

Marketing Management Project

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Introduction

- 58.5% of international students do not have home cooked food
- Authentic home cooked meal delivery service
- Asian and Indian Cuisines

Target Markets

- 20% of UTD students International
- Majority: Indian, Chinese, Taiwanese, Korean and Iranian.

Target:

- International students of UTD
- Chinese, Taiwanese and Indian Cuisines
- Future: SMU, University of Dallas and UT Arlington

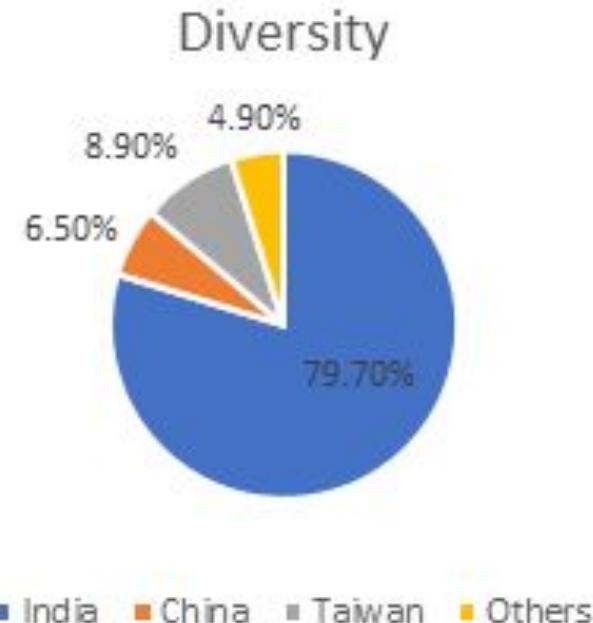


Figure 1: Nationality Data from survey

SWOT Analysis

S

- Fresh, healthy home cooked meals
- Affordable prices
- Home delivered meals
- No direct competitor
- Good market of students
- Weather alerts
- Customizable meals

O

- Food sector in Dallas grows by 2% every year
- New incoming international students
- Cater to student association events
- Expanding business to target more universities
- Party/ bulk orders

W

- Lack of experience in food service business
- Inability to negotiate meals from caterers at desired price
- Incurring losses in first quarter

T

- Indirect competitors like Grubhub, Doordash, UberEats, Swadeshi and Masala Wok.
- Unable to keep up with orders due to lack of staff
- Negative word of mouth is one meal is not up to standard
- Adverse weather conditions may hinder delivery/ damage food quality.



Marketing Objectives

For the first quarter:

- Obtain 240 new customers and 43 repeated customers.
- 1000+ likes and 500 followers from Facebook, Twitter, Instagram and Snapchat.
- 40 customers to send referral codes.
- 995 meals to be sold, including 681 Indian and 314 Chinese.

By the end of third quarter:

- We aim to have sell 3413 meals , including 2349 Indian and 1064 Chinese
- Target revenue is \$65700

4 P's

Product

- Free delivery of food prepared by authentic Indian, Chinese or Taiwanese caterers who can replicate the real taste of the home country food here in U.S.A.

Place

- The first location : Plinth at University of Texas at Dallas
- The next location : Dedman center at Southern Methodist University
- The third and final pick up location : William A. Blakely at University of Dallas

4 P's

Price

- Chinese/ Taiwanese food is \$8.99/ meal
- Indian food is \$7.99/ meal
- offer discounts to the employees if they opt for subscription plans

Promotion

- Free Dessert / once every week
- Special bonus coupons which can be redeemed on future orders.
- get 40% off on their first meal by creating an account on our website
- Festive Discounts
- - A weekly subscription, if the new customer buys a Monthly subscription
- - A free meal if the new customer buys a Weekly subscription

Promotional Advertisements

North India

Coupling at \$7.99

Extras

- Plain / Butter - \$2.5
- Chas - \$2
- (Indian Buttermilk)
- Samosa (2 pieces) - \$3
- Fried Spicy mixed vegetable filling covered with bread - \$4
- Onion / Potato / Chilli Pakode - \$4
- (Onion / Potato / Chilli fritters)

Chole Bhature
(Fried Bread with Spicy Chickpea Soup)

Panner / Chicken Butter Masala with Roti
(Cottage Cheese/ Chicken Spicy Gravy with Indian Flat Bread)

Panner / Chicken Tikka Masala with Roti
(Marinated Cottage Cheese/ Chicken Spicy Gravy with Indian Flat Bread)

Panner / Chicken Biryani with Kaita
(Spicy Cottage Cheese/ Chicken Mixed Rice with Curd Side Dish)

Aloo / Oobi Paratha with Achara and Kaita
(Flat Bread with Mashed Potato / Cauliflower filling along with Mango Pickle and Curd Side Dish)

THE chopstick TADKA

INDIAN . CHINESE . TAIWANESE

Idli With Sambar and Coconut Chutney
(Steamed Idli Served with Lentil Soup and Coconut Sauce)

Dosa with Sambar and Coconut Chutney
(Rice pancakes with Lentil Soup and Coconut Sauce)

Pongal with Tomato/Coconut Chutney
(Rice porridge with Tomato / Coconut Sauce)

Curd Rice
(Rice mixed with curd and tempering)

Bisi bele Bhath with Papad
(Spicy Lentil Rice with Indian Wafer)

Extras (contd.)

- Small Pouches Of Puffed Kleo, Vegetables And Sauces)
- Seypuri - \$4
- (Small Flat Breads loaded with Potato, Vegetables and Sauces)
- Koti Dough - \$5
(approx. 1 lbs/ 4.5kg)
- Idli / Dosa Batter - \$7
(approx. 2.2lbs/ 1 kg)

South India

Order Now tct.com

Coupling at \$9.99

Braised Pork rice 油肉飯
(pork belly, wine, garlic, fried shallot, water soy sauce, wine, fried shallot, rock sugar and five spices powder)

Rice with Pork chop 骨排飯
(pork chop, small baby carrots, shredded white onion, garlic, pepper, five spices powder, soy sauce, sugar, rice flour, sesame seeds)

Rice with Chicken rice 雞腿飯
(boneless chicken leg, onion, rice wine, Japanese style barbecue meat sauce)

Rice with Stir-Fried Beef 牛肉飯
(Beef tenderloin, carrot sliced, onion, garlic, beef broth, spinach, Chinese cooking wine, soy sauce)

Shrimp Fried Rice 蟹仁炒飯
(shrimps, salt, rice wine, and corn flour, onion, egg, pepper powder, bean)

THE chopstick TADKA

INDIAN . CHINESE . TAIWANESE

Rice with Braised Beef 紅燒牛肉
(beef meat, garlic, ginger, soy sauce, brown sugar, steamed egg, dried tangerine peel, bay leaves, whole white peppercorn, licorice root, sand ginger, beef fat, rock sugar, rock sugar, Shaoxing wine, dark soy sauce, salt)

Rice with Steamed Cod 清蒸鰐魚
(salmon steak, ginger, garlic, chili, shallot, rice wine, white pepper, soy sauce)

Rice with Black pepper steak 黑椒牛排飯
(steak, garlic, thyme, butter)

Options for side dish

- 蒜豆芽 (bean sprout) • 香腸 (sausage) • 油豆腐 (tofu)
- 蔬菜 (steamed egg) • 高麗菜 (cabbage)
- 炒花椰菜 (fried portobello) • 花椰菜 (cauliflower)
- 炒洋芹 (Chinese cabbage)
- 豆芽 (bean sprouts)

Options for staple food

- 鮭魚 (salmon) • 牛肉 (beef) • 羊肉 (lamb) • 雞肉 (chicken) • 魷魚 (squid) • 菜花 (cauliflower) • 炒米 (rice) • 炒麵 (noodles) • 白飯 (n) white rice

Options for sauce (+\$0.50)

- 日式味噌 (n) miso sauce
- 炒米 (rice) • 炒麵 (n) Fried rice/noodles
- 黑椒 (black pepper) • Sweet and sour sauce
- 超辣 (teriyaki) • Teryiyaki sauce

Chinese

Order Now tct.com

Taiwanese

Order Now tct.com

Promotional Advertisements

Indian Meal -
Monthly (30 Coupons)
\$24.00
\$165.99

Indian Meal -
Weekly (7 Coupons)
\$7.66
\$45.99

"Home comes closer to You, at even more affordable prices"

Save upto
30%
on Subscription

Chinese/Taiwanese -
Meal
Monthly (30 Coupons)
\$30.00
\$209.99

Chinese/Taiwanese -
Meal
Weekly (7 Coupons)
\$7.00
\$58.99

Order Now on TCT.com

TCT.COM
INDIAN • CHINESE • TAIWANESE

Exams?

"Don't Stress, Food!"

Order Now on

TCT.com

Food

Stress

TCT.COM
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A large black arrow points from a stack of four meal containers on the left to a young man sitting at a desk on the right, looking stressed.

Implementation (Quarterly)

Q1(Dec,Jan,Feb)

- First delivery by the end of December 18.
- Print brochures and flyers.
- Promotion of the business at plinth and among various Taiwanese and Chinese student associations for the recently admitted students.
- Evaluate the feedback for the quality of the food and take steps to improve our services.

Q2(march,April,May)

- Evaluate the success of the service in the market by calculating various profitability ratios.
- Establish a food mascot, target small kids and introduce kid meal options.
- Implementation of new additional food dishes.

Implementation (Quarterly)

Q3(June,July, Aug)

- Deploy and evaluate the website traffic by using google analytics and adobe analytics.
- Conduct customer satisfaction surveys with our previous students.
- Start promoting for New batch of Fall 19.

Q4(Sept,Oct,Nov)

- Partner with different local caterers to meet the growing demand.
- Implementation of a new exotic dish, advertise to current and future consumers.
- Set the business objectives for the next year.
- Capturing and increasing our target market by approaching universities.

Financial Projection and Revenue (Income Statements)

<u>Revenue</u>	
Indian	\$75195
Per Meal	\$38763
Subscription	\$36432
Chinese/Taiwanese	\$40308
Per Meal	\$23094
Subscription	\$17214
Total Revenue	\$115,503
<u>Costs</u>	
Payment to supplier	\$88143
Cost of delivery	\$800
Packaging	\$1,000
Insulated Bags	\$500
Total Cost	\$89,443
<u>Gross Profit</u>	
	\$25,060
Sales & promotion	\$4,000
Sponsorships	\$2,000
Complimentary gifts	\$1,000
Flyers, Menu & Misc.	\$1000
Income Before tax	\$21,060
Tax	\$3234
Net Income	\$17,826

Financial Projection and Revenue (Assumptions)

- Price for Indian Meal is \$7.99 and Chinese/Taiwanese is \$9.99
- Indian monthly subscriptions \$165.99 and weekly at \$45.99, Chinese/Taiwanese monthly subscription at \$209.99 and weekly at \$58.99
- First meal Indian \$4.99 and Chinese/Taiwanese \$5.99
- 20 new customer/ week for Indian and 10 new customer for Chinese/Taiwanese
- 1/5th would repeat the order
- 1/3rd and 1/4th would be subscriptions in Indian and Chinese/Taiwanese Meal respectively



INDIAN . CHINESE . TAIWANESE

Thank You

*Applause please

Evaluation and Control

- Evaluation at Monthly, Quarterly, and Yearly
- Sales evaluation every quarter
- Frequent feedback from repeat and subscribed customers
- Frequent feedback from non repeating customers
- Addressing Complaints

Appendix

Options	Converting in Numericals(a)	Frequency (f)	a*f
Once a week		1	44
Everyday		7	15
Weekends only		2	18
3 times or more a week		3	43
Total		13	314.00
No. of Meal in a day out of 120 (sum of a*f divided by sum of a)			24.15
Average no. of Times in total Span (sum of a*f divided by sum of f)			2.62

Options	Mid-value	Frequency	Average of All	Indian	Chinese/ Taiwanese	
\$5-\$10	7.5	77	577.5	68		7
\$10-\$15	12.5	32	400	22		8
\$15-\$20	17.5	5	87.5	1		2
\$20-\$25	22.5	3	67.5	1		1
Average Price			9.4	8.97		11.67

Month 4

Month 7

	New customer	20	4.99	99.8	10	5.99	59.9
Week 1	Repeating Customer	90	7.99	719.1	44	9.99	439.56
	New customer	20	4.99	99.8	10	5.99	59.9
Week 2	Repeating Customer	94	7.99	751.06	46	9.99	459.54
	New customer	20	4.99	99.8	10	5.99	59.9
Week 3	Repeating Customer	98	7.99	783.02	48	9.99	479.52

Total Cost	644	5	3220	312	6	1872	24	35	24	150	4440	9	42	9	180	1998	11530
Profit			1685.56			1084.88					647.52					422.82	3840.78
Month 11																	
New customer	20	4.99	99.8	10	5.99	59.9											
Week 1 Repeating Customer	150	7.99	1198.5	72	9.99	719.28											
New customer	20	4.99	99.8	10	5.99	59.9											
Week 2 Repeating Customer	154	7.99	1230.46	74	9.99	739.26											
New customer	20	4.99	99.8	10	5.99	59.9											
Week 3 Repeating Customer	158	7.99	1262.42	76	9.99	759.24											
New customer	20	4.99	99.8	10	5.99	59.9											
Week 4 Repeating Customer	162	7.99	1294.38	78	9.99	779.22	26	45.99	25	165.99	5345.49	10	58.99	10	209.99	2689.8	2689.8 16656.85
Total Revenue			5384.96			3236.6					5345.49						
Total Cost	704	5	3520	340	6	2040	26	35	25	150	4660	10	42	10	180	2220	12440
Profit			1864.96			1196.6					685.49					469.8	4216.85
Month 12																	
New customer	20	4.99	99.8	10	5.99	59.9											
Week 1 Repeating Customer	165	7.99	1318.35	79	9.99	789.21											
New customer	20	4.99	99.8	10	5.99	59.9											
Week 2 Repeating Customer	169	7.99	1350.31	81	9.99	809.19											
New customer	20	4.99	99.8	10	5.99	59.9											
Week 3 Repeating Customer	173	7.99	1382.27	83	9.99	829.17											
New customer	20	4.99	99.8	10	5.99	59.9											
Week 4 Repeating Customer	177	7.99	1414.23	85	9.99	849.15	29	45.99	28	165.99	5981.43	11	58.99	11	209.99	2958.78	2958.78 18320.89
Total Revenue			5864.36			3516.32					5981.43						
Total Cost	764	5	3820	368	6	2208	29	35	28	150	5215	11	42	11	180	2442	13685
Profit			2044.36			1308.32					766.43					516.78	4635.89
Quarter 4	2112		5594.88	1020		3589.8					2099.44					1409.4	12693.52
Q4 Rev.			16154.88			9709.8					16414.44					8069.4	50348.52
Yearly Profit	4088		38763.88		1988	23094.96					36432.54					17214.72	115506.1
																	27901.06