**Rice N’ Slice** is a startup pizza store business. The business introduces an innovation which it calls ‘rice crusted pizza’ as its main menu. It also sells refreshing drinks and beverages with its main menu.

Unlike traditional pizzas that use flour and yeast to make dough for its crust, Rice N’ Slice uses mixtures of eggs, cornstarch and cooked rice to make the crusts of its rice pizzas. Its rice crusted pizzas are topped and flavored with all-time favorite Filipino dishes including 4 initial flavors of pork adobo, bangus sisig, lechon kawali and pinoy style barbecue.

Rice crusted pizzas are sold as a whole or in slices. In addition, Rice N’ Slice provides its dine-in customers a cozy spot to eat rice crusted pizzas in its food house, and for customers taking out orders it offers rice crusted pizzas in neat boxes.

**MISSION STATEMENT**

“Rice N’ Slice’s mission is to delight and satisfy customers by offering satiating and delectable rice pizzas at an affordable price while maintaining its excellent quality.”

**VISION STATEMENT**

“Rice N’ Slice is committed to be recognized as the best pizza chain that sells the most delicious rice pizzas in the country, to establish branches all over the country, and eventually to be able to compete in the global stage, by showcasing its Filipino branded products.”

**OBJECTIVE OF THE BUSINESS**

1. To provide pizza loving customers healthier gluten-free rice pizzas
2. To promote the use of rice in making dough, breads and alike
3. To be able to compete globally