

WHAT IS THE BUSINESS?	
What is the business?	GoFood is a online food & delivery services for local chefs to customers.
Where does the idea come from? Why are you interested in starting the business?	Having many bad takeaways experiences as well as not being able to get a takeaway that will follow my specific diets. I am a big fan of food and fitness and I can see a clear vision for success for GoFood. The timing is perfect for GoFood.
How do you intend on making it a success?	I will make GoFood a success by marketing it correctly and enlightening it's benefits. GoFood is here to reinventing takeaways to suit the times we are in today. After we raise a seed fund and build a great team. My aim is to start building traction from chefs and customers and then go onto raising a series A fund.

SOLUTION	
How does your business solve that problem?	<b>Allergies</b> - Just send your chef a message. <b>Selection of meals for vegetarians, gluten free etc</b> - variety of takeaways from currys to avocado pizza <b>Less care in the food in traditional takeaways</b> - own business, more care <b>Only restaurants/shops can send food</b> - now chefs can too <b>Prodmanly only unhealthy foods</b> - Now both healthy and unhealthy foods are available

TARGET MARKET	
Who is your target market? Who is your business aimed at e.g. gender, age, location, salary?	16+ , Both genders, all major city locations , any salary. Our target audience for customers is anyone looking for a fresh takeaway. But our target market for chefs is both top chefs, upcoming chefs, people passionate about cooking and celebrity influencer chefs.

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**COMPETITORS**

Who are your competitors?

Competitor Name	What does this competitor do?	How is this competitor similar to you?	How are you different from this competitor?
<b>JustEat</b>	Food delivery for restaurants. Connecting restaurants to customers.	<ul style="list-style-type: none"> <li>- Food delivery service</li> <li>- Connecting customers</li> <li>- App &amp; website</li> <li>- Order commission</li> <li>- Sign up fee</li> </ul>	<ul style="list-style-type: none"> <li>- Delivery on bicycles</li> <li>- Delivery for chefs ; no restaurants</li> <li>- Wider selections for vegans, athletes, vegetarians etc</li> <li>- Talk directly to your chef over GoFood</li> </ul>
<b>Deliveroo</b>	Food delivery service for top restaurants that don't typically offer deliveries. Connecting top restaurants with customers.	<ul style="list-style-type: none"> <li>- Food delivery service</li> <li>- Connecting customers</li> <li>- App &amp; website</li> <li>- Delivery on bicycles</li> <li>- Order commission</li> </ul>	<ul style="list-style-type: none"> <li>- Delivery for chefs ; no restaurants</li> <li>- Wider selections for vegans, athletes, vegetarians etc</li> <li>- Talk directly to your chef over GoFood</li> </ul>

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<b>Uber Eats</b>	Delivers food from local restaurants to customers using taxi drivers.	<ul style="list-style-type: none"> <li>- Food delivery service</li> <li>- Connecting customers</li> <li>- App &amp; Website</li> <li>- Delivery fee</li> </ul>	<ul style="list-style-type: none"> <li>- Delivery on bicycles</li> <li>- Delivery for chefs ; no restaurants</li> <li>- Wider selections for vegans, athletes, vegetarians etc</li> <li>- Talk directly to your chef over GoFood</li> </ul>
<b>Grubhub</b>	Food ordering from local restaurants. Easy for customers to order in a few clicks.	<ul style="list-style-type: none"> <li>- Food delivery service</li> <li>- App &amp; website</li> <li>- Connecting Customers</li> <li>- Order commission</li> <li>- Boost search rank</li> </ul>	<ul style="list-style-type: none"> <li>- Delivery for chefs ; no restaurant</li> <li>- Delivery on bicycles</li> <li>- Wider selections for vegans, athletes, vegetarians etc</li> <li>- Talk directly to your chef over GoFood</li> </ul>

## BUSINESS PLAN


### UNIQUE SELLING POINTS

<p>What are your 3 unique selling points? (What does your business do differently/better than other businesses)</p>	<p><b>We are reinventing takeaways for customers</b></p> <ul style="list-style-type: none"> <li>- Takeaways cooked to your taste; ingredients you like / dislike</li> <li>- Veganism etc friendly; offer a wide selection of takeaways from currys to avocado on pizza</li> <li>- Your personal takeaway chef; plan future dishes, discuss your food goals</li> </ul> <p><b>We are helping chefs</b></p> <ul style="list-style-type: none"> <li>- Run their own business; cheap startup cost, menu to their desire, minimal marketing</li> <li>- Build a customer portfolio; Interact with customers directly</li> <li>- Start their dream journey as a chef; giving chefs a platform to kickstart their dreams</li> </ul>
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### PITCH

<p>Imagine you have 2 minutes to convince your target market to use your product/service over other options. Provide a bullet point list of what you would say to convince them to get them to use your product/service.</p>	<ul style="list-style-type: none"> <li>- Freshly prepared, cooked to your taste takeaways made for you &amp; the family</li> <li>- Your own personal chef</li> <li>- Have any allergies? Just send your chef a message not to include any ingredients you don't want</li> <li>- Vegan, gluten free .... ? We have the largest variety for you</li> <li>- Athlete? Keep your pizza less greasy</li> <li>- Local chef... wide variety of cultural dishes</li> </ul>
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**LAUNCH STRATEGY**

Do you have a plan to go to market?	Yes
Who are the people/ users you will need to get on board quickly to have a successful launch? (i.e. does your business rely on other retailers as well as customers? Social networks require high numbers of initial users to function – this is something you might need to think about.)	<p>Chefs who are either qualified or passionate about cooking. We would like to see a plethora of chefs sign up, so that early customers can see the variety of dishes. Regarding customers we would like to have anyone, who loves a takeaway.</p> <p>( For launch we would like to start off in a busy major city )</p>
How will you get these people/ users on board?	<p>We would like to use a wide range of influencers.</p> <p><b>YouTubes</b> - show their inner chef and send their meals to subscribers.</p> <p><b>Instagram foodies</b> - send their followers their delicious meals on their timeline.</p> <p><b>Snapchat celebrities</b> - show off their delivery from GoFood.</p> <p><b>Vegan tweeters</b> - post about how we are their for the vegans.</p> <p><b>Facebook live chefs</b> - showcase themselves preparing the takeaways for their customers.</p>

**REVENUE MODELS**

Describe the options for revenue as you understand them. Which is your preferred model and why?	<p>Chef sign up fee - One time sign up fee to the GoFood platform</p> <p>Commision on orders - X% commission on every order</p> <p>Delivery fee - £X fee for delivery</p> <p>Chef boost profile - £X to be higher in the search results for a limited time</p>
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**RETENTION PLAN**

Why should users keep using your business?	We offer a wide variety of foods which caters to every person and their specific diets.
How will you encourage them to keep using your business? What marketing will you do for the existing user?	<p>Giving the customers a chance to build a relationship with their chef, while bringing new chefs with new flavours.</p> <p>Always a spark to the business by integrating celebrities to take part and becoming their own inner chef.</p>

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**RISKS**

What are the key risks to the business?

How do you plan to reduce/remove these risks?

<b>Key Risk</b>	<b>Level of Risk Low/Medium/High</b>	<b>Impact of Risk Low/Medium/High</b>	<b>Mitigating Factors</b>
No chefs signing up	Low	High	Show chefs the benefits; great money, own menu and become your own boss
No customers	Low	High	Show takeaway lovers what we offer
Nobody working for GoFood deliveries	Low	High	Offer a good hourly pay for bicycles, bikes or car and bonus for every delivery
Chefs opening their own restaurant	Low	Medium	Chefs will make fantastic money without a restaurant and have their own “ Brand” on GoFood. No restaurant, no employers a lot less overheads.