

Project Design Phase-I
Proposed Solution

Date	02 Nov 2023
Project Name	Creating a sponsored post for Instagram
Team ID	NM2023TMID05818

Proposed Solution:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	The problem Hunger Mania seeks to solve is the lack of variety and quality in burger offerings within the local food market. There's a demand for more diverse, high-quality, and customizable burger options that cater to varying tastes and dietary preferences.
2.	Idea / Solution description	Hunger Mania aims to provide a unique burger experience by offering a wide array of burger recipes that cater to various tastes and dietary requirements. The shop will focus on high-quality ingredients, allowing customers to customize their burgers to suit their preferences. Moreover, it will offer a blend of traditional and innovative recipes, providing an enticing culinary experience.
3.	Novelty / Uniqueness	The uniqueness of Hunger Mania lies in its extensive range of burger recipes and the option for customization. The shop will offer both classic and unconventional ingredients, allowing customers to create their own signature burgers. Additionally, the focus on high-quality, fresh ingredients and a dedication to taste innovation sets it apart in the market.
4.	Social Impact / Customer Satisfaction	The uniqueness of Hunger Mania lies in its extensive range of burger recipes and the option for customization. The shop will offer both classic and unconventional ingredients, allowing customers to create their own signature burgers. Additionally, the focus on high-quality, fresh ingredients and a dedication to taste innovation sets it apart in the market.

5.	Business Model (Revenue Model)	Hunger Mania's revenue model will be based on the sales of its customized burgers. It will also include potential revenue streams from add-ons, beverages, and sides. Implementing loyalty programs, meal deals, and online ordering options can further enhance the revenue model
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6.	Scalability of the Solution	Hunger Mania's concept can be easily scalable through various means. Franchising the business, expanding the menu offerings, introducing new locations, or even diversifying into related food concepts can contribute to its scalability. With the right operational and marketing strategies, it can grow and adapt to different market demands.