

# **Business Plan**

## **Food Fiasco**

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# 1. EXECUTIVE SUMMARY

## 1.1. Product

Food Fiasco will entice youngsters to bring their friends and family with our innovative environment, fresh-cut Belgian fries, and selection of unique signature dipping sauces. Food Fiasco intends to cater to the bulk of teenagers and youngsters in city. We have chosen this group for several important reasons. It is our goal to be "the extraordinary fast food place" and we believe that the age group from 15 to 25 is the primary age where brand building efforts could take place. They are on limited or fixed incomes and seek a value/price relationship that will not stretch their budgets. Our secondary target is between the ages of 25 and 37, which are a heavy lounge/restaurant user group. They are more flexible in budgets and seek more than a value/price relationship.

## 1.2. Customers

We are targeting young citizens as our primary market. Orchard Road is the place to meet and hang out after school. Due to heavy extra-curricular activities among Singapore's youth, it is common for high schoolers to have lunch inside shopping malls, and not at home. They tend to flock to fast food joints inside shopping malls across Orchard Road. Our secondary market segment is the "Working Citizens." With so many shopping malls in the vicinity, Orchard Road is the haven for shoppers and job seekers alike. In the new Paragon Shopping Centre, there are more than 8,000 workers currently working as sales persons and boutique staff. There are more than 10 major shopping malls across Orchard Road, including Ngee Ann City, the biggest shopping mall in the nation, employing more than 50,000 workers.

## 1.3. What Drives Us

This plan is prepared to obtain a location for the initial launch of this concept. We plan to finance the costs with two investments of \$100,000 total, one at startup and the other at the beginning of the second year. We expect strong growth for all three years, and profitability beginning in the third year.

## **2. COMPANY DESCRIPTION**

### **2.1. Mission Statement**

To overcome the increasing demand for snack-type fast food, to be consumed while window shopping and walking around inside a shopping mall.

### **2.2. Principal Members**

Guy Fry and Sam Sauce have more than 10 years of experience in the food industry. Both are currently employed as Corporate Staff of Company A.

Sam Sauce holds an MBA degree from University V. A true entrepreneur by heart, his latest entrepreneurial project is a diamond store in the heart of Singapore.

Guy Fry holds a BA degree in Graphic Design from the Academy of Arts. His projects are widely varied from product design to brand development of several reputable companies.

Harry Hip holds a MS degree from Institute Y. He completed several projects and served as project manager for multi-national companies in Singapore.

Carl Cone holds a BS degree from University Z, majoring in Management and Information Technology. Prior to his return to Singapore, he has held several management positions in a U.S.-based IT company.

### **2.3. Legal Structure**

Food Fiasco is a privately held company. It will be registered as a Limited company, with ownership 25% – Guy Fry, 25% – Sam Sauce, 25% – Carl Cone, 25% – Harry Hip.

## **3. MARKET RESEARCH**

### **3.1. Industry**

Food is an essential part of our lives, which is why the way it is grown, processed and transported is worth understanding and improving. Broadly, the food industry comprises a complex network of activities pertaining to the supply, consumption, and catering of food products and services across the world.

### **3.2. Customers**

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### **3.3. Competitors**

Our main competitors in this segment are any food outlets within the 300 meter radius along the Orchard Road. In our location, there are Tori-Q, Pizza Walker, Starbucks, Bread Talk, and Rotiboy.

### **3.4. Competitive Advantage**

Our customers will have the total experience when visiting our outlet(s) and website as they will learn about this fascinating new "pop culture." We will sell merchandise from pre-packaged sauces and t-shirts, to potato cutters, all with our official brand attached to them.

### **3.5. Regulations**

- Tax Code
- Employment Code
- Labour Code

## **4. PRODUCT/SERVICE LINE**

### **4.1. Product or Service**

Food Service

### **4.2. Pricing Structure**

Initially price will be less to drive more customers

### **4.3. Product/Service Life Cycle**

Funding

### **4.4. Intellectual Property Rights**

- Trade Secrets.
- Trademarks.
- Copyrights
- Patents.

### **4.5. Research & Development**

Providing free food and getting customers review