**CHAPTER 2**

**MARKETING PLAN**

NIT Food ordering and delivery

The nit food ordering and delivery provides High-Quality foods which aim to be number one choice to their customers. The firm involves in cooking of different types of food like rice with meats, beans, vegetables, Ugali and makange. This products are prepared under high hygiene procedures and processes directly with the use of latest cooking equipment’s. Also the firm provides free delivery services for customers near the NIT, to create good relationship with their customers. Product will be package in a good package so as to make customer more motivated to buy our product.

According to the recent data collected show that there is high demand of food during night hours around the nit especially to the student living in the hostel.

The size of target market of food ordering and delivery is high as there is so many student who have to go outside during night searching for food so the trends of target customers are increasing as well as demand from them are also improved daily. The customers prefer quality products and services but regarding to the changing of their income.

TARGETED MARKET

The targeted market are the student and the staffs and non dtaff members who work until the night hours. The workers and student from universities are the main potential people who demand for the product.

**Promotional budget**

The business promotion budget will be around 20,000/= which will be used when promoting this services where all class representors will be given information and they have to announce them during class hours so that every students, hostel dwellers and others near nit will hav access to those information. Also to staff and non staff members will be given published sheet which contain briefly explanation about aour services and time for providing services.

**Pricing**

Cost based price, is the strategic price that will be used as we look on covering our associated cost of production and bring normal profits which will not harm our customers.

**Distribution channels**

Direct sales for those who come direct to the area of production and deriveries which is done by suppliers to the people who place order to our product.

**Twelve months sales forecast**

The projection of twelve months for the nit food night food ordering and delivery is **Tsh. 15,000,000/=**

**Problems solved by the company**

The Nit Night Food Ordering and Delivey is aiming to provide the following solutions to the society;

**High price**; the business is aiming to solve the problem by providing food at affordable price.

**Poor customer care**; Nit food ordering and delivery will ensure good customer care to every customer and satisfy their needs as they expected.

**Competitive advantage of the company**

The nit fpod ordering and delivery will decided to create a very unique operating environment that will be competitive to other firm near nit.

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**Product/services features**

Nit food services products are produced in high quality, good taste, delicious and attractive as well as good packaging and safe delivery to the customers which will ensure good satisfaction.

**Target customers**

Targeted customers are nit students, staff and non-staff members and other people from outside near the nit.

**Key competitors**

Competitors to the nit night food ordering and delivery are chips sellers who tend to provide same product to the student and people around nit, also mama ntilies near nit.