

*BUSINESS APP OF FOOD DELIVERY BUT IN
DESI ACCENT*



BUSINESS IDEA NAME

DESI-EATINO



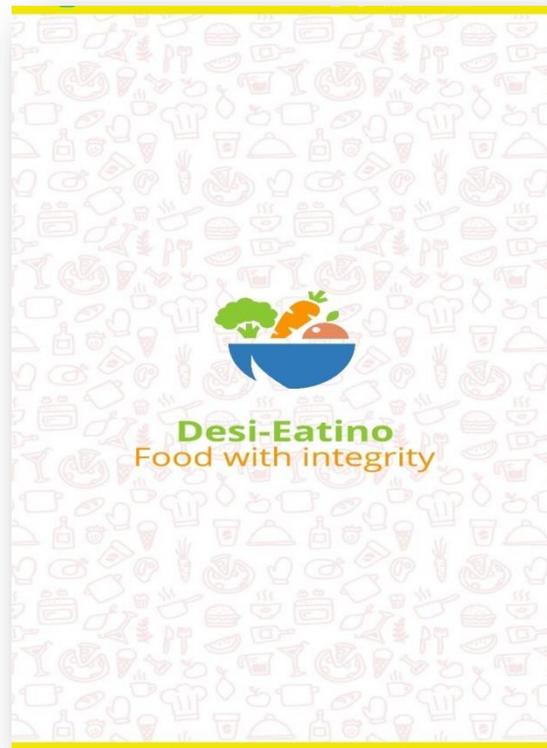


DESI-EATINO

(EXECUTIVE SUMMARY)

The food delivery service is indeed a thriving and profitable business nowadays. There are many apps which are dealing in restaurant food/fast food/junk food etc. The fast food are tastier but they also have negative effects on our health. Nowadays, most people specially young people and kids prefer to eat fast food. The big reason is, modern & busy life. People don't have time to cook at home thus, unwillingly they have to depend on fast food/junk food etc. As it become quite common these days for couples to work together. Now more women entered in employment and its very difficult for women to juggle the job with domestic responsibilities.

Therefore, in the light of all these issues; we took the initiative to established the app that deliver the authentic home-cooked food experience with Desi- Content and let our women free from the headache of messy kitchen.



How Desi-Eatino will work?

- **Opportunity for both male and female**

Desi –Eatino is going to provide opportunity to both male and female who are well trained in cooking. They get their self registered on our app. Then our team reaches out to them and request for food samples.



- **Kitchen Inspection**

Our team also visit their kitchens and check whether their kitchens meet to our quality standards or not. If their kitchen meet to our quality standards then finally a license would be issue to them from food authority to work with Desi-Eatino. Our team also make surprize visits to their kitchens to re-check their quality and their work.



- **Super Markets/ Grossary stores**

The most important issue that may raise by customers is that, **From where the Home chefs purchased their raw material for food? Whether the oil quality is good or the spices are purchased from authentic Grossary stores?**

To eradicate that issue, we also registered the famous grossary stores and supermarkets on our app which are famous for their quality.

ID	NAME	EMAIL	OWNER NAME	OWNER PHONE	PHONE	NOTE
1	Chef Ali	scoma@gmail.com	Johen Smith	4157714383	+92157714383	Buy raw material from CSD
2	Ahsan butt	admin@admin.com	Vinay Yadav	9795849744	9795849744	Buy material from Welfare Shop
3	Mahnoors Kitchen	noor@gmail.com	Mahnoor Ali		+9211111222343	Buy material from Super store
4	saira	anam124@gmail.com	Anam Ali	1212412323	1212412323	Buy material from Sagar Store
5	Tehreem	teh456@gmail.com	Tehreem Kausar	0324773477	0324773477	Buy Material from One Mart



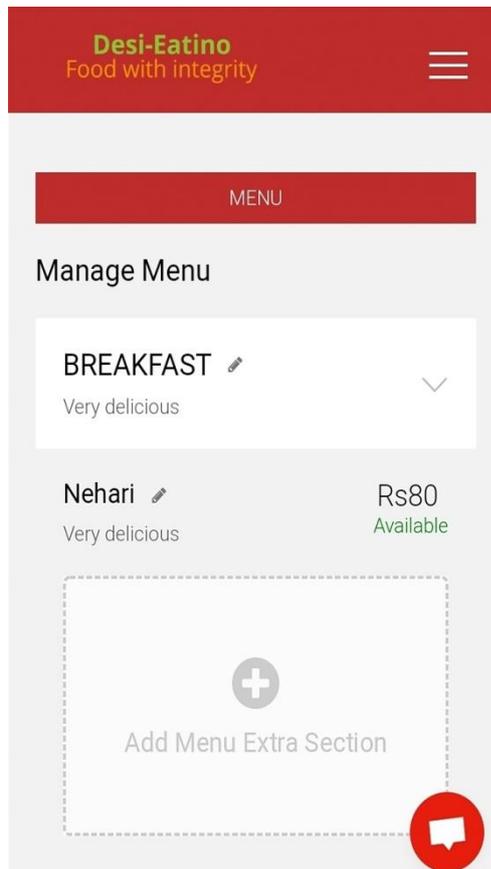
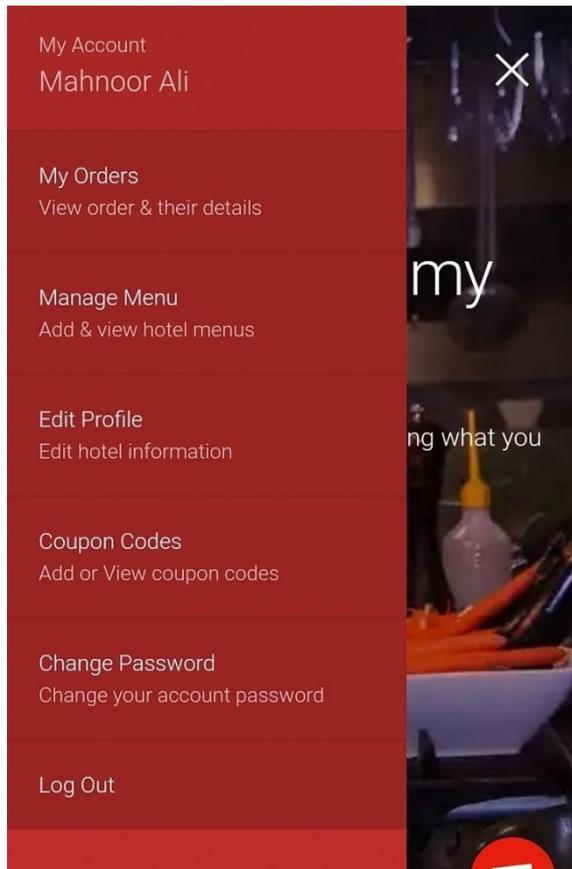
- **Suppliers of raw material for food**

We have a team of suppliers that delivered the grossary and other raw material for food to the registered chefs of Desi-Eatino.



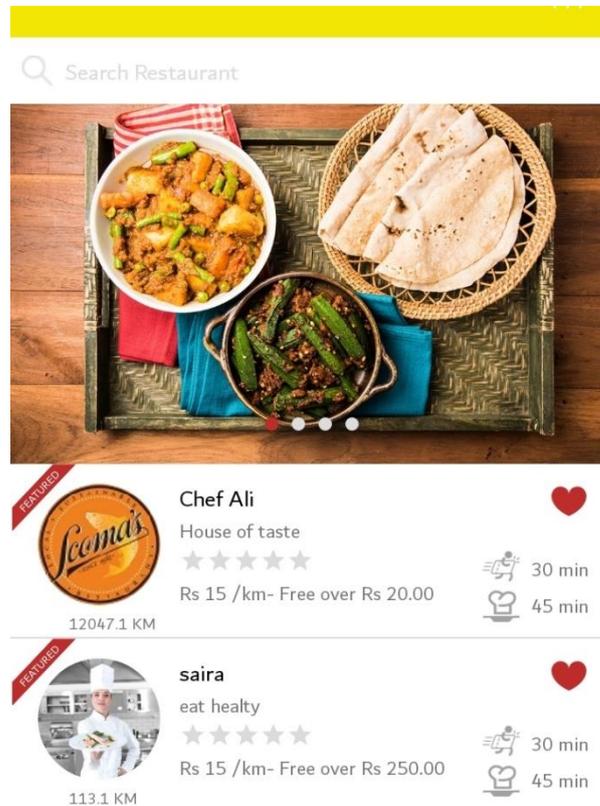
- **Chef Portal**

Our app also have a chef portal which access is given to the registered chef only. So that he/she can update their menus, discounts, orders and prices



- **Nearby Chef:**

Once the customer will search for the chef, our app provide the customer with the nearby chef that are dealing within the particular customer area, so that it may lessen the delivery charges and customer will get its product soon. But if the customer wants to get food from another chef apart from nearby chef so, customer can order



Time Schedule for meals

MEALS ARE SERVED AT THE FOLLOWING TIME	
Breakfast	6:30am -9:30am
Lunch	11:am -2:30pm
Dinner	4:30pm- 8pm

The meals are served according to this time schedule. After that the orders can't be accepted. **e.g.** IF you order breakfast at 11'o clock, the order can't be accepted. Because after this, our chefs would have started to prepare the meals for lunch

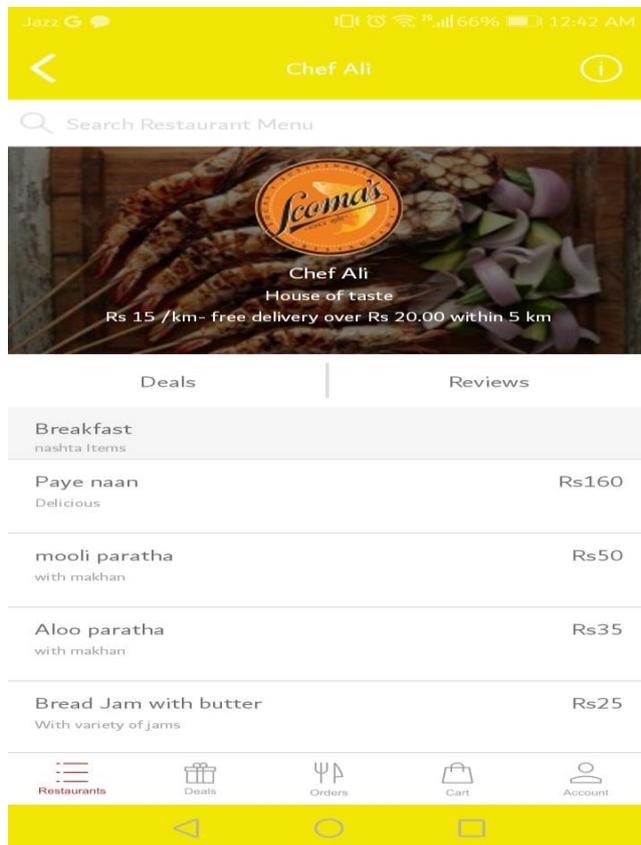
Mission statement

“Our aim is to creat and deliver authentic cultural food that is alive with flavours and nutrition and encourage women to work without the headache of messy kitchen”

Features of Desi-Eatino App

1. Regualar updated menu
2. Sunday special menu
3. Kids lunch boxes menu
4. Customized meals
5. Parhezi menu

Breakfast menu of Chef Ali



Lunch menu of chef Ali

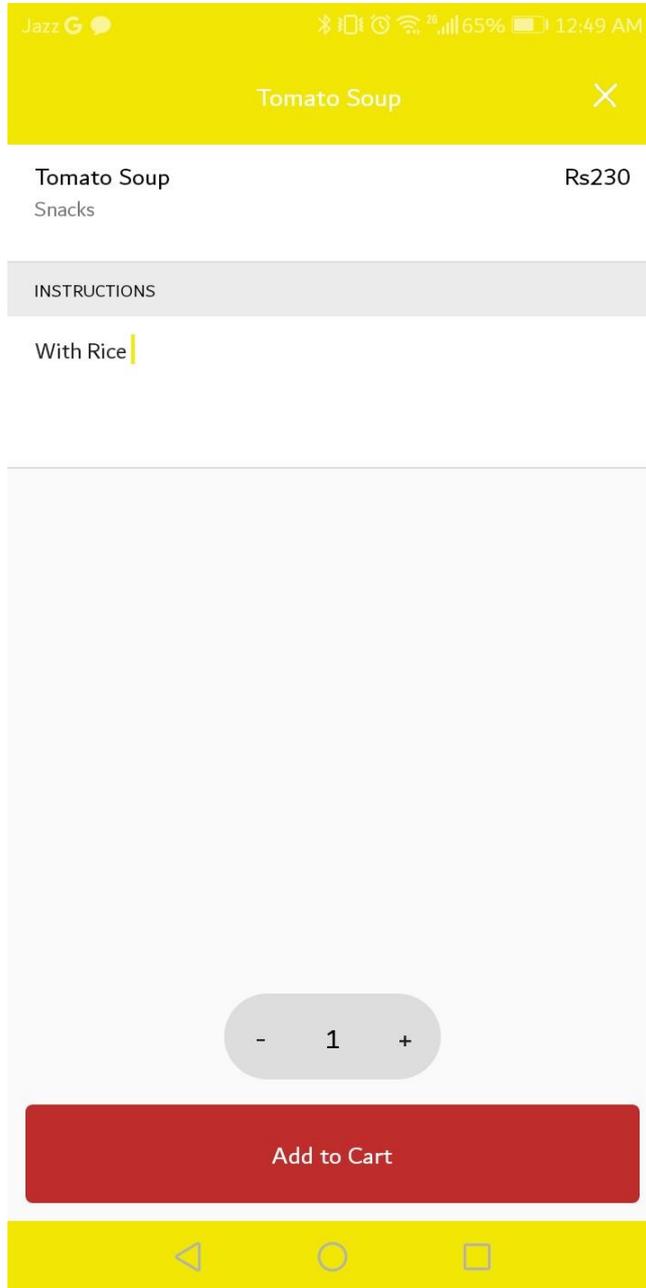
Lunch dopeher menu	
Aloo gobhi Tandoori Naan	Rs95
Chicken biryani Raita	Rs180
Aloo ki bhujia With rotian	Rs80
Rajma With rice	Rs95
Keema karailay With rotian	Rs150

Dinner menu of chef Ali

Dinner Night menu	
Chicken karhai Rogni naan	Rs400
Matar keema Rotian	Rs160
Kadoo Gousht Rice	Rs250
Fish Biryani Raita	Rs400
Curry chawal Pakoray	Rs150
Aloo bengan Rice	Rs120
Daal mash Lemons	Rs100
Shimla aloo	Rs120

Restaurants Deals Orders Cart Account

Select your meal along with quantity and add to cart



1. Regular updated menus

Regular menus will be updated by chefs and the customer can choose the meal of his choice.:

Menu	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
Breakfast	1.Halwa pori, 2.Nihari, 3.Siri paye 4. Anda paratha 5. Jam and butter on toast	1.Naan chanay, 2.sandwiche 3. Allo paratha 4.Lassi & chaye 5. Cheese Omlate	1.Haleem 2.Meetha partha 3. keema wala naan 4.Aloo/chicken naan 5. Chicken pura	1. sarson saag & makai ki roti 2. siri Paye 3. Malai boti with naan	1.Club sandwiches 2. Tawa Qeema with Naan 3. Dhaleem 4. Gosht karhai & rogni naan	1. Anda paratha 2. Aloo partha 3. Qeema Paratha 4. Cheese Naan 5. Kashmiri chaye
Lunch	1.Aloo gosht 2. palak goosht 3. keema matar 4. Gobhi aloo	1.Mixed vegetables 2. Aloo ki bhujia 3. chicken karhai 4. Mash ki daal	1. Koftay 2. kalay chanay 3. Achari karhai 4. Haleem 5. Mong ki daal	1.chanad aal 2. palao 3. Safaid chanay 4. Aloo qeema	1. beef biryani 2. Achaari aloo 3. veg rice 4. Meat gravy	1. Fried fish 2. Teenday gosht 3. palak 4. Aloo gosht 5. Mash ki daal
Dinner	1.Biryani 2. Daal chawal 3. Haleem 4. chana palao	1.chicken curry 2. Chicken makhni 3. Lamb Chops 4. Charga	1. Fish biryani 2. Aloo Gosht 3. Teenday Gosht 4. Rajma	1. Fried Chiken 2. Nargasi koftay	1. Beef biryani 2. Teendy gosht	1. Daal kadoo 2. Rajma 3. Mash ki daal 4. Mixed vegetables

2. Customized menu

Desi—Eatino also deal in customized menu. Customizable dishes gives you chance to get the food that you love. But customized menu meals **prices** will be slightly higher than regular meals. As they are prepared on demand.



3. Kids lunch boxes menu

Many mothers pull out something from fridge, throw it in a lunch box and Go! But this is not good for health. Then grab our delicious and healthy lunches for your kids because Desi-Eatino also entered to deal with kids lunch boxes. So that kids can choose their lunch box item for their school. Our lunch boxes contain the healthy and perfect meals that can attract kids. We ensure that your kids lunch boxes come home empty.

Children need nutritious and yummy food to stay healthy and do well in school. We strive to deliver the hygienic ,hot, healthy and yummy food. We not repeat the snack or a lunch item atleast for 20 days.

Age: 3 years to 16 years

Vegetarian food available: Yes

Meals provided: Breakfast, lunch, snacks

- **Whether you want to send the food with the children:**
If u want to send lunch with your children; we delivered at your house early in the morning before your children leave for school.
- **If you want to delivered to the school:**
If you want to Deliver the food directly to the school, then the food will be delivered 30 minutes before lunch time at school. But for that purpose you have to give details about the school and your kid.

Some information required

School Name
School Address
Class and section
Child Name

Lunch Box Menu

French fries	Pasta salad	Cheese balls	Crunch chicken
Noodles	Crème salad	Vegetable rolls	Coloured sandwich
Egg fried rice	Club sandwich	Chicken paratha	Mini muffins



4.Parheezi Menu

We are pleased to offer a healthy menu designed to give a wide variety of selections for patients. Which allows you to order the food you want. Almost every house have aging parents and may be patient who may suffering from any disease. And when you are on job so its difficult to prepare special nutritious food for them. Therefore, we offer a parheezi menu feature, from where the aging people and patients can order their food of their choice or prescribed by doctors. All food is prepared freshed to order and is delivered within 45 minutes of the time the order is placed. We provide the healthy,balanced, and allergy-friendly food options for breakfast, lunch, and dinner to patients.



Parheezi Menu Sample

1.Grilled chicken	5.Boiled fish	9.Fresh garden salad	13.Lamb curry	17.Fruit salad
2.Khichri	6.Boiled egg Sandwiches	10.Mixed vegetables and egg porridge	14.Roast potatoes	18.Grilled fish
3.Yahni /soup	7.Salted meat curry	11.Mixed herbs	15.Cereals	19.Bean burger
4.Black pepper curry	8. Tomato soup	12.Fried rice	16.Savoury meat loaf	20.Namkeen Daal

5.Sunday special menu:

Desi-Eatino will also attracts its customers by offering special Sunday meals.

Menu	Sunday special
Breakfast	Halwa pori, Murgh Chanay, nihari, Siri paye, Aloo paratha, lassi, Sarson ka saag
Lunch	Keema matar, Vegetable pulao, chicken karhai etc
Dinner	Chargha, fish biryani, Lamb chops, biryani etc

Target Market

Our target market are Jobians. We target the jobains as they are busy on jobs and have not time to prepare meals and have not time to make lunch boxes for kids in the morning. And we also introduce the parheezi khana menu for aging parents and those who are patients.

Objectives of Desi- Eatino

- Providing opportunity for people to earn by sitting at home
- Encourage women's employment without the headache of messy kitchen
- Offering Desi content, fairly priced, ethnically diverse food options
- Providing the quality of jobs including good wages, benefits, access to training and capacity building.
- Also a source of income for government(Sales Tax)
- Prevent youth from taking too much junk food
- Raising children awarenesss towards healthy lunch boxes options
- Patients and aged groups also taken into consideration
- Encourage authentic home-cooked food experience
- We facilitate both types of women, Those who wants to earn by sitting at home and those who work outside. Thus we empower women.

SWOT ANALYSIS

Swot Analysis:

A SWOT analysis of DESI EATINO has been performed relative to its competitors to gain understanding of how other food delivery services are doing. Then take the necessary steps if we face some hurdles and learn from their shortcomings.

STRENGTHS

- Desi Eatino provides the facilities of getting food of their choice by online ordering from their home.
- It targets particularly jobians of both male and female.
- Its really helpful for ladies which have to face the hurdles of cooking while doing job.
- Better Customer Support.
- We hire the trained workers for delievery food.
- The price of desi food is not too much.Every customer can easily order it.
- It makes easy the online payments from their mobile applications or by accessing our website that operates 24 hours a day..
- It also provides the facilities of lunch boxes to customer's child.
- It also includes the parhezi menu for those patients who can't eat the meal which is available for others.
- It also offers the facility of customization food during ordering.

Weaknesses

- Lack of awareness among certain group of people.
- Pricing food.
- Poor customer services.
- Lack of trained chef

OPPORTUNITIES

- To expand to further more cities
- Rapid technology development
- Offering discount makes the customers happy and then they order more
- Brand loyalty would encourage the customers
- By providing something free with the ordering food.

THREATS

- Rising of competitors
- Changes in Government policy can affect the business
- Substitutes of desi food
- Climate changes affect the business
- Food prices on the rise

How Desi-Eatino will earn?

- When customers order food from the app of Desi-Eatino, then 20% of the total price of the ordered food is given to the company.
- The display ads connected with the CPM allow Desi-Eatino to earn a 12% profit.
- Desi-Eatino will also earn 40% of its revenue from delivery business.
- Desi-Eatino will also earn 25% from its suppliers who delivered raw material and other grossary to their chefs.
- The company also earn from customized orders. As customized. As customized orders charge extra price to make them available to customers. Charging more through customized orders is a great way of bringing in extra revenue.
- Charging extra for delivery during bad weather conditions.
- Desi-Eatino will earn through its app users. The more the application will be install, the more the return on your investment.
- Desi-Eatino also earn through the registration fee of new chefs

