

## **NFW: No Food Wastage Restaurant**

NFW: No Food Wastage Restaurant is a restaurant where no food is wasted. It provides its customers with good service of food and the leftover food the customers could not finish is then packed to them to take home so that no food is wasted. The leftover food in the kitchen is served to needy one so that they could get warm and healthy food. Saying so our restaurant provides with warm and delicious healthy food. The food materials we buy is fresh. In order to ensure that no food is wasted we tend to buy the required materials for the dish in limited quantity so that it should not be discarded.

Our vision is to make sure that every food goes in the right direction and right place, keeping in mind that many people around the globe die with deprivation of food and many of them are in hands to mouth condition.

Our restaurant provides people with many new dishes and following the trends we also have a proper ambience to click pictures and make videos, reels, stories, or even snapchat in the generation of today's social media.

**NFW: No Food Wastage Restaurant** has the following features:

- **Location:** Our restaurant is located in Durbar Marg, the heart of Kathmandu with the good view of Narayanhiti Royal Palace Museum from the window as well as it is easily accessible from the road with provision of underground parking and also it is safe for everyone even at night time.
- **Tasty Food:** Our restaurant serves very delicious food. We serve different types of cuisine from our very own local cuisine, Indian cuisine, Chinese cuisine, Italian cuisine and our very own **NFW Special Snacks**. Once you visit our restaurant you will feel like visiting it over and over again.

- **Friendly Staffs:** Our staffs are very friendly and serve you the right food in right time. The interaction with the customers from the staffs is very affectionate. We will make you feel like you are eating food in your home served by your own mother.
- **Ambience:** The ambience of our restaurant is very soothing. The colors used in the wall are very bright and glow that makes your mood lighten up even you are down. The décor and furnishing we have used are very unique as well as comfortable for you to be in. the music we play give you fantastic vibes and you would like to be here frequently.
- **Reasonable cost:** The cost we take is very reasonable. We don't charge extra price for the complementary items we provide. Overall, people of any standard can visit our restaurant.
- **Hygiene and Cleanliness:** Our restaurant takes a deep interest in cleanliness and hygiene hence provide best quality food to its customer. The tables are cleaned and properly sanitized once the existing customers leave the table.

### **Benefits for Customers**

- **Left over foods are packed:** The food the customer leave uneaten are packed for them to take home which comes in our policy that no food should be wastage. This also makes utilization of 100% of what customers pays for.
- **Variety of food:** As we cook different types of cuisine it is up to them which food would they choose. It also gives them motivation to try out new cuisine and add to the list of the cuisine they have tried out.
- **We provide 50% discount very Friday:** There is discount offer every Friday of 50% so that customer can enjoy the food at half of cost very Friday. As our

motto of no food should be wasted, we have policy of grand food giveaway every Friday too.

- **Home Service:** We also have provision of home service. Anyone who does order through our online or through phone will delivered the food they desired at their home so that the time of the customer is not wasted.
- **Customers tend to have better communication with each other:** As our world is getting busier day by day due to advent of modern technology, people have forgot to have much communication. So, every Tuesday we have a game where a customer should interact with other and who can interact with most of them will be provided with prizes.

#### **Benefits for Staffs:**

- **Food and Accommodation service is provided:** Food is provided to every staff of the restaurant and we have separate cafeteria for it. Also, we provide accommodation service to those who live far from the restaurant area.
- **Transport facilities:** Transport facilities is provided to those who are within the 20km of the restaurant and hence the staffs can be benefitted from this as well since they don't have to worry about arrival and departure to the restaurant.
- **We pay good to the employees:** The amount of salary we pay is enough for the staffs to make their living and hence the staffs should not worry about having less money to sustain themselves.
- **We also provide health insurance to the staffs:** The staffs having work experience for 6 months are provided with health insurance so that they don't need to worry of their medical expenses.

A successful company needs a set of core competencies to serve its target audience better than its rivals. Some core competencies we will be focusing on are:

- **Customer Service:** As we are just starting out, our top priority is to gain customers' trust. Our service starts out as soon as they enter our restaurant or as soon as they order something online or through phone calls. This includes:
  - Answering the queries of customer regarding the food and the environment.
  - Providing the food or beverage they order in time just taking about 15-40 minutes at maximum.
  - Offering various complementary snacks and give aways as well as a dish of the day.
  - To make sure that the food is not wasted providing them with right amount of food.
  - Take customer feedback if the way we are doing is right or not.
  
- **Superior Quality:** We will make sure that our company provides best quality of food they have ordered in a presentable manner. The vegetable and fruits we use are
 

always fresh as we are bound by our vision of not wasting the food. We don't use any artificial ingredients and we use sauces that are naturally made. The ingredients we use are branded ones so that we don't play with the health of the customer. The food we provided are tested i.e., the date of the ingredients delivered as well as the smell, and feel of the product. We also use the seasonal products in our menu.
  
- **Innovation:** We have innovated different type of combo to attract the customers of our restaurant such as the Momo-pizza-chicken combo where we provide the combination of Momo, pizza and chicken and called it chimopizza also we give different new kinds of beverage which is not available in any other restaurant.
  
- **Flexibility: NFW: No Food Wastage** is similar to every other restaurant but we go one step further of not wasting any food and also experimenting with various dish.

We have integrated various kind of cuisine so that we could have different kind of customers and want to provide them with various types of foods also we have robots as waiters so the customers can feel free to interact with them.

The competitive advantage that allows us to better serve our customers are:

- **First ones in the game:** Though there have been various kinds of restaurants in the market and offering their services for quite a while, we are the first one with the motto of not wasting the food any more and packing the leftover food home. We aim to set the precedent for great quality, innovative dishes and reasonable prices.
- **Proper research and marketing:** A dependable marketing and delivery crew is essential for any successful firm. What distinguishes our restaurant is that we go above and above to ensure that our operations are optimal. We have a Social Media Team to help us build our social media presence and drive more traffic to our restaurant. We have a dedicated Research & Data team that assists us in better understanding the market and strategizing how to best provide our products to maximize profitability. We also have a group of talented chefs who specialize in specific areas.
- **Strong set of core competencies:** We believe in flawless execution of simple tasks. Our dishes' high quality speaks for themselves. We recognize our "smallness" and prioritize the customer. In the name of offering value, we don't use gimmicks or flash sales of food.

Key success factors include:

- Having an Online presence
- Marketing
- Quality food
- Quality service
- Customer feedback
- Price Competitiveness Competition:
- The Burger House and Crunchy Fried Chicken
- Sam's One Tree Café
- Le Trio
- Sinka Restaurant
- Café 33

### Competitive Profile Matrix (Max score 4)

	Kopi Seng	Wei Ghee	NFW: No Need for Coffee	Burger House and Crunchy Chicken	Sam's One Tree Café	Le Trio	Sinka Restaurant	Café 33					
	S	WS	S	WS	S	W	S	W	S	W	S	W	
1	0.1	3	0.4	2	0.3	4	0.6	2	0.3	3	0.4	4	00
2	0.1	3	0.4	2	0.3	4	0.6	2	0.3	3	0.4	4	00
3	0.2	4	1.0	3	0.7	3	0.7	3	0.7	4	1.0	3	05
4	0.1	4	0.6	4	0.6	2	0.3	3	0.4	2	0.3	3	05

Factor	1	2	3	4	5	6	7	8	9	10	11	12	13
Weight	0.2	4	0.8	3	0.6	3	0.6	3	0.6	3	0.6	3	60
Score	1	8	2	0	0	0	0	0	0	0	0	0	1

**S = Score**

**WS= Weighted Score**

Competitive strategies are the tactics employed by a company to achieve a competitive advantage over its rivals. Different types of competitive strategies can be devised by commercial organizations in order to swing the competition's arguments in their favor. Any business's main goal is to make money, and numerous competition techniques can be used to make money and stay afloat in the industry. The primary goal of any entrepreneurial effort is to expand the business to the point where it can generate profit. This is a difficult task for a new business because there are so many variables that play a large role in the competitive market, such as competing with well-established brands or introducing a new product or service to customers and proving that the products or services are important to the customers, and really focusing on your product and services to give it the best chance of generating profit, even if it means losing money at first. The following are the three most important competing strategies:

- **Cost leadership:** Cost leadership is one of the most prominent strategies used by new businesses to differentiate themselves in this industry. The major approach is to provide items and services at a lower price than the market, establishing themselves as a firm that offers the same things as the competition but at a lower cost. This is an excellent technique to get clients' attention. However, the disadvantage of this strategy is that the profit margin is drastically lowered, and it requires a considerable time and dedication on the part of the organization to truly earn a profit after the first expenditure. It's usually done when you have a product or service that competes with existing company ventures' products or services.

- **Differentiation:** Another approach for a firm to differentiate itself from the competition is to differentiate the items it sells. If the products are of higher quality, have more

features, new technology, and a more appealing appearance, buyers will choose this new company over existing brands. It could also mean that your company has a novel idea that no one else has thought of and you are the first to present it to the world. In this case, too, distinctiveness is critical for entrepreneurial endeavors to stand out from the crowd.

- **Focus for your product or service:** This is a marketing technique in which a company focuses on a specific demographic and dominates the market for that product. Printers, for example, appeal to offices where paper information is critical. As a result, the company can concentrate its efforts on a certain set of people to whom they can sell their product and profit. The difficulty with this technique is that you won't have a varied customer base, and any changes in the field would wipe you out totally. For example, when printers became commonplace, the typewriter was completely phased out because typing on one was extremely unpleasant and time-consuming in an electronic system.

We shall pursue cost leadership and differentiation as our strategy. To create the brand, we will aim to increase the food's quality while simultaneously selling it at a



lower price. The improved quality improves consumer happiness and helps to establish the brand as a good brand, while the cheaper cost also appeals to buyers. Because our restaurant attracts a lot of young people and couples, it will be easy on their wallets as well.

According to some research on the effects of online data on restaurant customer numbers, roughly 85 percent of people will try new eateries after seeing their postings or blogs. In addition, more than 90% of customers read restaurant reviews to obtain a sense of the establishment. As a result, we will use the internet to reach out to people and inform them about us.

Also, after carrying out a survey we found out that about 60% of people in Kathmandu would love to go to a restaurant once a month and among them about 95% would tend to visit to a newer place to try out a newer item. In the past few years this data has a slight increase as well.

As mentioned, that people would love to visit newer places to try newer item, it is evident that they would even visit a new location. Hence, Durbar Marg would be in their list to visit for a location and due to the distinct features we provide it can attract most of the younger group of people. It will intrigued people to visit our restaurant.

While growth of the restaurant depends on different factors, a restaurant cannot foster if its food is not good. So, our main priority is the multi-cuisine we serve under the same roof. We'll divide our restaurant physical space into multiple wings for serving individual cuisine. The wing will be set-up according to the ambience to provide unique ambience.

### **Market Analysis Targeted Customer**

- People who would love to try out multiple cuisine.
- People who love soothing ambience.

- People who like unique features.
- People who likes the idea of not wasting the food.
- Lower middle class to upper class income group
- Who would like to increase their communication skill?

We will hire local manpower instead of professionals: college architect and interior designers who can work on the ambience of the restaurant.

### **Bootstrap Marketing Strategy:**

- **Social media marketing:**

Our target customers consist of mostly young adults and teenagers who own a mobile phone and spend a good deal of their time browsing through social media sites. Since a lot of our target audience are exposed to social media on a regular basis, advertising and promoting on social media is a great way to get their attention towards our products.

- **Collaborating with different chefs:**

Our customers consist of those who can try out variety of cuisines. So, we would be bringing various celebrity chefs in different occasion who would make different cuisine in newer way and attract other customers as well.

- **Highly responsive customer service:**

Providing a highly responsive customer service assures that any needs of a customer are met immediately when the said customers desire. This ensures that the customer doesn't lose interest in the product and any of their needs and queries are satisfied, so they can move on to purchasing the product.

- **Conducting a contest:**

The contest will be all about customers designing their different dishes and posting them on social media. Announcing winners every week with food coupons and gift hampers.

**Posting blogs and making vlogs:**

- We would post different blogs on the food we make and also make vlogs on the food we cook. We would find and sponsor food influencers to write a blog or capture a vlog and using their blogs for SEO of our website.