



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

"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."

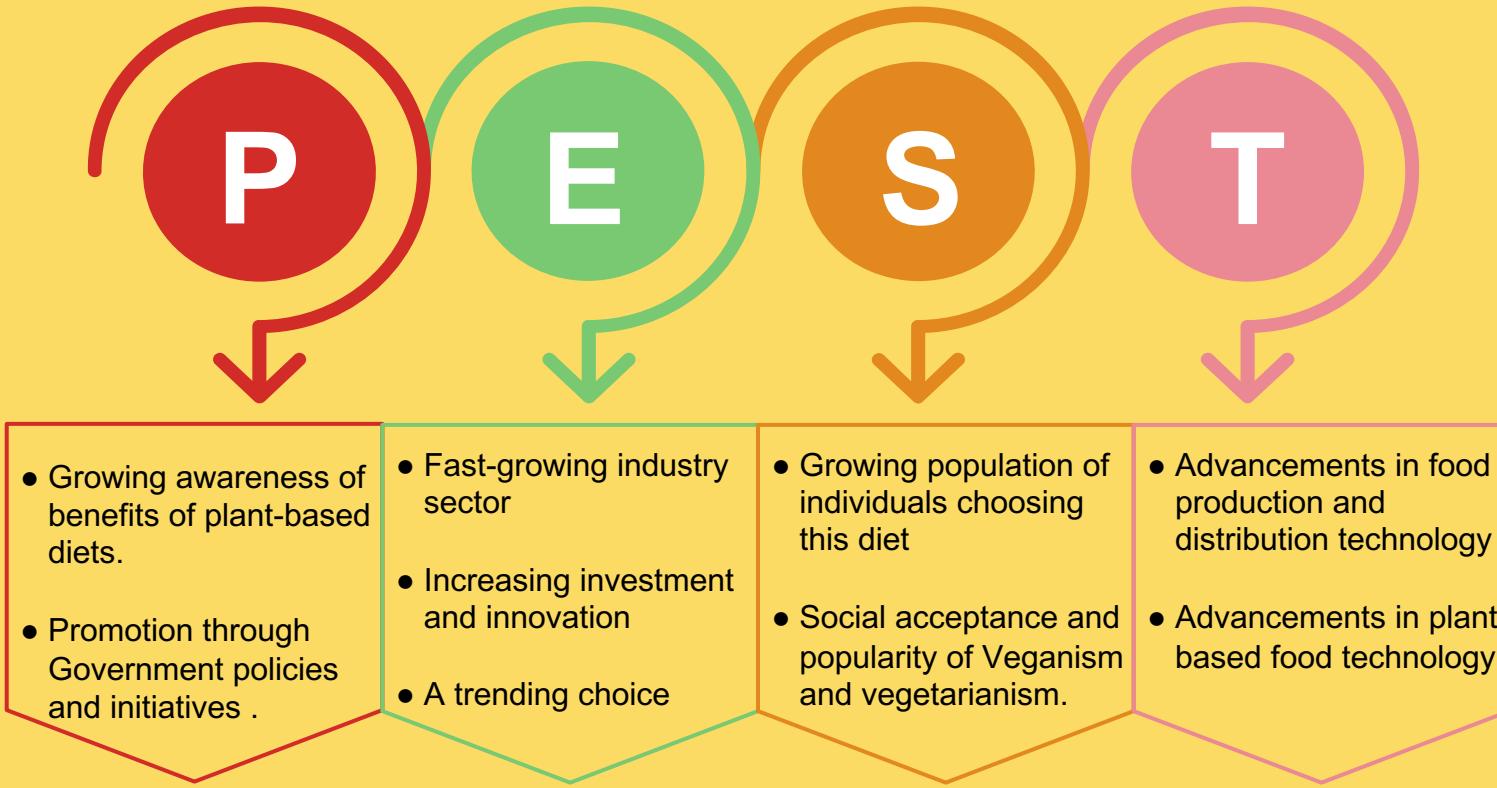
Food
Party

Manhattan

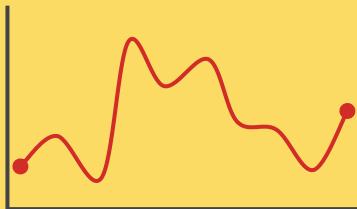
Brooklyn



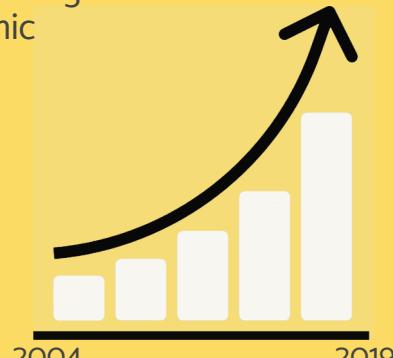
The Market Need



Market Trends

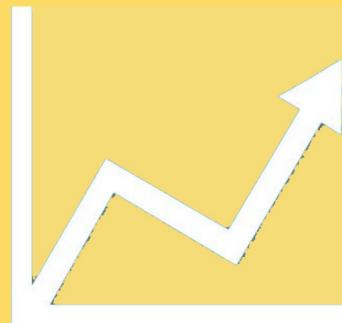


Plant-based market grew by 27% during the pandemic



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

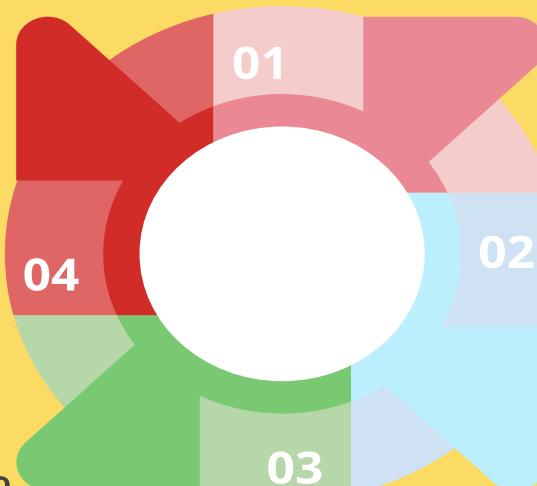
Different prices for
different product types

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

Sunday
Pav Bhaji, Gulab Jamun

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

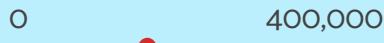
BREAKFAST SPECIALS	SPECIAL DRINKS	DRINKS
Poha	Lassi	Nimbu Paani
Idli	Dryfruit Milkshake	Chaas
Jalebi Fafda	@ \$ 4.99 only	Jal Jeera

Promotion



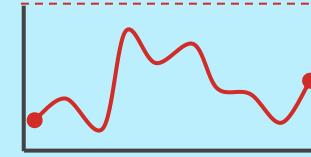
20%

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

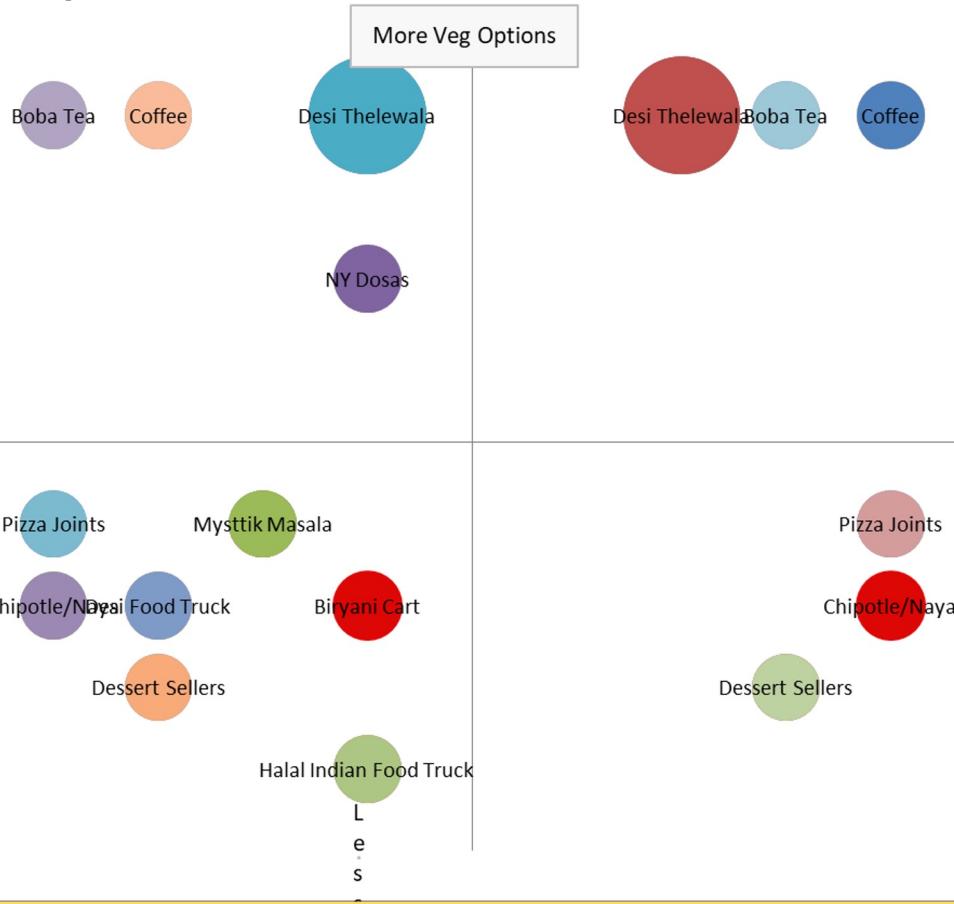


50%

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

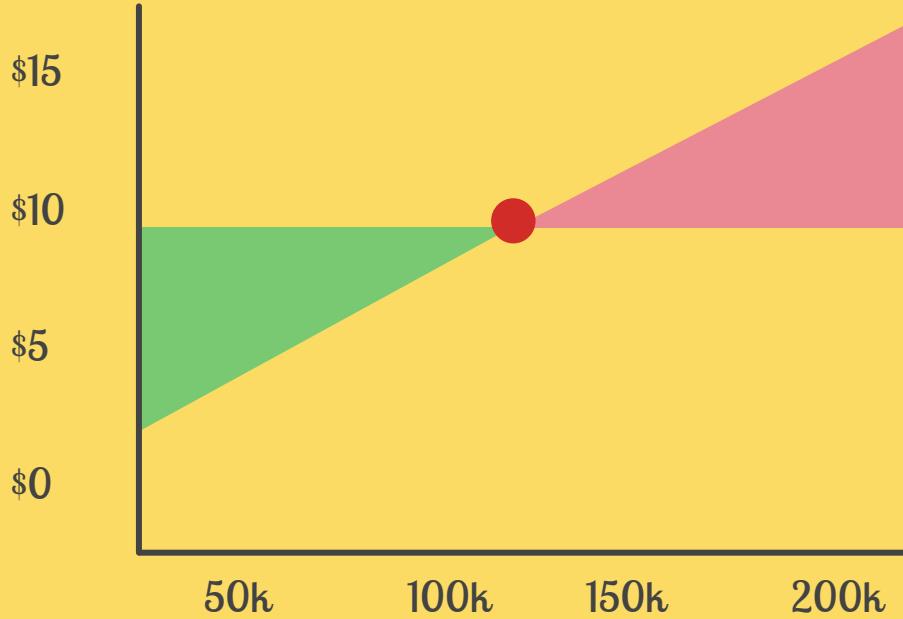


Break-Even Analysis

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

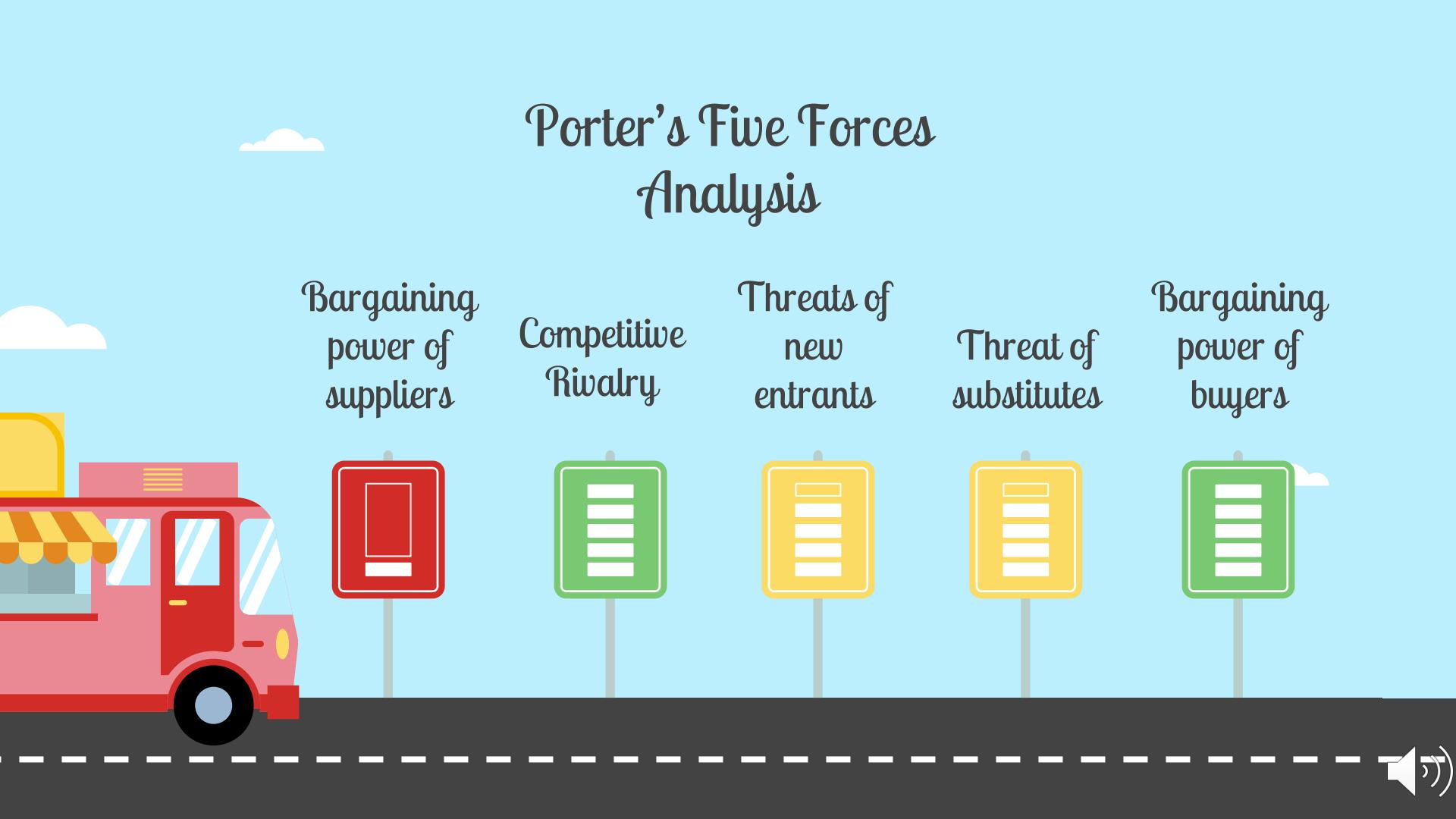
$$\begin{aligned}
 \text{Net Profit} &= \text{Total Revenue} - \text{Total Expenses} \\
 &= 4,742,080 - 1,118,250 \\
 &= 3,623,830
 \end{aligned}$$

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

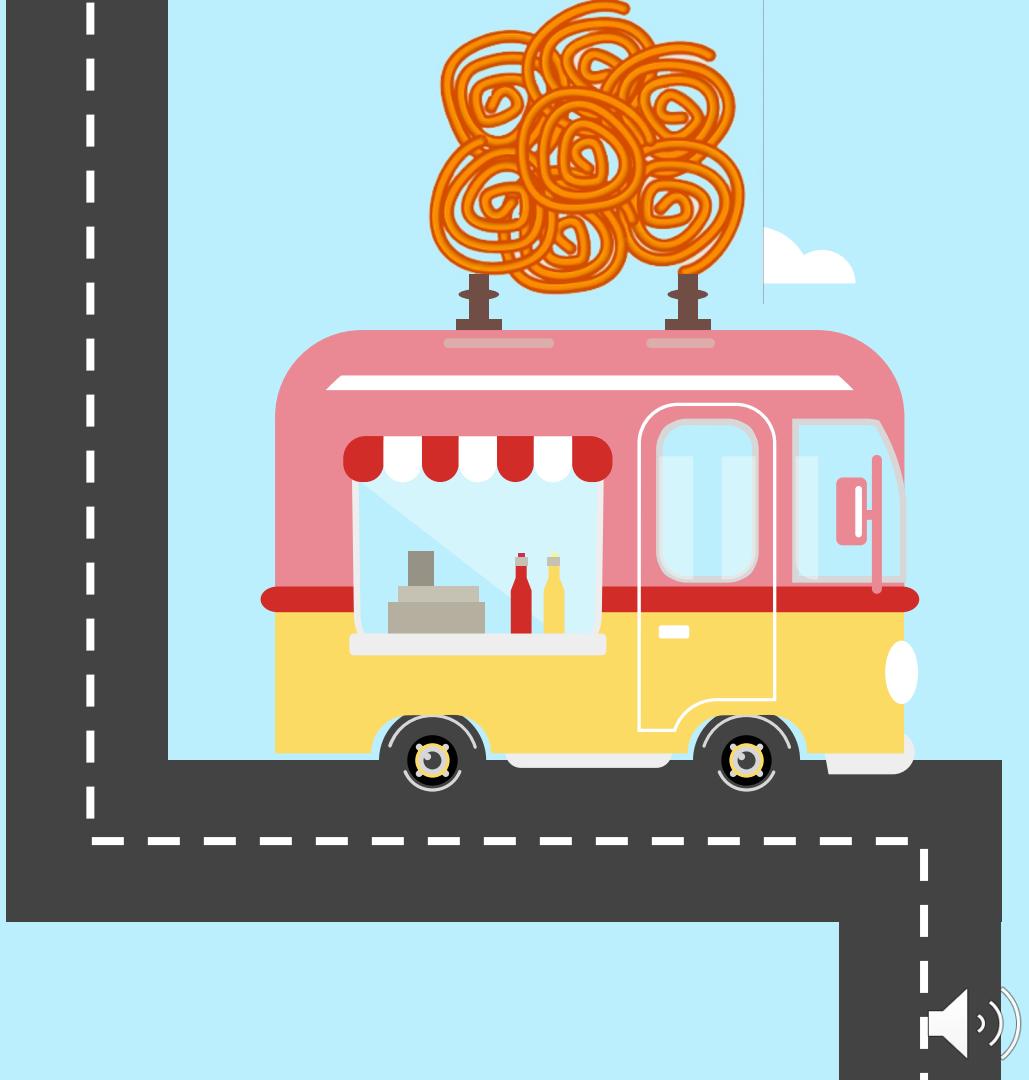
Threat of substitutes

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





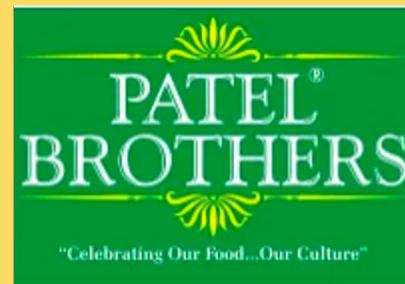
Our Major Collaborators



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"> • Authentic Indian flavors • Customisable options • Wide-variety of selection • Affordable prices • Convenient location 	<ul style="list-style-type: none"> • Good price point for fulfilling meals • Authentic taste • Moderately quick 	<ul style="list-style-type: none"> • Fresh Ingredients and Regional Variety • Friendly service • Authentic Indian flavours 	<ul style="list-style-type: none"> • Good price point for fulfilling meals • Authentic taste • Fast Service • Demographics of the area
Rationale based on Information and/or Judgement	<ul style="list-style-type: none"> • Authentic Indian cuisine • Authentic spices imported • An experience of goodness of cultural food • Foodies loves exploring 	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"> • Unique dining experience • Budget friendly options for the tourist • Locally sourced ingredients making it authentic and a unique selling point 	<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 Federation², 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

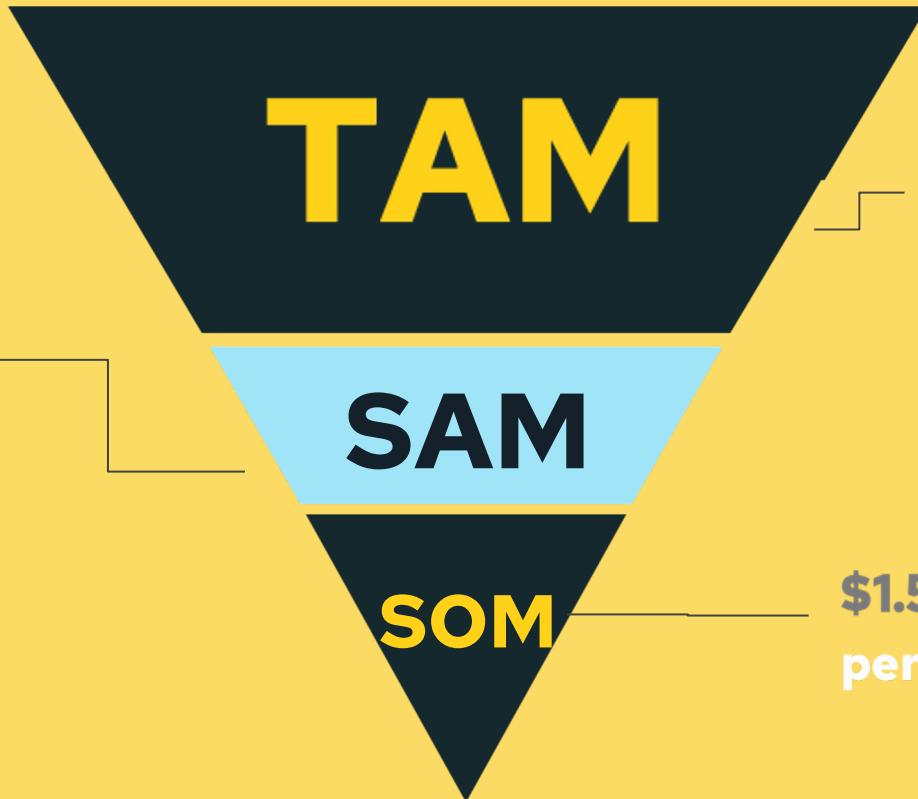
External

- 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				



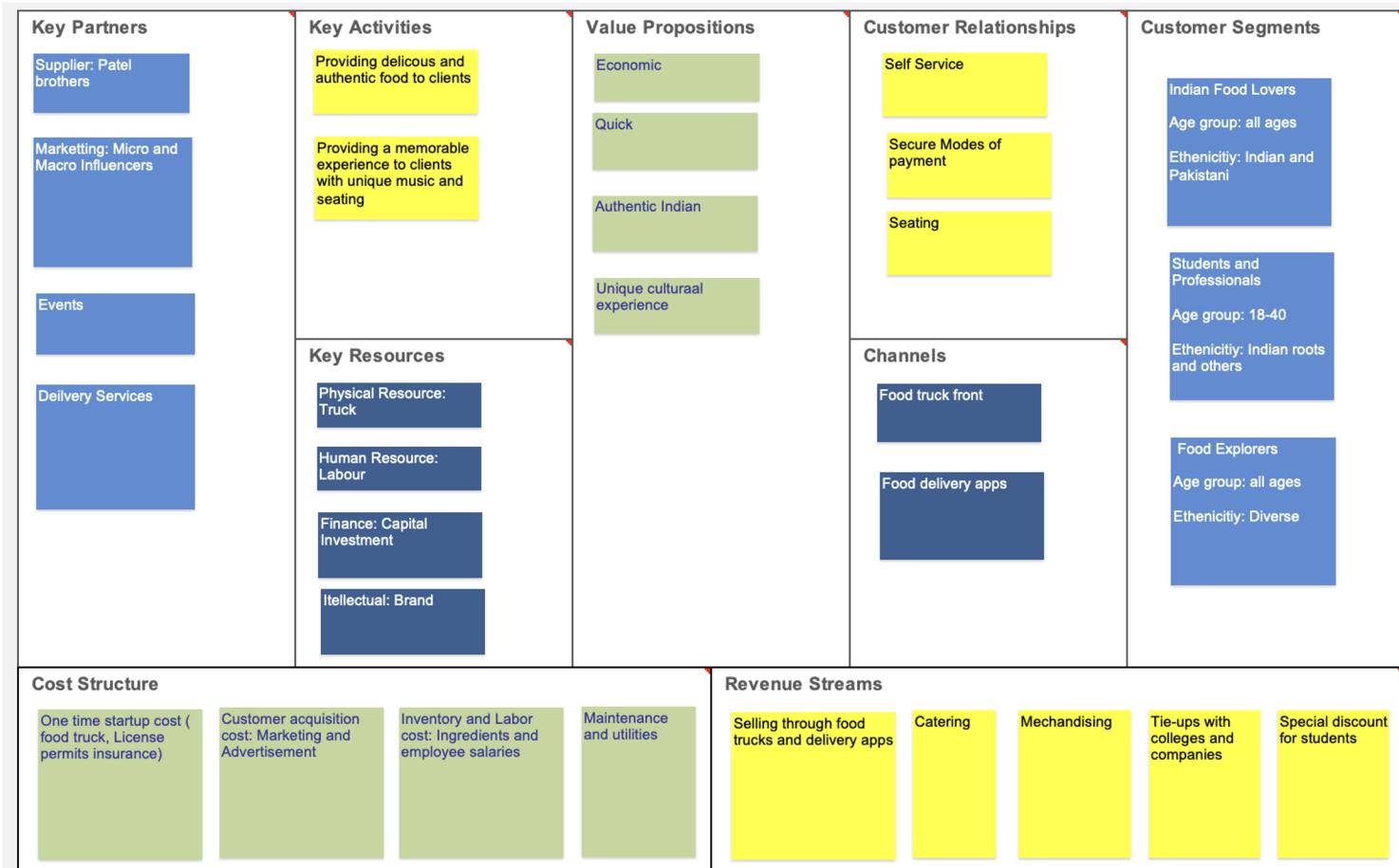


Lean Canvas

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

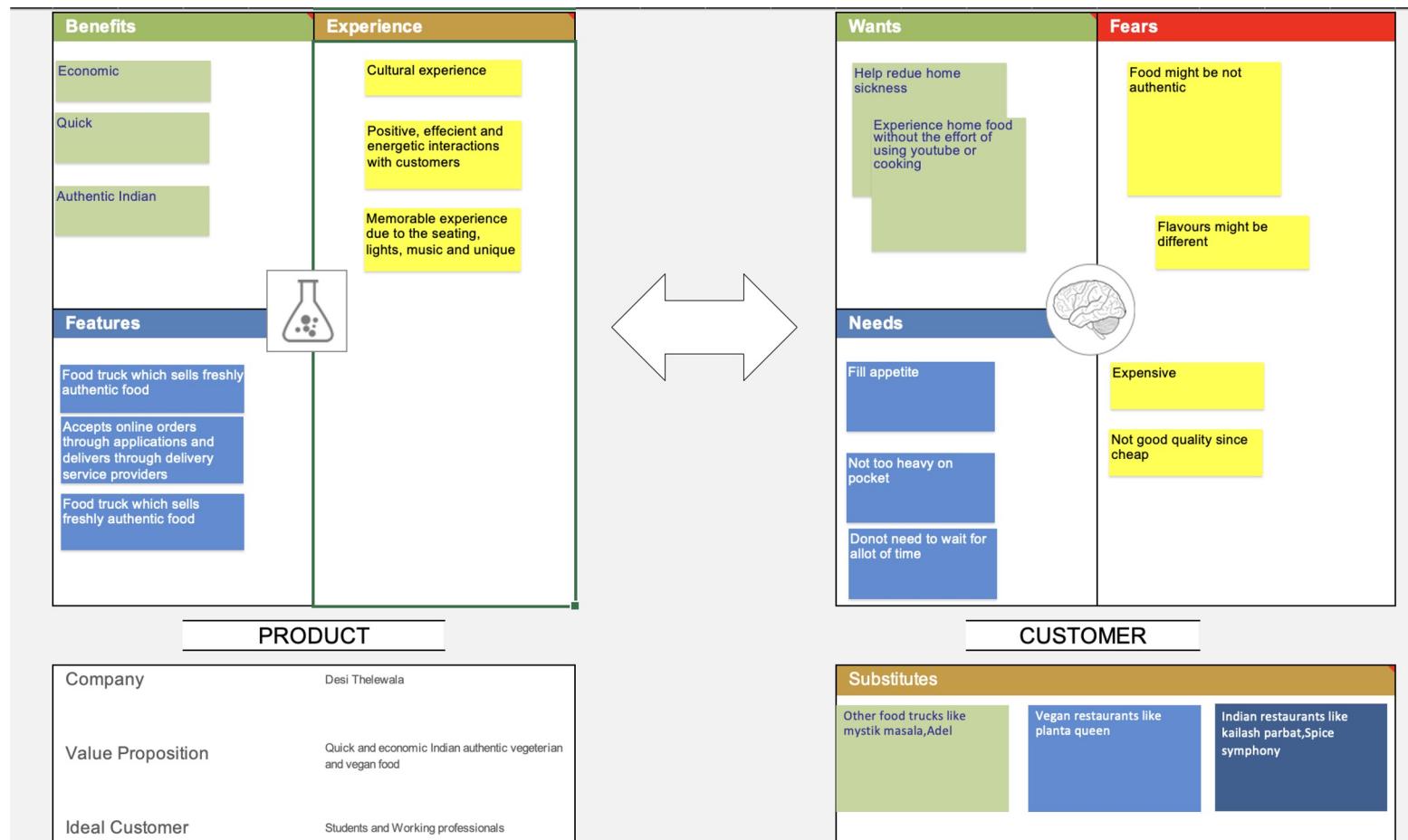
Food explorer tourist on vacation

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

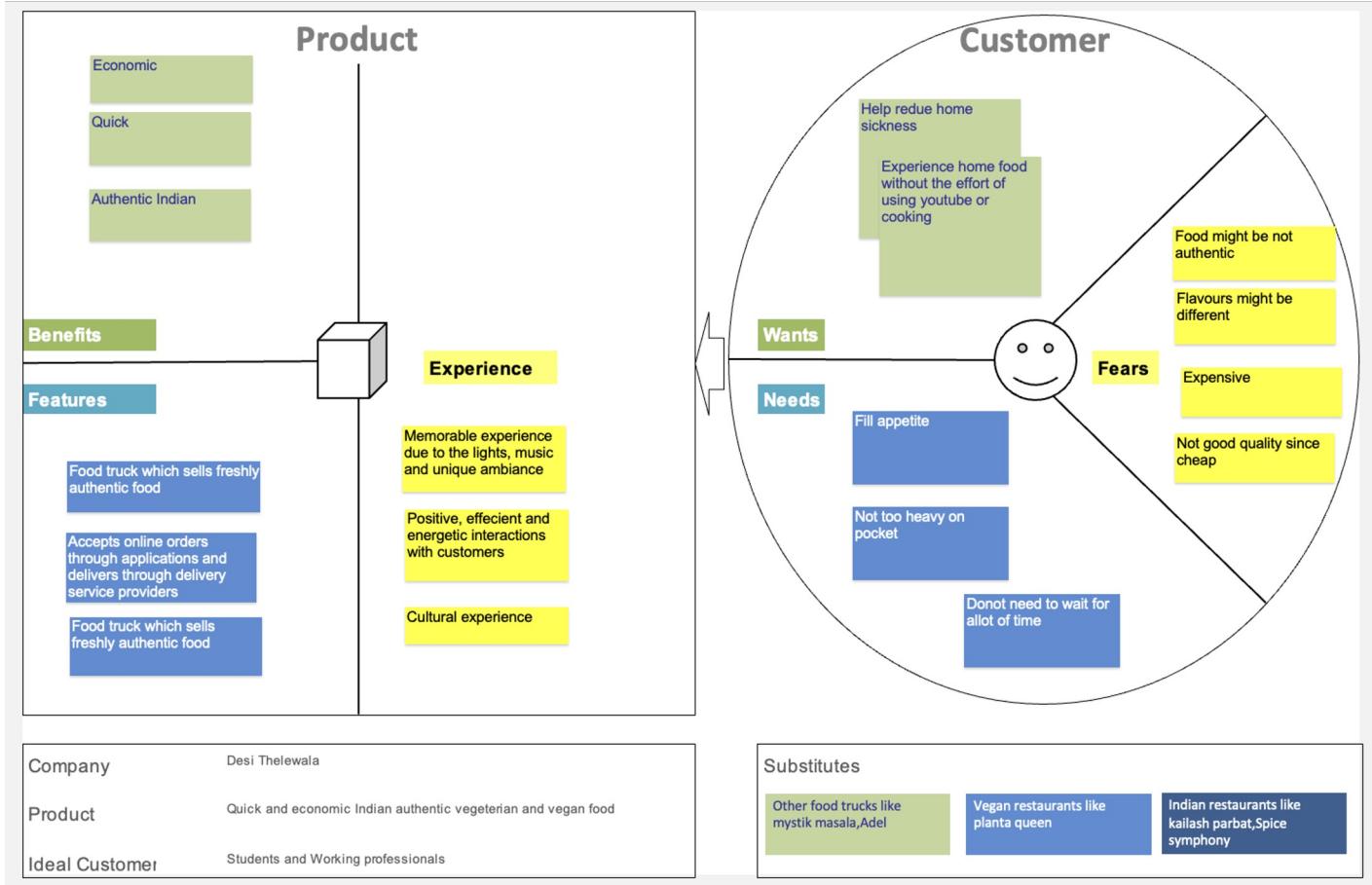
Channel Implementation Canvas

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		
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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		
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Value Proposition Canvas



Value Proposition Canvas ü





Thank You

