## SALADS & BOWLS

**Satyajit Ghana**

## Restaurant Concept

##### Restaurant Name & URL

**Salads & Bowls**

saladsandbowls.com

##### Food & drink

Customized Salads

**Customization**

***Carbs***

* Quinoa
* Oats
* Brown rice
* Mixed Pulses

***Proteins***

* Sweet Chili Salmon
* Steamed Chicken
* Grilled Chicken
* Roasted Beef

**Location**

Located at **Bangalore, Karnataka**.

**Delivery:** Island Wide

##### Main target audience

* Busy working folks

##### Cost

***₹₹- Moderate***

##### Elevator pitch

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***Warm add-ons***

* Baked Carrot
* Baked Broccoli
* Classic sweet Corn
* Fried Egg Plant
* Caramelized

***Cold add-ons***

* Boiled Eggs
* Sliced Beet root
* Mango Salads
* Egg Plant
* Spicy Tomatoes
* Cucumber

*“We provide Salads that is designed for your needs as one wholesome bowl. We offer a fruitful customization of our salads from healthy carbs, proteins and lovely vegetables with toppings & dressings that fulfills your*

*taste & health in your busy life. ”*

***Toppings***

* Coriander
* Lime Squeeze
* Avocado
* Roasted Garlic

***Dressings***

* Sesame sauces
* Balsamic
* Mustard
* Olive Oil

## Strategy

### Target Audience

The website will focus on the following target audiences:

**Roles** (groups of people with similar goals)

* *Managers (Busy at work, places order directly)*
* *Business Owners (Directly Placing the order)*
* *Office Admins (Placing order for others)*
* *Research Scientist (Needing a twist of healthy food at busy life)*
* *Marketing People (Placing food order directly)*

##### Demographics

* **Gender** – Men & Women
* **Occupations** – Managers, Marketing peoples,

Office admins, Business owners, University researchers

* **Education**- University and Higher
* **Age** – 25 to 65
* **Location** - Central Area, Singapore
* **Marital Status** – Married, Single

**Psychographics** (personality, values, attitudes, interests, lifestyles)

##### Personality & Attitudes:

* + Professional
  + Attention to detail
  + Healthy and Fit
  + Disciplined
  + Slow eater

##### Values:

* + Conservative
  + Health conscious
  + Keeps up Time
  + Efficient
  + Creative

##### Lifestyles:

* + Spends time with Family
  + Gym Lover
  + Social a ctivities ex: Run for cause
  + Regular Health checkups
  + Fashion Lover

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## Strategy

### User Needs

The website needs to enable the user to:

* **Find out if the restaurant delivers to their area**
* **Order food online**
* **Customize the Salad options available**
* **Provide a very good experience as the users will order using Mobile App**
* **Follow the order after it has been placed**
* **Pay for the order using Digi bank, Credit/ debit cards, Other Wallet services for a seam less ordering experience**

Client Needs

The website needs to enable the client to:

* **To sell food online that will be delivered**
* **Provide a system for order customization**
* **Communicate affordability**
* **Communicate healthy food**
* **Tell why Salads&Bowls provide a best customization of Salads for the users**

## User Personas



### Nikki Johnson (48) - The office assistant

* Office assistant
* Married with 2 kids
* Wants to maintain a healthy lifestyle
* Knows everyone in the office and is friends with most of them
* Always on her feet making sure things are going as they should.



### Jack Price (32) - HR manager

* HR manager
* Likes to organize events for the office
* Open minded to try new things
* Cycles to his work from home
* Has a wife and a daughter



### Michelle Moore (37) - Business owner

* Boss of her own small company
* Wants to impress potential clients during business meetings
* Lives in Rotterdam with her husband
* Busy and ambition to grow her new company
* Likes to organize team building activities