

TEAM 3

MKT 6301.501

HOME KITCHEN



BY

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ABOUT US

THE HOME KITCHEN

Personalize your meal plans and enjoy authentic Indian home-made food at the convenience of your door step.



Welcome To Our Restaurant

The Home Kitchen is a unique meal-plan service that brings the comfort of home-cooked Indian food to the busy lives of students.

- Weekly subscriptions for students, with same-day home delivery available.
- Fresh and Authentic ingredients
- Vegetarian and non-vegetarian and vegan options are available.
- Satisfying and nutritious meals
- Eco-friendly, sustainable, and biodegradable packaging.



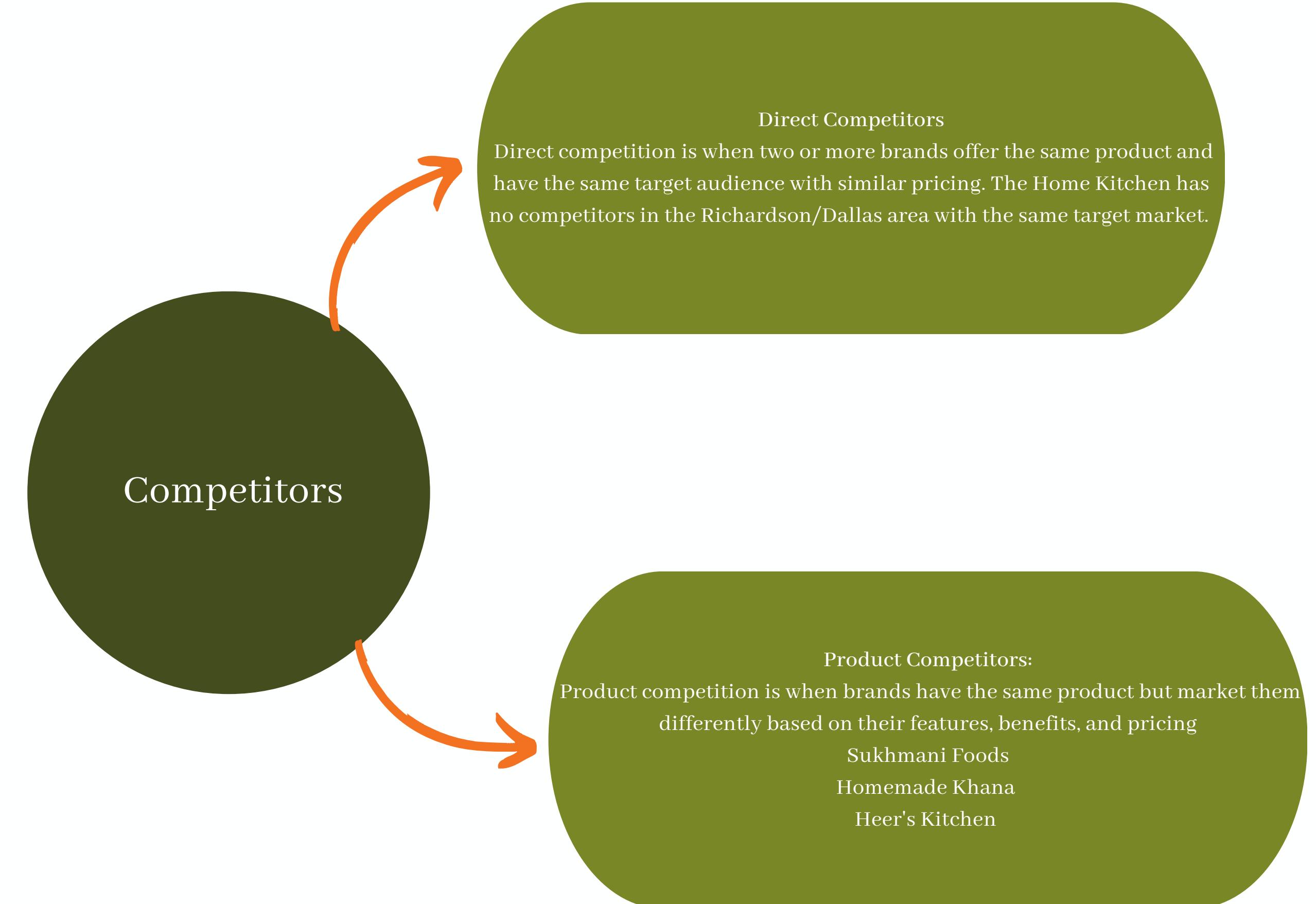
What's our unique selling point?

Our Mission - Simplify student life by offering daily fresh food delivered right to your doorstep.

- Customize your meals with a range of dietary options, including veg, non-veg, and vegan
- Enjoy new menu options every week to keep things interesting and delicious
- Affordable prices to fit within a student's budget
- Hassle-free service with a student-friendly approach.

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.



TARGET MARKET

- The Home Kitchen is an Indian cuisine take-out service restaurant in Richardson, Texas.
- Our target market is university students at the University of Texas at Dallas (UTD) and other universities and schools in this area.
- The 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.
- We also choose this market as the US has an increasing market for Indian Students.



Our special menu

3 Meals week plan



3 days/week plan



5 days/week plan



- Consists of 3 customizable meals in a week.
- Cost: \$28.00 + taxes

- Consists of 6 customizable meals for lunch and dinner in a week.
- Cost: \$56.00 + taxes

- Consists of 10 customizable meals for lunch and dinner in a week.
- Cost: \$95.00 + taxes

MENU

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

INVESTMENT BREAKDOWN:



We need an investment for \$20,000 in our first month itself so we have detailed our funds list below.

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



We request the investors to invest around \$10,000 for a equity of 10% share in our restaurant.

MARKETING MIX

PRODUCT

- We will deliver the food in an eco friendly bento box

PRICE

- Price varies from \$28 to \$95 based on the meal plan
- Incentives like referral bonuses, seasonal offers, lucky draws, rewards systems

PLACE

- We will provide our services in a rental space in the Richardson

PROMOTION

- Social media, email campaigns, and collaborating with ISA



PROMOTION PLAN

MONTH	STRATEGY
JUNE	10% off for every new user
JULY	A free vegetarian meal for a referral
AUGUST	A new semester begins where we offer coupon codes for an additional 10% discount on the online orders
SEPTEMBER	Collaboration with UTD ISA for “Around the globe” event providing free food
OCTOBER	A lucky draw for the existing users providing free delivery for one future order
NOVEMBER	New menu for Diwali and special discount of 15% for the festival week
DECEMBER	A dessert is sent as a gift for the users on the eve of Christmas

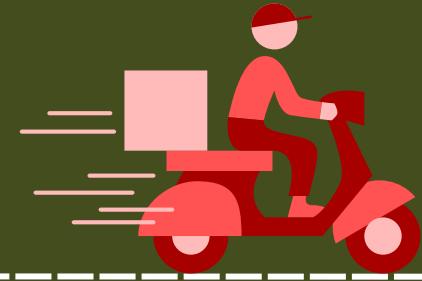
LIMITATIONS/THREATS

- Ever growing competitive food industry
- Lifestyle changes
- Logistics
- Economic challenges





FUTURE PLAN



June

Post-opening, incentives such as promotions and discounts to entice customers to sample the cuisine will be provided.

July

Implement a customer loyalty program to incentivize frequent patrons

August

Collaborate with nearby educational institutions such as schools and universities to provide special reduced prices to their students and staff.

September

Increasing the coverage area for food delivery to serve several places.

Thank you!

