

# The Market

Urban Workers within 1km

## Buyer Persona

- ✓ Office worker
- ✓ With 1km radius
- ✓ No time to make own lunch
- ✓ Have income to afford
- ✓ Enjoy pleasant food

# The Problem it Solves . . .

Most urban workers in my area need to eat lunch.  
Eat & Beat Food will provide a tasty and well-priced meal for workers looking to eat lunch.

# Product or Service Costs

Meat	50
Starch	20
Veg or Salad	25
Packaging	15
Serviette	5
<b>Total Unit Cost</b>	<b>115</b>

## - My Business Idea -

**Making & Selling Food**

## Business Names

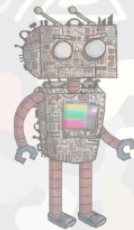
Joe's Tasty Food

Eat & Beat Food

Yum Yum

On-the-Go Meals

## 3-Month Forecast



	Month 1	Month 2	Month 3
Units Forecast	400	400	400
Unit Sell Price	175	175	175
<b>TOTAL SALES</b>	<b>70,000</b>	<b>70,000</b>	<b>70,000</b>
Unit Cost	115	115	115
<b>TOTAL COSTS</b>	<b>46,000</b>	<b>46,000</b>	<b>46,000</b>
<b>GROSS PROFIT</b>	<b>24,000</b>	<b>24,000</b>	<b>24,000</b>
<b>OVERHEADS</b>	<b>15,000</b>	<b>15,000</b>	<b>15,000</b>
<b>NET PROFIT</b>	<b>9,000</b>	<b>9,000</b>	<b>9,000</b>
<b>CUMULATIVE NET PROFIT</b>	<b>9,000</b>	<b>18,000</b>	<b>27,000</b>

Sell Price 175

Unit Gross Profit 60

Units Sold per Month 400  
20 per day x 20 days

**GROSS PROFIT 24,000**

## Monthly Overhead Costs

Food Cart Loan	5,000
Cleaning Materials	2,000
Gas for Cooker	8,000

**TOTAL OVERHEAD 15,000**

**MONTHLY NET PROFIT 9,000**

## My Business Logo



**AfriBizKid**  
Starting Your Small Business