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Course title: Entrepreneurship

Question: Using a company or business of your choice, write a good and customized business plan, covering all relevant aspects and analyses.

Morenike Catering Services Business Plan

Executive Summary

Morenike catering services is a private nonprofit organization that serves more than 7,000 children, youth and families each year in Lagos, Nigeria.. We provide a continuum of services ranging from prevention to treatment for clients ranging in age from two to 24. Our agency also works closely with, and helps shape, the major systems that impact the young people and families in our community and state. You will find us involved in such diverse areas as mental health, juvenile justice, positive youth development, education, and work readiness.

. Our mission is to assist at-risk youth in the undeveloped area in becoming productive citizens by providing a learning and work environment where they feel challenged, respected, and accountable as they strive to meet the demands of adulthood. We have a staff of approximately 250 employees and also utilize several volunteers each year who play a vital role in the organization. Morenike catering services itself on its diversity of funding sources that make for a fiscally strong organization. Agency revenues come from governmental contracts, charitable gifts, United Way funding, and fees for service.

Chambers School is proud to be the premier provider of at-risk youth alternative education and career assistance in Lagos and seeks to make this experience even more valuable for its clients. This is done through a series of curricula funded by the Lane Workforce Partnership, Lagos Youth Conservation Corps, Lagos Department of Human Resources, and the local school districts. The most recent program we have developed is a culinary arts program in which students learn about food preparation and safe handling and then put this knowledge to use by preparing lunches for their peers at the Chambers School. After completing the 9-week curriculum, students are placed with a local food service business for a 60-hour practical training where they can continue to develop their skills. Currently, the culinary arts program is available to five students per 9-week school term, or approximately 25 students per year. Students enrolled in the program are selected because of their sincere interest in the culinary field and their excellent attendance.

After a successful first year of operating the culinary arts program, we are looking to expand the program further. By developing the program into a full day program of academics and culinary arts training, we can develop an entrepreneurial curriculum that will allow our students to gain an insight into the operation of a small business. Specifically, by launching a lunch box catering business (called the Catering For Kids), we could offer our students the opportunity to gain valuable work experience for which they can earn both school credit and a stipend, acquire entrepreneurial business skills and achieve a real sense of accomplishment. According to the National Foundation for Teaching Entrepreneurship, entrepreneurial training can help foster in students a sense of vision and personal responsibility for their future, creating a beneficial effect on self-esteem and outlook.

However, major challenges face Catering For Kids in the future. These include the need to:

Fund the program, including possible expansion of the existing commercial kitchen or lease of a larger kitchen off-campus.

Employ additional staff to teach the afternoon curriculum.

Purchase the additional food inventory required to launch the catering business.

The Board of Directors, staff, and volunteers of Morenike catering services continue to work toward providing a quality experience in the most effective and efficient manner possible with optimism for the future of this program.

Mission

Catering For Kids is dedicated to providing at-risk youth with an opportunity to gain work experience and transferable skills by providing our customers with healthy, homemade foods and excellent service at reasonable prices. Employees of Catering For Kids will be students who are enrolled in the culinary arts program at the Chambers School and Career Center and are interested in gaining work experience in the restaurant and food services industry. The experiences the students have while participating in this program will assist them in making the transition from school to work and will allow them to develop entrepreneurial skills that will be transferable to any job in the future.

Keys to Success

Cultivate an identity (brand) for the Catering For Kids business in the Lagos communities and also expand our customer base into new areas within Eugene/Springfield.

Hire a year-round business manager for the catering business, thereby providing student employment twelve months of the year.

Expand the donor/corporate partner base and corporate contributions that add to the financial resources of Chambers School's programs.

Provide students with entrepreneurial job skills that can open doors to future employment opportunities.

Acquire additional equipment to support future growth and offer greater flexibility, leading to expanded services offered by Catering For Kids that will further the goal of providing valuable work opportunities for homeless and at-risk youth.

Objectives

Enroll approximately 25 Chambers School students for stipend and school credit based positions in the next school year.

Serve a sufficient number of clients to break even financially, covering pay for student employees, staff and all inventory expenses.

Move from serving internal clients of Morenike catering services to external clients, especially other nonprofit organizations.

Develop an entrepreneurial curriculum for the culinary arts program and other students of Chambers School.

Financial Plan

The Catering For Kids will finance growth through cash flow, grants and school district revenues. We recognize that this means we will have to grow more slowly than we might like but that no borrowing is necessary.

Important Assumptions

The financial plan depends on important assumptions, most of which are shown in the following table. The key underlying assumptions are:

We assume direct food costs will be equal to or less than 30% of total direct costs.

We assume a slow-growth economy, without major recession or crisis in food contamination.

We assume that there are no unforeseen changes in government grant funding availability.

We assume a continued interest in restaurant and hospitality services by students of the Chambers School. It has proved to be a highly popular program in the past and we have no reason to believe this situation will change.

We assume a continued interest in using catering services by organizations and businesses in the Lagos areas.

Market Analysis Summary

According to the Lagos Area Chamber of Commerce, The Lagos economy are the homegrown of some small and medium-sized businesses. Some of the businesses in Lagos employ fewer than 20 workers. From specialty retail shops to financial service firms, from management consultancies to ethnic groceries, Eugene's small business community is diverse, active, thriving and well-supported. Including sole proprietorships and limited partnerships, there are more than 10,000 businesses in and around Lagos.

Catering For Kids anticipates that Lagos businesses have unmet demand for catered lunch meetings and other events. And unlike other restaurant and food-related businesses, business to business catering is not as cyclical as business to consumer catering. Businesses continue to have lunch meetings and employees who wish to purchase their lunches year round. In order to gain some insight into the market size and demand, we undertook some limited market research.

Products

The Catering For Kids will offer its clients a variety of healthy, fresh lunch options. These options are described in detail in the following section. Our menu will be reviewed and modified regularly, allowing us to constantly provide new and appealing boxed lunch options for business meetings.

Product Description

Corporate customers demand that food and presentation quality be consistently high, which is why Catering For Kids will strive to maintain the best quality possible. For example, our ingredients include excellent products like Tillamook cheeses, La Petite Croissant Bakery breads, College City coffee and Martinelli's sparkling apple juice. Our cookies are fresh baked daily and each boxed lunch is packed with the utmost care in environmentally responsible packaging. Sandwiches are hand-wrapped in deli paper and are closed with our signature label and thank you card, a sign of ongoing committment to serving only the best-quality foods and to giving at-risk youth in Lagos area the opportunities they deserve. Apart from that, we also have local meals like Amala, pounded yam. Semovita, then we have different type of soups like vegetable soup, ogbono and so much more.

Food Product Description

Boxed lunches: a sandwich or salad with dressing packet, deli salad (i.e. pasta salad or cottage cheese, cinnamon and fresh fruit), fresh seasonal fruit, chips and a cookie. Sandwich or salad options will include:

Roast beef and havarti dill sandwich;

Avocado, smoked turkey, lettuce and tomato sandwich;

Chicken caesar salad sandwich;

Chicken salad with red grapes croissant sandwich;

Garden hummus and provolone sandwich;

Hawaiian sunrise with turkey ham;

Pear, walnut and goat cheese salad.

Pounded yam and vegetable soup

Jollof rice and chicken

Amala and Ewedu with beef

Buffet style lunches:

Party platters of meats, cheeses, breads, fruit, condiments, chips and dessert;

Sandwich wrap platters with several deli salad options, fruit, chips and dessert;

Baked potato bar with toppings, macaroni salad, fruit and dessert;

Lasagna bar (including several types) with french bread, salad and fruit and desert;

Taco salad bar with fresh toppings, taco shells and fresh salsas.

Both styles of lunch catering will include vegetarian, low-fat, dairy-free and allergy-free options and we plan to modify individual meals at our customer's request. Our desserts include freshly baked cookies.. Each lunch box will include one package each of mayonnaise,, a plastic fork, our trademark blue straw and thank you card, a napkin and a Euphoria chocolate. Salads will come with the customer's choice of dressings, packaged on the side. We will offer one variety of dressing that is homemade in our kitchen; others will be store-bought individual packets.

Beverages will be available for purchase and will include a variety of fruit juices, sparkling water and soda.

Both buffet and boxed style lunches must be ordered three days in advance so that our staff has adequate time to prepare the meal. A minimum order of 10 is required for all buffet style lunches. There will be no minimum for boxed lunch orders.

Morenike catering services is up to do so many things for the state and also for the country.

The catering service will support the youths in a way that they would not get involved in horrible situations like gang problems and so on.

Morenike catering services is bring a lot to Lagos areas in Nigeria.