

Big Bytes

Business Plan

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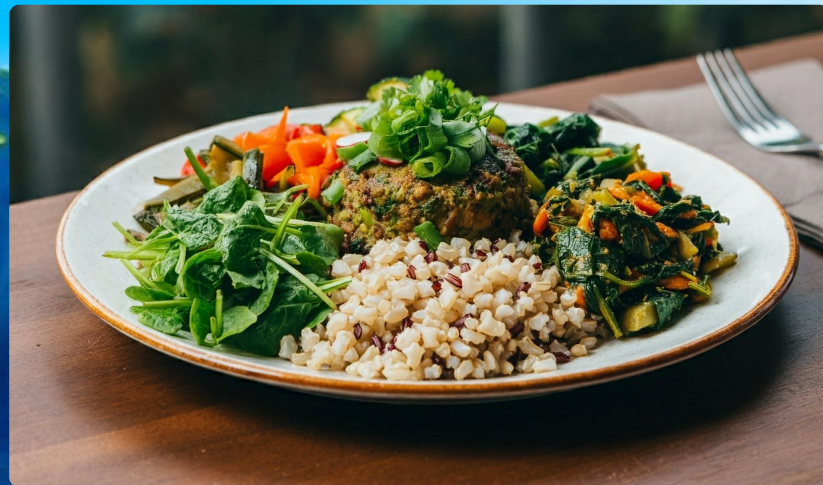
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Our Mission

"Big Bytes aims to reduce food waste by providing ecologically friendly, nutritious catering solutions for large organizations."



Target Market

Demographics: Large organizations, universities, eco-conscious businesses, and event planners in your region.

Consumer Behavior: Organizations that prioritize sustainability and are interested in reducing food waste while offering healthy, convenient meal options.

Industry Trends: Growing demand for sustainable catering in the food industry.





Our Product

Core Offering: Nutritious, pre-packaged meals tailored for large groups, sourced from local farmers to reduce carbon footprint.

Unique Selling Points: Locally sourced ingredients, eco-friendly packaging, customizable meal options.

Marketing Strategy

We will market by having our sales team contact different organizations through either their “contact us” page or through LinkedIn. We will then enable our sales team with information and data on the company inquisition.

Our branding will be promoted through a series of LinkedIn posts and catering activities at different events, such as conferences.



Financial Projections

Assuming that we spend a quarter setting up our contracts with suppliers, employees, and contracted organizations, the table to the right would be the resulting financial forecast.

We will turn a profit after a year of operations.

Quarter	Revenue	Cost of Goods	Gross Profit	Operating Expenses	Net Income
Q1Y1	0	0	0	5000	-5000
Q2Y1	10000	7000	3000	5000	-2000
Q3Y1	10000	7000	3000	5000	-2000
Q4Y1	12000	9000	3000	5000	-2000
Q1Y2	17000	10000	7000	5000	2000

Supply Chain Process

Source Ingredients

- Local farms and eco-friendly suppliers

Delivery

- Transported in reusable containers

Menu Planning

- Collaborate with clients to create tailored menus

Post-Event management

- Collect unused food for composting or donation

Food Preparation

- Prepared in eco-friendly kitchens

Hooray!

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