



FOUNDATIONAL COURSE ON ENTREPRENEURSHIP

MILESTONE 4

OUR TEAM



REETIKA SINGH
CEO



NIRAJ KUMAR ROY
CMO



PRAKASH PRATAP SINGH
CFO

PROBLEM/INTRODUCTION

COMPANY NAME : [MONUMENTAL FOOD DELIVERY SERVICE](#)
PV ID : [9791](#)

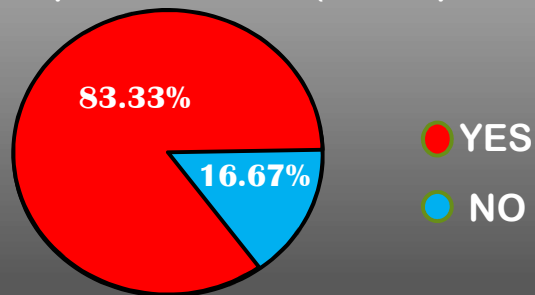
PROBLEM STATEMENT :

As we know many students face the problem of having unhealthy food when they go out for studies in different states. Also the food provided to them is not healthy as well as unworthy and as a result it affects their health as well as studies.

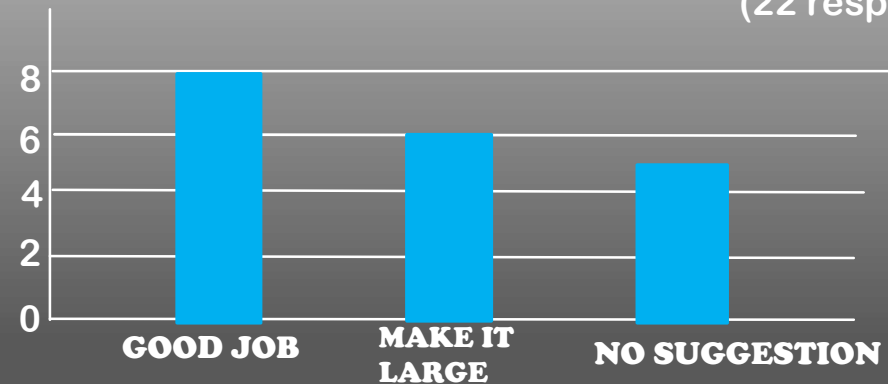
So we have made out a way of providing them home made food very healthy and delicious just at their doorsteps.

CUSTOMER VALIDATION (Validated by 30 customers)

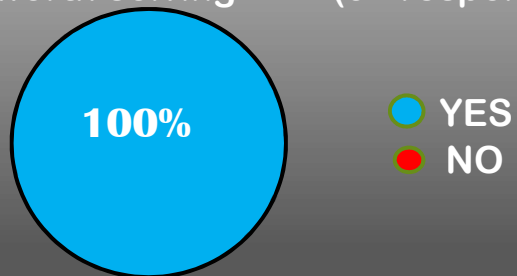
Is the tiffin catering service important? (30 responses)



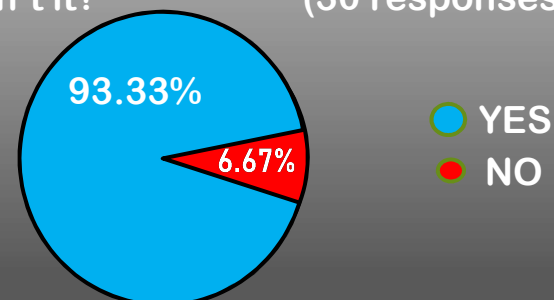
Do you want to give any suggestions about the service? (22 responses)



What do you think is the problem genuine and worth solving? (30 responses)



In markets the service is costlier than ours, isn't it? (30 responses)



CALCULATIONS

Back-of-the-Envelope Calculation

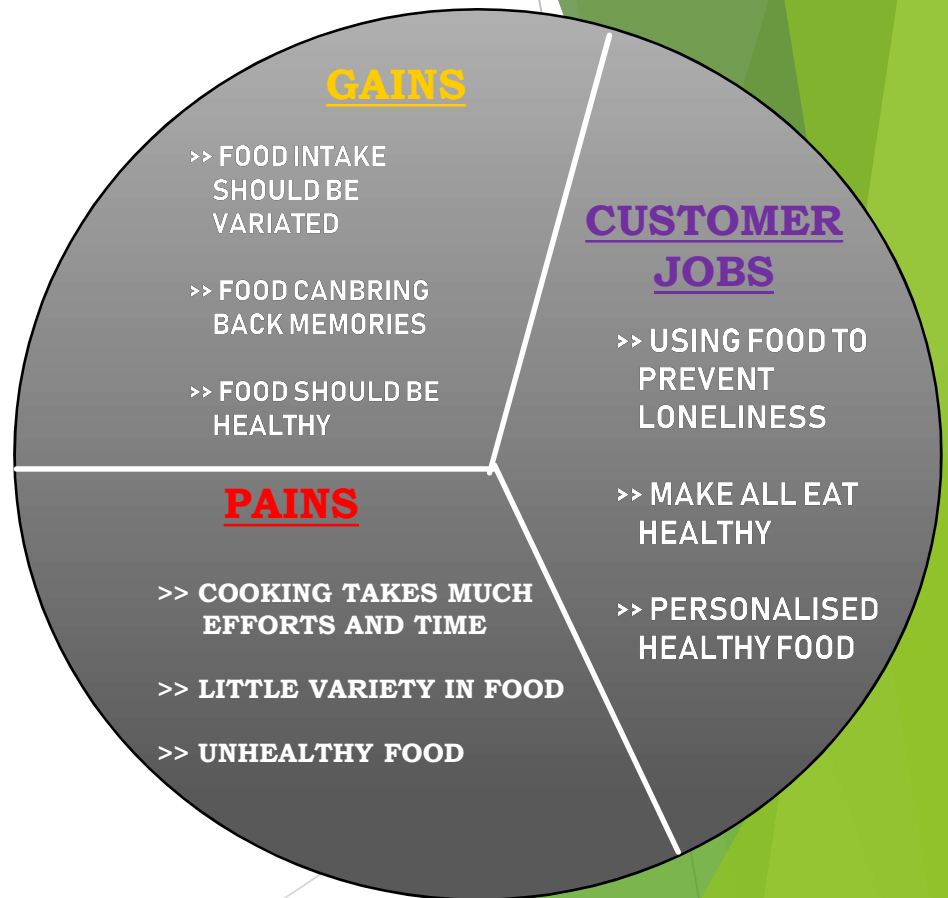
PRODUCT/ OFFERING	Rs 50,000
PROJECTED COST/ MONTH	Rs 1,10,000
SALES/ MONTH	4500 packets/month
REVENUE/ MONTH	Rs 2,30,000
PROFIT/ MONTH	Rs 87000

Customer Segment And VPC

Value Proposition Canvas



Customer Segment



SOLUTION

- * How are you solving the problem?

Proposed solution to solve the problem- We are providing home made food very healthy and delicious that will be delivered to the doorsteps of the customer.

- * How is the customer addressing the problem today?

In the present scenario the customers are using mess and other online food deliveries that are not healthy as well as not priceworthy. But currently that is the only option everyone has.

- * How will your solution make customer's life better?

The customer will get the food at cheaper rate as well as it will be healthier and tastier than the other food services. The food is purely home made with all good quality ingredients.

BUSINESS MODEL

<u>PROBLEM</u>	<u>SOLUTION</u>	<u>UNIQUE VALUE PROPOSITION</u>	<u>UNFAIR ADVANTAGE</u>	<u>CUSTOMER SEGMENT</u>
>>Processes time >>Lack of trust	>>Hiring number of people >>Gaining people's trust by quality	>>Service provided by an app >>Digital payment faculty	-	>>Student who go out of state >>Health conscious people
<u>EXISTING ALTERNATIVES</u>	<u>KEY MATRICES</u>	<u>HIGH-LEVEL CONCEPTS</u>	<u>CHANNELS</u>	<u>EARLY ADOPTERS</u>
>>Zomato >>Swiggy	>>Product >>Team	>>Healthy food at lower cost	>>Social media >>Website	>>Students
<u>COST STRUCTURE</u>		<u>REVENUE STRUCTURE</u>		
>>Product cost >>Salary		>>Total revenue = 230000/month		

COMPETITION ANALYSIS

<u>PRODUCT BENEFITS</u>	<u>COMPETITOR 1</u>	<u>COMPETITOR 2</u>	<u>YOU</u>
	ZOMATO	SWIGGY	MONUMENTAL (OUR COMPANY)
<u>SERVICE</u>	Provides only food	Provides only food	Provides food ; fresh fruits and vegetables as well
<u>QUALITY</u>	Tasty food from hotels and restaurants	Tasty food from hotels and restaurants	Home made food that is healthier as well as delicious with all fresh ingredients.
<u>PRICE</u>	Variable	Variable	Cheaper than other food services
<u>BRANDING</u>	Through app and website	Through app and website	Through website, phone calls and mouth publicity
<u>MARKET REVIEW</u>	4	3.9	3.7

MVP

DEMO/DESCRIPTION

Varieties of food at cheaper cost is provided.

Food provided makes them physically strong and healthy.

It makes them remember their own home made food.



MVP

LEARNINGS

- We have modified on the feedback as received by the customers.
- The breakfast service is improved by adding fresh fruit and milk to it.
- MVP is validated by 20 customers.



SOLUTION DEMO

DEMO/DESCRIPTION

- Healthy food at much lower cost is provided.
- Food provided is as healthier and tastier as home made food.
- For breakfast different types of healthy food and snacks has been served.



LEARNINGS

- The food is liked by the customers as it is healthier and at lesser cost.
- As we had taken the feedback we came to know that the customers need more varieties of food and fruits.
- The food provides them good health and betterment in studies.



FINANCIALS

<u>PROJECTED COST/MONTH</u>	45k-47k(Raw material cost) + 4.5k-5k(fruits and vegetables for those who need only the raw materials not the food) + 80k (salary to workers) Transportation cost = 13.5k-14k Total = 1.45 lakh/month For one year = 17.5 lakh (approx.)
<u>SALES/MONTH</u>	150 packets/day= 4500 packets/month Fruits and vegetable customers = averagely 5/day
<u>REVENUE/MONTH</u>	Rs.(4500x50)+(50x5x30)= Rs.2.32lakh/month Rs.(2.32x12)= Rs.28 lakh/year (approx.)
<u>PROFIT/MONTH</u>	Rs.(232000-145000)= Rs.87000/month Rs.(87000x12)= Rs. 10.44 lakh/year

- Revenue from fruits and vegetables will not be included in the food.
- Selling food items to other health conscious people will add a number of customers.
- We got financial help from our family for our business startups.

MARKETING AND SALES



- **Present Your Brand** – Monumental food delivery service.
- **Positioning Statement** – *“Eat healthy, be healthy”*.
- **List The Channels You Have Selected To Promote Your PV** – Whatsapp, facebook, mouth publicity and social media.
- **Present Your Sales Plan And Sales Pitch** – We have decided to provide the best products to the customers at lower costs than others. As we are at early stage of business so we are now delivering 30 tiffins /day and 900 tiffins /month.

CUSTOMER REVIEWS



Made me remember my home 🥰

11:26 am

Thanks buddy 😊

11:27 am ✓✓

Very much satisfied with the service.

11:51 am

Great 👍

11:52 am ✓✓

The snacks in the breakfast made me feel great.

11:29 am



11:30 am ✓✓

Fully satisfied by the quality, but some extra things like pickle and salad should be included.

11:50 am

Definitely 👍

11:51 am ✓✓

Plz develop the app as soon as possible, other things are great 🙌

11:53 am

Definitely, we are working on it

11:54 am ✓✓

Delivery service is excellent, keep it up. Great service

11:44 am

Thanks dude

11:45 am ✓✓

As i wake up my breakfast is ready, great job dude.

11:32 am

Thanks bro

11:32 am ✓✓

SALES PITCH

Do you know that the food you are eating is healthy or not?

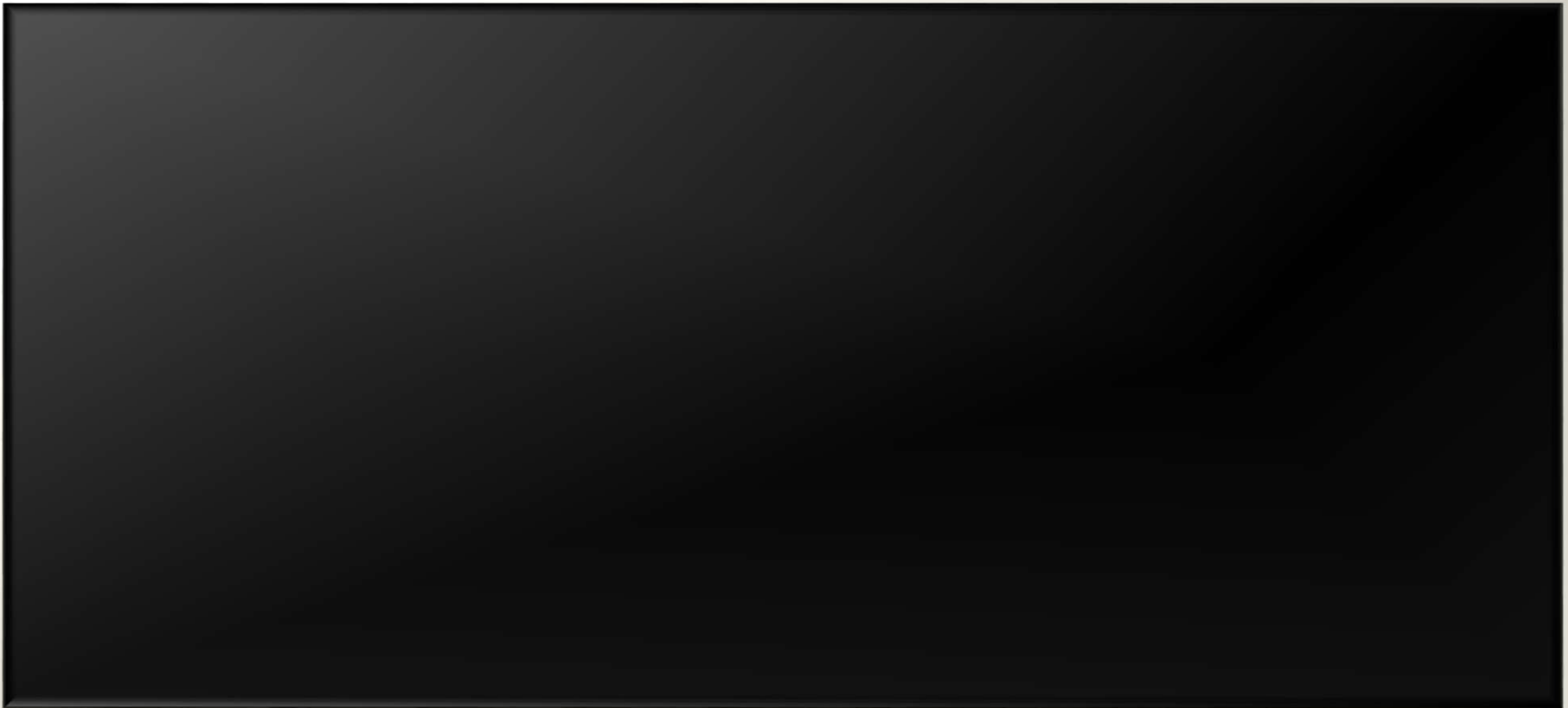
Don't you feel the need of a service that provides healthier and tastier food just like home made food ?

Our food will provide you all that you want and need. It will provide all the essential nutrients to keep you healthy, energetic and productive.

Pitch video



<https://drive.google.com/file/d/1j1QyyBmCYYZhTwFaBUz11JTU87qB-x4k/view?usp=sharing>



TEAM COMMITMENT

- Being CEO, REETIKA can handle all the members of the team very calmly and supports every team member, listening to everyone's point of views and ideas and then accordingly takes the decision.
- CFO has mutual understanding related to all financial concepts and handles all the finance related to our venture very approximately without any error in calculating the expenses and makes the company to earn profit greatly and this all is handled by PRAKASH.
- CMO interacts with the people and does marketing of the product and sees that all the customer are ready to take and should be in touch with the company, this is being well handled by our member NIRAJ.
- **All the team members wish to take this venture forward.**

The slide features abstract green geometric shapes. On the left is a tall, narrow green triangle pointing downwards. On the right is a large, complex green polygon with multiple overlapping layers of different shades of green. A thin grey line extends from the bottom left towards the right side of the slide.

**THANK
YOU**