



ARC's

# • Desi Thelewala •

Your Place for Vegetarian and Vegan food



Aakash Sardesai



Jesica Shah



Keya Kkeya



# Our Team



**Aakash Sardesai**  
An adventurous  
globetrotter and foodie.



**Keya Keya**  
A multi-talented  
ambivert and  
movie buff.



**Jesica Shah**   
A positive influencer  
with an infectious  
personality.



# How Do We Do It?



## Problem

Lack of healthy, convenient, and affordable options for individuals who follow a plant-based diet. While there are a variety of food trucks and restaurants in NYC, the options for vegetarian and vegan food are limited, and often not authentic Indian cuisine.



## Solution

Offering a delicious and wide variety of authentic Indian plant-based options, using fresh ingredients, dishes made in a healthy way, affordable prices and available on-the-go for customers who are in rush.





## Our Company

We aim to bring authentic Indian flavors to the streets of New York City. Our menu is 100% vegetarian and we offer a wide variety of vegan options as well. We will provide delicious, affordable and healthy food options for people who are looking for a quick and satisfying meal.



# Mission Statement

Food Party

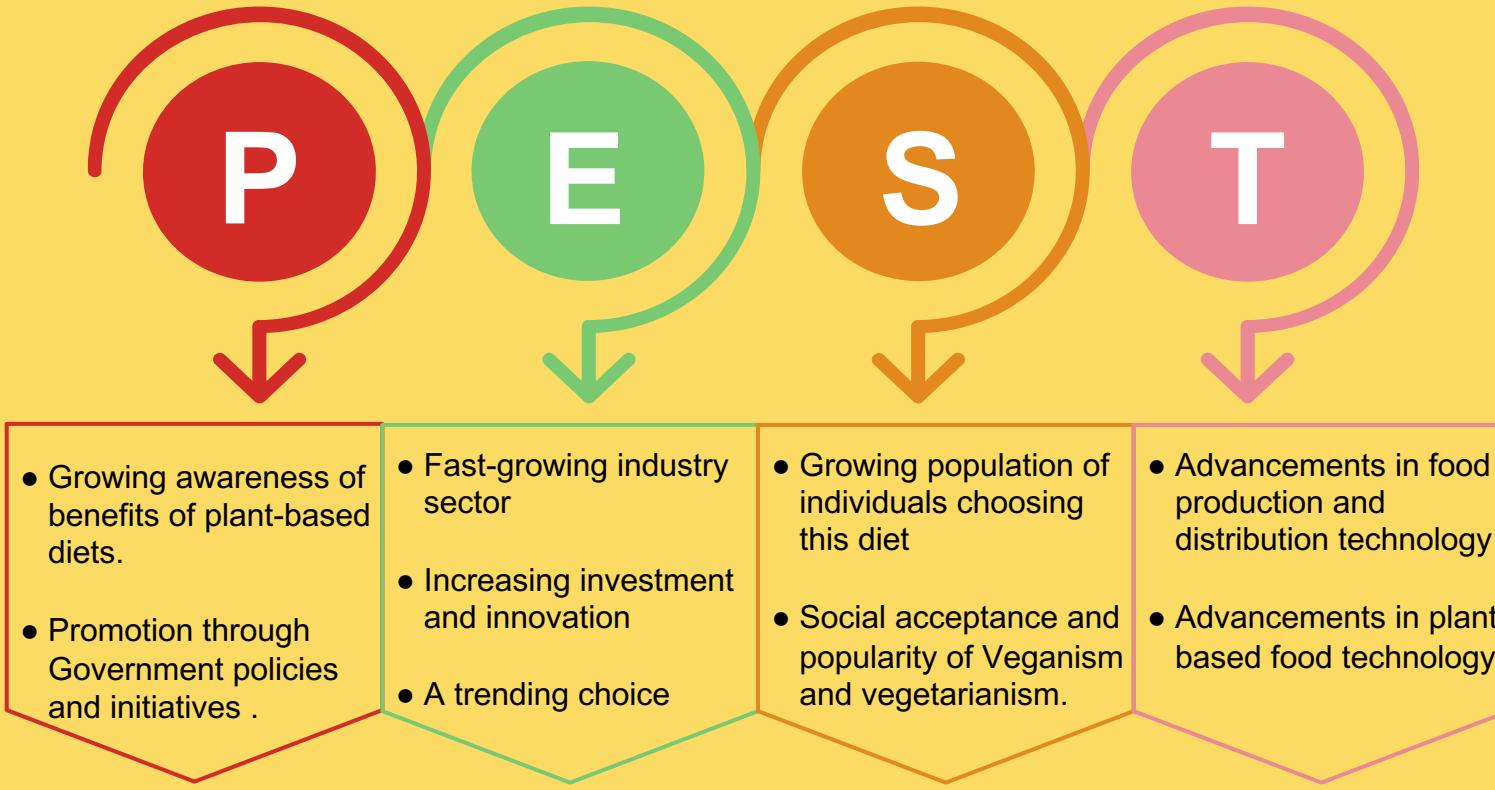
“Our mission is to provide authentic and delicious Indian cuisine experience to people looking for vegetarian and vegan options, young Indian adults seeking pocket-friendly meals, and food explorers. We aim to become the go-to food cart for those who crave authentic flavors and cultural experience.”

Manhattan

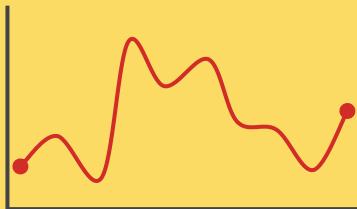
Brooklyn



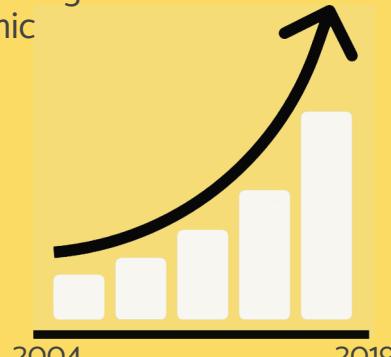
# The Market Need



## Market Trends

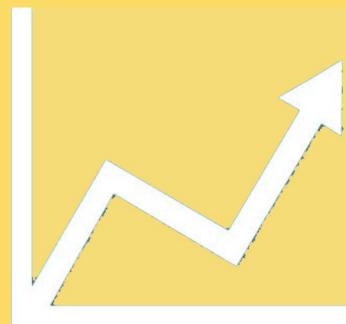


Plant-based market grew by 27% during the pandemic



30x increase in vegans in the United States between these years

**526,133**  
Highest Indian population in New York City among US



Global Vegan food market is expected to expand at CAGR of 10.6% from 2022 to 2030

**39%**  
Of american population doesn't label as vegan but trying to include plant-based diets





# Target Market Analysis



**3.6M+**

Expected net  
profit for first year

**18-80**

is the age range  
of our customers

**80%**

of our customers  
are anticipated to  
eat from our food  
truck directly

**\$9.00**

is the average  
expense at our  
food truck



# 4P's

## Promotion

Online & Offline

## Price

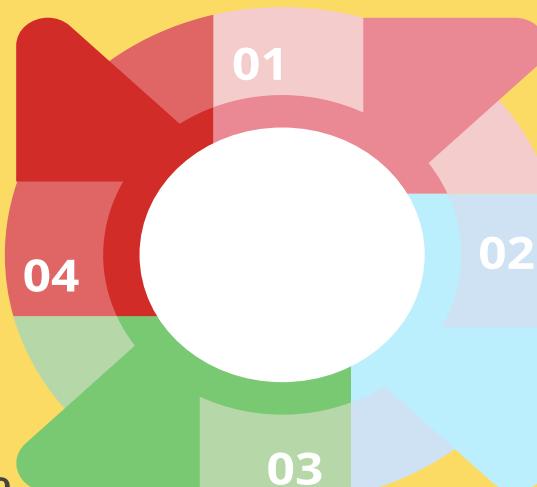
Different prices for  
different product types

## Product

Authentic Indian food  
options for the vegetarians  
and the vegans

## Place

Total 4 locations in  
New York City





Time Square

Brooklyn Bridge Water Front

Washington Square Park

Tandon School of Engineering

Our Locations



# Product & Price

- We have different types of products available at our truck
- Specials menu is available on the mentioned days and we have a separate menu for everyday items
- Drinks, Sweets and Breakfast specials are also available at our food truck

## DESI THELEWALA

### SPECIALS

COMBOS @10.99  
(COMES WITH SALAD AND 1 DRINK)



Monday  
Sev Khamani, Ras Malai

Tuesday  
Dal Makhani, Lacha  
Paratha, peda

Wednesday  
Misal Pav, Rasgulla



Thursday  
Sabudana Wada, Gajar  
Halwa

Friday  
Uttapam, Idli, Kaju Katli

Saturday  
Rajma Chaval, Besan  
Ladoo

### PRICE

#### EVERYDAY MENU

Sev Puri	\$ 5
Bhel Puri (Dry/Wet)	\$ 3/4
Pani Puri	\$ 5
Vada Pav/Cheese Vada Pav	\$ 3/5
Dahi Bhalla	\$ 5
Khasta Kachori Chaat	\$ 4
Dabeli	\$ 3
Aloo Tikki	\$ 3

Open Daily 8am - 12am

catering@desithelewala.com



SWEETS	PRICE
Jalebi (100gms)	\$ 5
Mawa Modak (4pcs)	\$ 4
Rabri (100gms)	\$ 5
Jalebi with Rabri (1 plate)	\$ 6

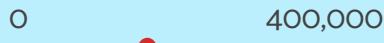
BREAKFAST SPECIALS	SPECIAL DRINKS	DRINKS
Poha	Lassi	Nimbu Paani
Idli	Dryfruit Milkshake	Chaas
Jalebi Fafda	@ \$ 4.99 only	Jal Jeera

# Promotion



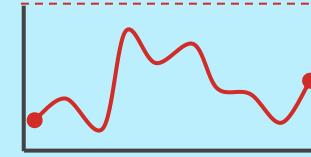
**20%**

Of our promotion budget will be spent for social media marketing



**50,000**

Additional plates anticipated to be sold every year.



**\$5000**  
is the average expense spent for promotion every year

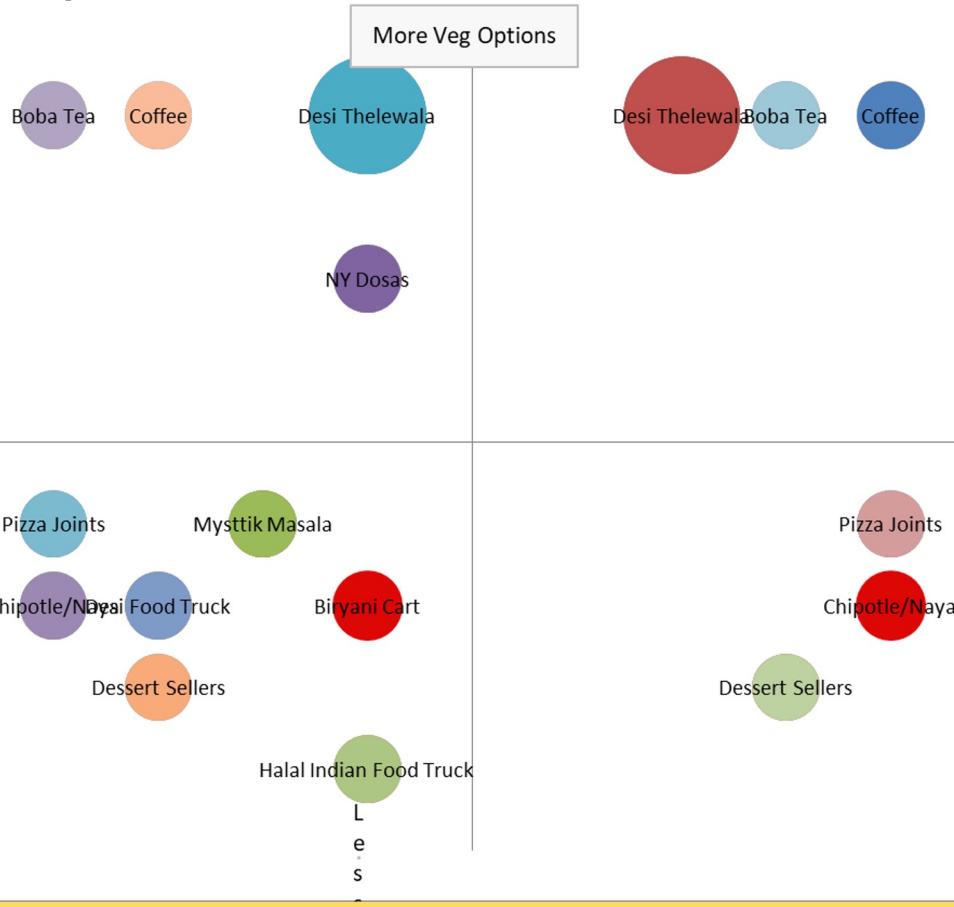


**50%**

Of the total market share to be captured because of promotion



## Food Options in NYC



# Perceptual Map

Our food truck in comparison to other indian food sellers, different vegetarian/vegan options and beverage options since we are competing with the entire food industry in New York City and not just one niche from those options.





# Financial Plan

# Monetising Our Truck

Sell Food

Catering

Private Events

Merchandise

Take outs

Social Media

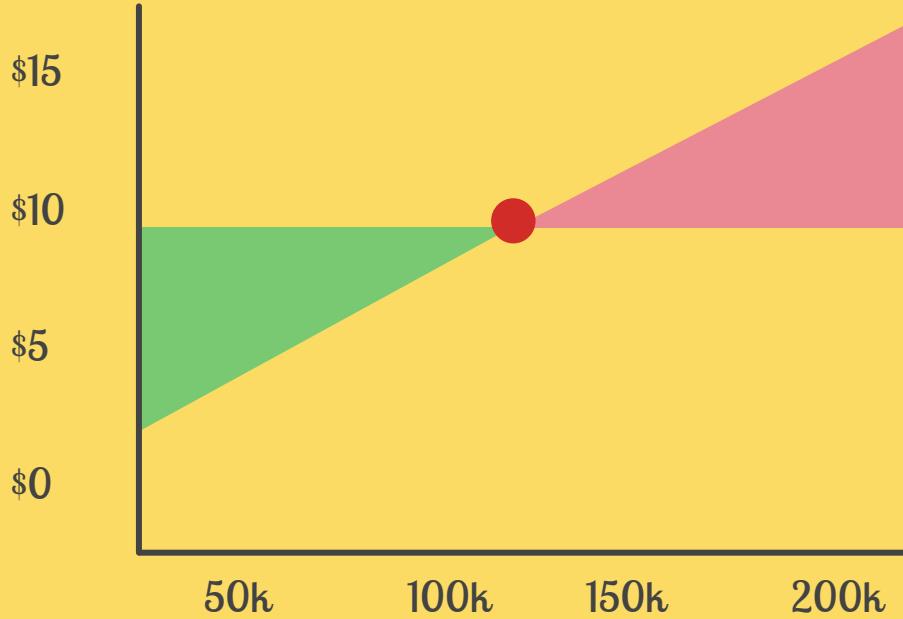


# Break-Even Analysis

Loss  
‐ \$1118250

Breakeven  
\$1118250

Profit  
> \$1118250



# Revenue Prediction

Expenses	Total	Truck 1	Truck 2	Truck 3	Truck 4
Food Truck	50000	12500	12500	12500	12500
Registration in NYC	750	187.5	187.5	187.5	187.5
Truck Insurance	4000	1000	1000	1000	1000
Legal Exp	2000	500	500	500	500
Marketing & Promotions	5000	1250	1250	1250	1250
Other Insurance	6000	1500	1500	1500	1500
Other Exp	2500	625	625	625	625
Operational Cost	960000	240000	240000	240000	240000
Start up inventory	20000	5000	5000	5000	5000
Equipments	60000	15000	15000	15000	15000
Commissary Kitchen	8000	2000	2000	2000	2000
	1118250	279562.5	279562.5	279562.5	279562.5

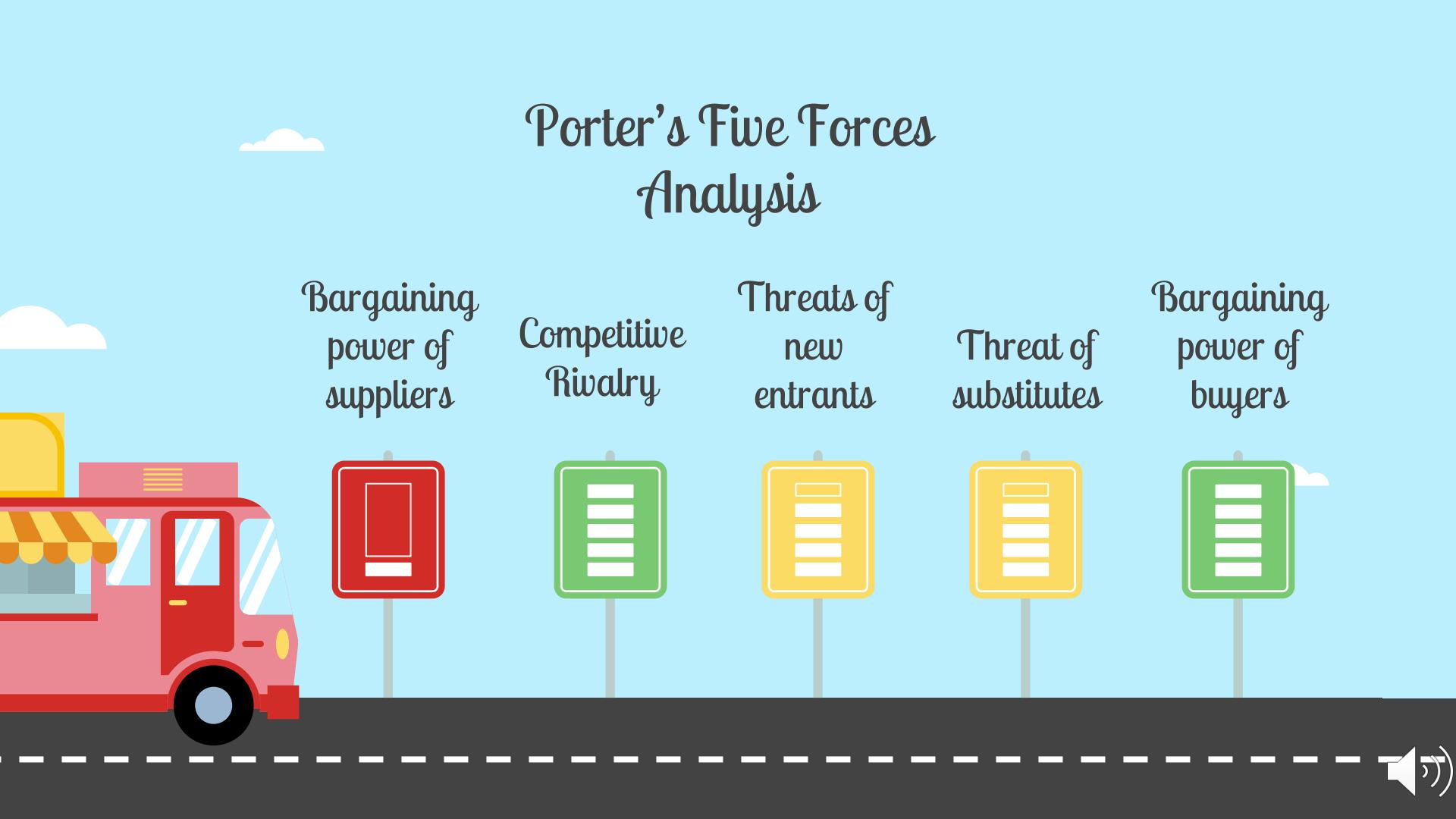
$$\begin{aligned}
 \text{Net Profit} &= \text{Total Revenue} - \text{Total Expenses} \\
 &= 4,742,080 - 1,118,250 \\
 &= 3,623,830
 \end{aligned}$$

Product List	No. of Plates	Price per item	Revenue per product
Combo Special	150	10.99	1648.5
Breakfast Specials	50	4.99	249.5
Everyday Menu	150	5	750
Sweets	50	5	250
Special Drinks	50	5	250
Drinks	50	2	100
Total revenue per day per truck			3248
Total revenue per truck for year 1			1185520
Total revenue for all 4 trucks			4742080





# Market Analysis



# Porter's Five Forces Analysis

Bargaining power of suppliers

Competitive Rivalry

Threats of new entrants

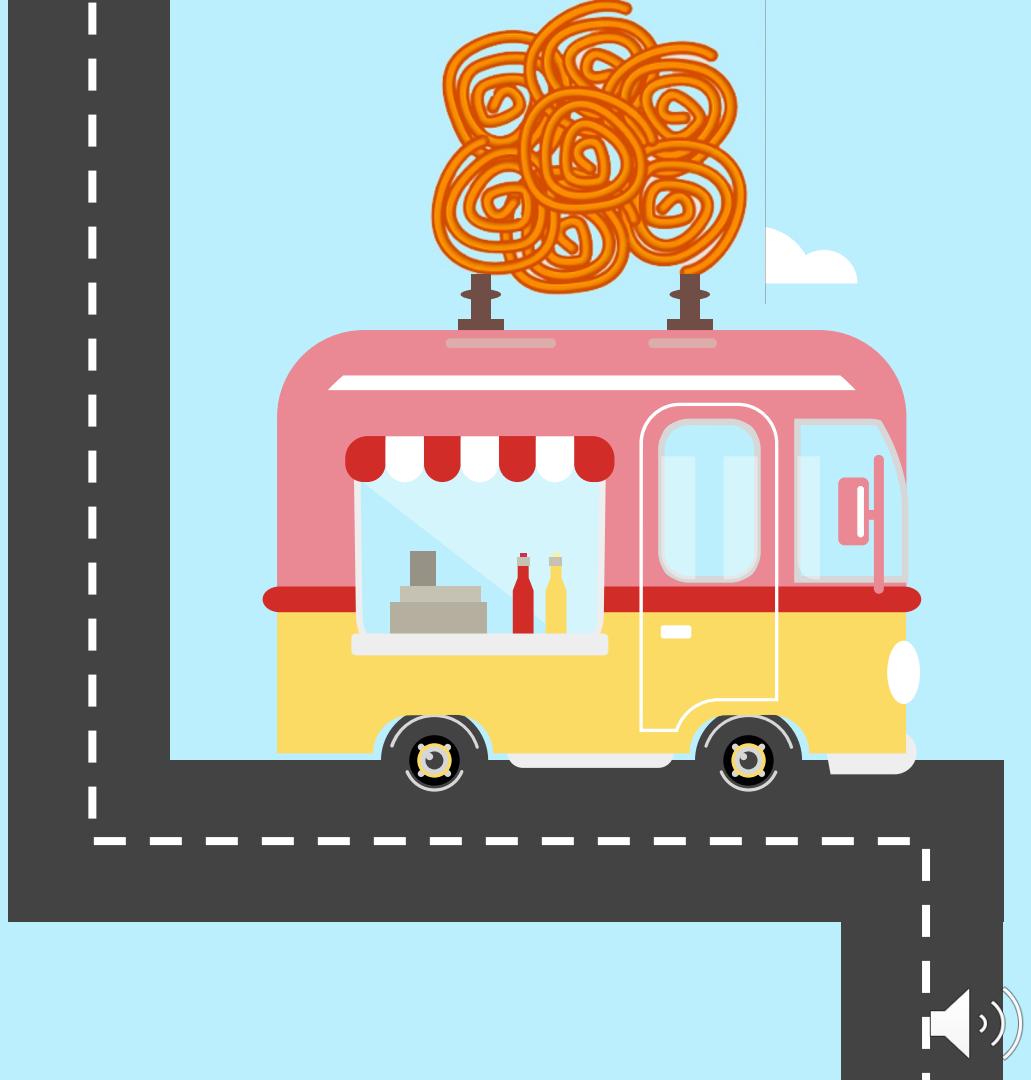
Threat of substitutes

Bargaining power of buyers



# Barriers to Entry

- Limited availability of suitable permits and licenses
- High competition
- Operating costs
- Limited resources
- Brand loyalty
- Access to ingredients
- Regulatory hurdles



## STRENGTHS

- ❖ Unique food offerings
- ❖ Authentic Indian taste
- ❖ Affordable pricing
- ❖ Strategic Location

## WEAKNESSES

- ❖ New brand
- ❖ Limited menu
- ❖ Only a single cuisine offered

## OPPORTUNITIES

- ❖ Ethnic and authentic food demand
- ❖ Potential to expand
- ❖ Collaborative promotion
- ❖ Increasing Indian population in NYC
- ❖ Online platforms
- ❖ Positive growth rate of the industry

## THREATS

- ❖ High Competition
- ❖ Fluctuations in ingredients prices and supply
- ❖ Changes in food and health regulations
- ❖ Spending behavior of customers
- ❖ Covid-19 pandemic



# Unique Selling Proposition



Authentic Flavours  
Customisable dishes  
Seating Available  
Curated Menu  
Quick Service  
Healthy Options  
Affordable Prices



# Customer Analysis

33%  
20%  
247,000

Plant-based food trending

Millennials & Gen Z

Growing number of Indians



1 in 8 tourist is vegetarian or vegan\*

Vegan/Veg Tourists

Average fast food per week

2-3 times per week



# Direct Competitors



## Indian Foodtrucks

Food trucks which serve indian cuisine



## Vegan Restaurant

Restaurants which serve vegan cuisine



## Veg Restaurant

Restaurants which serve vegetarian cuisine

Avg meal price at Veg/Vegan restaurants: \$15+



# Indirect Competitors



## Pizza

Joints like dollar slices, Joe's, Papa Johns, Dominos, etc



## Bagels

One of the famous breakfast option in New York City



## Juices

Juice bar like Agavi, Baya Bar, Healthy Green Juice Bar



## Boba Tea/Coffee

Sellers like Starbucks, Dunkin Donuts, Gong Cha, etc



## Chipotle/Naya

Popular food joints like these that have vegetarian food option



## Desserts

Places that sell donuts, ice cream, cakes, pancakes, etc





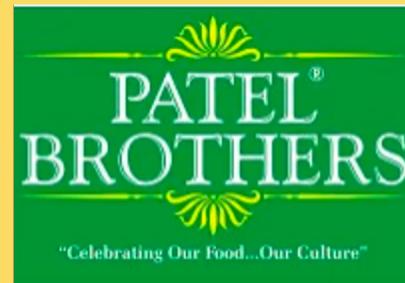
# Our Major Collaborators



Events



Delivery  
Services



Supplier



Social Media  
Influencers



# Strategy Selection Outline

Account Date : 23 April 2023	Indian Food Lovers	Students and Professionals	Food Explorers	Rationale/Basis of Preference
Product Class Definition(for all strategies)	Foodies- who are eager to try new Indian food	Young adults with looking to have snacks and wholesome meals with relatable taste profile	Food explorers are the people who want to try and explore new authentic cuisines.	Students and Professionals willing to have authentic Indian food
Target Group Selection	Age group: all ages	Age group: 18-40; Students and working professionals	Age group: All age group; Tourists, Residents, International Students	Age group: 18-40; Students and professionals from indian roots
Message Element Selection	<ul style="list-style-type: none"> <li>• Authentic Indian flavors</li> <li>• Customisable options</li> <li>• Wide-variety of selection</li> <li>• Affordable prices</li> <li>• Convenient location</li> </ul>	<ul style="list-style-type: none"> <li>• Good price point for fulfilling meals</li> <li>• Authentic taste</li> <li>• Moderately quick</li> </ul>	<ul style="list-style-type: none"> <li>• Fresh Ingredients and Regional Variety</li> <li>• Friendly service</li> <li>• Authentic Indian flavours</li> </ul>	<ul style="list-style-type: none"> <li>• Good price point for fulfilling meals</li> <li>• Authentic taste</li> <li>• Fast Service</li> <li>• Demographics of the area</li> </ul>
Rationale based on Information and/or Judgement	<ul style="list-style-type: none"> <li>• Authentic Indian cuisine</li> <li>• Authentic spices imported</li> <li>• An experience of goodness of cultural food</li> <li>• Foodies loves exploring</li> </ul>	Students and young professionals looking for quick, authentic and wholesome meals such as lunch and dinners. They also love street food with unique flavors which remind them of their roots.	<ul style="list-style-type: none"> <li>• Unique dining experience</li> <li>• Budget friendly options for the tourist</li> <li>• Locally sourced ingredients making it authentic and a unique selling point</li> </ul>	<p>A lot young adults from Indian roots study and work in premier institutions. They crave quick, authentic and wholesome Indian meals and Indian street food.</p> <p><u>According to a report by Asian American Federation<sup>2</sup>, there were 247,000 Indians living in New York City in 2020.</u></p>



# Marketing Objectives

Increase  
brand  
awareness

Increase  
customer  
base

Enhance  
customer  
experience

Enhance  
customer  
loyalty

Increase  
Revenue

Expand  
into new  
markets



# Market Share

Targeted

**10%**

for the first year

Desi Thelewala



# Key Metrics

## Brand Awareness

1000 followers on  
social media platforms

## Sales Revenue

\$2,000,000

## Retention Rate

50%

## Customer Experience

Excellent

## Market Share

5% for the first year



# Marketing Strategies and Tactics

## Internal

- Employee training program
- Strong relationships with suppliers
- Offer incentives

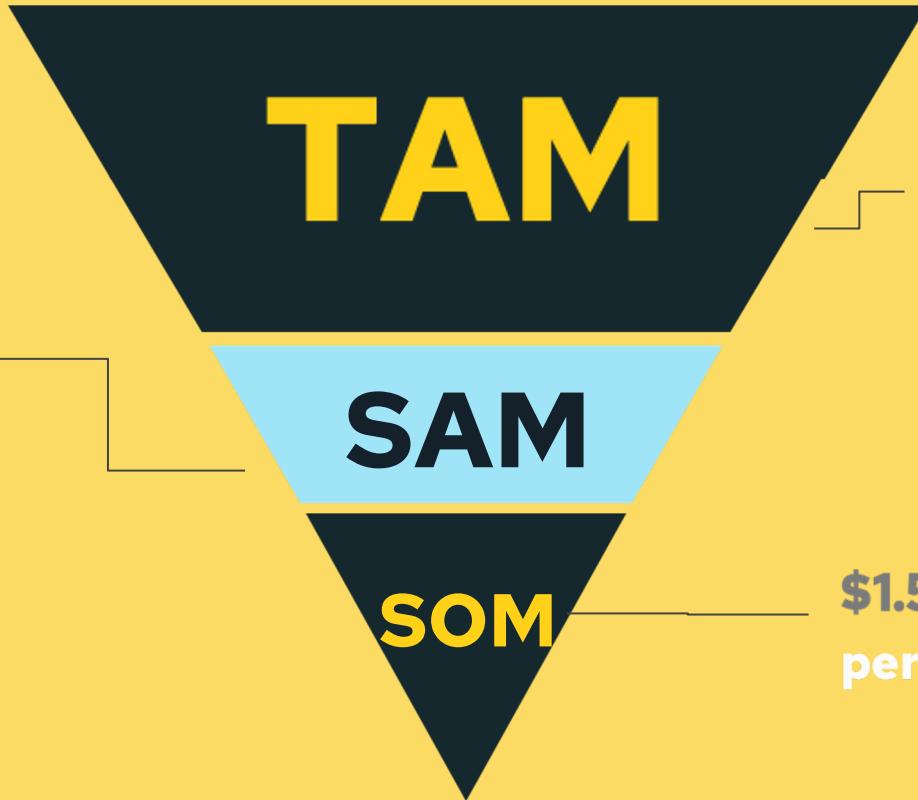
## External

- Social media presence
- Food festivals and events
- Offer promotions and discounts
- Online directories and review sites



# Market Size

For Brooklyn  
and  
Manhattan  
vegetarian  
market size  
will be **\$1.38**  
**billion**



New York City's  
food market size  
will be **\$2.8**  
**billion.**

**\$1.5 million in revenue**  
**per year**





H  
B  
S

# Lifetime Customer Value Calculator

COMPLEX MODEL -  
ASSUMPTIONS

H A R V A R D | B U S I N E S S | S C H O O L

Years of Customer Life  
Annual Discount Rate

10
0%

Initial Purchase Price  
Annual Product Inflation  
Margin per Product  
Retention Rate Year 1  
Retention Rate Later Yrs.  
Years between Purchase

	Specials ( Combos)	Breakfast Specials	Everyday Menu	Sweets	Beverages
\$	10.99	\$ 4.99	\$ 4.00	\$ 5.00	\$ 3.20
5%	5%	5%	5%	5%	5%
60%	40%	50%	50%	50%	60%
70%	60%	90%	90%	75%	80%
75%	65%	90%	90%	80%	85%
0.018	0.018	0.015	0.014	0.014	0.029

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	Value of Purchase						Margin of Purchase			
	Specials ( Combos)	Breakfast Specials	Everyday Menu	Sweets	Beverages	Specials ( Combos)	Breakfast Specials	Everyday Men	Sweets	Beverages
Year 1	\$ 10.99	\$ 4.99	\$ 4.00	\$ 5.00	\$ 3.20	60%	40%	50%	50%	60%
Year 2	\$ -	\$ -	\$ -	\$ -	\$ -	60%	40%	50%	50%	60%
Year 3	\$ -	\$ -	\$ -	\$ -	\$ -	60%	40%	50%	50%	60%
Year 4	\$ -	\$ -	\$ 4.63	\$ -	\$ -	60%	40%	50%	50%	60%
Year 5	\$ -	\$ -	\$ -	\$ -	\$ -	60%	40%	50%	50%	60%
Year 6	\$ -	\$ -	\$ -	\$ -	\$ -	60%	40%	50%	50%	60%
Year 7	\$ -	\$ -	\$ 5.36	\$ -	\$ -	60%	40%	50%	50%	60%
Year 8	\$ -	\$ -	\$ -	\$ 7.04	\$ -	60%	40%	50%	50%	60%

	Retention Rate					Survival Rate				
	Specials ( Combos)	Breakfast Speci	everyday Mer	Sweets	Beverages	Specials ( Combos)	Breakfast Special	Everyday Men	Sweets	Beverages
Year 1	70%	60%	90%	75%	80%	100%	100%	100%	100%	100%
Year 2	75%	65%	90%	80%	85%	70%	60%	90%	75%	80%
Year 3	75%	65%	90%	80%	85%	53%	39%	81%	60%	68%
Year 4	75%	65%	90%	80%	85%	39%	25%	73%	48%	58%
Year 5	75%	65%	90%	80%	85%	30%	16%	66%	38%	49%
Year 6	75%	65%	90%	80%	85%	22%	11%	59%	31%	42%
Year 7	75%	65%	90%	80%	85%	17%	7%	53%	25%	35%
Year 8	75%	65%	90%	80%	85%	12%	5%	48%	20%	30%

	Profit per Acquired Customer				
	Specials ( Combos)	Breakfast Specials	everyday Men	Sweets	Beverages
Year 1	\$ 6.59	\$ 2.00	\$ 2.00	\$ 2.50	\$ 1.92
Year 2	\$ -	\$ -	\$ -	\$ -	\$ -
Year 3	\$ -	\$ -	\$ -	\$ -	\$ -
Year 4	\$ -	\$ -	\$ -	\$ -	\$ -
Year 5	\$ -	\$ -	\$ 1.69	\$ -	\$ -
Year 6	\$ -	\$ -	\$ -	\$ -	\$ -
Year 7	\$ -	\$ -	\$ -	\$ -	\$ -
Year 8	\$ -	\$ -	\$ 1.42	\$ -	\$ -
	\$ -	\$ -	\$ 0.69	\$ 0.69	\$ -

	Net Present Value				
	Specials ( Combo	Breakfast Specials	Everyday Menu	Sweets	Beverages
	\$ 6.59	\$ 2.00	\$ 5.11	\$ 3.19	\$ 1.92
Total NPV	\$ 18.81				



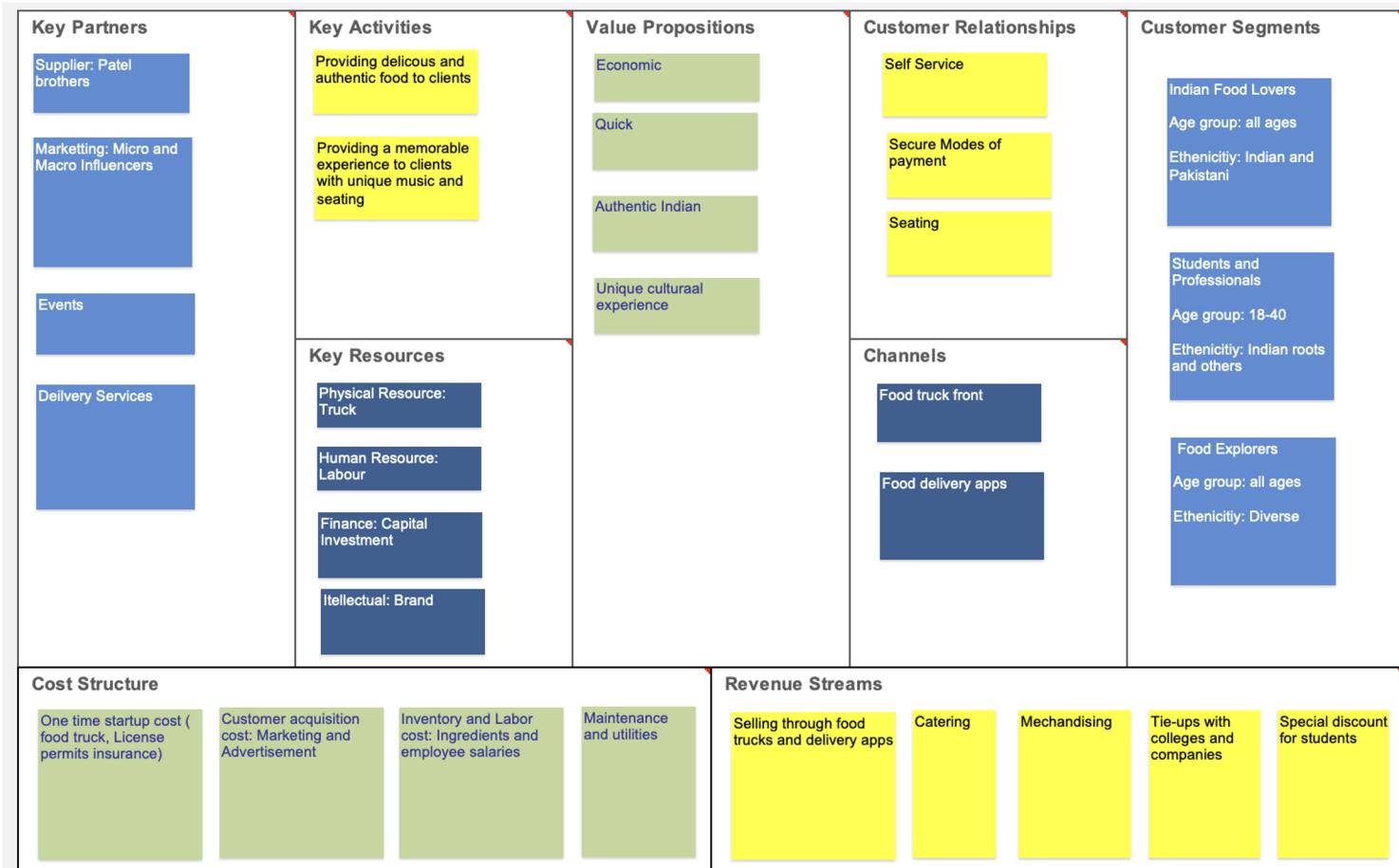


# Lean Canvas

# Lean Canvas

Problem	Solution	Unique Value Prop.	Unfair Advantage	Customer Segments
<p>Lack of authentic Indian food availability at economic rates.</p> <p>Limited healthy and delicious vegetarian and vegan options.</p> <p>Difficulty in finding convenient and accessible food options.</p>	<p>Indian food truck with different meal plan options</p> <p>Vegetarian and vegan food options only.</p> <p>Food truck at 4 locations</p>	<p>Authenticity in terms of taste</p> <p>Cultural Experience</p>	<p>Location of truck which makes it convenient for Indian students</p> <p>Availability of different menu on different days so that no one gets bored</p>	<p>Customers for Budget-friendly food options</p> <p>Individuals who love Indian cuisine</p> <p>Customers looking for Vegan and vegetarian menu</p>
Existing Alternatives	Key Metrics	High-Level Concept	Channels	Early Adopters
<p>Other food trucks like mystik masala, Adel</p> <p>Vegan restaurants like planta queen</p> <p>Indian restaurants like kailash parbat, Spice symphony</p>	<p>Revenue per day/week/month.</p> <p>Retention rate</p> <p>Average customer rating</p> <p>The star dish of the day/week/month</p>	<p>To provide a new and exciting food experience that combines the rich and diverse flavors of Indian cuisine with the growing demand for vegetarian and vegan options in NYC.</p>	<p>Social Media</p> <p>Word of Mouth</p>	<p>Indian cuisine lovers</p> <p>Young Adults from the Indian Subcontinent</p> <p>Food enthusiasts/explorers</p>
Cost Structure	Revenue Streams			
One-time startup costs (food truck, equipments, License, Permits, Insurance)	Customer acquisition cost (Marketing , Advertising)	Inventory and Labor cost (Ingredients,Employee salaries)	Maintenance and Utilities Costs	<p>Selling through food Catering</p> <p>Merchandising</p> <p>Tie ups with colleges</p> <p>Special students offers and bulk discounts</p>

# Business Model Lean Canvas





# Customer Personas Canvas

## Priya

Indian background master's student at NYU Tandon

Attributes	DESCRIPTION
Age	20-30 years
Income	Moderate
Location	Lives near university campus
Needs	Affordable, authentic, quick
Behaviour	Priya is a busy student who seeks quick and healthy food options from food trucks, is tech-savvy, and shares her food experiences on social media.
Expectations	Priya expects the food truck to maintain hygiene and cleanliness standards. She expects the staff to be friendly and accommodating to her preferences

## Raj

Raj is a middle to high-income IT professional

Attributes	DESCRIPTION
Age	25-40 years
Income	Middle to high income bracket
Location	Lives in metropolitan area
Needs	Delicious, quick, wholesome and authentic meal
Behaviour	Busy Raj orders quick food from his smartphone, loyal to favorite food trucks, and follows food influencers on social media.
Expectations	Raj expects the food truck to prioritize hygiene and fresh ingredients, ready-to-eat food, have friendly staff, and offer loyalty programs or discounts to regular customers.

## Sarah

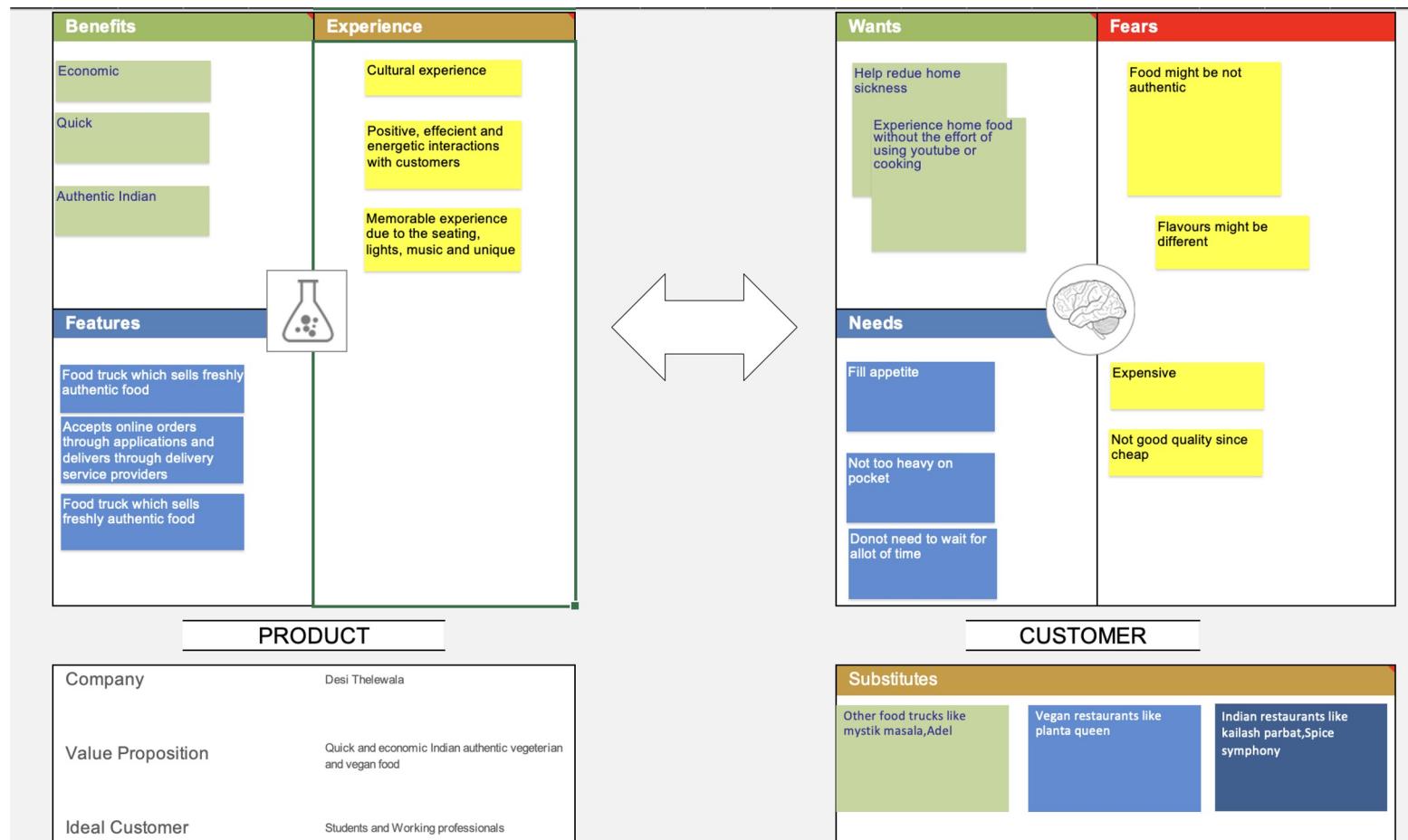
Food explorer tourist on vacation

Attributes	DESCRIPTION
Age	25-45 years
Income	Varies
Location	Visiting a city or town with a vibrant food scene
Needs	Sarah needs a unique and authentic food experience that reflects the local flavors and culture. She prefers a food truck that is located in a popular tourist area
Behaviour	Sarah explores local attractions, preferring food trucks for authentic food and cultural significance.
Expectations	Sarah expects the food truck to offer high-quality food that is authentic and reflective of the local flavors and culture. She wants the food to be freshly prepared

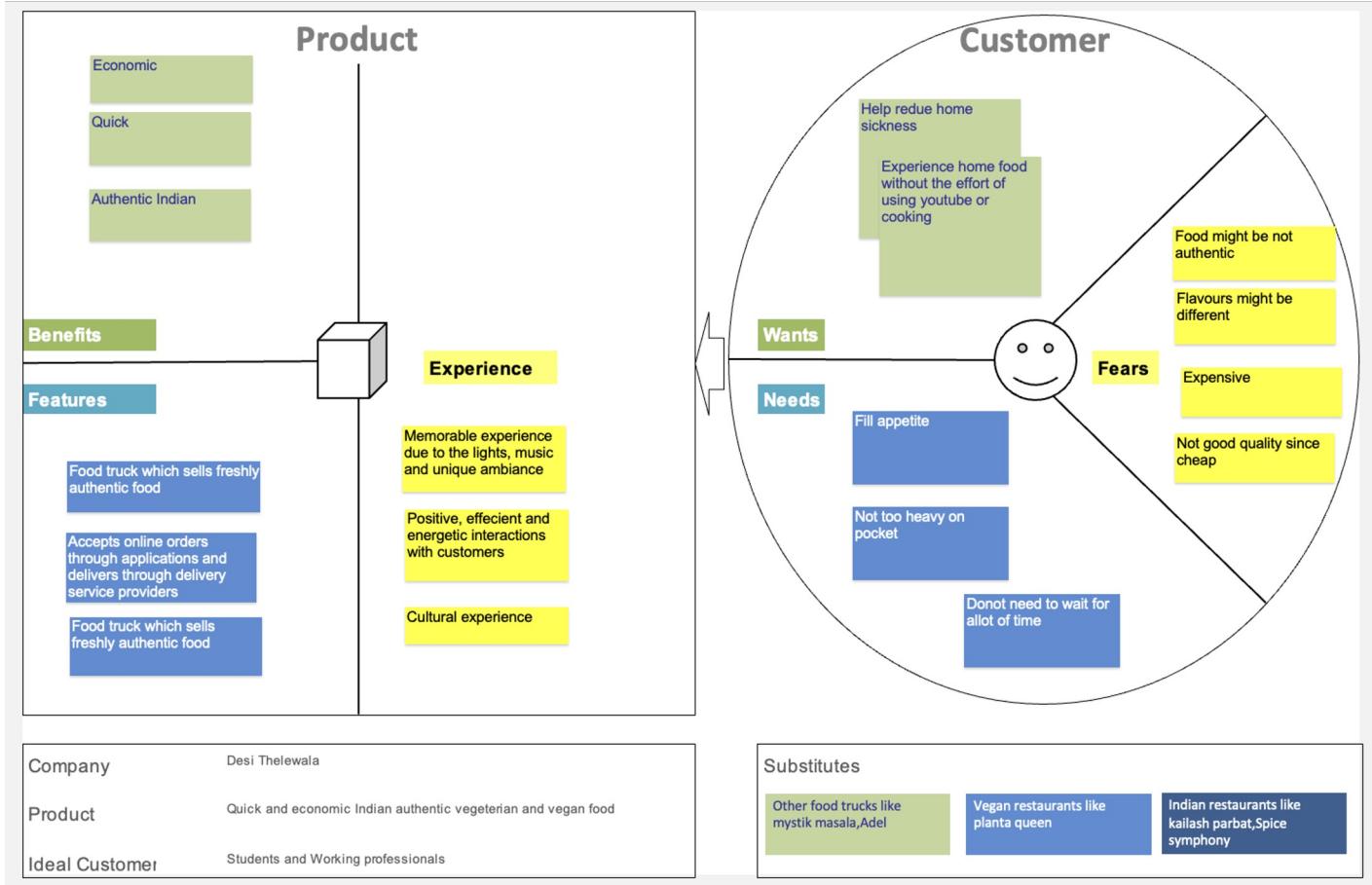
## Channel Implementation Canvas

Working Professionals				Students				Food explorers			
CHANNEL	KEY ACTIVITIES	KEY RESOURCES	KEY PARTNERS	KEY ACTIVITIES	KEY RESOURCES	KEY PARTNERS	KEY ACTIVITIES	KEY RESOURCES	KEY PARTNERS		
AWARENESS	Social media promotions, partnering with micro and macro influencers, Referral Marketing	Attractive social media platforms, positive reviews,	Micro and macro Influencers, Satisfied Customers	Social media promotions, partnering with micro and macro influencers, Referral Marketing	Attractive social media platforms, positive reviews	Micro and macro Influencers, Satisfied Customers	Social media promotions, partnering with local tourist hotspots	Attractive social media content, positive reviews	Tourist centers, local businesses, food bloggers		
	Online Presence, Ratings & Reviews, social media campaign metrics	Website, Social Media Platforms,	Food Delivery Platforms, Review websites, social media channels	Online Presence, Ratings & Reviews, social media campaign metrics	Website, Social Media Platforms,	Food Delivery Platforms, Review websites, social media channels	Online menu and pricing, reviews and ratings	Clear and detailed menu, pricing and availability	Online food apps, review sites, food bloggers		
EVALUATION	Online ordering and payment, easy pickup/delivery options, offline purchase	E-commerce platform, reliable delivery network, inventory management	Online food apps, delivery services, payment gateway providers, staff at the food truck	Online ordering and payment, easy pickup/delivery options, offline purchase	E-commerce platform, reliable delivery network, inventory management	Online food apps, delivery services, payment gateway providers, staff at the food truck	In person and Online ordering and payment, easy pickup/delivery options	E-commerce platform, reliable delivery network, inventory management	Online food apps, delivery services, payment gateway providers		
	Delivery Service Pickup Options Real-time Order Tracking	Delivery Personnel Food Pickup Station GPS Tracking System	Delivery Service Providers Location Providers Software Providers	Delivery Service Pickup Options Real-time Order Tracking	Delivery Personnel Food Pickup Station GPS Tracking System	Delivery Service Providers Location Providers Software Providers	Fast and reliable delivery, tracking and notification system	Delivery personnel, reliable transportation, tracking software	Delivery services, transportation providers		
PURCHASE	Loyalty Programs Discounts & Promotions Customer Service & Support	Loyalty Software Marketing Material Customer Service Staff	Customer Relationship Mgmt Food Distributors Technology Providers	Student Discounts & Promotions Customer Service & Support, Loyalty Program	Loyalty Software Marketing Material Customer Service Staff	Customer Relationship Mgmt Food Distributors Technology Providers	Loyalty programs, personalized discounts and promotions	Customer relationship management software, order history	Loyalty program providers, CRM vendors		
	Delivery Service Pickup Options Real-time Order Tracking	Delivery Personnel Food Pickup Station GPS Tracking System	Delivery Service Providers Location Providers Software Providers	Delivery Service Pickup Options Real-time Order Tracking	Delivery Personnel Food Pickup Station GPS Tracking System	Delivery Service Providers Location Providers Software Providers	Fast and reliable delivery, tracking and notification system	Delivery personnel, reliable transportation, tracking software	Delivery services, transportation providers		
DELIVERY	Loyalty Programs Discounts & Promotions Customer Service & Support	Loyalty Software Marketing Material Customer Service Staff	Customer Relationship Mgmt Food Distributors Technology Providers	Student Discounts & Promotions Customer Service & Support, Loyalty Program	Loyalty Software Marketing Material Customer Service Staff	Customer Relationship Mgmt Food Distributors Technology Providers	Loyalty programs, personalized discounts and promotions	Customer relationship management software, order history	Loyalty program providers, CRM vendors		
	Delivery Service Pickup Options Real-time Order Tracking	Delivery Personnel Food Pickup Station GPS Tracking System	Delivery Service Providers Location Providers Software Providers	Delivery Service Pickup Options Real-time Order Tracking	Delivery Personnel Food Pickup Station GPS Tracking System	Delivery Service Providers Location Providers Software Providers	Fast and reliable delivery, tracking and notification system	Delivery personnel, reliable transportation, tracking software	Delivery services, transportation providers		
AFTER SALES	Loyalty Programs Discounts & Promotions Customer Service & Support	Loyalty Software Marketing Material Customer Service Staff	Customer Relationship Mgmt Food Distributors Technology Providers	Student Discounts & Promotions Customer Service & Support, Loyalty Program	Loyalty Software Marketing Material Customer Service Staff	Customer Relationship Mgmt Food Distributors Technology Providers	Loyalty programs, personalized discounts and promotions	Customer relationship management software, order history	Loyalty program providers, CRM vendors		
	Delivery Service Pickup Options Real-time Order Tracking	Delivery Personnel Food Pickup Station GPS Tracking System	Delivery Service Providers Location Providers Software Providers	Delivery Service Pickup Options Real-time Order Tracking	Delivery Personnel Food Pickup Station GPS Tracking System	Delivery Service Providers Location Providers Software Providers	Fast and reliable delivery, tracking and notification system	Delivery personnel, reliable transportation, tracking software	Delivery services, transportation providers		

# Value Proposition Canvas



# Value Proposition Canvas ü





# Thank You

