MingCong Zhou

Chef Zau Inc.

1. Here are the costs to keep my company running per month. The total costs are: $ 311.5 = 144 + 57.5 + 110.

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| --- | --- | --- |
| Raw Material – Meat | Quantity | Price $ |
| Skinless chicken thigh (club size) | 2 | 25 \* 2 = 50 |
| Chicken wings (club size) | 2 | 23 \* 2 = 46 |
| Pork ribs (club size) | 3 | 16 \* 3 = 48 |
| Shrimp (Costco pack) | 1 | 26 |
| Total $ | **144** | |

|  |  |  |
| --- | --- | --- |
| Raw Material – Vegetable | Quantity | Price $ |
| Cabbage (1.50 - 1.70 kg, Sold in singles) | 3 | 3.5 \* 3 = 10.5 |
| Lettuce (6 per pack) | 2 | 6 \* 2 = 12 |
| Cauliflower (Sold in singles) | 2 | 6 \* 2 = 12 |
| Bell pepper (pack of three) | 8 | 4 \* 2 = 8 |
| King oyster mushroom (4 per pack) | 3 | 5 \* 3 = 15 |
| Total $ | **57.5** | |

|  |  |  |
| --- | --- | --- |
| Distribution | Quantity | Price $ |
| Packaging – paper lunch box | 100 pack | 110 |
| Total $ | **110** | |

<https://www.amazon.ca/White-Disposable-Kraft-Paper-Lunch/dp/B07KSQ8F6T/ref=sr_1_9?keywords=packaging+rice+boxes&qid=1548027063&sr=8-9>

1. We value our customer. Customer’s name contacts information and their allergies to specific food will be saved during their first-time purchase.

By tracking that basic information, we have a closer look at our customer. In addition, these will consolidate the relationship between customer and us, by referring to their name immediately. Most importantly, in their future purchase we are able to perform a better preparation and equip our tools faster.

The second data that i will track is the consumption of each ingredient after every performance period.

By grouping those data, we can generate each food's popularity, and help us making decision during future purchasing.

1. Furthermore, I will track social media data every month from Instagram, Facebook and etc. Because new things are lovely, and human's appetite is constantly changing. Therefore, change with the times is one of our requirements. I have been worked in Chinese Five Fortune Restaurant's kitchen for a year. I learned the processing of a restaurant by actually working in it.

By Comparing the restaurant outside and the new business that I just start in assignment one, I don't need to pay any penny on decoration and rent.

My product is not on call at any hour. We receive orders and deliver all of them in a specific time. Even though this might earn lesser compared to the way Uber-Eats or Just-Eat operate. However, we are more secure, we know how much material we need.

In addition, there is no anxiety from me to expand our business. My target population is the student. More specifically Chinese student. Chinese have their own social circle. Ninety percent of them using an app call WeChat. It is not hard to build a connection.

For all I know, most of my friends know very little about cooking. After tasting my food, they all suggest that I should start this business. Therefore, there is a lesser worry on the amount of customer.

Most importantly, I know the boss of two restaurants. They are friends of my parent. They can give me advise and help and also London is small, the place for purchasing is almost fixed.

Above all, at least that is not losing business.

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