Proposal

Business Type: Food delivery and Food manufacture complex.

Overview: This business will focus on providing cheap and good quality daily meal plans for the general public. To serve 3 meals a day for our clients, our employees will start to cook and package meals in the morning at our disposal center. Then, the delivery department will send out the food by the delivery team before 5 pm. At the same time, the delivery team will also collect the tableware back. And this business model will adapt the Subscription system.

Why this service?

Our target clients are those people who don’t want to cook and cannot afford Uber every day. Our business model has huge advantages comparing with Uber. First, we control what our customers eat, this process will lower our manufacturing cost because we make 1000 the same kinds of foods for different 1000 people per day, which will cost much lower than making 1000 different foods for 1000 different people. Second, the company will control the future menu for customers either, which will also help us to cut costs because we control the menu, we control what we will, we control the food materials, then we will have more bargain power in the market. Last, this business model will use a subscription system, customers will need to pay for a week at least. This charging model will help us to maintain healthier finance.

Background: This is an Asian based company.

The need: For delivering our service properly, we need two systems such as a subscription service management system, and a delivery management system. Meanwhile, our business will need many local restaurant contractors, food suppliers, and a delivery team.

Objectives:

* Serving a good amount of various food within a month;
* Maintain a good amount of stable customer size;
* Expand the service from residents to schools and hospitals.

Is this a substantial project?

Yes, this is a substantial project. Because this project contains two critical systems which are online management systems and delivery systems, both systems are really popular now. Even if the project was not able to continue after the end of next semester. Our team can still benefit lots of experience from this project, which will help us in future employment.