

MARKETING MANAGEMENT

MKT 6301.501

HOME KITCHEN



SUBMISSION BY

Group - 3

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INTRODUCTION:

When students embark on their journey to pursue their dreams of studying abroad and building a bright career, they often do not realize what they must leave behind. Initially, it's all about new experiences, new beginnings, and exploring the world with a new culture. However, as they progress, they begin to feel the void of leaving their home, family, and culture behind. Homesickness and missing their roots become a constant struggle for many.

In such situations, food plays a crucial role in connecting students back to their home, culture, and family. Eating traditional and Home Kitchen food provides comfort, solace, and a feeling of belongingness. However, as students, managing academics, social life, and other activities can be overwhelming, and cooking homemade food every day is often the least of their worries. As a result, they often resort to basic instant food or unhealthy options, which can further impact their health and well-being.

To address this issue and make life a little easier for students, we are introducing a new home-made Indian food take-out service. Our service aims to provide authentic, healthy, and delicious Indian cuisine, made with fresh ingredients and traditional spices. We understand the importance of food in connecting students back to their roots and culture, and we strive to provide a diverse menu that caters to different tastes and dietary requirements.

Our home-made food take-out service is designed to cater to busy students who want to enjoy authentic Indian cuisine but lack the time or resources to cook on their own. With flexible subscription options and convenient home delivery, we make it easy for students to enjoy healthy and delicious meals, even on their busiest days.

Introducing a new home-made Indian food takeout service, specifically designed for international students, is an exciting and unique opportunity. Our service offers the convenience of weekly and subscriptions for students, with same day home delivery available.

Our service provides the perfect solution for busy students who want to enjoy healthy and homemade Indian food, without the hassle of cooking or going out to eat. Our skilled chefs use only the freshest ingredients and to create dishes that transport your taste buds straight to the streets of India. Our menu is carefully curated to include a variety of traditional Indian dishes, including vegetarian and non-vegetarian, to cater to diverse tastes. The portions are generous, ensuring that students get a satisfying and nutritious meal every time.

Home Kitchen is a unique meal-plan service that brings the comfort of home-cooked Indian food to the busy lives of students. We understand that many students are away from their families and miss the taste of traditional Indian meals that they grew up with. That's why we have created a service that delivers freshly prepared, homemade Indian meals straight to your doorstep. With our home delivery service, you can enjoy your meals in the comfort of your own home, without having to worry about grocery shopping, meal planning, or cooking. Plus, our service is designed to be eco-friendly, with sustainable and bio-degradable packaging. Try Home Kitchen today and experience the comfort of home-cooked Indian food, delivered straight to your door!

SITUATION AND ENVIRONMENT ANALYSIS:

Competitive Analysis: The analysis of competition is crucial for a startup business. It helps the business learn the ins and outs of how and where your competitors are. You can find potential opportunities by identifying how your competitors work and strategizing ways to outperform them. Home Kitchen will face competition from other businesses that offer similar hair services but not our value proposition.

A summary of competing companies is below:

Direct Competitors: Direct competition is when two or more brands offer the same product and have the same target audience with similar pricing. (What Is Direct Competition: Examples - Definition, 2022)

As Per the preliminary examination, Home Kitchen has no competitors in the Richardson/Dallas area with the same target market. Even though the service can be replicated in the future, Home Kitchen has the first-mover advantage. The trust we build with our clients now will give us the competitive edge in the future.

Product Competitors: Product competition is when brands have the same product but market them differently based on their features, benefits, and pricing. (Tofurious, 2013)

- i. Sukhmani Foods: It's an Indian Tiffin Services prepared in New Jersey. They offer Indian food, in a vegetarian kitchen. However, it offers delivery only after a day or two

after placing the order and only limited options where they offer only vegetarian food. The only competition would likely be it to be well-established.

- ii. Heer's Kitchen: It's a pure Vegetarian and Jain food with upmost quality & authentic Indian taste. Fresh food made in a hygiene environment.
- iii. Homemade Khana: They provide authentic homemade Indian food with ever changing menu. They serve only in Irving, Texas.

Generic Competitors: Generic competitors provide very different products but can satisfy the same essential want of the potential purchase. (Tofurious, 2013)

- i. Swadeshi Indian Cuisine: Swadeshi Is an Indian-restaurant with north-Indian and south-Indian dishes. However, the cons of this are it's an expensive deal to eat daily.
- ii. Bawarchi Indian Restaurant: Bawarchi offers a variety of authentic Indian cuisine, from flavourful curries to savoury tandoori dishes, we have something for everyone. However, as mentioned earlier it's a commercial food joint and it wouldn't be homemade food. Students cannot afford this regularly.

Competitive Advantage:

As Home Kitchen considers the different types of competition we face, we prioritize service as the utmost important factor in our business model. We value customer feedback and continuously adjust our menus and food instructions to accommodate their preferences. Unlike other homemade services in Richardson and Dallas, we aim to reach a wider audience in the students' community who need these kinds of services the most, so we are including universities, schools, and student communities in Dallas, Richardson area. We will also extend our marketing and promotion to student living communities such as like Frankford, Northside, and Marquis.

Our unique value proposition is offering home-made Indian food with weekly and monthly subscriptions, delivering fresh and healthy meals on the same day. We cater to different dietary preferences such as vegan, veg, and non-veg, while also offering portion control meals that can be customized every week as the young audience is health conscious. We believe in cost-effective pricing, and our pocket-friendly subscriptions help customers save while enjoying delicious, authentic Indian cuisine.

A. Economic Factors

- Reduction in purchasing power during recession/inflation: There is a relationship between purchasing power and inflation. Purchasing power measures, the value of a unit of currency, while inflation measures the rate at which prices have risen. (DeNicola, 2021b) With a lower purchasing power comes slower than usual business, but Home Kitchen will adapt to the external factors and try holding the exact pricing and try to expand our income sources.
- The effects of the economic downturn on salon businesses: Even during a tough economy, according to the studies, the food industry benefits out of it such as reduced rent, innovation, locations etc.

B. Cultural/Social trends

- More focus on Safety and hygiene should be maintained; considering that after the pandemic situation, more emphasis on hygiene is a key focus area for Home Kitchen.
- Replicating the same convenience and comfort that customers feel at home.
- Building the trust of our customers and focusing on customer satisfaction is the most important factor of our business.

C. Impact of Technological Changes

- Technology has played a pivotal role in how businesses are run. It helps build better relationships with the customers, strengthens the effectiveness of the company, and allows cohesive growth. Successful marketing stems from effective communication. Technology aids in better interaction and efficient operational processes. We tend to use our website completely for our communication with our customers.

D. Legal Factors: To establish a start up in Texas, we need to complete the below requirements:

- State-mandated health and safety requirements:
 - i. Business Registration: Every new business in Texas needs to file a certification of formation.

- ii. Annual Health Plan: All food-business in Texas need to subscribe to the annual health permit.
 - iii. Sales Tax ID: You need to have a Sales Tax-ID.
- Tools and Equipment's
 - 1. Fridge
 - 2. Microwave
 - 3. Oven
 - 4. Dishwasher
 - 5. Toasters
 - 6. Juicers

E. Natural Factors: Natural factors can be such as rains, snow, or climate changes etc. This can make our delivery challenging. But we intend to deliver food in our cars from the start, so we aim to tackle that issue. However, when a challenge comes up, we will adapt accordingly and find a solution.

TARGET MARKET

Identifying the right target market will help us determine where to find potential clients. These clients are looking for our service to fulfil their needs, and it's our job to market to them. Finding our target market lets us know where to concentrate our marketing efforts and will lead to general success. Without taking the time to choose a target market, our leads will be scattered, and we'll end up spending more money trying to cater to a wide range of customers. (Thompson, 2019)

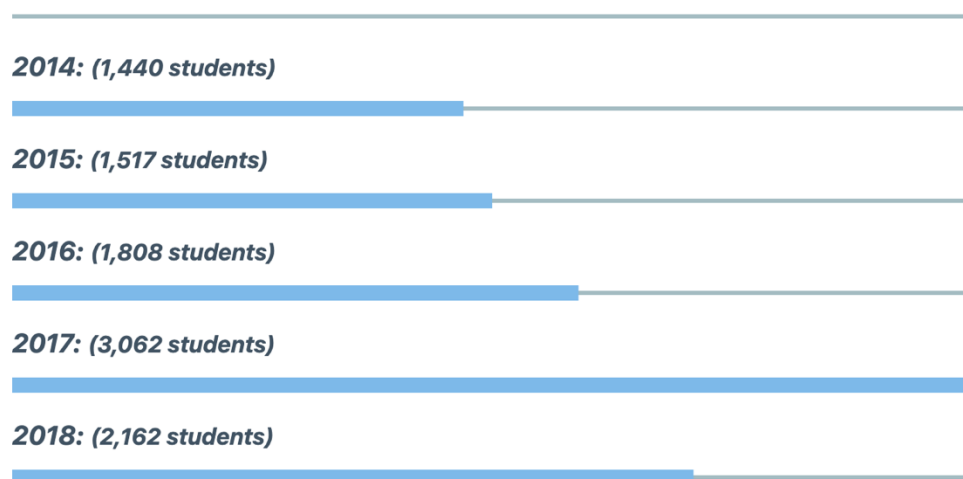
Home Kitchen is Indian cuisine take-out service restaurant in Richardson, Texas. Our target market is university students in University of Texas at Dallas (UTD) and other universities schools in this area. To segment our audience, let's take a deeper look into how we segmented our market:

In 2020, Richardson, TX had a population of 119k people with a median age of 35.1 and a median household income of \$85,350. Between 2019 and 2020 the population of Richardson, TX grew from 116,432 to 118,583, a 1.85% increase and its median household income declined from \$85,678 to \$85,350, a -0.383% decrease. The 5 largest ethnic groups in Richardson, TX are White (Non-Hispanic) (52.8%), Asian (Non-Hispanic) (14.5%), White (Hispanic) (12%),

Black or African American (Non-Hispanic) (11.8%), and Other (Hispanic) (3.23%). In Asian, Indian population consist of 279,123 people.

As an analysis of student visa data suggests that in 2020 as many as 1,159,798 international students came to the U.S. to study at American colleges and universities. From this diverse international pool, UT Dallas was home to approximately 4,148 international students. College Factual has also ranked the value of the education at UT Dallas on a country-by-country basis. UT Dallas' best value is for students from Flag of India, Flag of Taiwan , and Flag of China. Indian students could account for as much as 7.5% of the entire student body and as much as 52.1% of the international student body at UT Dallas. Over the last several years the total Indian population of students on campus has grown at an average rate of 52.0%.

The chart below shows how the total number of Indian students at UT Dallas has grown over the past several years.



The study shows that the number of students is only growing in the university and can be used as a perfect target market to start off with.

Why did we choose this segment?

Home Kitchen chose to go with a target market that can not only afford our product but also appreciate the type of service we provide, and it is potential. While students have the luxury of ordering food, it cannot be done daily or affordable frequently. Having someone come to your home and provide comfort food and give you the satisfaction of the taste is our motive. This segment allows Home Kitchen to be flexible with fulfilling our customers' preferences. We also

choose this market as US has and increasing market for Indian Students, the population only keeps widen for us when we want to expand in other places in the United States. Our Target market is thrice/four times huger than what we are starting off with.

POTENTIAL MARKET (PRICING)

The potential market for a meal-based food subscription service can vary widely depending on factors such as the target demographic, geographic region, and the quality and uniqueness of the service offered.

Source of Funds	Amount
Bank Loan	\$15,000.00
Investors	\$10,000.00
Total	\$25,000.00

To estimate potential profits and sales, you would need to consider the cost structure of the business, including the cost of ingredients, packaging, shipping, and marketing, as well as the pricing strategy for the subscription service.

Assuming a subscription fee of \$10-\$12 per meal and an average customer order of 3-day food subscription service that will typically provide 3 meals(either lunch or dinner), 6 meals (lunch and dinner) for any three days through Monday to Friday, 5 Day Subscription with both lunch and dinner through Monday to Friday which will be delivered everyday between 12:00pm - 1:30pm, could generate \$120-\$380 per customer per month.

Monday	8:00 am - 3:00 pm
Tuesday	8:00 am - 3:00 pm
Wednesday	8:00 am - 3:00 pm
Thursday	8:00 am - 3:00 pm
Friday	8:00 am - 3:00 pm

Saturday, Sunday	CLOSED (Meal plans must be ordered by Sunday 6:00 pm for the rest of the week)
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Restaurant timings

BASIC WEEKLY MENU EXAMPLE:

Week 1:

The Customer can choose one of each for their everyday meal of their chosen plan. The selection and payment must be done by every Sunday by 6:00 pm. This will help us with planning for the upcoming week with respect to the groceries and supplies.

1: Pick one	Tomato Dal, Sambar
2: Pick a side	Rice, Roti, Paratha
3: Pick a Veg curry OR Pick a Nov-Veg curry	Aloo Gobi, Egg Plant Curry, Bhindi Masala OR Kadai Chicken, House Special Goat
4: Pick a Fry	Potato Fry, Spinach Fry
5: Pick a Drink	Lassi, Buttermilk

- Add Ons (25¢): Onion Salad, fryums, Curd, Lemon Pickle, Mango pickle, boiled egg, banana.

Week 2:

1: Pick one	Spinach Dal, Tomato Rasam
2: Pick a side	Rice, Roti, Jeera Rice

3: Pick a Veg curry OR Pick a Nov-Veg curry	Paneer Butter masala, Rajma Curry, Chana Masala OR Chicken Chettinad, Goat Curry
4: Pick a Fry	Beans Fry, Carrot Fry
5: Pick a Drink	Lassi, Buttermilk

Example of a 3-day meal subscription:

Monday	Tomato Dal, Rice, Aloo Gobi, Potato Fry, Buttermilk
Wednesday	Dal, Roti, Kadai Chicken, Spinach Fry, Lassi
Friday	Sambar, Rice, House Special Goat Curry, Potato Fry, Buttermilk

Typical costs of a week subscription:

1: 3 meal subscription: Consists of 3 customizable meals in a week.

Cost: \$28.00 + taxes

2: 3-day meal subscription Consists of 6 customizable meals for lunch and dinner in a week.

Cost: \$56.00 + taxes

3: 5-day meal subscription Consists of 10 customizable meals for lunch and dinner in a week.

Cost: \$95.00 + taxes

Additional Charges for Non-Vegetarian options.

Delivery Charges: 3-day meal- \$8.00 for a week

5-day meal-\$12.00 for a week

However, it is important to note that the meal delivery market is highly competitive, with many established players such as Sukhmani Foods, Heers's Kitchen and Homemade Khana. To succeed, a new entrant would need to differentiate itself by offering unique and high-quality meals, excellent customer service, and competitive pricing. Our uniqueness comes from our student focused business that has both vegetarian, non-vegetarian and vegan options. This is extremely important for people who want to have a balanced everyday meal to help them feel closer to home, which will in return help them focus on their goals.

Our target market can be acquired through the following table:

Market Characteristic	Preference
Population- Richardson	116,000+
Student Population in 3–5-mile radius	25,000+
Target Market	Indian Students
Primary Diner Trait	Take-out, Delivery
Alcoholic Beverage Service	No Alcohol Service

ASSUMPTIONS:

- Population = 5000+ Students
- Initial target is 2% = 100 students
- Min-Max revenue = \$12000.00 - \$40,800.00

INVESTMENT:

- \$19 per hour rental Kitchen working hours with operating hours from 8:00am - 3:00 pm
- Monthly Kitchen rent: \$2660 per month (7x19 = \$133.00 per day; working 5 days a week => \$133*5=\$665 per month)

Investment For	Amount (per month)
Annual health permit	\$250
Annual Business License Application	\$375
Monthly Kitchen rent	\$2660
Cooler & Dry Storage	\$200

Groceries	\$3000
Chefs	\$5000
Assistant chef	\$3000
Car gas	\$300
Car Rent & Insurance	\$600
Food Containers	\$1500
POS System, Website hosting	\$2000
Website maintenance	\$500 per year
POS	\$60
Promotions and Miscellaneous	\$1000
First Month Expenses	\$20,500

MARKETING PLAN

BRAND NAME

Home Kitchen – As we want to communicate that we make Home Kitchen food from our kitchen destined to make you a happy meal.

PACKAGE

We will use Bento boxes which are eco-friendly containers constructed from bio-degradable materials. They can easily be discarded without endangering the environment and are sturdy enough to hold Indian food. It's of one size and serves one person.

PROMOTION

Message:

Looking for savoury and nutritious meal options while you're studying?

Look no further than our restaurant! We are proud to offer meal plans specifically designed for students who want to fuel their minds and bodies with tasty, nutrient-rich food.

Our menu features a wide variety of dishes made with fresh, high-quality ingredients. Whether you're a vegetarian or a meat lover, we have something for everyone.

With our student meal plans, you'll never have to worry about what to eat again. Our plans are affordable, flexible. Plus, with convenient delivery and pickup options, you can enjoy our delicious food wherever and whenever you need it. So, if you're looking for a healthy and flavourful way to power through your studies, come visit our restaurant today and discover our student meal plans. We can't wait to feed you!

TARGETED TO:

Our restaurant targets international students to provide Indian cuisine with an affordable meal option for five days a week.

MEDIA TO BE USED:

A multi-channel approach that combines social media, email marketing, and in-store marketing will be used in promoting the restaurant. As our target audience are of younger demographic, social media platforms like Instagram, Facebook and Twitter will be used majorly by engaging with the followers to build a community around our brand. A targeted email campaign will be created that highlights the benefits of meal plans, including testimonials from satisfied customers, offering a special discount or promotion to encourage sign-ups. We will give our customer the option to receive email communications from our restaurant where we notify them regarding the promotional offers, festival menus, existing points, and such. Customer's privacy will be protected, and we will not email our customers without their permission. We will collaborate with Indian Student Association in the University to promote our brand.

PROMOTION PLAN FOR THE FIRST SIX MONTHS

Month	Promotion strategy
June	We don't anticipate seeing a lot of traction on our website in the first month after launching our service. During this time, we'll distribute flyers throughout the neighbourhood and take part in various university events to raise awareness. Additionally, we'll use this time to start building our

	brand social media platforms. We will provide a 10% off for every new user.
July	We will initiate our referral program to leverage their circle of influence and ask for their feedback. We'll evaluate the feedback received to improve our services as well as use these testimonials to generate word-of-mouth and build trust in the community. A customer is awarded with a free vegetarian meal when he refers a friend, and they subscribe.
August	We will set a welcome back campaign as a new semester begins where we offer coupon codes for additional 10% discount on the online orders
September	Collaboration with UTD ISA for "Around the globe" event providing free food for the event to attract the customers
October	We will run a lucky draw for the existing users and pick one and provide free delivery for one future order
November	New menu for Diwali and special discount of 15% for the festival week
December	We will send a dessert randomly as a gift for the users on the eve of Christmas

DISCOUNTS

- Our price ranges typically from \$28-\$95
- Percentage discount: We will provide a percentage off the standard cost of our meal plans. Students who enrol in a food plan, for instance, could receive a discount of 10% as a new user discount.
- Collaboration with ISA: We will collaborate with the Indian Student Association in the University and put-up stalls to promote the restaurant.
- Referral discounts: We will provide one free veg meal discount to students who refer their friends to sign up for a meal plan
- .Seasonal discounts: During Indian festival seasons we will offer seasonal discounts, such as special discounts and new menus for the festival week.
- Rewards system: Every meal is considered as 10 points, a customer with 250 points can redeem a free meal for it.

PLACE (DISTRIBUTION):

We will be providing our services in the Richardson area. It's the ideal location to start a new business with a unique service offering as Richardson is one of the highest populated student cities in Dallas. Our rented kitchen will be located in the Richardson area making it available for direct pickup orders as well.

For the initial months of our service, we are offering door to door deliveries from 12 PM TO 1: 30 PM and we take walk in orders till 3 PM from Monday to Friday. Alongside we will also offer pickup points in the major student communities after 60 days of our launch.

TIME FRAME

For the first three months we provide the services in and around Richardson after that we would expand to Arlington and Denton and other nearby cities with a large amount of student population. We will begin the operations from June 2023.

LIMITATIONS OR POTENTIAL THREATS TO SUCCESS.

- The food market can be very competitive, particularly in regions with a large student population like Dallas. It could be more difficult to draw in and keep consumers if there are competing restaurants that serve Indian food or provide meal plans for students.
- The food industry is constantly evolving, with new trends and tastes emerging all the time. A restaurant needs to be aware of these trends and open to changing its menu and products as necessary.
- To guarantee that clients receive their meals on time and in acceptable condition, meal plans require meticulous preparation and coordination. For a new restaurant that is still developing its systems and procedures, having logistics sorted can be extremely difficult.
- Students often have limited funds, so it might be difficult to persuade them to sign up for meal plans that might be more expensive than their present dining options. Discounts and competitive pricing can assist get through this obstacle.
- Some students might have dietary restrictions or be considered health-conscious, which could limit their willingness to try out new restaurants or meal plans. Including wholesome and adaptable options on your menu can help mitigate these concerns.

As a business which is first of its kind in serving meal plans for students, we have a first mover advantage over the top restaurants that might copy our business model in the future. Being the first often allows a business to build high brand awareness and customer loyalty before competitors enter the market. We gain benefits in terms of community advantages as we can develop strong relationships with customers, and the community where it operates.

EXPANSION PLAN (FUTURE PLAN):

Month	Agenda
April	<ul style="list-style-type: none"> • Developing a distinctive brand and visual identity for the restaurant, including the business's logo, menu design, and website. • To establish an audience before the restaurant opens, start advertising it on social media platforms like Instagram, Facebook, and WhatsApp. • Begin contacting food bloggers and social media influencers in your locality to publicize your restaurant and create excitement.
May	<ul style="list-style-type: none"> • Employ a skilled Head Chef and Assistant Chef who have considerable experience. • To complete the menu and recipes, they will be evaluated for quality and suitability. • Establishing the technological infrastructure for your restaurant, which includes implementing a point-of-sale (POS) system and creating an online ordering platform. • Collaborating with delivery drivers to deliver food or deposit food at designated drop-off points when the business expands.
	<ul style="list-style-type: none"> • The restaurant's grand opening will involve the distribution of flyers and posters to create excitement and entice customers to place orders.

June	<ul style="list-style-type: none"> • Provide incentives such as promotions and discounts to entice customers to sample the cuisine, while also offering a complimentary meal to patrons who refer others to your restaurant. • Gather inputs from customers and make necessary changes to the operations based on the feedback.
July	<ul style="list-style-type: none"> • Implement a customer loyalty program to incentivize frequent patrons. • Diversify the menu by incorporating a wider range of food choices for customers, including options for those who prefer vegan, vegetarian, and non-vegetarian dishes. Additionally, consider offering add-ons to supplement the existing menu items.
August	<ul style="list-style-type: none"> • Add seasonal beverage options, such as fresh fruit juices or mocktails in the meal plans. • Collaborate with nearby educational institutions such as schools and universities to provide special reduced prices to their students and staff. • Take part in community food festivals and events as a means of attracting fresh clientele to the restaurant.
September	<ul style="list-style-type: none"> • Increasing the coverage area for food delivery to serve several places.

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