

Belgian Waffle Company

Business Plan Presentation

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Cervantes, Lujain Felemban**

Pitch Summary

- We are introducing the delicious Belgian liege waffles to Raleigh City for the first time!



Meet Our Team



John, CEO/COO



Lujain, CEO/CMO



Darren, CEO/COO



Jericho, CEO/CFO

Our Mentors and Advisors



**Prof Liz Meyer, Business Professor
and Seasonal Ski Instructor**

Problem & Solution

- What value do we deliver to our customer?
- Which one of our customer's problem are we helping to solve?
- What services are we offering?

Low Startup Cost

New Product

Quick Service

Mobile





Catering

Market Opportunity



Market size: \$645M

Target Market

-  **Families** 66% (\$412.3M)
-  **College Students** 17% (\$115.5M)
-  **Age Group 25-34** 12% (\$91.7M)
-  **Age Group 18-21** 4% (\$25.5M)

Competitors	How our solution is better
Direct competition	Faster; Authentic Belgium Waffles
Food Trucks	Lower operation costs; novelty product
Coffee Shops	Cheaper; novelty product
Pastry/Desert shop	Cheaper; novelty product
Catering services	Large volume; novelty product

Sales Strategy-Where We'll Be



Bar Strips



Concerts



Beaches



Events and Parks



Business Districts



Residential Neighborhoods



Sporting Events



Private Catering



Colleges

Key Resources & Activities



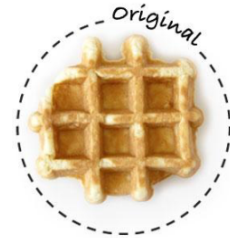
Flyers and Ads



Email Lists



Coupons



Free Samples



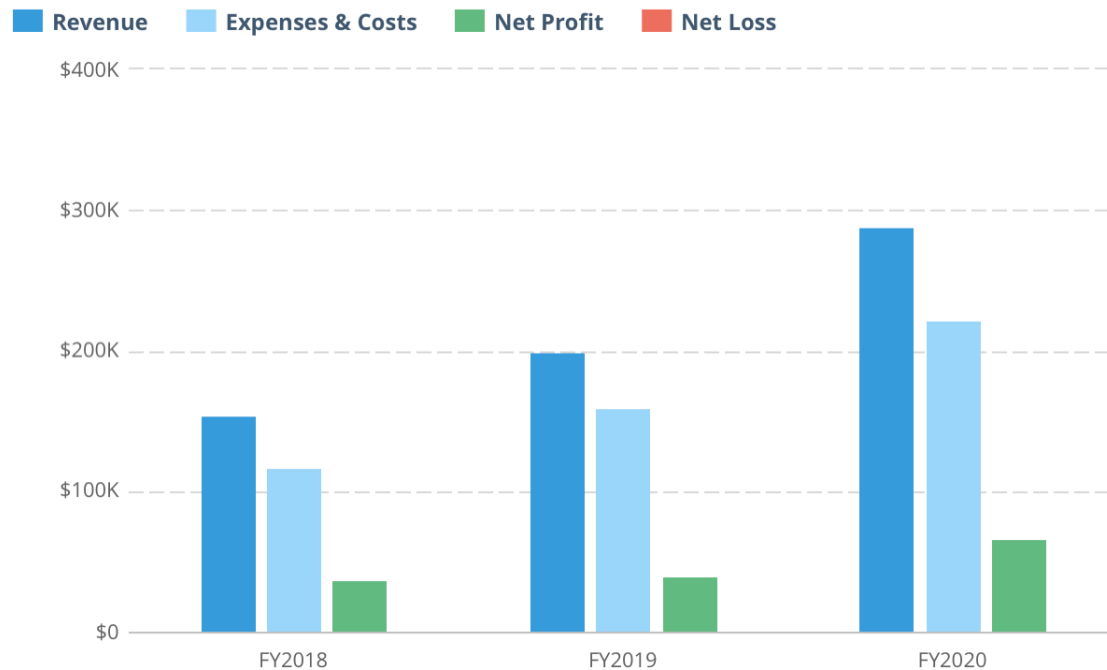
**Social
Media
Campaigns**

**Our
Personal
Website**

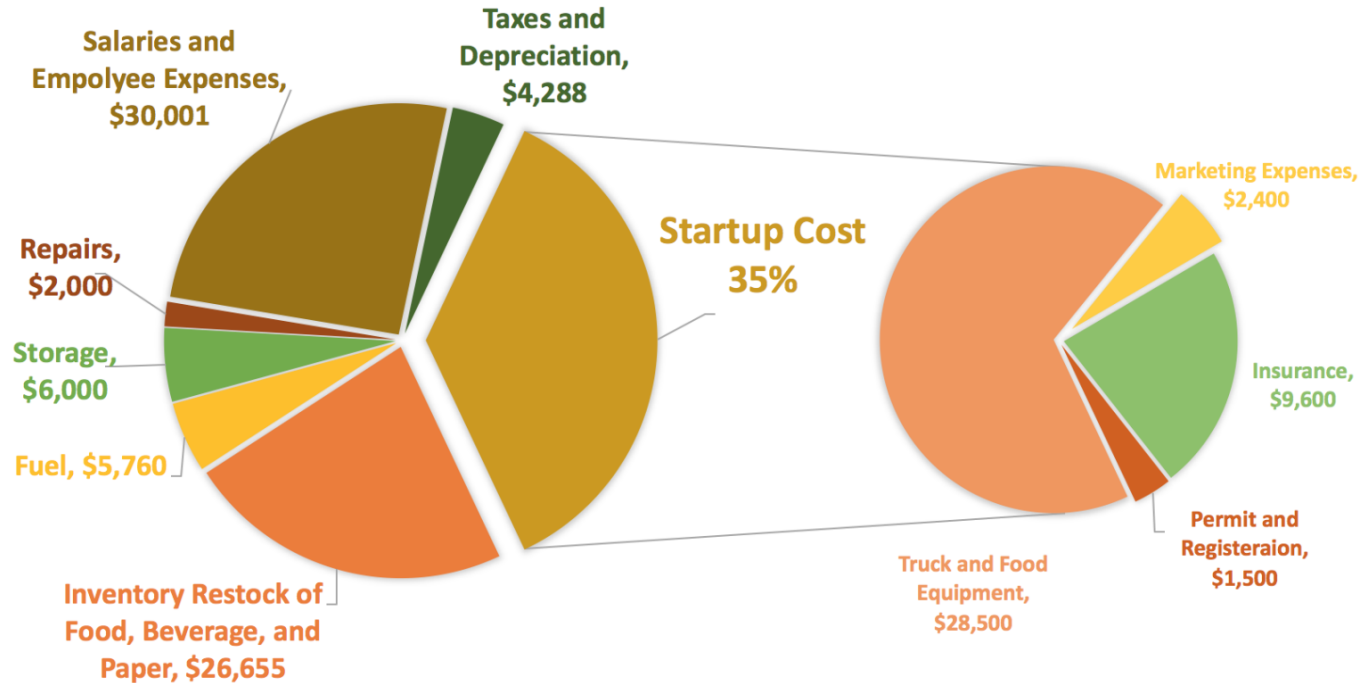
**Food
Services
Networks**



Financial Projections



Year 1 Expenses Breakdown



Conclusion

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