

Brittany Davis, Eliana Harris and Richard Evans

Owners/Managers.

Home Sweet Home

1965 Skibo Rd Fayetteville, NC 28314

April 17 2017

THE BUSINESS

Eliana

Your name: Eliana Harris, Brittany Davis and Richard Evans

Business structure: Partnership

Your title: Owners/Managers.

Business name: Home Sweet Home

Business location: 2400 Sq Ft building on Skibo Rd Fayetteville, NC 28314

Date established: April 17 2017

Business owner(s): Eliana Harris, Brittany Davis and Richard Evans

Relevant owner experience: Brittany has been working for a few years as a confectioner, specializing in gourmet desserts. Eliana has experience working preparing food for the last 10 years and Richard has some internet technology knowledge.

Products/services: Personalized and professional catering service.

THE FUTURE

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Vision statement

Our vision is to give personalized and professional catering service, be our customer's first source when they need catering services or home cooked meals and exceed their expectations.

Goals/objectives:

Our short-term goal is to acquire enough customers to keep the business a float. Long term goals are to become a household name when someone is looking for a catering or personal cook.

THE MARKET**Target market:**

Our target market is the business community, those planning special events and families who do not have the time or energy to prepare a good healthy meal.

Marketing strategy:

We will be having a few radio ads a day on in the mornings when people are headed to work and thinking about what they will make for dinner. Also, when they are on their way home and too tired to cook. This will give them an option for another day and plant the idea that someone could have a meal prepared for them when they get off work. We will also be handing out fliers to local event locations where banquets and weddings are held.

THE FINANCES

For a start-up cost the business will need \$75,000. Half of this money will be coming from owner's savings and the other half from investors or bank loans.

Business overview:

Eliana Harris, Brittany Davis and Richard Evans will be starting this business up and making it a success. We will be providing personalized and professional catering for large parties and banquets, along with in home cooking to prepare meals for families that are too busy to cook family meals and usually spend their time eating out. The business will be located in Fayetteville, NC but will be able to travel to surrounding areas.

S.W.O.T. analysis table**Strengths:**

- We worked as a team which helps to improve our customer services.
- Creativity in the menus according to the trend and the taste of the costumers.
Putting emphasis on organic ingredients.
- Use local, seasonal, farmer's markets ingredients for our meals.
- Offer organic sustainable products.
- The use of seasonal ingredients keeps prices affordable without compromising the quality of the service.
- There is not competition in organic restaurants in the area.
- Our design and unique decoration of our ambiance creates a suitable atmosphere to all our guests.
- We put extra care to maintain the cleaning in our premises.
- We are located strategically, near to the Cross-Creek shopping-mall, Skibo Road offers a great potential for clients.

Weakness:

- Our brand is still unknown in the market.

- Starting a new concept for this area.
- Lack of publicity.
- The number of local suppliers that provide organic sustainable products is limited.
- Organic food cost more than conventionally grown food.
- Reduced space in the kitchen which makes it difficult to work fast.
- The place where the restaurant is located is still under a loan.
- High maintenance operations.

Opportunity: The sky is the limit because we are introducing a new concept to an area where there are many people who eat out instead of cooking because of lack of time, but they would rather have home cooked meals.

- Take advantage of the trend of consumption of healthy products.
- Good food and services will produce satisfied consumers who, in turn, will recommend the operation to more consumers.
- Promote the restaurant in Fayetteville, Fort Bragg the triangle areas to increase business.
- Be recognized outside and within Fayetteville by our quality.
- Keep innovating new dishes.
- Offer attractive specialties of the day according to the seasonal products.
- Count on the support of our suppliers when it comes to advertising to benefit each other's.
- Correct and strengthen our weakness.

Threats

- In the last years, the market for healthy habits for food is growing at a fast pace.
- Increasing competition for the trend of consumption of healthy products.
- The area offers a wide variety of restaurants.
- Supplier offer lower prices to our competition.
- Extreme weather condition could impact the production of our suppliers.
- The competition can mimic our strategies.

S.W.O.T. activity sheet

To address the weakness of a new concept in the area, we will be attending some culinary events with samples and a survey asking for consumers input on if they would use a service as we will be presenting it.

Product/services

Product/services table

Richard

We will offer both large party farm to table catering, such as for weddings and business events, pricing will be decided by menu chosen but an estimated price will be \$30 per plate, for in home catering we will offer different packages ranging from \$30 for a couple up to \$80 for a family of six.

Market position

With our business, we will be in the competitive price range, since we will be using fresh product. For the catering of large parties this will be in close price range of competitors, as for in home cooked meals, this is something that is currently not done in our area.

Unique selling position

What gives us a distinct edge is that we are willing to go into your home and prepare the meal that you don't have the time to do.

Anticipated demand

It is our goal to have our customers ordering from us 5 days a week for in home. And we can prepare the food for up to 10 families a day. For catering we would like for each event to get us an additional 2 future events. This would allow us to have an event every Friday, Saturday and Sunday.

Pricing strategy

For our pricing strategy, we would like to be a tiny step above the successful competitors in town to show that we are not entering the business as inexperienced owners.

Value to customer

For some families, it will be a necessity for us to prepare the home cooked meals for them because they would like to feed their families home cooked meals but do not have the time to do so. For others and the catering business it would be a luxury.

Growth potential

The growth potential here is unlimited due to the fact that there are many families with 2 working parents who do not have the time or energy to spend hours in the kitchen preparing food for their children. The word of mouth and customer referrals will help drive the growth.

Sales/marketing personnel

Sales/marketing personnel table

Richard will be in charge of marketing, social media sites, and taking orders. Stephanie will be in charge of meeting with all potential customers and finalizing meal plan or catering service requested. Stephanie, Elaina and Brittany will all be responsible for preparing meals and outsourcing for servers to serve at large events.

THE FUTURE

Vision statement

Our vision is to give personalized and professional catering service, be our customer's first source when they need catering services or home cooked meals and exceed their expectations

Mission statement

Our mission is to provide high quality catering services, comply with excellence the requirements and orders of our customers. Create a luscious experience of new flavours from as assorted menu of exclusive dishes, prepare them with exquisite and unique ingredients. Make them indulge the finest palate. We want to cater your next special celebration or prepare your next homemade meals.

Goals/objectives

Use natural resources in preparing food.

Keep prices affordable without compromising quality of service.

Have open communication channels at all levels within the organization

Britt

THE MARKET

Unique selling position

Our business is unique in the market because we offer services to bring you an organic home cooked meal to your house or catered to a place of your choosing. Not only do we bring food to your home but we can also come to your home and prepare it there for the freshest product.

Customer demographics

Our customer demographic are those who do not have the time or energy to cook a healthy meal for themselves or their families. Business executives who would like to cater a healthy meal to clients. Most of these people will be in the age range of 25-60.

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Key customers

Key customers are working families, executives and those in need of healthy meal. We will deliver product their house or place of the choosing i.e. work, event facility.

Your competitors

There are not too many catering options here in the Fayetteville area, so we will have limited competition. However, since we will be offering to not only bring meals but also cook in your home, we will be one of a kind.

Competitor details table

- There are not any competitors in the area to prepare meals in a person's home in this area.

Market research

We searched for any catering company that did in home cooking and there are none.

Market targets

As a start-up of this kind we are hoping to have in home clients at least 3 days a week and catering once a week for the first 6 months. At that point, we would like to have in home clients 5 days a week and altering 2. At the year, mark our goal is to have in home meal services 7 days a week and catering events 3 days

Environmental/industry analysis

Considering that this is a military town, it is constantly growing and people are constantly changing. However, there are many military people who do not have the time to prepare home cooked meals and would benefit greatly from our service. As people see that fast food is not a healthy choice, we will be giving them a greater option.

Marketing strategy

We will be handing out flyers for our business, doing radio ads, and using social media to promote our business.

Richard will be in charge of all marketing aspects for the business.

All marketing activity will be ongoing and will cost about \$450 a month.

Until we are booked 7 days a week it will not be successful.

Advertising & sales

Advertising and promotional strategy table

We will be using radio, social media and print ads.

- We feel that these are less costly and will be more realistic for the business we are starting. Richard will be taking care of our social media. We hope that by spreading the word of our business it will bring in more customers and they will be able to spread the word about how good we are and it will bring in more customers.

Social media strategy

Our customers will be in Facebook, twitter and Instagram.

Sales and distribution channels table

For each channel enter:

- **Channel type:** We will have a shopfront and also pass out fliers to local event areas.
- **Products/services:** Personalized catering and home cooking
- **Percentage of sales:** 50%

Distribution strategy: By having a store front, people will be able to come in and see some of our products being made while it's happening.

THE FINANCES

Price

The prices for our business will depend on the customer and what they are asking for. If it is a home cooked meal it will start as low as \$30 but the catering could go up as far as thousands of dollars.

Expected sales

Starting out we hope that our sales will be enough to cover monthly cost and salaries, but in 3 years we hope to be turning a 50,000 profit.

MONITORING/MEASUREMENT ACTIVITIES

Monitoring/measurement activities table

- We will be doing reviews monthly, quarterly, and yearly. To monitor our progress we will be asking new clients how they found out about us and see what methods are working