



# International Delights

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CULTURE MEETS CONVENIENCE

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# Executive Summary

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Variety

Experience



# Description

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Casual



Convenient



Culture



# Objectives

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Quality Selection

Satisfaction

Unforgettable



# Business Strategies

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1 Community

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2 Improvement

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3 Expansion

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# Products/Services

Meals

Unique Groceries

Celebrations

Experience



# Marketing Strategies

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Target Market

Local Avenues

Social Media Sites



# Management

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## Biswash.B

- Owner
- Manager
- Front of House



## Employees

- Chefs
- Servers
- Drivers

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# Financials

## Revenue

Product Sales	\$36,000.00
\$1200 a Day Average (28 days)	
Total Revenue	\$36,000.00



## Expenses

Start Up Loan	\$831.90	*based on 150,000 loan for 20 years at 3.0%
Credit Card for Long Term Asset Purchases	\$1,000.00	
Insurance	\$200.00	
Purchase of Product	\$8,000.00	
Payroll	\$10,000.00	
Payroll Tax	\$2,000.00	
Sales Tax	\$2,160.00	
Rent/Lease	\$8,000.00	
Utilities	\$2,000.00	
Advertising including Website	\$500.00	
Accounting/Legal Fees	\$500.00	
Miscellaneous	\$500.00	
<b>Total Expenses</b>		<b>\$35,691.90</b>
<b>Net Investment</b>		<b>\$308.10</b>

AMOUNT OF LOAN NEEDED

**\$35,691.90**

**\$107,075.70**

Three Months of Expenses

Initial Furniture/Supplies Purchase

**\$42,800.00**

TOTAL LOAN NEEDED

**\$149,875.70**



# SWOT



# Thank You!

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Questions?



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