1. **Executive Summary**

Food ordering and delivery service at the National Institute of Transport(NIT) campus located at Mabibo its where this restaurant will serve. This will serve students and other staff members who are likely to be at the campus during the night.

The NIT food deliver will be under the partnership form of organization. The whole organization will be supervised by the manager. There will be the Cashier, Chef director and the order receiver. The chef director has to take control of other chefs during their operations.

The targeted market are the NIT students and other staff members who are likely to spend their night at the campus. There will be heavy and light foods also drinks as well as fruits will be available. This includes fried chips, rice, ugali, soup, mtori, biriani, chapati, samosa, drinks as fruit juice, smoothies, soda and other beverages. The canteen will offer modern cuisine as well as traditional food for those who prefer such type of meals.

The cost of food will be proportional to the cost of preparation, but it is not necessary that an increase in demand for a particular food item will result in an increase in price. In the future, we believe that the value of the menu will depend more on the prices of the food items. To us “Customer is a King”.

The food delivery service will operate within the campus only, and will be open for business for 30 days per month. The maximum budget to be spend on this canteen is 7,000,000/=

# **1.1 Objectives**

* To expand food services to students and other non-student staff.
* To eliminate and reduce number of students going out of the campus searching for food.
* To produce high quality and health food for students and other staff for their safety.

# **1.2 Mission**

Our main goal is to serve quality and healthier food during the night inside the National Institute of Transport (NIT) campus from 19:00 to 23:00.

Our main focus will be on food ordering and delivering service.

# **1.3 Keys to Success**

To succeed in this business we must:

* Create a unique, innovative, entertaining menu that will differentiate us from the afternoon menu.
* Sell the highest quality food, as well as keeping the customers happy with all of our product categories from food to store merchandising.
* Food delivery into hostels has to be in appropriate time and in good quality.
* Provide 100% satisfaction to our customers and maintaining the level of excellent services among other competitors.
* Encourage the three most important values of food business: brand, image and healthy eating.