

Bella Chefo

business plan

business success plan

1 | Overview

Business Name: Bella Chefo

Location: Baku, Azerbaijan

Legal Business Structure: Digital app

Brief description of what your company does:

Our company solves the problem of what to eat for dinner. We will create a mobile app, that allows users to get healthy food recommendation according to their data (foods that user loves, diseases, allergies, money etc.) and information about where to buy required foods with the lowest price. This is also the first chef's social media.

Mission:

Our mission is to help users to eat healthy and delicious foods without spending time for thinking about "what to eat and how to cook this food". During Covid-19 pandemic people have to stay at home and don't go to public places too much, for that we want everyone to be able to cook whatever they want. Everyone will see they have a great chef inside their heart.

Profit plan:

Money from premium membership -----	PROFIT
Sponsorship with companies and supermarkets -----	PLAN
Advertisement profit -----	BELLA CHEFO

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2 | Message

What problem does your company solve for your customers?

We solve the problem of thinking about "what to eat for dinner?" and create an environment for users to learn how to cook whatever they want.

What result does your company create for your customers?

After Bella Chefo customers will know main cooking skills, they will eat healthy and affordable food and became a great chef at home.

How does your company create that result?

Our company will create this result with a mobile app. Our developers have finished information website, AI speaking bot(Bella Bot) and designer finished full prototype.

In near future this app will become full ready website.

Who does your company serve?

Bella Chefo serves all the people that want to learn cooking, eating healthy food and get food recommendation.

Why do you do what you do?

During **Covid 19** pandemic people have to stay home and protect social distance. Many people want to spend time with family and cook delicious foods at home, but most of them don't know what to cook and how to cook? We want help people with this problem.

Why should customers choose you over your competition?

We have many competitors and these apps are the example of them:

- **SuperCook.**
- **Allrecipes Dinner Spinner.**

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- **BigOven.**
- **Epicurious.**
- **Cookpad.**

Bella Chefo has advantage over all of them:

- **Bella Chefo** gives recommendation according to user's health situation and money budget while none of these apps do.
- **Bella Chefo** also recommend the nearest market or store and the lowest price using map
- **Bella Chefo** support users with speaking AI bot named Bella. This bot can answer cooking questions and motivate user with good words.

With these features **Bella Chefo** will be chosen by most of the customers

Your members and team:

We have 4 developer/ designer members. Our members have variety of knowledge and major in different areas. The best thing in our team is motivation and creativity. We are sure Bella Chefo will be a succesfl app.

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3 | Marketing

Target market demographics:

According to world statistics Asian people prefer cooking at home more than Europeans/Americans. But this number is about the same after Covid 19 restrictions. There are approximately 3 billions + potential users(people that prefer cooking at home). With correct PR strategy and good relationship Bella Chefo can get the biggest amount of users among cooking apps.

Target market psychographics:

Our main target is

Estimated size of target market:

There are 3 billions + people all over the world that prefer cooking at home. After current pandemic this number increased in great number, in all the countries people want to stay at home and be safe. Food market is one of the biggest and growing markets.

Where can target market be found?

Market can be found using internet , most part of the people are using internet and mobile application daily.

Visibility (brand awareness) strategy:

Bella Chefo starategy plan:

- Opening Social media account and advertising Bella Chefo there.
- Making this app global with making sponsorships with supermarkets. We will advertise markets and attract more sponsors.
- Releasing mobile app in 2 months

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Lead generation strategy:

- Testing the project in a right way and getting good recommendations from business owners.
- Making landing pages clear and easy to understand
- Good advertisement words
- Giving good offers
- Using gmail ads to target competitors' customers

Conversion strategy:

- Using communication channels preferred by customers
- Achieving lead quality over lead quantity
- Verifying the data received

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4 | Products

Primary Product: Bella Chefo mobile app

Result: People now can get instant recommendation about what to cook and learn cooking good foods.

Impact: This app will change all the digital food industry there will be no need for multiple apps (Youtube, cooking app, Google etc.) users can control all the work with using 1 app.

Primary Product 2 : bellachefo.com

Result: This website will inform users about Bella Chefo mobile app and convince them to download it.

Impact: With this website Bella Chefo will get great amount of downloads in digital markets (Google market, Apple store, app gallery)

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5 | Production & customer service

Production System:

Bella Chefo mobile app will serve users all the time with 7/24 customer support. Some main informations about Bella Chefo:

This application will be free to use but it will have a premium plans too. Users with premium plan will be able to get more information about lowest price foods and nearest market, users with free plan can get this information only 3 times. We guarantee money back to premium users, they can cancel/recover premium plans any time with instant money back.

Customer service :

Bella Chefo have 7/24 customer service by real people and AI speaking bot.

Our client managers will be online all the day ad answer all the users questions. AI speaking bot Bella is able to answer cooking recipe questions and say motivational words.

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6 | Goals

One Year Goals

Revenue: 10,000 \$

Profit: 180,000 \$

Sales: 120,000 \$(premium membership)

Impact :1,000,000 + users

Development: Mobile app, website, AI bot

Five Year Goals

Revenue: 80,000 \$

Profit: 5,400,000 \$

Sales: 4,000,000 \$

Impact: 100,000,000 + users

Development: website, mobile and desktop apps

