**Roshan Pulipravattathu Shib, Julian De Leon, Afi Ali, Ricky Duong, Bryan Caron**

9 Steps For Writing a Business Plan –

Step 1 - Define your vision

* Create a fast and efficient food service
* Hygienic environment

Step 2 - Set your goals and objectives for the business

* Low cost, affordable quality food
* Provide a family friendly experience
* Quality customer service

Step 3 - Define your Unique Selling Proposition

* Cost efficient value menu
* Worldwide company   
  (ex: well known for their big-mac)

Step 4 - Know your market

* Burger king
* 5 Guys Burgers and fries
* Dairy Queen
* Wendy’s

Step 5 - Know your customer

* Fast and efficient service
* Quality product, and consistency

Step 6 - Research the demand for your business

* Caters to people with busy schedules
* Quick and efficient meals

Step 7 - Set your marketing goals

* Promote meals for children
* Promote a healthier alternative

Step 8 - Define your marketing strategy

* Get the healthier options to serve
* Continue to stay on trends to stay relevant