



# **TOLUWALASE'S NUTRI-FOOD COURT**

...Everybody can now eat...

## **BUSINESS PLAN**

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**For Confident and comfortable eating**

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### **PROJECT TITLE**

***A BUSINESS PLAN FOR THE DEVELOPMENT OF A FOOD COURT, PROVISION OF FAST-CASUAL, FRESH and NUTRICIOUS FOODS AT TOLUWALASE'S NUTRI-FOOD COURT, IBADAN, NIGERIA BY OLAWUYI MARY TOLUWALSE.***

**AFE BABALOLA UNIVERSITY, ADO-EKITI, EKITI.**

**COURSE TITLE: GST 212 (ENTREPRENURESHIP)**

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**Business Plan: TOLUWALASE NUTRI-FOOD COURT**

**CONSULTANCY CONFIDENTIALITY AGREEMENT**

*The undersigned reader acknowledges that the information provided in this business plan is a confidential intellectual property; therefore, the reader agrees not to disclose it to a third party without the express written permission of the promoters of the proposed business.*

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*Upon request, this document is to be immediately returned to the promoters of the proposed business.*

Signature

Name:

Date:

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# **1. EXECUTIVE SUMMARY**

## **INTRODUCTION**

**TOLUWALASE'S Nutri-Food Court** is an idea conceived to provide fast-casual, fresh and nutritious foods that can be trusted and confidently consumed without any worries. **TOLUWALASE'S Nutri-Food Court** will be a 100 seat court offering a variety of foods ranging from sweets & confectioneries to Local foods to drinks, fruits and vegetable smoothies, fruits & vegetable bowls and Recipe designing.

## **PURPOSE**

Our primary aim is to ensure a community that can bank on nutritious and healthy eating. **TOLUWALASE'S Nutri Food Court** targets individuals and families in the South-west region of Nigeria. The company aim to serve individuals & families with no region barrier later on.

The Nutri Food Court uniquely stands in the food industry, as the food court business is not well-known in Nigeria and the South-west region of the country. The Nutri Food Court will be operating as an online and physical store with eat-in and take-out services in attractive and conducive environment. Also, customers can order from their comfort zones.

Sales projections assume 500 customers per week resulting in a sales of just over #100,000 weekly. The total start-up cost will be #5 million naira.

## **BUSINESS OBJECTIVES**

- To provide quality, nutritious and fresh foods for the community and the people at large.
- To give a home- away-from-home eating experience re-firing the cultural heritage of eating in the people.
- Warm welcoming, cheerful and respectful staffing.
- To help encourage and sustain a community that banks on a nutritious and healthy eating habit, in order to cut the chain of malnutrition.
- To provide quality foods at reasonable price with exemplary service.

- To allow every individual and family get food at their comfort zones.

**VISION & MISSION STATEMENT:** Our mission is;

- To use the finest ingredients to prepare tasty, made-from-scratch products for our clients
- To develop innovative recipes for customers who are on a specific diet or with certain health conditions.
- To provide a unique, creative and relaxing eating experience, bringing back the traditions of eating and re-fire our cultural heritage.

**OUR GOALS**

- Our main goal is to be one of the most successful fast food outlets with a good service testimony.
- A growing business, full of opportunities
- More innovative and new ideas for development
- Grow out to other communities and region

**GUIDING PRINCIPLES AND SUCCESS INDICATOR**

**I. Our Customers**

Every customer, notwithstanding the age, sex or region are heartily and warmly welcomed, treated as kings and Queens, giving them a comeback experience.

**II. Our Staffs**

Our qualified and well-trained staffs will be always well dressed, warmly and well treated and respected.

**III. Our Products/Services**

We will deliver quality products at a reasonable price, accompanied with the warm and friendly service; creating a comfortable environment for both customers and staff to want to come back.

**IV. Gratitude**

Time-to-time appreciation will be expressed from us (the company), to all our customers, letting them see that we won't be here without them.

### **Company Description**

**TOLUWALASE'S Nutri-Food Court** is a food business known for diverse catering operations and produced over 1000 certified caterers. The company will provide a variety of fast-casual, nutritious and fresh fast foods ranging from sweets & confectioneries, drinks, local foods, smoothies, fruits & vegetable bowls & Recipe designing.

Our motto is; Everybody can now eat: Convenient & Comfortable

### **OWNERSHIP**

The Nutri-Food Court will be an incorporated business. The food court will be directed by Olawuyi Mary Toluwalase. She began to gather her catering experience at an early stage having been trained for years in a Catering Industry.

### **Legal Form**

**TOLUWALASE Nutri-Food Court** will be organized as an incorporated business, registered.

### **Start-Up Summary**

Nutri Food Court is a new start-up and the cost to open the food court is #xxxxxxx. The majority of the source of funding will be grants and investments.

### **Company Location and Facilities**

The food court will be located in strategic place in the metropolis of Ibadan, Nigeria for a start. The food court will be a 50-person facility, that is stationed in a busy area, serving the community at large.

## **DESCRIPTION OF THE VENTURE AND PRODUCTS**

Nutri Food Court will be offering nutritious & fresh foods in six (6) different categories;

### **A. The Cake Inn**

This section will provide cakes of different kinds and for different purposes, based on pre-order and emergency needs. There would also be sales of cake slices and cuts, as our research has shown that many people love to eat cake, but they have to wait for functions and events to get a piece or cur of cake.

#### **B. The Fruit & Veggie Bar**

This section will provide fruits and vegetables smoothies, fruit bowls, fruit and vegetable salads of all kinds in order to achieve our aim of providing nutritious meals to our customers and help eradicate malnutrition.

#### **C. The Locals**

Another section that will prepare unique local foods of good quality, delicious, nutritious and fresh, to help re-in state and preserve cultural heritage and food tradition.

#### **D. Sweets & Confectioneries**

This sweet section will produce various kinds of sweet pastries and dough; glazed doughnuts, brownies, caramel popcorn, and many more.

#### **E. Small chops & Healthy Drinks**

This section will provide finger foods all of all kinds alongside healthy and recommended drinks. These drinks will be natural, revitalizing and health boosting drinks, that will be supplied by companies of trustworthy reputation and products for our customers.

#### **F. Recipe Designing**

This is a very unique arm of the food court that is designed not to leave those on specific diets and patients of certain health conditions out of the goodness of life. Our qualified Nutritionists will be consulted to design meal plans and new recipes for our customers who decide to or change their feeding habits.

We sure care for your health & nutrition!

### **STRATEGIC HUMAN RESOURCES**

There would be schedules for staffing & duties. Staffing will include;

- ✓ General managers
- ✓ Kitchen workers
- ✓ Server
- ✓ cleaners
- ✓ online workers
- ✓ delivery workers

## **MARKET ANALYSIS**

**TOLUWLASE Nutri-Food Court** will position herself as a one-stop, creative and memorable place of visit to all. We will do this by providing quality tasty and fresh fast food using quality ingredients at reasonable prices, in a creative and beautiful environment, giving our customers a relaxation feeling and experience. Warmly welcoming staffs cheerfully welcoming our customers and making them feel at home. Also, various foods and a liberal menu list for different customers of different class, age group and health status.

Then our online service allowing customers to order whatever they would love to have from their comfort zones within the metropolis, and our delivery system at their service, prompt and precise.

Furthermore, there would be rewards and coupon for loyal customers. In addition, our customers are allowed to rent the court for a particular period. Because we care for our customers' health, we would also provide other health services, in order to keep check on their health and maintain a good feeding habit. These services will include; weight check, height check, body mass index and others. Writings such as "do you know your weight?", "don't just eat, know what your body wants" and many others. A software will be used to calculate the body mass index.

A software to make payments easier will used, making both online payments and payments at the court easy to make. Cash payments will also be available. However, **TOLUWALASE'S Nutri-Food Court** will also be a job creator, creating jobs for individuals, qualified and well-trained, to earn a living.

## **INDUSTRY ANALYSIS**

### **SWOT Analysis**

#### **Strength**



- ◆ Good location with easy access
- ◆ Comfortable and creative environment for relaxation and connection
- ◆ Re-enforcing culture and tradition in our eating habits
- ◆ Qualified Nutritionists-Dietitians to design recipes, emphasizing the need for proper nutrition.
- ◆ A line of qualified and well-trained caterers, with well-rooted catering experience to prepare quality foods to our customers.
- ◆ Exceptional service both at the court and on our online base with quality delivery.

### **Weakness**

- ◆ Recruiting & retaining well-trained staffs
- ◆ Need to hire business promoters

### **Opportunities**

- Getting sponsorship and deals with verified healthy food producing companies in and outside the country.
- Reference from notable clinics and physicians for reference
- Development of new products and services
- Due to the newness of this concept in the food industry in Nigeria. The business stands a better opportunity

### **Threats**

- Rising operation cost
- Maintaining effective online platforms
- Imitation of idea or concept
- Government policies and mandates
- Maintaining sales volume
- Structure ownership

## **ORGANIZATIONAL PLAN**

The food court layout includes, the kitchen area, the dining area, the serving lines for each arm, and a natural view garden for relaxation. Online ordering and receiving demands will be managed by a staff. Upon arrival of customers, they are warmly welcomed by a staff and directed to the serving lines after going through the menu list. The customers make an order to the payment officer, who presents a ticket indicating the order made, the mode of payment and the amount paid. The ticket allows the customer to buy from any serving line in the food court. Accounts of the day's business will be done at the end of the day.

### **PRODUCTION PLAN**

**TOLUWALASE'S Nutri-Food Court** will be producing fresh fast foods, with reliable ingredients. Most foods will be produced from the scratch with raw materials that will be gotten from the market and from suppliers as the case may be. The food court will employ a number of persons as staffs for different duties. Products will be produced in the food court, under serene & hygienic conditions. Delivery of products will be carried out by a staff using a reliable means of transportation (a bus or car and motorcycle). Consistent recipe will be developed and maintained, ensuring good quality.

### **MARKETING PLAN**

- We will keep contact with our existing customer database, to inform them of our grand and official opening ceremony, where food and services will be rendered at a discounted price.
- Billboards will be rented to inform the masses about our opening. Fliers and shirts will be used for the ceremony.
- Our online platform will not be neglected.

### **PROJECTED TOTAL COMPENSATION PACKAGE PER-ANNUM**

✓ General managers	-	N360,000
✓ Kitchen workers	-	N280,000
✓ Server	-	N240,000
✓ Online workers	-	N120,000
✓ Delivery workers	-	N96,000

✓ Cleaners

-

N72,000

### **FINANCIAL PLAN**

<b>Inventory and Supplies</b>	N800,000
<b>Legal fees and certification</b>	N450,000
<b>Technology Costs</b>	N60,000
<b>Administrative costs</b>	N180,000
<b>Sales and Marketing Costs</b>	N700,000
<b>Cash Balance Needed</b>	N2,000,000
<b>Total Start-up Expenses</b>	N5,000,000

### **EVALUATION, RECCOMENDATION AND CONCLUSION**

Looking at the above, the long term solvency, efficiency, and stability of the form seems exceedingly promising. The viability and feasibility of the project has been tested from the above evaluation. This project looks very viable and is worthwhile to commit resources to it.