



Description of Opportunity

Making lunches for your school mates, there parents and work colleagues. Basic meals that are easy to prepare and keep for eating the next day. This business can be managed on-line or via a whatsapp group. If your customers need you to deliver the meals before going to school make sure these customers are within no more than a 1km radius from your home, allowing you to be able to make your deliveries on the way to school or before leaving for school.

Target Market

Busy parents of students and workers who do not have time to make their own lunch or single people who would prefer to not have to make meals for themselves.

Set Up Costs

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|---|-----|
| 1. Initial set-up costs could be nothing as you can use your home kitchen | 6. |
| 2. Set-up a website (or start-off with a Whatsapp group) | 7 |
| 3. Cooler box to keep your meals in when delivering | 8. |
| 4. | 9. |
| 5. | 10. |

Equipment List

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|---|-----|
| 1. Initial equipment costs could be nothing as you can use the cutlery and crockery in your home kitchen. | 6. |
| 2. | 7 |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

Consumables & Raw Materials

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|----------------------------|-------------------------------|
| 1. Packaging bowls | 6. Sauces |
| 2. Paper bags | 7 Foods on your menu offering |
| 3. Serviettes | 8. |
| 4. Disposable cutlery | 9. |
| 5. Salt and pepper sachets | 10. |

Skills

- Cooking skills
- Knowledge of what food items compliment each other.
- Knowledge of herbs
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Premises

You can start with by using your parents kitchen.

Labour Intensity Factor: 5 1 = low; 5 = Medium; 10 = HIGH

Earning Capacity: MEDIUM \$\$

Start-Up Tips

- Research the types of foods students and working adults would like to eat for lunch.
- Research foods single adults would like.
- Find out EXACTLY what your market's expectations are.
- Do a business plan before starting off.
- Consistently follow up with your customers to ensure customer satisfaction.

Videos & Articles (URLs)

- Cooking programs and videos on how to make healthy and quick lunches and dinners.
- Reading through cooking books.
- Subscribe to cooking websites that send out tips and meal ideas.

Buyer Persona

Description: Busy parents, single adults and students.

Role: Students, parents and workers

Age: 18+ (enter range)

Gender: Both

Education: Grade 12 and higher

Social Standing: Business Owner or Worker

Monthly Income: Medium - High

Daily Challenges:

- Limited time to go shopping and make healthy meals.
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Biggest Fears:

- Not providing healthy foods to their family
- Not eating healthy
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Purchasing Criteria:

- Quality, healthy meals
- Value for money

Social Media Platform:

- Facebook
- Twitter
- WhatsApp Groups
- Instagram
- Local Newspapers and Shopping Centre Pinboards.

Personal Goals:

- Better Lifestyle
- Make Money (Save Money)
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Hobbies & Interests:

- Healthy living
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Common Objections:

- Cost is too high
- Meals are not freshly made
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- Variety of options
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Market Needs & Pain Points

Market Needs:

- Ready made healthy meals
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Market Pain Points:

- Lack of cooking skills
- Limited time to make healthy meals
- Limited time to shop for healthy foods

Opportunity Pros & Cons:

- Pros:**
- Starting a food business from home means there is little to no cost.
 - You can expand your food business to offer catering services or personal chef services as your cooking skills grow.
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- Cons:**
- You need to take peoples allergies, ethical and religious food preferences into consideration.
 - Trying to meet everybodys food and eating requirements may be difficult.
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General Notes & Suggestions

It is important to ensure you have a record of your customers allergies and eating requirements. Select a basic, simple, healthy and slightly varied menu which you can rotate over a period of 2 weeks.

Make a list of quality food suppliers from whom you can order your groceries and who will potentially deliver your groceries to you fresh and daily.

Consider providing your customers with a free drink (small water) or healthy snack bar as part of their order.