**BUSINESS DESCRIPTION**

**1.1 Business Opportunity**

High demand for food delivery: With more and more people choosing to stay at hostels and order in, there is a growing demand for food delivery services. A food ordering and delivery business can tap into this market and provide convenient, hassle-free food delivery services to customers.

Increasing popularity of ordering: Many customers prefer to order food and this trend is only growing. Therefore food ordering and delivery business can cater to this growing segment of the market.

Offering a variety of food options: By offering a wide variety of food options, such as healthy meal options, vegetarian or vegan options, and gluten-free options, a food selling and delivery business can appeal to a wider range of customers.

Targeting specific niche markets: Another opportunity for a food ordering and delivery business is to target specific niche markets, such as catering to busy professionals and students. By understanding the needs and preferences of these specific markets, a business can tailor its offerings and marketing strategies accordingly.

Partnering with local restaurants: A food selling and delivery business can also partner with local restaurants to offer their food for delivery. This can be a win-win situation for both the business and the restaurants, as it can increase their exposure and customer base.

**1.1.1 Mission Statement**

The mission of a food ordering and delivery business is to meet the needs of busy, time-constrained customers who want access to healthy and tasty food options without having to leave their hostels, homes or offices.

**1.1.2 Vision Statement**

Our vision is to become the leading food delivery service in our institute, known for our commitment to exceptional quality, sustainability, and customer service. We aim to revolutionize the way people think about food delivery by offering a wide variety of healthy, delicious, and locally sourced options, while reducing our environmental impact through the use of eco-friendly packaging and sustainable sourcing practices. We strive to create a positive impact on the communities we serve by supporting local businesses, providing employment opportunities, and giving back through charitable initiatives.

**1.2Objectives/Goals of the business**

The objectives or goals of a food selling and delivery business are specific, measurable targets that the company sets for itself in order to achieve its vision and mission. Here are objectives or goals for a food ordering and delivery business:

Increase revenue: One objective of a food ordering and delivery business is to increase revenue by a certain percentage over the next year. This could be achieved through a combination of increasing the number of orders, raising prices slightly, or expanding the menu to include higher-priced items.

Expand the customer base: Another objective could be to expand the customer base by a certain percentage over the next year. This could be achieved through targeted marketing campaigns, word-of-mouth referrals, or offering promotions to new customers.

Improve delivery times: A goal for the food ordering and delivery business is to improve delivery times by a certain amount. This could be achieved by optimizing delivery routes, investing in more efficient vehicles, or hiring additional delivery staff.

Increase the variety of menu options: Another objective could be to increase the variety of menu options offered to customers. This could be achieved by introducing new menu items.

Improve customer satisfaction: A goal for the food selling and delivery business is to improve customer satisfaction ratings. This could be achieved by soliciting feedback from customers and using that feedback to make improvements to the ordering and delivery process, as well as the quality of the food and customer service.**1.3Products and Location of the business**

**Products:**

The menu include a variety of food options that are appealing, healthy, and cater to different dietary restrictions and preferences. For instance there will foods like pilau, birian, chips, chicken, rice, vegetables, fruits, meat, fish and so on.

**Location:**

The business will be located inside the institute(NATIONAL INSTITUTE OF TRANSPORT) so as to capture target market and will be easy accessed, also there will be suitable parking space.

**1.4Micro and macro environmental analysis**

**i) micro environmental analysis**

Here are some key components of a micro-environmental analysis for a food ordering and delivery business:

**i) Customers:** The targeted market is students and some staff who staying in the campus and those who living in.

**ii) Competitors**: The business has competitors especially outside the campus as the main competitors are people who selling and delivering chips as they used to conduct delivery many times.

**iii) Suppliers:** The quality and availability of ingredients and supplies can impact the ability of a food ordering and delivery business to operate effectively. There is strong relationships with reliable suppliers to ensure consistency in the quality of the products offered.

**ii) macro environmental analysis**

**i) Economic factors:** The business analyze the overall economic conditions, such as GDP growth, inflation, and unemployment rates, that may affect consumer spending and demand for food delivery services.

**ii) Social and cultural factors:** The business consider social and cultural trends, such as changing demographics, lifestyle preferences, and health and wellness concerns, that may impact consumer behavior and preferences for certain types of foods and delivery options.

**iii) Technological factors:** The business can assess the impact of technology on the food delivery such as mobile ordering and delivery tracking, and stay up-to-date with technological advancements that may impact its operations.

**iv) Environmental factors:** The business is aware of environmental concerns and regulations related to food production and delivery, such as waste reduction and packaging.

**v) Political and legal factors:** The business consider the impact of political and legal factors, such as taxes, trade agreements, and food safety regulations, that can impact its operations and cost structure.

**1.5 Capitalization and ownership**

**i) Capitalization**

Capitalization refers to the way a business is financed, which includes both debt and equity. The food ordering and delivery business requires capital investment for kitchen equipment, vehicles, marketing, and other startup costs. The business will cost 7Million shillings as the whole startup cost. The business will obtain finance from Stellah Raphael as cashier, Sarah Tito and Francis as members of the business.

**SOURCE OF FUND**

|  |  |
| --- | --- |
| Name | Amount |
| STELLAH RAPHAEL | 3,000,000 |
| SARAH TITO | 2,000,000 |
| FRANCIS | 2,000,000 |

**ii) Ownership**

The food ordering and delivery business is partnership type of business that contains ten people. Stellah Raphael as a cashier who is able to make sure all financial stuff will be budgeted well so as to generate business and ensure development of the business as well. Ngoswe as Manager who is able to manage the business and achieve our goals, Sarah Tito as Chief Director and the other 7 members.