3.0 PRODUCT

3.1 Product Description

The food that will be available in our canteen will be of two types, whereby there will be modern cuisine as well as traditional food for those who prefer such type of meals. The foods that will be available in our canteen include:

* Rice
* Ugali (maize meal)
* Mtori (a traditional East African dish made with plantains and beef or pork)
* Biriani (an Indian-inspired rice dish with spices and meat or vegetables)

3.2 Competitive Comparison

NIT Food has more advantages compared to others, and here are some examples:

* Our packages for customers who place orders will not only be attractive, but also better compared to other staff packages.
* For some foods, we will prepare them according to the user group if they request to have them in our canteen.
* Our food prices will be more affordable compared to other sellers, especially for those who place orders and need them delivered.
* Our promotional offers will be more supportive, such that if one person places five orders alone, they will receive a full package of rice and meat for free.
* Our uniqueness will be determined by the quality of our customer care and the place itself.

3.3 Sales Literature

Our canteen will also use various methods to reach a larger audience through advertisements that we will place in different locations. For example:

* A video advertisement showcasing the products available in our canteen, their prices and the days they are available.
* Sidebar advertisements on the college notice board and social media accounts to reach the targeted audience more quickly.

3.4 Sourcing

We will source our food from big stores located near the college, such as [insert store names], which will provide us with all the necessary cooking ingredients. For beverages, we will be sourcing them from Coca-Cola and Pepsi, as well as water from Kilimanjaro and Hill Water companies, in order to meet the needs and goals of our customers.

And every item that enters our store will be documented and verified by both parties (the supplier and the receiver) before handing over the document.

3.5 Sales Programs

Every new menu launch at our canteen will have its own way of promotion to reach as many people as possible and to understand the true meaning of the new menu that has been added. Some of the methods we will use include:

3.5.1 Grand and new opening

Every time there is a new menu launch, there will be an indoor opening for the staff first to understand the menu so that it will be easy for you and the customer as well.

3.5.2 Remember our Customer

Through this way, we will also give an opportunity to our loyal customers to launch the new menu by inviting them to the event or giving them free products as a way of recognizing their contribution to us at all times

3.5.3 New launch with 20% reduction

We will also use videos and pictures to advertise each new menu item. During menu launches, there will be discounted prices for the new menu items as well as some of the regular items available every day.

3.5.4 Banners

Posting on social media accounts of the canteen and the college to inform students and staff about the new menu

3.6 Future Products

Currently, we are mainly focused on selling foods that our customers already love and can come to eat anytime. While we continue to grow, we also plan to expand our offerings in the future. We aim to have a canteen where a person can come and request a particular ingredient and prepare it on their own stove located in the middle of the canteen.

3.6.1 Value Meal

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