**🥧 Meat Pie Menu Proposal**

**Business Name: Tasty Grill**

**Date: 20/02/2025**

**Prepared By: ABC Company**

**1. Executive Summary**

This proposal outlines a curated menu of premium meat pies designed to appeal to a wide range of customers. Our offerings combine traditional flavors with innovative twists, using high-quality ingredients and artisanal baking techniques. The goal is to establish a signature meat pie line that enhances our brand identity and drives consistent sales.

**2. Objectives**

* Introduce a diverse selection of meat pies to suit varying tastes and dietary needs
* Maintain consistent quality and freshness across all offerings
* Increase customer retention through seasonal and limited-edition flavors
* Position our brand as a go-to destination for gourmet savory pastries

**3. Proposed Menu Items**

| **Meat Pie Variant** | **Description** | **Price (₦)** |
| --- | --- | --- |
| Classic Beef Pie | Tender minced beef, onions, and spices in golden crust | 800 |
| Spicy Chicken Pie | Shredded chicken, chili, and herbs for a fiery kick | 850 |
| Mushroom & Steak Pie | Chunky steak with sautéed mushrooms in rich gravy | 1,000 |
| Sausage & Cheese Pie | Savory sausage blend with melted cheddar | 900 |
| Vegetable & Minced Meat Pie | Mixed veggies and beef for a balanced bite | 850 |
| Mini Meat Pie (Party Pack) | Bite-sized versions for events and catering | 5,000 (12 pcs) |

**4. Production & Sourcing**

* All pies will be baked fresh daily using locally sourced ingredients
* Meat will be procured from certified suppliers to ensure hygiene and quality
* Packaging will be eco-friendly and suitable for takeaway and delivery

**5. Marketing Strategy**

* Launch campaign with free samples and combo deals
* Social media promotion with behind-the-scenes baking content
* Loyalty program for repeat customers
* Collaborations with food influencers and local events

**6. Financial Projection**

* Estimated monthly sales: ₦500,000 – ₦750,000
* Gross margin: 40–50%
* Break-even point: Within 3 months of launch
* Initial investment: ₦200,000 (equipment, ingredients, branding)

**7. Conclusion**

The Meat Pie Menu is a strategic addition to our product line, offering high demand, low waste, and strong profit margins. With the right execution, it will become a cornerstone of our brand and a favorite among customers.

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