



## **RTA 315: Business of Creative Media**

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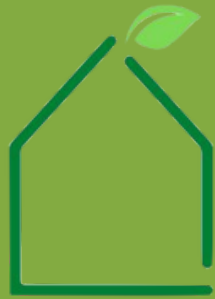
Abu Baker, Sofya - 20200001459

Abu Naser, Lojain - 20210001499

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Salihova, Adelina - 20200001717

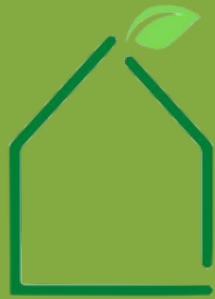
Shaikhi, Asra - 20200001502



# Executive Summary

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- **Product Overview:** Vegan Fast Food Drive Through Food Truck
- **Problem Summary:** The lack of inexpensive, quick and delicious vegan fast food restaurants in the UAE.
- **Solution Summary:** Opening a fast food vegan food truck that customers can drive to and get their food fast (or order it online for extra efficiency).
- **Target Audience:** Mainly vegetarians and vegans + anyone interested in trying vegan food.
- **Finance Summary:** Using our estimated income statement, The Vegan House is expected to break even by the second year.
- **Risk/Opportunity:** Our risks are not offering non-vegan products to people uninterested in eating in an only vegan place + competitors that have been in the market for years (e.g. Just Vegan). Opportunities include to expand throughout the UAE or GCC and offer catering services.
- **Investors:** We are looking for an angel investor to invest in our business. Ownership will be provided to the angel investor in the form of equity.

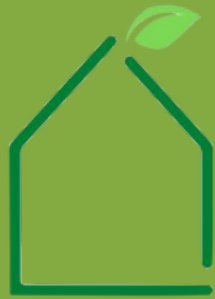


# Description of Business

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- The Vegan House will be a **Limited Liability Corporation (LLC)**
- Specializes in **vegan fast food** through drive-through food truck or online store.
- Offers plant-based **menu items** like burgers, nuggets, fries, breakfast items, and desserts.
- Located in **Dubai, UAE**.
- The Vegan House's **target market** mainly includes the rising population of vegans and vegetarians in the UAE (Time Out Staff, 2019).
- Also seeking to market to people who consume meat to showcase how similar the products we offer are to our non-vegan competitors.





# Mission + Vision Statement

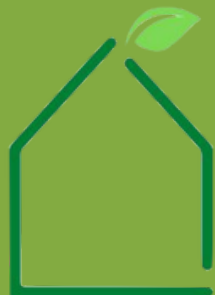
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## Mission Statement

- The Vegan House's mission is to encourage fast food junkies to try vegan meals by integrating our chef's unique and creative touches, whilst delivering an out-of-this-world tasting experience that exceeds our customers' expectations and provides them with a whole fresh outlook on vegan food.

## Vision Statement

- The Vegan House's Vision is to further expand its business by opening more branches and it strives for a vegan future by treating animals in a better way by helping them to enjoy lives free of human exploitation. Furthermore, The Vegan House strives to build a place where all consumers' can enjoy delicious burgers regardless of being vegan.



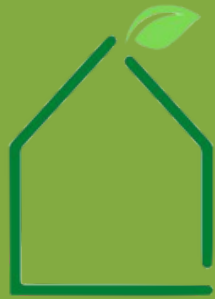
# OPERATIONAL PLAN

## Income Statement

Income Statement	Year 1	Year 2	Year 3	Year 4
TRAJECTORIES in Total				
Total Orders	4494	6586	8171	10065
Revenue	AED188,764	AED276,629	AED367,703	AED452,925
Cost of Goods Sold (COGS)				
Product	AED31,461	AED46,105	AED61,284	AED75,488
Package & Delivery	AED17,978	AED26,346	AED32,685	AED40,260
Customer Service	AED8,989	AED13,173	AED20,428	AED25,163
Total COGS	AED58,427	AED85,623	AED114,397	AED140,910
Gross Profit	AED130,337	AED191,006	AED253,307	AED312,015
GP %	69%	69%	69%	69%
Operating Expenses (OX)				
Payroll	AED70,800	AED72,800	AED74,800	AED76,800
Marketing	AED20,000	AED22,000	AED24,000	AED26,000
Other Expenses	AED47,400	AED47,400	AED47,400	AED47,400
Total OX	AED138,200	AED142,200	AED146,200	AED150,200
Operating Income	(AED7,863)	AED48,806	AED107,107	AED161,815
Taxes	AED0	AED2,047	AED7,402	AED15,493
Net Income				
Net Income %	(AED7,863)	AED46,759	AED99,704	AED146,322

ASSUMPTIONS Per Unit				
Marketing	AED20,000	AED22,000	AED24,000	AED26,000
Customer Acquisition Cost*	AED4.45	AED4.20	AED3.95	AED3.70
New Orders	4494	5238	6076	7027
Returning Orders		1348	2095	3038
Total	4494	6586	8171	10065
Return Rate (Annual)		30%	40%	50%
Revenue Per Order (Selling Price)	AED42	AED42	AED45	AED45
COGS (Per Order)**				
Product	AED7.0	AED7.0	AED7.5	AED7.5
Packaging & Delivery	AED4.0	AED4.0	AED4.0	AED4.0
Customer Service	AED2.0	AED2.0	AED2.5	AED2.5
Operating Expenses				
Payroll	AED70,800	AED72,800	AED74,800	AED76,800
Other Expenses (Rent, Legal, etc..)	AED47,400	AED47,400	AED47,400	AED47,400
Corporate Tax Rate	5.00%	5.00%	5.00%	5.00%
Tax Loss Asset	(AED7,863)	AED40,943	AED148,050	AED309,865

\*Full Income Statement Found on Excel Sheet



## Forecast of Cash Flow + Profit Plan

- Estimation: cost of goods sold will increase throughout the four years but our revenue will too (keeping our gross profit high)
  - Our gross profit in the fourth year is predicted to **increase** to over 50% of what The Vegan House produced during the first year of selling.
  - The operating expenses = cash outflow, however, The Vegan House is still predicted to break even and produce a substantial amount of net income in the second year of operations.
- Grow from **188,764 AED** in the first year to **452,925 AED** in the fourth year.
  - As the years go by, there will be an increase in order numbers due to rising loyal returning customers and more budgeting for our marketing methods.
  - Decision to **slightly increase** our average revenue per order from 42 to 45 AED.
  - These adjustments throughout the years will help The Vegan House gain more traction and profit.





# Variance Report

- **Comparison** with main competitor in Dubai, UAE: Just Vegan.
- Their **instagram** (@justveganarabia) currently has 4933 Instagram followers = **loyal** customers
- Let us assume that this number **represents** the number of people who purchased from Just Vegan during their first year of operations due to their loyalty.
- **Average price** for a burger meal at Just Vegan = 50 DHS (Just Vegan | Vegan Menu. 2015).
- Using this **information**, as well as our own income statement, we can create a variance report comparing the two revenues for the first year of operations:

	The Vegan House	Just Vegan
Total Orders	4494	4933
Revenue Per Order	dh42.00	dh50.00
Total Revenue	dh188,748.00	dh246,650.00



# Employees

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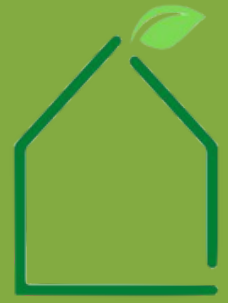
## Hiring Procedures

- Application
- Resume
- Calls
- Assessment test
- In-person interviewing

## Performance Evaluation

- Set performance standards
- Set goals
- Take notes all year round
- Be accurate and precise in your criticism





# Distribution of Profits + Pension/Incentive Systems

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- when and how profits made by the company are distributed amongst shareholders; employees, partners, etc.
- 70% of share given to angel investor, remaining 30% to owner
- part of the profit will be shared as dividends and part will be reinvested for the growth of the business.
- retirement plan given to employees.
- determined by its quarterly or yearly earnings.
- additional incentives; bonuses and prizes like trips and more.





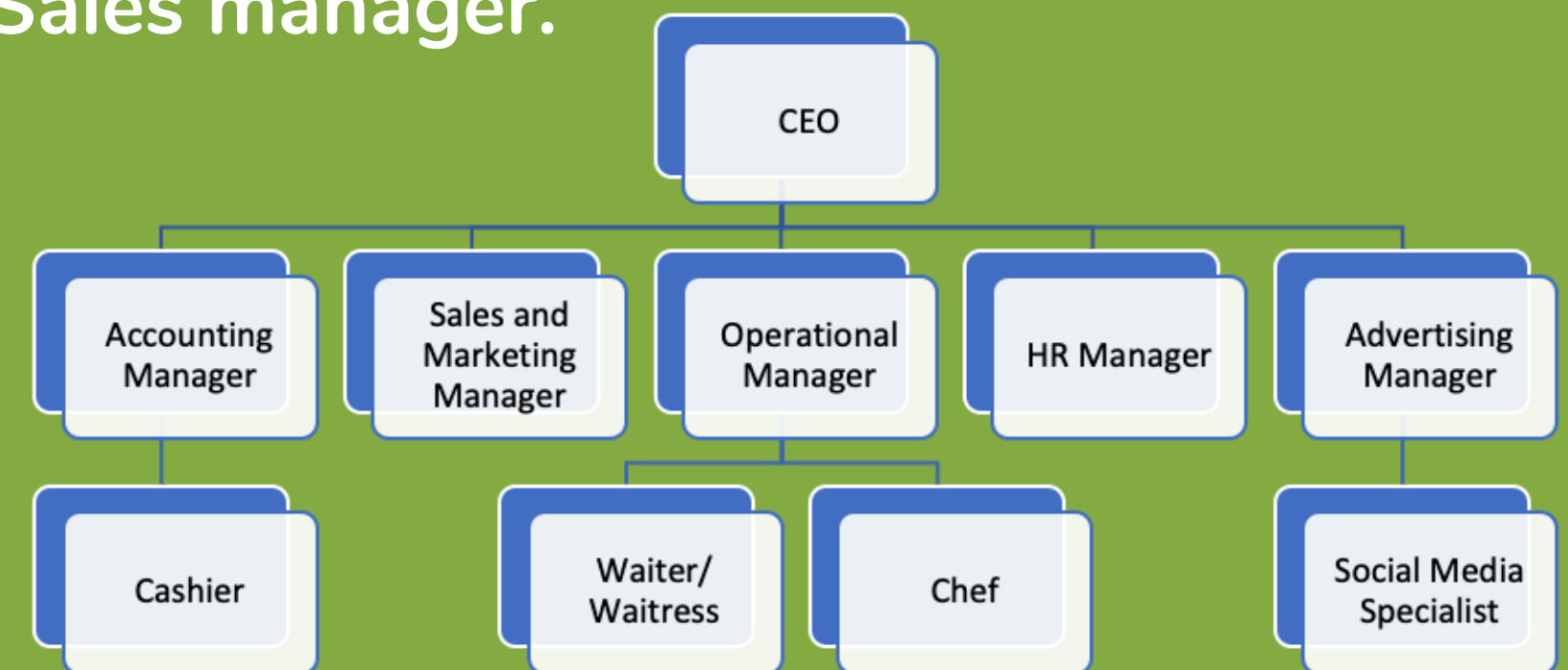
# ORGANIZATION AND MANAGEMENT

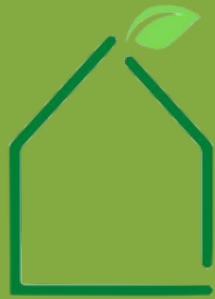
- 2 employees; 1 chef and one Waiter/ Cashier
- More than one position given to each employee
- Given positions:

CEO: Accounting manager, HR manager, Sales manager.

Chef: just Chef

Waiter/ Cashier: Operational manager,  
Advertising manager,  
Social media specialist.





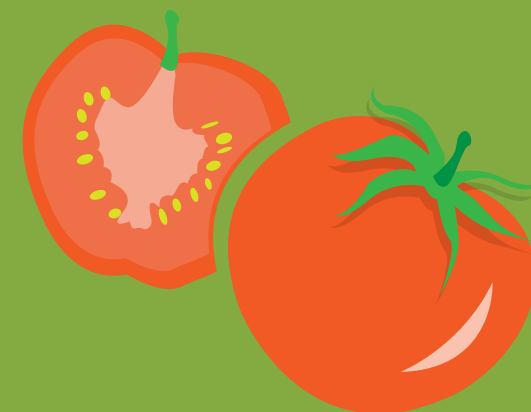
## THE LEGAL STRUCTURE

- The Vegan House will be operating under a Limited Liability Corporation (LLC)
- Valid contract will be provided to the employees (offer and acceptance, legal obligation, lawful consideration)
- 1 angel investor with 70% shares
- Shares will be allocated during an official meeting, where legal obligations will be stated.



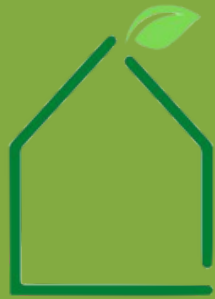
## **PRODUCTS & SERVICES**

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- **Combination of products to provide customers with uniqueness**
- **Affordable and healthy food options**
- **Contribute to the wellbeing and health of the workforce**
- **Enhance natural resource management in facilities**

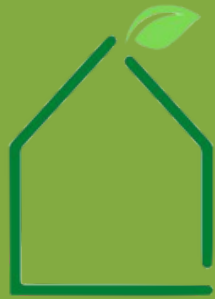




# Production Stages

- Receive ingredients from **outside sources** to be **distributed** to our food truck for production.
- Employees **prepare** the patty and nugget mixes fresh for the day.
- Products are semi-cooked/fried **beforehand** and frozen until a customer orders a menu item.
- Each menu item varies in time to produce,
- E.g. burgers will take ~seven minutes to cook. Chicken nuggets will take closer to five minutes.
- **Average time** a customer will have to wait: five to ten minutes.
- Prepared food will then be given to the customer **via** a food truck drive-through or a food courier to be delivered.





# Pricing policy

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- The best pricing strategy would be competitive pricing
- competitors prices are in the higher range, our low pricing would attract potential customers.
- The penetration method could also be used.
- Prices would be set lower at the start of the business as a long term opening offer, later prices gradually increase.



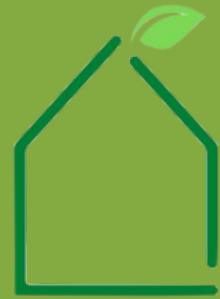




# Profiles of Target Customers

*Figure (X): Brief summary of The Vegan House's target customers*

Demographics	Psychographics	Geographics	Socio-economics
Age: 16-24	Habits; eats junk food daily and binge-watch shows	Country: UAE	Salary: between AED 3000 - AED 10,000
Gender: female & male	Lifestyle: extroverted, loves making friends	City: Dubai	Education: university students
Marital status: single	Values: values life and cares about the environment.	Area: The Last Exit	Household Description: lives with parents or alone



# MARKETING STRATEGY



## Strategy

The Vegan House is a food truck that will be located in Last Exit, Dubai. The reason behind picking this location is its lack of competition behind it.



## Strategy

Combine each food with a side dish and small drink to create a basic combo meal.



## Strategy

Because The Vegan House is not yet on the market, our primary focus is on increasing brand awareness and laying a solid basis for our brand image and reputation.






## Strategy

To penetrate the market we have come up with a strategy of high-quality low price-set

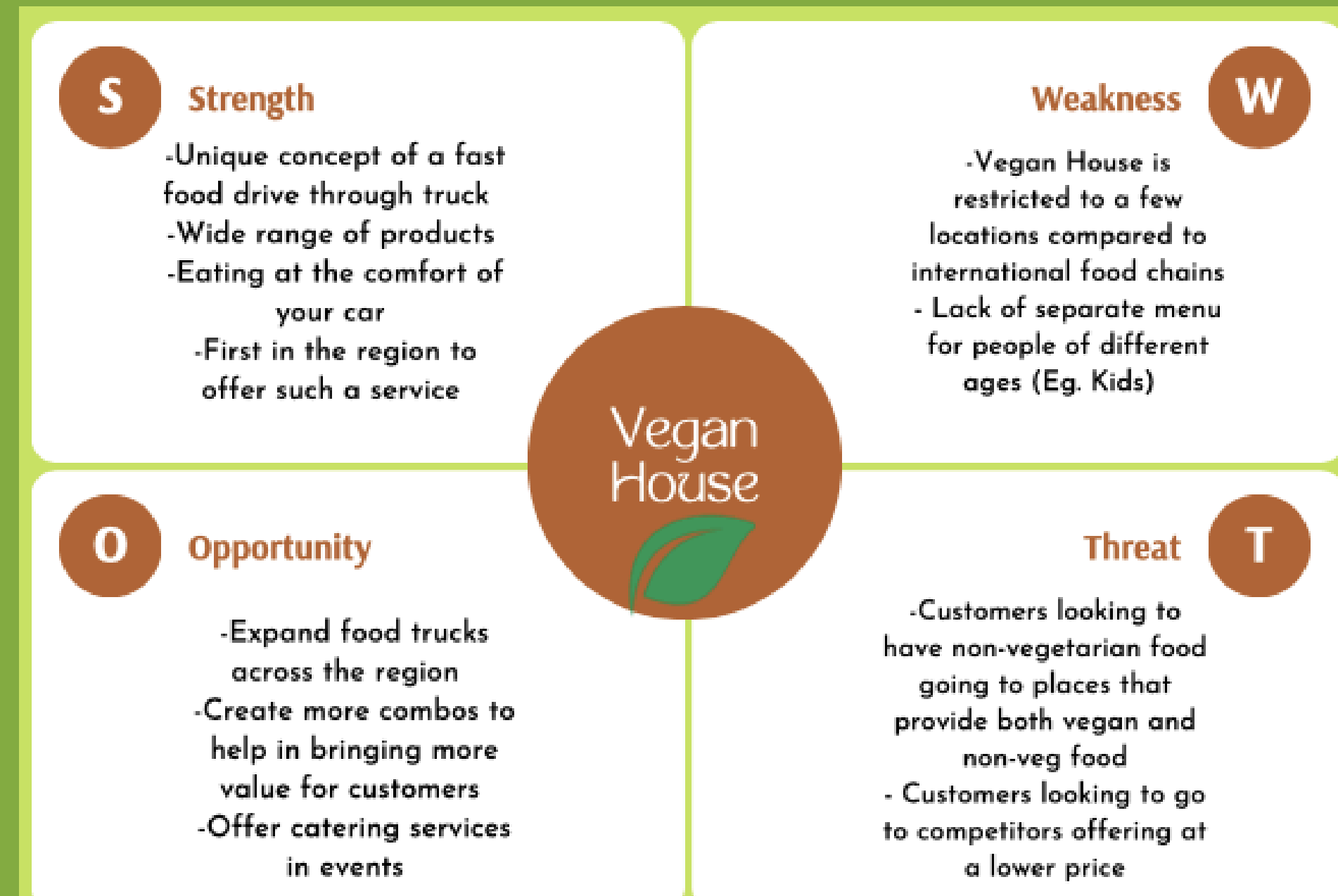


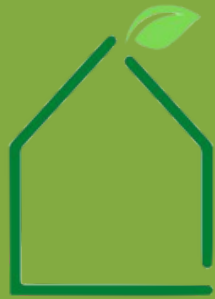
# COMPETITIVE ANALYSIS

Brand	Unique Selling Proposition	Target Audience	Promotional Strategies	Market Share Estimation	Use of Food Truck
	Unique concept of vegan fast food truck, wide range of menu items, eating at the comfort of your car	Health conscious, Higher income, Gen Z and millennials, Parents with children	Social Media Marketing, Barter Collaborations, Vouchers	8.5%	Yes
	Dog-friendly, Available across multiple regions, awarded for the best plant based restaurant	Animal lovers, Higher income, Vegetarians who occasionally choose to shift to vegan food	Social Media Marketing, Paid sponsorships, Food offers (combos)	20%	No
	Owned by 2 famous celebrities, sustainable packaging, latest food technology techniques	Health conscious, fans of Lewis Hamilton & Leonardo Dicaprio, Mid to High ranged income	Social Media, Paid Sponsorships, Broadcast such as Radio, Print Media such as Newspaper	15%	No



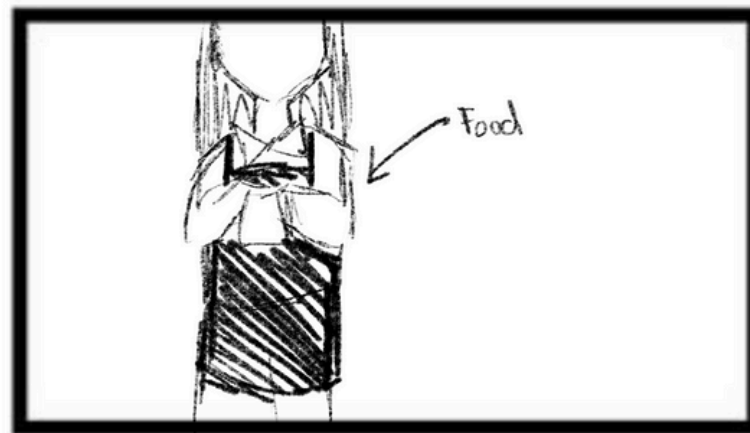
# SWOT ANALYSIS



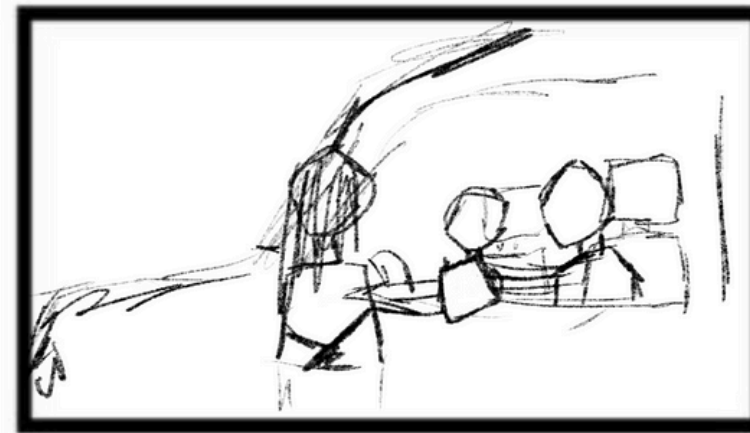


# STORYBOARD

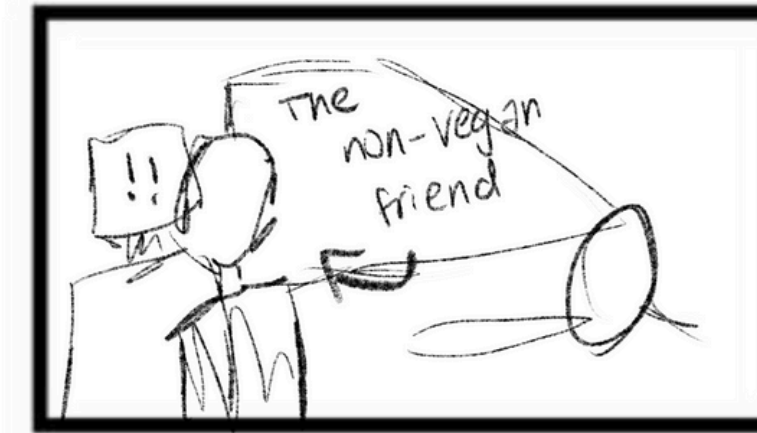
## The Vegan House Advertisement Storyboard



Waitress comes to give food.



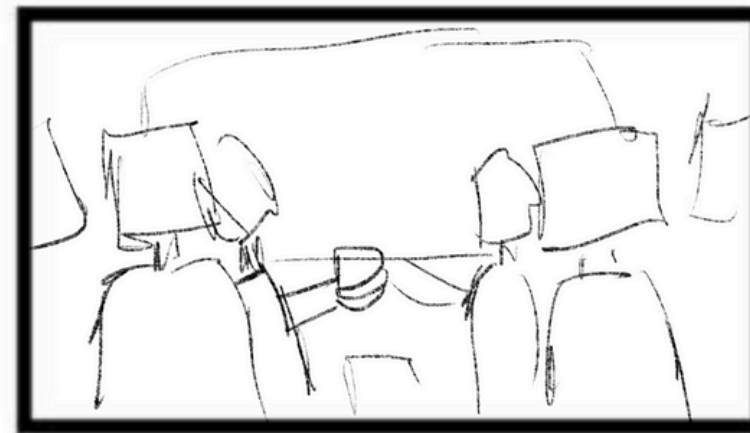
Person in driver seat picks it up.



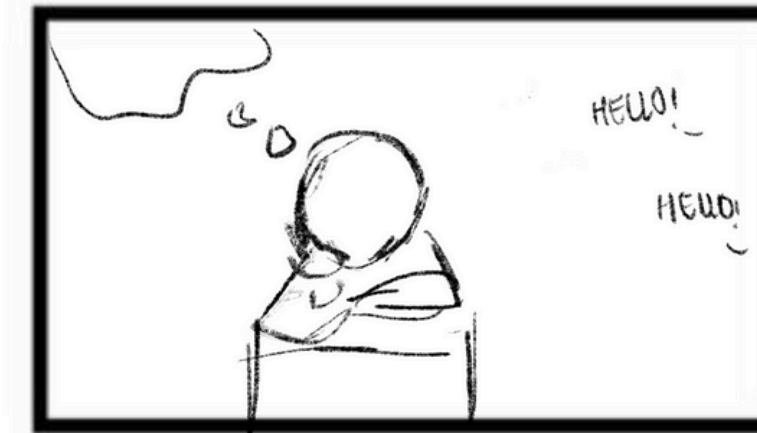
The driver seat friend is non-vegan. She asks her vegan friend to try the burger.



Vegan friend is hesitant because she thought it was a non-vegan burger.

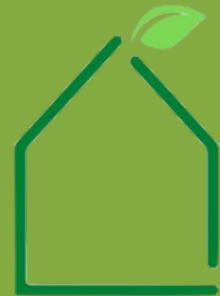


Non-vegan friend assures her it is vegan and the vegan friend loves it so much she accidentally almost eats it all.

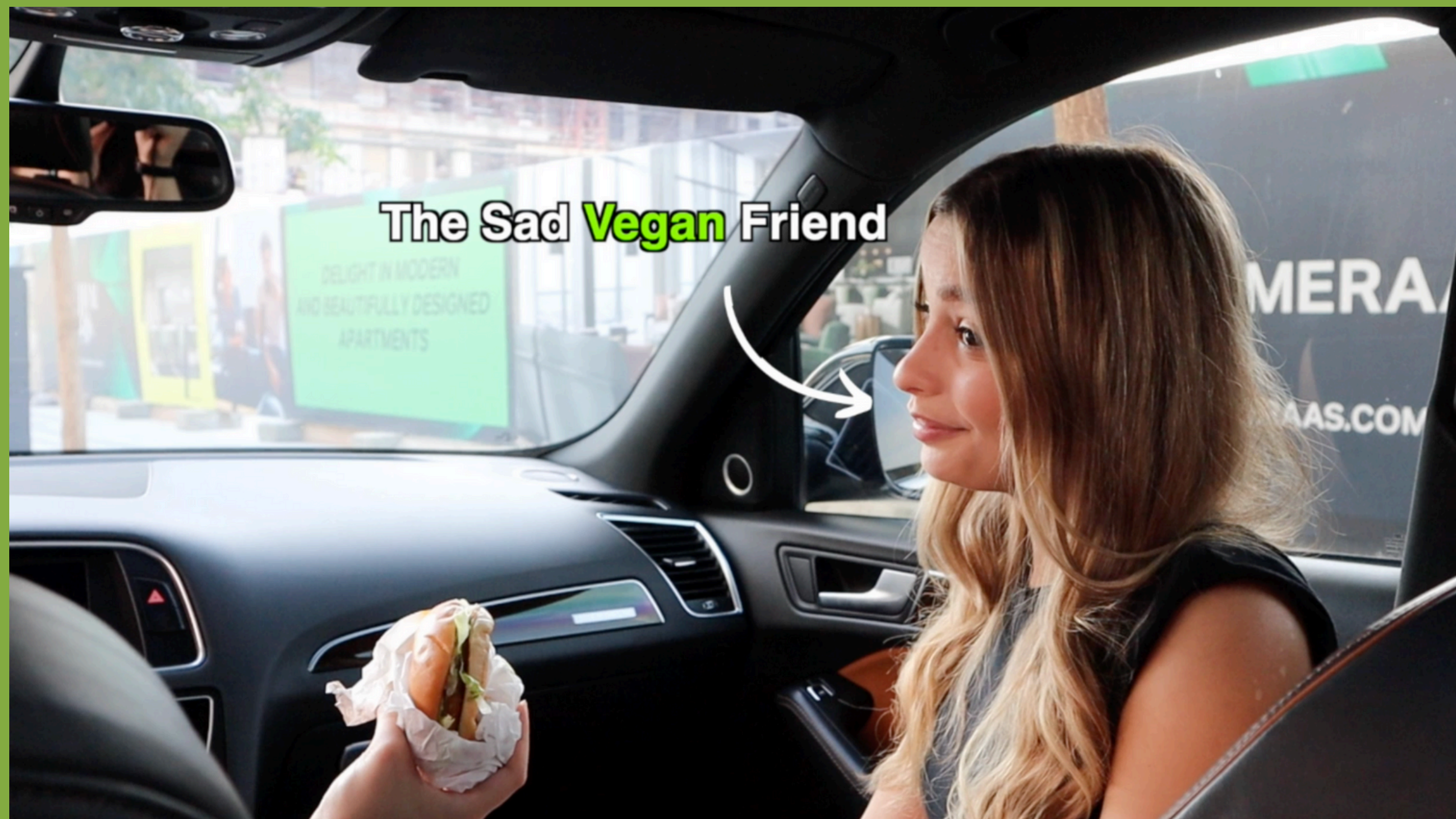


The whole video was the vegan friend dreaming of that experience since she enjoyed the burger so much. (during class)





# THE VIDEO



<https://drive.google.com/file/d/1PTEYxwcJSxeW4otimBgpmtteAUVx1RfId/view?usp=sharing>





# THE WEBSITE



**The Vegan  
House**

[Home](#)

[Menu](#)

[About Us](#)

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[Log In](#)



## Vegan Fast Food Never Tasted so Good!

At The Vegan House, we are dedicated to making everyone feel included while eating!



<https://lojainabunaser.wixsite.com/my-site>



# **CONCLUSION**

**in conclusion**

**highly feasible**

**successful**

**will expand in the future**

**Has competitive advantage**

**appropriate pricing and marketing strategies**

**increasing demand in vegan food in the UAE**



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