery boy's performance. The most affected season would be rainy but ideas are going to be formulated to reduce their efforts and to ease in delivery condition.

TECHNOLOGICAL EFFECTS:

Just like in Agricultural Mechanisation, new technologies will definitely enhance higher industrial output with the use of more of machines in terms of processing, production, packaging and instrumentation with lesser use of man-labour therefore creating lesser costs in terms of hiring labour.

CERTIFICATION:

When one starts a catering service he is required to have quite a few licenses and certification as selling food from home is similar to selling food at restaurant. Although most of the tiffin services run without licenses. To protect your personal assets such as your home, consider creating a business entity such as a limited liability company, if not go with Sole Proprietorship, which is very simple and easy to get it done. Compare and understand the advantage and disadvantages of both business entities. Also, it is very important for such a service provider to adhere to Health Department regulations. One must contact

the local Health Department for specific regulations, certifications, licenses, and insurance information in one's area. The Health Department also usually requires an inspection of the area to be used for the kitchen or for catering business.

Listed are the license required:

- FSSAI/Food License.
- Health Trade License.
- Shops and Establishments Registration.
- VAT Registration.
- Service Tax Registration.
- Liquor/Bar License.
- Fire Department NOC.

FINANCIAL CHARACTERISTICS:

The financial characteristics of an industry are closely related to that industry's production process, marketing activities, and financial practices and customs. The characteristics of a company in the wholesale business may depend on large inventories but little long-term plant and equipment. The reverse would be true for an electric utility, which would be characterized by a very low asset-turnover ratio but a better profit margin. Many manufacturing companies would fall between the extremes of a utility and a merchandising firm.

For example, the following major differences between retail food stores and a basic chemical manufacturing business might help understand the characteristics of two different industries.

● DEPRECIATION:

Manufacturing is more capital intensive, with owned fixed assets comprising a high proportion of total assets. Thus, there are more assets to be depreciated. In addition, many smaller retail stores lease their buildings for periods that do not require the leases to be capitalized. This leads to less depreciation and more rental payments.

- **CURRENT RATIO:**

Retailers usually do not carry accounts receivable because their customers pay cash or use credit cards, but accounts receivable is a significant item in the current assets of a manufacturing firm.

- **NET SALES TO NET WORKING CAPITAL:**

Net working capital in this context means current assets minus current liabilities. The retail food store turns its inventory (sales / average inventory) much more rapidly than a manufacturing firm — and even than a furniture store.

- **NET PROFIT BEFORE TAX:**

The manufacturing company turns its assets (sales / assets) fewer times in a period than the retailing company does. Therefore, to earn an adequate return on assets employed, the manufacturing company needs to earn more profit as a percentage of sales than the retailing company.

- **NET INCOME TO NET WORTH:**

Retail food stores, despite a much lower profit margin on sales, can have a higher return on net worth because they have a higher proportion of debt compared with equity and also a higher turnover of assets.

GLOBAL INDUSTRY CONCERNS:

As many new start-ups are coming in the field of food delivery. Our company will have to face serious competitions and we have to come up with ideas that can tackle the problem.

- Lack of Equal Access.
- Food Safety.
- Genetically Modified Crops.
- Exploitation of Workers.

IV. THE TARGET MARKET

DEMOGRAPHICS, PSYCHOGRAPHICS, PURCHASING PATTERNS

The health food domain of the country has been growing at a phenomenal rate since the past few years, owing to the increased level of awareness among people regarding the benefits of a nutritious and balanced diet. The market is new and lucrative as not many players have entered the landscape yet. Over the past one year we have been witnessing a slew of startups making debut in the healthy food segment.

BUYING PATTERNS

The major market place for this type of business is whenever we go in a new city to stay, after foodie escapades of exactly two week – when our digestive tract starts rejecting everything we eat on road side we feel like booking a Tiffin service straight away for regular dinner. That will save our hell lot of time and on time delivery will ensure that we eat something to keep my motor running.

Then there comes the places where there is lots of working population. They require fresh home-made food. When it comes to foods and soft drinks, there is indeed a wide range of available customers. In essence, our target market can't be restricted to just a group of people, but all those who love the kind of foods, snacks and soft drinks that we prepare and of course those who would want to try it out.

In view of that, we have conducted our market research and we have ideas of what our target market would be expecting from us. These are the groups of people we intend marketing our product to;

- Households
- Children
- Corporate Executives
- Government Officials
- Business People
- Celebrities
- Students
- Tourists

MARKET SIZE

Being in the daily meals market, we work with very low ticket sizes starting at Rs 50/- with no minimum order requirements or delivery cost. Considering the costs associated with food production, packaging and delivery. Therefore, it will tend to attract almost the lower class working population and other 9-5 working class people who almost wish to eat the home-made and fresh food. At such cheap cost it will definitely attract major population. So, the market size is sufficient to introduce our product in the market.

V. STRATEGIC POSITION AND RISK ASSESSMENT

INDUSTRIAL TRENDS

Worldwide, the market for food delivery stands at €83 billion, or 1 percent of the total food market and 4 percent of food sold through restaurants and fast-food chains. It has already matured in most countries, with an overall annual growth rate estimated at just 3.5 percent for the next five years.

By far, the most common form of delivery is the traditional model, in which the consumer places an order with the local pizza parlour or Chinese restaurant (although many other kinds of restaurants, particularly in urban areas, now offer delivery) and waits for the restaurant to bring the food to the door.

However, as in so many other sectors, the rise of digital technology is reshaping the market. Consumers accustomed to shopping online through apps or websites, with maximum convenience and transparency, increasingly expect the same experience when it comes to ordering dinner.

TWO TIERS FOR ONLINE FOOD DELIVERY INDUSTRY

Two types of online platforms have risen to fill that void. The first type is the aggregators which emerged roughly 15 years ago, the second is the new delivery players, which appeared in 2013. Both allow consumers to compare menus, scan and post reviews, and place orders from a variety of restaurants with a single click. The aggregators, which are part of the traditional-delivery category, simply take orders from customers and route them to restaurants, which handle the delivery themselves. In contrast, the new-delivery players build their own logistics networks, providing delivery for restaurants that don't have their own drivers.

✓ AGGREGATORS

They are built on the traditional model for food delivery offering access to multiple restaurants through a single online portal. By logging in to the site or the app, consumers can quickly compare menus, prices, and reviews from peers. The aggregators collect a fixed margin of the order, which is paid by the restaurant, and the restaurant handles the actual delivery. There is no additional cost to the consumer.

✓ NEW DELIVERY PLAYERS

Just like the aggregators, new-delivery players allow consumers to compare offerings and order meals from a group of restaurants through a single website or app. crucially the players in this category also provide the logistics for the restaurant. This allows them to open a new segment of the restaurant market to home delivery: higher-end restaurants that traditionally did not deliver. The new-delivery players are compensated by the restaurant with a fixed margin of the order, as well as with a small flat fee from the customer.

- ✓ **TARGET MARKET:** People need food and know how to use the internet to pay the amount is not sufficient to make them your targeted audience segment. Our startup target market ranges from students to senior citizen. In India number of college students is been estimated to be 28.56 million with 15.87 million boys and 12.69 million girls. Out of this number 70% of the student community uses smartphone. This share is our power for this venture. And when we look into working class in India, we see that only 21% of the total population working class age between (25-44 years).this sector help us in our tiffin services sector as majority of them prefer home cooked meals rather than restaurants.

Teens' Phone, Computer & Console Access

% of all teens who have or have access to the following:



MOBILE INTERNET USERS IN INDIA

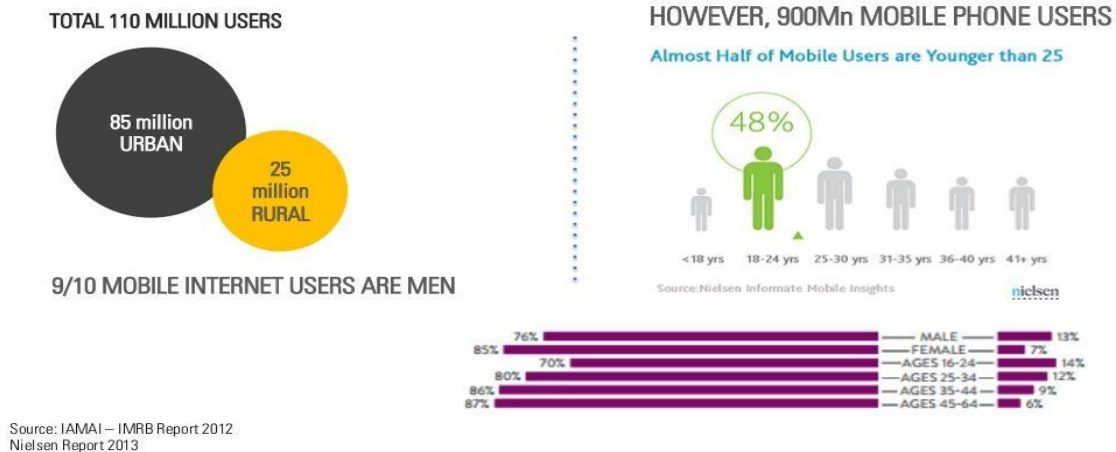


Figure: Mobile internet users in India

COMPETITIVE ENVIRONMENT

When it comes to competition it's from all direction including from tiffin services. Our start-up aims for collective services from tiffin to their party orders. When it comes to tiffin services main competitor will be the Mumbai dabbawalas, small tiffin caterers etc.

But all these sites only work in particular areas like ordering food, delivery of food some book space for dinner, some that have connection with the best chefs in the region giving exclusive chef specials etc. Our aim to bring a competition these firms with unique idea of bring all services together. All the firms accumulate a lot of seed funding from various.

So our business model contains various mistakes that is committed by the large firms and bring up strategies for overcoming them..

COMPANY STRENGTH

Our company's strength mainly is customer loyalty. When it comes to deliveries, customers don't like to experiment or explore much. Sticking with the same brand gives them a sense of assurance. As a result, as an executive of a delivery company, you can be sure to almost always retain your customers unless you make a major mistake.

As a delivery service company is that we are always available. Most of the delivery service companies allow their customers to order products 24/7, usually through their website. This means that the customers can reach out to your delivery service company at any time and from anywhere. A good logistic

systems partnership is most important and crucial strength of a company. Moreover company's customer's satisfaction is greatest strength.

RISK ASSESSMENT

Major risk our service may face is the delivery person's accidents and vehicle maintenance. It is mandatory to provide insurance for each delivery person which put a great pressure in the fund we have. The other risk can be late delivery due to traffic, restaurant food safety, application and website crashing due network traffic etc.

So we specialized teams will be handling each risk that we could face and come up with precaution measures and back up plans.

DEFINITION OF STRATEGIC POSITIONING

Strategic positioning is the positioning of an organization (unit) in the future, while taking into account the changing environment, plus the systematic realization of that positioning.

The strategic positioning method is derived from the business world. The method is aimed at ensuring the continuity of the organization. The strategy determines the contents and the character of the organization's activities.

Terms, such as survival, legitimacy, market positioning, relationship with environment and choice for a certain work area, come up in this context.

Various questions must be asked with strategic positioning:

- How does the future look like?
- How could the organization be roughly positioned in the future?
- How are things in the organization at present?
- How can opportunities be seized and how can threats be met?
- How can this be put into practice in a systematic way?

We will deal with the following aspects:

- the future
- information collection;
- analysis;
- choice of strategy

VI. MARKETING STRATEGIES AND SALES STRATEGY

COMPANY'S MESSAGE

Tasty. Healthy. Happy.

MARKETING STRATEGY AND TACTICS:

We will be marketing the key reasons as to why customers should use our app, that is,

- Convenience
- Freshly cooked healthy food
- Payment made easy, which is via mobile.
- Vouchers, discounts and coupons to increase customer satisfaction
- Cost effective service

REFERRALS

If every single user recommends two new users, you have exponential growth. If we have happy customers, you can leverage that by offering a referral program.

One of the best ways to market is to create a system that lets our customers do the marketing for you. Consider the fact that people are four times more likely to buy a product when it's referred to them by a friend.

Despite tech publication reviews, we still trust personal recommendations more than anything else. We could offer our current customers a discount on their subscriptions in exchange for referring a new customer.

STRATEGIC PARTNERHIPS

We will be key partners with the local dabbawalas, Caterers and mess, paying guests and wallets.

ONLINE MARKETING TACTICS

• SOCIAL MEDIA MARKETING

Social media marketing isn't something you can do casually, but it is freely available, and it's something you can master if you invest the time. Start by

establishing profiles for your business on major platforms like Facebook, Twitter and Instagram, Quora.

- **EMAIL MARKETING**

Email marketing remains one of the most cost-efficient marketing strategies around, with some sources claiming a return on investment (ROI) of 400 percent or more. As long as you have a good list (organically curated, rather than bought), and a steady but non-invasive stream of outgoing email blasts, you should be able to see a significant return on any time or money you put into it.

- **CONTENT MARKETING**

In years past, small businesses couldn't compete with the million-dollar advertising budgets of major brands. But today, that's changed.

There's a race for the most helpful content. If you're passionate and knowledgeable about a topic, you should start teaching what you know.

- **REDDIT**

Reddit is a community which can drive massive amounts of free traffic and conversions through the platform if you know how to use it.

SALES FORCE AND STRUCTURE



The four critical functions of ‘sales operations’

- **CHIEF OF STAFF AND ADVISOR TO THE HEAD OF SALES**

At its pinnacle, the sales ops leader is the trusted advisor to the head of sales.

- **SALES ENABLEMENT**

The sales ops leader has to manage these tasks to enable the reps to develop and excel in their jobs:

- Sales process development and improvement (Including playbooks)
- Sales process enforcement (Making sure reps adhere to it)
- CRM and configure/price/quote tool stewardship
- Sales efficiency tool development (eg. email tracking etc)
- Leveraging marketing content as ammunition for enablement
- Ongoing sales training and certification
- Proposal/Bid support via deal desk

- **REPORTING AND ANALYTICS**

An ops leader needs to be a data junkie who can interpret, manipulate, and explain data. Sales ops have to own the accuracy of forecasts and run pipeline reviews. Those reviews need to translate to resultant action using well-defined metrics. The sales ops team must work with marketing ops to integrate with demand generating functions to meet goals and forecasts.

- **STRATEGY AND PLANNING**

As an executive, the sales ops leader must have big-picture plans regarding incentive plan design and administration, territory definition**, growth planning, and renewals. Each of these is necessary to manage the sales team and push performance over time.

VII. OPERATIONS

The main part that the operation covers is the basic on ground activities that runs the company.

PLANT AND FACILITIES-

- ☐ Plant & Facilities is a service-oriented department. It strives at all times to provide technical and non-technical support and services to the College community, creating and maintaining a clean, comfortable, safe and functional campus environment, conducive to learning and working.
- It manages the College's physical assets through efficient utilization of available resources to ensure that the College can fulfill its mission.

MANUFACTURING/PRODUCTION LINE

- ☐ A production line is a set of sequential operations established in a factory where materials are put through a refining process to produce an end-product that is suitable for onward consumption; or components are assembled to make a finished article.

LABOR REQUIREMENTS

The following regulations are in place to protect workers and potential hires, require that you treat your workers fairly, provide them with benefits, a safe workplace, and contribute to Connecticut's unemployment insurance.

- ☐ Rules of the Interview
- ☐ Discrimination Against Past Criminal Convictions
- ☐ Setting up Employee Benefits
- ☐ State of Connecticut Key Labor Laws and Regulations
- ☐ Classifying Your Workers
- ☐ Workers' Compensation Insurance
- ☐ Connecticut Unemployment Insurance
- ☐ Adopt Workplace Safety Measures
- ☐ Required State Postings for Employers

QUALITY CONTROL

Quality control, or QC for short, is a process by which entities review the quality of all factors involved in production. ISO 9000 defines quality control as "A part of quality management focused on fulfilling quality requirements".

- ☐ This approach places an emphasis on three aspects (enshrined in standards such as ISO 9001):
- ☐ Elements such as controls, job management, defined and well managed processes, performance and integrity criteria, and identification of records
- ☐ Competence, such as knowledge, skills, experience, and qualifications
- ☐ Soft elements, such as personnel, integrity, confidence, organizational culture, motivation, team spirit, and quality relationships.
- ☐ Inspection is a major component of quality control, where physical product is examined visually (or the end results of a service are analyzed). Product inspectors will be provided with lists and descriptions of unacceptable product defects such as cracks or surface blemishes for example.
- ☐ The quality of the outputs is at risk if any of these three aspects is deficient in any way.

EQUIPMENT AND FURNITURE

- ☐ The term office furniture comprises furniture that is part of the office's design and includes all large furnishings, such as desks, tables, chairs and book shelves. These large items generally cost hundreds or thousands of dollars per item and last a minimum of five years. The budget for office furniture can be inconsistent, because most of an office's furniture expenses are budgeted into the company's start-up costs. Depending on the company's needs, the office furniture budget can be drastically reduced in the following year or two. Although some major office furnishings may need to be replaced every twenty years, high-quality office furniture may never need to be replaced. More advanced office equipment might include a fingerprint or eye scanner, high-tech digital cameras or video recorders, and video conferencing equipment, including a flat screen projector.

INVENTORY MANAGEMENT

- Stocking the right amount of inventory is crucial. If you order too little, your customers will start looking elsewhere. If you order too much, there's a chance you'll be stuck with lots of extra stock that you'll be forced to sell at clearance prices, or risk having them become obsolete.
- You don't want to pay more for your products than you have to, but lower prices aren't always better. Suppliers often promise price quantity breaks - you just need to order 20% more stock to save 10% - and you may find yourself digging into your savings to make this purchase.
- But is that the best choice for your business? After all, purchasing stock is only the beginning. There's a whole host of carrying costs attached to your products.]
 - To prevent situations like the above from occurring, consider an inventory management system that tracks inventory movement across all your sales channels in real time.]
- An inventory management system that updates your stock movements across all channels will significantly reduce your risk of overselling – and that's what we're aiming for.
 - One recurring theme to good inventory management highlighted above is the need to track inventory movement constantly, instead of doing it periodically.
- By automating the inventory management process as much as possible, you'll be able to reduce the likelihood of human error.

SUPPLY AND DISTRIBUTION

- A supply and distribution manager are responsible for organizing and coordinating the storage and supply of products from warehouses or businesses.
- The supply and distribution manager may also be in charge of hiring, training, supervising and managing the warehouse workers.
- Supply and distribution managers generally work in an office space and usually sit down for extended periods of time.

ORDER FULFILMENT AND CUSTOMER SERVICE

- It is no rocket science; in fact, common sense; if you want your e-commerce business to reach the pinnacle of success, you need to deliver efficiently and effectively.
- Order Fulfillment and Customer Service: What's the Connection? The ways businesses operate have been revolutionized by e-commerce. Potential customers are just a click away, which helps boost sales. The communication channel and process has become highly personalized which has also changed customer expectations.

What Is It That Customers Want?

- Customer experience can be adequately described as the way the organization and the customer interact over time and build a trustworthy relationship.
- One of the most pivotal pillars of this journey is order fulfillment. This is what completes the sales process and keeps customers happy and satisfied. An order fulfillment process that is strategically planned goes in favor of companies, delivering a positive customer experience, leading to customer loyalty.
- A mismanaged order fulfillment process can be highly problematic and wreak havoc in the entire supply chain process.
- A customer order can most likely be postponed, delayed unnecessarily, damaged or even go missing in an environment of uncertainty. This can have a ripple effect on the entire organization. It can be a matter of great concern for businesses, which often culminates in a loss of major projects.
- Pitching to new customers and selling to them incurs a higher overall cost than to sell to an already existing and satisfied customer base.

How an Order Fulfillment Company Can Help You?

- According to a survey, 65% of consumers have stopped being loyal to a brand after a single unpleasant episode of customer service. This calls for serious action. Hence, an outsourced order fulfillment service can help you streamline business processes, offer more shipping options.

RESEARCH AND DEVELOPMENT

- Research and development (R&D, R+D, or Run's), also known in Europe as research and technological development (RTD), refers to innovative activities undertaken by corporations or governments in developing new services or products, or improving existing services or products. Research and development constitutes the first stage of development of a potential new service or product.
- R&D activities differ from institution to institution, with two primary models of an R&D department either staffed by engineers and tasked with directly developing new products or staffed with industrial scientists and tasked with applied research in scientific or technological fields, which may facilitate future product development. However, R&D is crucial for acquiring larger shares of the market through the marketisation of new products

FINANCIAL CONTROL

Financial control refers to facts that show whether or not the business has the right to control the economic aspects of the worker's job.

The financial control factors fall into the categories of:

- Significant investment
- Unreimbursed expenses
- Opportunity for profit or loss
- Services available to the market
- Method of payment

SIGNIFICANT INVESTMENT

An independent contractor often has a significant investment in the equipment he or she uses in working for someone else. However, in many occupations, such as construction, workers spend thousands of dollars on the tools and equipment they use and are still considered to be employees. There are no precise dollar limits that must be met in order to have a significant investment.

UNREIMBURSED EXPENSES

Independent contractors are more likely to have unreimbursed expenses than are employees. Fixed ongoing costs that are incurred regardless of whether work is currently being performed are especially important. However, employees may also incur unreimbursed expenses in connection with the services that they perform for their business.

OPPORTUNITY FOR PROFIT OR LOSS

The opportunity to make a profit or loss is another important factor. If a worker has a significant investment in the tools and equipment used and if the worker has unreimbursed expenses, the worker has a greater opportunity to lose money (i.e., their expenses will exceed their income from the work).

SERVICES AVAILABLE TO THE MARKET

An independent contractor is generally free to seek out business opportunities. Independent contractors often advertise, maintain a visible business location, and are available to work in the relevant market.

METHOD OF PAYMENT

An employee is generally guaranteed a regular wage amount for an hourly, weekly, or other period of time. This usually indicates that a worker is an employee, even when the wage or salary is supplemented by a commission. An independent contractor is usually paid by a flat fee for the job.

CONTINGENCY PLAN

- ☐ A contingency plan is a plan devised for an outcome other than in the usual (expected) plan.
- ☐ It is often used for risk management when an exceptional risk that, though unlikely, would have catastrophic consequences. Contingency plans are often devised by governments or businesses. For example, suppose many employees of a company are traveling together on an aircraft which crashes, killing all aboard. The company could be severely strained or even ruined by such a loss.

- During times of crisis, contingency plans are often developed to explore and prepare for any eventuality. During the Cold War, many governments made contingency plans to protect themselves and their citizens from nuclear attack.

VIII. TECHNOLOGY PLAN

TECHNOLOGY GOALS:

Our start up is based to providing food whenever the order is placed so our it has huge dependence on internet based app service. Our goal is about building app platform that incorporates the easy accessibility, uses minimum amount of data, and is user friendly.

INTERNET GOALS:

Our startup requires internet service that is easy accessible, fast , efficient, without any lags or glitches. Internet service should be uninterrupted for smooth and efficient working of our startup. =.

INTERNET PLANS:

Our Plan is to develop 2 web based and app based models. one very robust and the other one a lite version(extended beta version) which can easily work in area of slow internet service. Our aim is to connect people of all working class whether it be small businessman.

SOFTWARE NEEDS:

Our app(web version) will be build on python language which is now a days considered to be the app development language. The software will be incorporated with following features:

- A homepage asking the customers to select the cuisine they would like to order.
- After the customer selects the cuisine the app will show the customer different restaurants and vendors preparing that cuisine.
- The customer will select from different vendors based on price, availability and our own quality ratings.

- Our webpage and app will be incorporated with hotel finder feature in which a customer will be able to see different places where he can have food.
- This feature will also allow them to take decision on which restaurant or eatery is good based on our reviews and other customer's opinion.

HARDWARE NEEDS:

Though most of our product is based on app and software but there are other needs as well as which can be called hardware needs:

- After taking order we need to deliver our product to customer for that we need delivery service who will take our food to customer.
- Then we need people with expert software experience to take care of our software, to manage it and to tweak it according to the need of our customers

TELECOMMUNICATION NEEDS:

For our product the telecommunication needs vary according to the demography and geography of the place where our product is functioning. They can be listed as:

- Efficient Mobile service: any business requires the mobile service to be efficient as fast that is the case with our app as it revolves around taking order from people and delivering it in time.
- Efficient email: We would require email services that can provide us the security as well as efficient communication within the company for it growth analysis and proper functioning.

TECHNOLOGY PERSONNEL NEEDS:

Our product requires a personnel assistance as the software we have developed would require lot of taking care of. So the list is as follows:

- Expert software officials who know how to handle traffic whenever the servers go down.
- We need expert hardware professionals because as they need to divert our net traffic so that our customers get the best possible net connection.

- We also need professionals who are fully equipped to provide software assistance in all three formats: IOS, windows, android. So that they work seamlessly on all three formats to cover all the the formats and customers from all spheres.

IX. MANAGEMENT AND ORGANISATIONS

KEY PEOPLE:

- CEO
- VICE PRESIDENT – Finance
- VICE PRESIDENT – Marketing
- VICE PRESIDENT – Products
- VICE PRESIDENT – Products
- VICE PRESIDENT – Business
- Associate VICE PRESIDENT – Operations

MANAGEMENT TO BE ADDED:

As the company will grow it will need more and more members in different field for the work to go more efficiently. For the starting phase many field manager, operations manager are needed and then after that managing committees needed to be formed. Some important management field are:-

- **Area sales manager**
- **Vendor manager**
- **Team lead**
- **Operations manager**
- **Product quality head**

MANAGEMENT STYLES/CORPORATE CULTURE:

In times of rapid change, you need to provide powerful experiences that allow teams to practice with the new behaviour and capabilities you are so urgently asking of them. Why? Successful adults in corporate environments are a particularly stubborn group of human beings..

So, if you want your organization to adopt the new beliefs that a strategy shift is right for their business, their customers, their teams and themselves, you need to create powerful experiences that demonstrate why and how the market is evolving and what the implications are for their roles in the organization.

X. SOCIAL RESPONSIBILITY & SUSTAINABILITY

SOCIAL RESPONSIBILITY GOALS

The tradition of giving back to society will be in our culture, to help fight hunger will be our main goal since many people in India still does not get two times food. To prevent wastage of food and feed the underprivileged, as part of the initiative, leftover food from households, occasions like birthday parties and weddings will be collected by us to be distributed to the under-privileged living on the streets.

COMPANY POLICY

- ✓ **Keep out the messiness:** To ensure we on the whole work towards building the most noteworthy quality substance that is valuable to everybody, surveys should be at least 140 characters ache for eat in audits. That is just about the length of a tweet, so it's advantageous notwithstanding for all you small scale bloggers.
- ✓ **Keep it significant:** Please keep your commitments pertinent. Records setting insignificant, wrong, or limited time content that request clients, or that spam eateries, see or depend on any as of now repudiated or educated approaches and practices of an eatery might be erased without take note.
- ✓ **Keep it clean:** Whether you're composing a little scrap or a delightfully point by point record of your supper, keep foul/injurious/scornful dialect, dangers, and lecherousness out of it. We, much the same as you, loathe garbage and will erase it at whatever point we see it.
- ✓ **Keep it new:** Only one survey for each eatery for a feast out affair and one audit for each online request exchange can be submitted and your latest involvement with a place checks. That is what will help individuals when they're attempting to choose whether or not to eat there..

- ✓ **Keep it genuine:** Write your survey in view of realities and your own particular encounters (e.g. not a companion's or any gossip understanding or in light of media reports).
- ✓ **Act naturally:** Your profile is your character, so keep it genuine. The pleasure is all mine to utilize a screen name (foodonym, perhaps?), however please forgo utilizing wrong names, profiles, or profile pictures..
- ✓ **Try not to be a harasser:** We take assertions of shakedown or debilitating conduct against eateries and its partners truly. This movement is entirely against our rules and may likewise be illicit in numerous areas. Audits submitted trying to extort an eatery and its partners will be erased.

COMMUNITY INVOLVEMENT

The leftover lunch or food is delivered to the underprivileged that doesn't get two square meals every day. People getting service from us will be asked to give their leftover for the poor. Also we will be collecting excess food from big events like marriages and at restaurants.

SUSTAINABILITY

A sustainable enterprise is one that is adjusted and coincides with society, nature, and money related open doors in the commercial centres through models and frameworks of procedure, authority, development, and innovation.

Success of a sustainable development project can be measured in three aspects, namely:

- ✓ Environmental
- ✓ Social
- ✓ Governance

