North Texas Culinary Academy

NTCA Group

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Business Plan

Version 1.1

**Value-Proposition – Why should clients by from NTCA?**

Here at NTCA we intend to provide high quality informational videos from the premiere chefs of the North Texas Metroplex. We will provide brief interviews on the chiefs and their restaurants and the operations, but the main segment of the content will be the chefs main dish or the most influential or popular dish of the establishment. With the content we will be producing we will also curate the cooking equipment through affiliates with the companies that the chefs buy from, or just affiliate links for purchase by a 3rd party platform.

**Revenue – How do we intend to create cash flow?**

Since we will be a content creation platform, we will be serving a “freemium” service where any client is able to view select content with ads or paid promotions will be played. With the freemium model we will also lock long form video or in-depth videos behind a subscription paywall. We also are excited to roll out a new feature where customers can, through 3rd party affiliate links, they are able to purchase the cooking ware the chefs are using in the content.

**Market Opportunity – What is our geographical scope?**

Our current market we are the most excited to come to is the North Texas Metroplex, we intend to have our start in the Denton Texas area first. We will discover more about this colorful city and its deep-rooted history at the “Square”. In future cycles we will also expand to the DFW Metroplex. In the Denton area we have ~151,219 people all inclusive but taking in consideration for age we are estimated to have ~110,219 people over the age of 15.

**Competitive Environment – Who are we competing with?**

Some of the most effective competition that we are facing include: Sam the Cooking Guy, Food Network Cooking Shows for the content creation. Next for the deliverables of cooking equipment we are competing with any local retail shop within the Denton or NTX area or Amazon.

**Competitive Advantages – What more do we bring to the table?**

We have advantages when it comes to the knowledge of the local area, we can truly connect with the Denton area and the cultures here. We will be able to also get more personal interviews with the chefs compared to major tv companies or media companies. There is an interpretation with mass media where their media is overshadowed in the bottom dollar. With our affiliate links we are also providing a no hassle shopping experience where the customer doesn’t have to go searching for the equipment to cook like a pro.

**Marketing Strategy – How are we going to reach our target market?**

We will use targeted ads on Google AdSense as well as local and word of mouth. Our videos will also be great for short form Tiktok or Instagram content. Our scope is long form media but creating short bytes of content is easily consumable and appeals to the younger generation. We will be hosting our content on our own website\webserver, so all content is easily redirectable and accessible. We can also locally promote throughout campuses with the use of posters and signage.

**Organizational Development – Who do we need to run the operation?**

For this operation to take place we will need four groups of people. First, we need to have an accounting sector, next content creators and marketing personnel, web developers and IT managers, and finally a legal team for any copyright infringement or DMCA claims to and from major media production companies.

**Management Team – What leaders and employees are we looking for?**

Our main concern for our leaders is to be able to create a positive and forward-thinking environment. Our company will be leaders in creative culinary lessons and content creation. So, maintaining a creative and ever-changing environment is key to our success. As for our employees we would expect them to love and have interest in the culinary process and world as much as we do! It is important to us that the world gets to see the best of the NTX area and its culinary marvels!

Citations

*Denton, Texas population 2022*. Denton, Texas Population 2022 (Demographics, Maps, Graphs). (n.d.). Retrieved February 17, 2022, from https://worldpopulationreview.com/us-cities/denton-tx-population