



VISION	MISSION
<ul style="list-style-type: none"> • AIM FOR EXCELLENCE AT BEING THE BEST, CONSISTENT AND MOST RELIABLE ONLINE FOOD DELIVERY SERVICES IN THE MUNICIPALITY. • WIDE SPREAD OFFERING OF PROMPT DELIVERY, HYGEINIC AND A LATE NIGHTS NEEDS PERTAINING HUNGER. 	<ul style="list-style-type: none"> • TO BE THE BEST FOOD DELIVERY SERVICE IN SOUTHERN LEYTE, DELIVERING GREAT FOOD AND AFFORDABLE PRICES ; ON TIME

OUR MANAGEMENT TEAM		
NAME	ROLE	RELEVANT EXPERIENCE
ROBERT JAY I. RAMADA	CO-OWNER	TEAM LEADER DURING WORK IMMERSION
APREAL CLAIRE C. PATUAL	CO-OWNER	WORKS AT INTERNET CAFE
ERICA B. CABRERA	CO-OWNER	ONLINE SELLER
CATHERINE SULAYAD	CO-OWNER	WORKS AT PRINTING PRESS
ELIZABETH CADAPOS	CO-OWNER	CASHIER IN THEIR OWN STORE

BUSINESS IDENTITY
AN ONLINE FOOD DELIVERY SERVICES, THAT ALLOWS USERS TO CONVENIENTLY DISCOVER FOOD AROUND THEIR NEIGHBORHOOD OR PLACES AND ORDER THE FOOD THEY LIKE ONLINE.

THE PROBLEM
EXPECTATION vs. REALITY GAP IN TERMS OF FOOD TASTES AND FOOD APPEARANCE.

OUR SOLUTION
FOOD SWIPE, ENSURES TO MEET ITS CUSTOMER EXPECTATION AND SATISFACTION.

UNIQUE VALUE PROPOSITION
<ul style="list-style-type: none"> • DELIVER FRESHLY COOKED FOOD • MINIMIZE THE TASK OF DECIDING WHAT TO EAT • HELPS IMPROVE SALES AND REVENUE OF PARTNERED RESTAURANT • LOW DATA USAGE MOBILE APPLICATION • ONLINE PAYMENT

TARGET CUSTOMERS

SEGMENT	CHARACTERISTICS	CHANNEL(S) TO REACH THEM
BUSY PROFESSIONALS	ONES WHO DO NOT HAVE TIME TO GO OUT FOR LUNCH OR OTHER MEALS	<ul style="list-style-type: none">FOOD SWIPE WEBSITEMOBILE APPLICATIONDELIVERY VEHICLES
NIGHT SHIFTEE EMPLOYEE	ONES WHO ARE WORKING LATE AND LOOKING FOR LATE NIGHT MEALS	
MUNICIPAL RESIDENCE	RESIDENCE OF HINUNANGAN, SO. LEYTE	

MARKETING ACTIVITIES

- SOCIAL MEDIA USAGE AND WEBSITES
- OFFER PROMO CODES AND VOUCHERS
- DECIDING AND LISTING MEAL OF THE DAY ON APP AND WEBSITE

COST STRUCTURE

MAIN RESOURCE/ACTIVITY	PURPOSE	COST
FUEL AND MOTORCYCLE MAINTENANCE	FOR DELIVERY	P 5,000.00
COMPUTER SOFTWARE AND UPGRADE	FOR BUSINESS OPERATION	P 2,000.00
ADVERTISEMENT COST	FOR PROMOTION	P 5,000.00
EMPLOYEES SALARIES	FOR EMPLOYEE SERVICES / LABOR	P 10,000.00
UTILITIES AND RENT	FOR BUSINESS BASIC NEEDS AND TEMPORARY USED OF PROPERTY	P 3,500.00
TAX AND LICENSE FEE	FOR LEGAL PAPERS AND TAXATION	P 5,000.00

REVENUE STREAMS

REVENUES STREAM	DESCRIPTION	PROJECTED AMOUNT
SALES FROM MEALS	REVENUE FROM SERVICE FEE AND SALES FROM MEALS	P 25,000.00
PAID PROMOTION FROM PARTNERED RESTAURANT	REVENUE FROM PARTNERSHIP FEE	P 25,000.00

TIMELINE OF MILESTONE

