|  |  |
| --- | --- |
| DATE | 03/11/2023 |
| TEAM ID | NM2023TMID03731 |
| PROJECT NAME | Building A Website Using Canva |

PROPOSED SOLUTION : Building A Website(Biryani spot)

**1.Novelty of the Idea:**

**Unique Biryani Variations:**

Our biryani shop distinguishes itself by offering a range of biryani variations that are not commonly found in the local market. This includes in styles of Hyderabadi, Spicy Tamilnadu, Malabar and Mughal style biryanis. we providing customers with a novel culinary experience.

**Secret Family Recipe**: Our flagship dish incorporates a secret family recipe passed down through generations, ensuring a truly distinctive and authentic taste that sets us apart.

**Sustainable Practices**: We take pride in our commitment to sustainability by sourcing local and organic ingredients, reducing food waste, and implementing eco-friendly packaging solutions, making us a trailblazer in sustainable dining

**2. Feasibility of Idea:**

**Market Research:**

Extensive market research has been conducted to identify a strong demand for biryani in our target market. The research indicates that there is a gap for unique and high-quality biryani offerings.

Competitive analysis has shown that while there are biryani options available, none match the diversity and quality we offer, providing a feasible market for our business.

**Operational Plan:**

Our operational plan outlines our ability to efficiently source ingredients, prepare biryani dishes, manage staff, and maintain consistent quality.

We have secured a suitable location and have the required permits and licenses to operate legally.

**3. Business Model:**

**Revenue Streams:**

Our primary revenue streams include dine-in sales, takeout and delivery orders, and catering services for events and parties.

Additional income may be generated through merchandise sales, cooking classes, and food-related workshops.

**Pricing Strategy:**

We employ a competitive pricing strategy that reflects the value of our biryani dishes while remaining accessible to a broad customer base.

Special promotions, loyalty programs, and package deals for catering services are designed to attract and retain customers.

**4. Social Impact:**

Our biryani shop is committed to positively impacting the community and environment.

**Sustainability:**

We minimize our environmental footprint by implementing eco-friendly practices, such as waste reduction, sustainable sourcing, and reusable packaging.

We aim to educate our customers on sustainability and responsible dining practices.

**5. Scalability of Solution:**

The scalability of our biryani shop is built into the business model. We have designed processes that can be replicated, and we plan to expand to multiple locations in the region over the next five years.

Franchising is a potential avenue for growth, with a focus on maintaining the same quality, values, and sustainability standards across all locations.