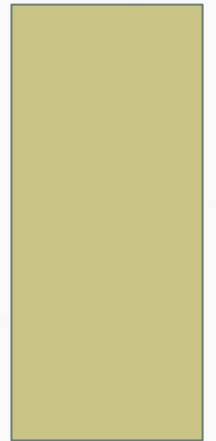


BUSINESS PLAN

ZYKYROVA NAZAN
NURTAEVA ULGANAY





UN

HEALTHY FOOD DELIVERY SERVICE

ORDER
NOW

A top-down view of a wooden table covered with fresh vegetables. In the center, a small, square, light-colored sign with rounded corners and a dark border sits on the table. The sign has the words "ORDER NOW" written in a bold, orange, sans-serif font. The vegetables include several potatoes, two red bell peppers, two yellow bell peppers, a bunch of carrots, an onion, and a head of broccoli.



Improve people's living standards by providing quality and convenient service.



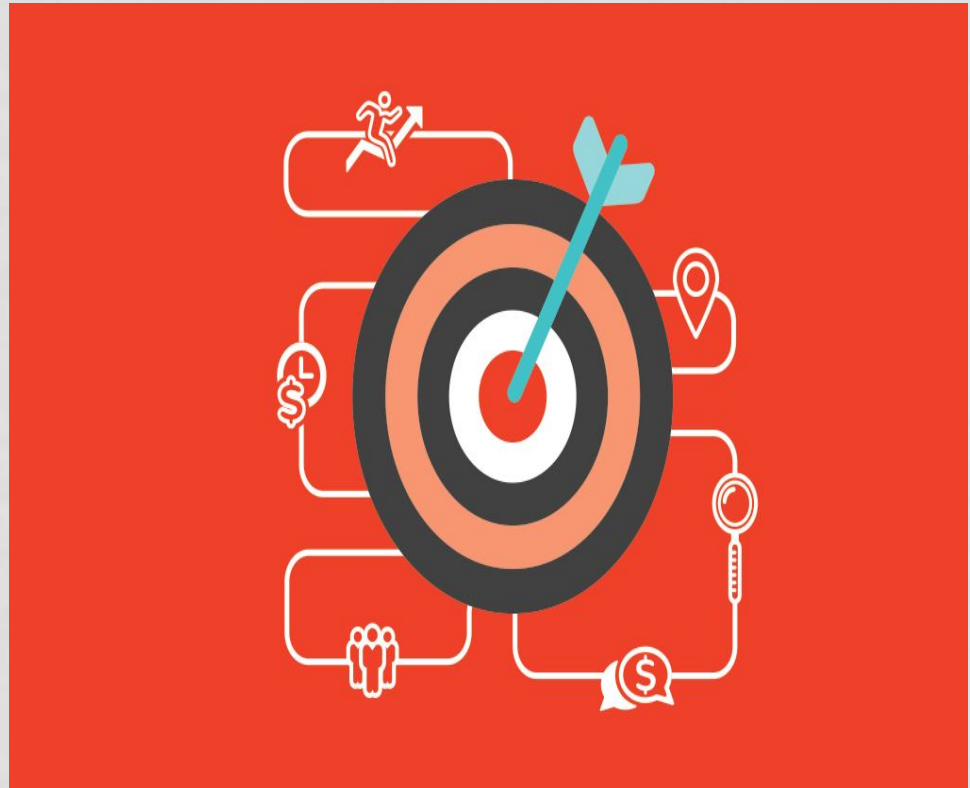
**Be one of the best companies in
the world in the field of nutrition**



- Increase the duration of life, fill it with health, energy and happiness.
- To make people more sensible and capable, so that they could thrive and prosper in any conditions.
- Make it so that all this is available to any person.

GOALS

- Produce and promote high-quality food;
- Give people technology and technology that raises their lives to a higher level;
- Constantly develop, engage in research and development of new products and technologies.



TARGET MARKET

Men of working age from 23 to 45 years. They order lunches and dinners, as there is not enough time for independent cooking.

Women of working age from 23 to 35 years. Mostly not married. They order lunches and dinners, as they prefer to devote most of their time to work and meetings with friends.

Companies ordering a corporate lunch.

Pupils and students having a party.

Any category of the population celebrating holidays and not wanting to spend time on cooking.

SEGMENTATION

- age - from 20 to 45 years;
- income level - average;
- a family of two or four people or a circle of friends or relatives;
- work, profession - employees, managers, individual entrepreneurs;
- geography - residents and guests of Taraz, living mainly in Zhambyl region.
- life style - energetic, active people who want to actively and culturally spend time.

STRUCTURE OF ORGANIZATION

- CEO
 - Manager
- Operator
- Courier
- Cleaner
- Accountant

RESPONSIBILITY OF MANAGER



□ **Financial management, salary payment;**

□ **Formation of development strategy, search for business expansion opportunities, search for new partners**

RESPONSIBILITY OF MANAGER

- Working with the site
 - menu layout, control and ensuring the smooth operation of the site
- processing feedback
- website promotion

RESPONSIBILITY OF OPERATOR

- Coordination of work of couriers
- Processing orders from the site and communicating with customers
- Elimination of conflict situations with clients.
- Transmission of the order to the Manager of the restaurant / café

RESPONSIBILITY OF COURIER

- Acceptance of the order from the restaurant, payment on the spot;
- Timely delivery to the client, calculation;
- Delivery of revenue Manager.

S



STRENGTHS

O



OPPORTUNITIES

W



WEAKNESSES

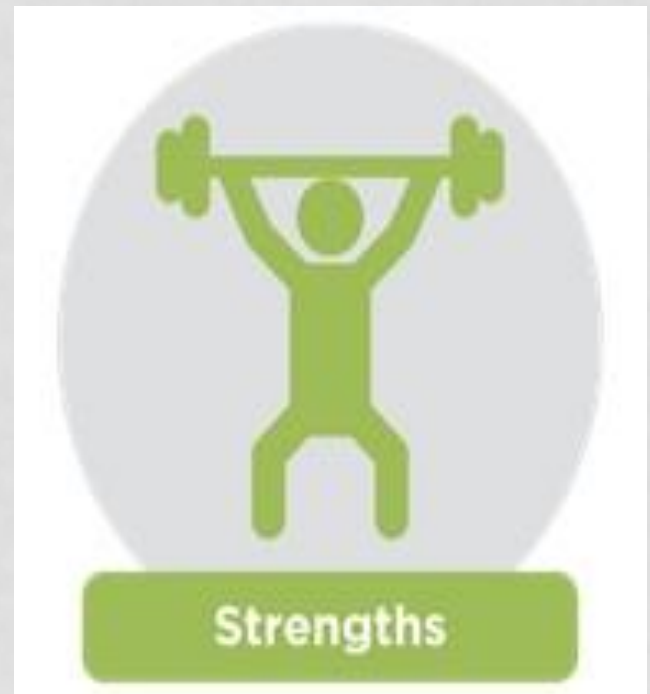
T



THREATS

STRENGTH

- high quality products;
- fast home delivery
- The Eastern and European concept nutrition program;
- use of raw materials of domestic and local producers



WEAKNESS

- poorly developed nutrition in the city
- advertising campaigns are practically not carried out
- an unformed image
- public catering in the region is not attractive enough for investors;



OPPORTUNITIES

- expanding the range of products;
- the provision of additional services;
- the use of new technological methods in the preparation of dishes
- a steady level and dynamics of development of the supply of catering services



THREATS

- Reducing the overall level of purchasing power;
- Increased competition;
- Inflation and food embargo;



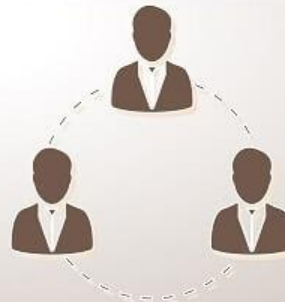
PEST



Political



Economic



Social



Technological

POLITICAL

- crisis situation in the country;
- current legislation on the food market
- state regulation of competition

ECONOMICAL

the
impact of
inflation;

increase
the cost of
production;

taxation
defined
for
products;

dynamics
of tenge
exchange
rate to
foreign
currency
(US dollar
and euro)

SOCIAL

- High reputation of the company, the image of high-quality products;
- consumer preferences;
- media presentations;
- brand, image of a conscientious, socially responsible employer

TECHNOLOGICAL

- state technology policy;
- new products, changing world standards;
- the emergence of new production technologies
- innovation potential
- access to technology, patents