

# Urban Spoonfo – Homey Taste

HPA Sadeesha  
KAHNDISM241F-017

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# Urban Spoonfo – Homey Taste

*Authentic Homemade Goodness, Delivered*

## 1. Executive Summary

Urban Spoonfo is a homemade food venture specializing in small-batch chili pastes, savory bites, fruit jams, sauces, and freshly cooked meals on an **order basis**. With a focus on natural ingredients, sustainable packaging, and personal customer care, Urban Spoonfo aims to serve busy, health-conscious individuals seeking both flavor and convenience. Starting with an investment of **LKR 20,000**, this business is designed to be cost-effective and scalable.

## 2. Vision Statement

“To become a trusted household name that brings flavor to busy lives.”

## 3. Mission Statement

We are committed to crafting natural, homemade food to help people enjoy quick and healthy meals without compromising taste or quality.

## 4. Core Values

- **Quality First** – Fresh, natural ingredients in every product
- **Convenience with Care** – Fast delivery with a homemade touch
- **Honesty and Transparency** – Clear labeling, no preservatives
- **Sustainability** – Eco-friendly packaging and practices
- **Customer Delight** – Personalized attention and feedback-driven improvement

## 5. SWOT Analysis

Opportunities	Threats
Rising demand for healthy, homemade food	High competition in homemade food space
Growth via delivery apps and retail partners	Ingredient price fluctuations
Weekly/seasonal menu variations for meal orders	Changing food safety regulations
Customer interest in sustainable businesses	Risk of product imitation by competitors
Opportunities	Threats
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## 6. Environmental Analysis

### Microenvironment

- **Customers:** Busy professionals, university students, people living abroad
- **Competitors:** Other small homemade food brands and vendors
- **Suppliers:** Local farmers and eco-friendly packaging suppliers
- **Distributors:** Self-delivery, PickMe Flash, Uber Eats, supermarkets

- **Partners:** Local grocery stores, packaging vendors, social media influencers

## Macro Environment

- **Economic:** Demand for affordable, high-quality, ready-to-eat food is increasing
- **Social:** Health-conscious consumers prefer homemade, preservative-free options
- **Environmental:** Consumers value sustainable packaging and green practices
- **Legal:** Must adhere to food safety, hygiene regulations, and product labeling standards

## 7. Target Market

- **Age Group:** 20–45 years
- **Lifestyle:** Urban, busy, health-focused
- **Income:** Middle to upper-middle class
- **Geographic Focus:** Initially local (expandable to city-wide via delivery apps)

## 8. Marketing Plan

### Product Offering

- Homemade:
  - Chili pastes
  - Savory bites
  - Jams
  - Sauces
  - **Fresh meals made to order** (e.g., lunch packs, rice & curry, pasta)

### Place (Distribution)

- Instagram, WhatsApp, and Facebook orders
- Direct home delivery and via delivery platforms (e.g., PickMe, Uber Eats)
- Retail availability at partner supermarkets and grocers

### Promotion

- Social media campaigns and influencer marketing
- First-time customer discounts and referral codes
- Weekly menus and limited-time flavors for repeat engagement
- Customer feedback and reviews to build brand credibility

## 9. Financial Feasibility

Category	Amount (LKR)
Initial Raw Materials & Ingredients	7,000
Packaging (Eco-friendly)	3,000
Cooking & Kitchen Supplies	2,500
Marketing (Social Media & Launch Offers)	3,000
Delivery & Transport	2,000
Miscellaneous / Contingency	2,500
<b>Total Initial Investment</b>	<b>20,000</b>

## 10. Conclusion

**Urban Spoonfo** is positioned to meet the rising demand for natural, healthy, and convenient food. With a modest investment and a strong commitment to quality and sustainability, the brand can build a loyal customer base and scale quickly. Its unique advantage of offering **freshly prepared meals on order** along with packaged homemade products sets it apart in a competitive market.