

Sample feasibility essay



**ASSIGN
BUSTER**

A business involving the preparation and serving of meals for Consumption on the premises or off the premises. 2. Normally require short amounts of time between the period of ordering serving of the food. 3. Serve in edible or disposable containers. 4. Provide delivery of food for immediate consumption. 5. All restaurants provide warm and inviting environment and variety of comfortable seating arrangements to accommodate anyone from a single individual to a large family. Blue Mountain Rests Bites is a locally owned fast food chain.

Through our creative approach to the company's image and detail presentation. Blue Mountain Rests Bites will provide a combination of excellent food at value pricing, with fun packaging and atmosphere. Blue Mountain Rests Bites is the answer to an increasing demand for snack-type fast food, to be consumed while window shopping and walking around inside a shopping mall. In today's highly competitive environment, it is becoming increasingly difficult to differentiate one fast food outlet from another.

Our main priority is to establish one outlet in a crowded mall, preferably in one of prominent shopping malls in Singapore. Later, our effort will be a further development of more retail outlets in the surrounding area. This plan is prepared to obtain a location for the initial launch of this concept. Additional financing will need to be secured for the two subsequent outlets, anticipated in month 13 and early in year three. The enhancing, in addition to the capital contributions from shareholders, will allow Blue Mountain Rests Bites to successfully open and expand through year two.

The initial a value-driven, entertaining experience through the creativity of its founders. Blue Mountain Rests bites will entice youngsters to bring their friends and family with our innovative environment. * To establish a presence as a successful local fast food outlets and gain a market share in fast food industry. * To make Blue Mountain Rests Bites a destination spot for mall-goers. * To expand into a number of outlets by year three, and sell the ranches to neighboring metropolitan cities, such as Jakarta, Koala Lump, and Bangkok.

Our main goal is to be one of the most successful fast food outlets in Philippines, starting with one retail outlet located inside a major shopping mall as a “ market tester. ” Blue Mountain Rests Bites will strive to be a premier local fast food brand in the local marketplace. We want our customers to have the total experience when visiting our outlet(s) and website as they will learn about this fascinating new “ pop culture. ” We will sell merchandise from pre-packaged sauces and t-shirts, to potato utters, all with our official brand attached to them.

Our main focus will be serving high-quality food at a great value. 2. 3 Keys to Success To succeed in this business we must: * Create a unique, innovative, entertaining menu that will differentiate us from the rest of the competition. * Control costs at all times, in all areas and implement a conservative approach to growth policy. Although, we provide more than enough fund to open more than one outlet, we want to be on the safe side of the business. * Sell the products that are of the highest quality, as well as keeping the customers pappy with all of our product categories from food to store merchandising.

Provide 100% satisfaction to our customers and maintaining the level of excellent services among other competitors. * Encourage the two most important values in fast food business: brand and image, as these two ingredients is a couple of main drivers in marketing communications. * Get access to high-traffic shopping malls near the target market. * Promote good values of company culture and business philosophy. What is Blue Mountains Rests Bites? Blue Mountain Rests Bites sells gourmet fries in a cone with a choice of sauce.

We SE the concept of Belgian Fries, where the fries are all made from fresh potatoes and fried twice. Our outlet also provides excellent and friendly customer service to support the ambiance of fun, energetic and youthful lifestyle. We will imitate successful establishments. Our store will feature display cooking of our featured Belgian Fries from cutting to frying. Our customers will also be able to read our in-house brochures in regards to all knowledge about Belgian Fries and our featured sauces. Our store will be decorated with fast food setting, such as a bright counter and display menu on the wall.

Quality food The store will offer nothing but freshly fried Belgian fries, sandwiches and variety of unique blend sauces, all served with old-fashioned home-style care. Open everyday Our store is open everyday from 10 am to 9 pm. Variety, variety, variety A different selection of sauces will be featured every three months and we will also change our Italian soda flavors to accompany our fries. Blue Mountain Rests Bites is a privately held company.

In promoting the Blue Mountaineers Bites lifestyle, we will offer various merchandise with our logo and colors, from hats to t-shirts to potato cutters to our signature sauces, so that our customers can enjoy Blue Mountain Rests Bites at home. Our signature sauce is exclusively manufactured by Company Q. They can be also purchased at selected retailers. Blue Mountain Rests Bites primarily sells fries and our unique dipping sauces. Main products sold are: Belgian fries, Italian sodas and corporate merchandise.

The dips for Belgian style fries can also be served with sandwiches; they are available in more than 20 flavors: * Pesto Mayo * Stay Sauce * Tertiary Sauce * Thai Chili Ketchup * Creamy Wassail Mayo * Roasted Pepper Mayo * Lava Cheese * Black Pepper Sauce * Curry Ketchup * Barbecue * Jalapeño Ketchup Caribbean Islands * Traditional Sambas * Korean BBC * Hot Chili Sauce * Garlic Dip Blue Mountain Rests Bites has several advantages over its leading competitors: * Unique " fusion" concept of dipping sauce. We expect a high degree of enthusiasm and offer a fun store with friendly staff that reflects the company's youthful and energetic culture. * Supporting merchandise items that support the company's brand building. * Our fried potato is made 100% fresh, compared to most fast food outlets that use frozen fries. * Our dipping sauce is also made fresh without preservatives. * Our innovative packaging will be more entertaining than our competitors; a single cone with a cup reserved for dipping sauce. Blue Mountain Rests Bites will use advertising and sales programs to get the word out to customers. 2, 000 color brochures to be distributed throughout destination shopping mall and facilities: in-store, cinemas, area eateries, information during the * Half page magazine reviews in Philippines lifestyle magazines that advertise the presence of the outlet. 4.

4 Sourcing Fresh potatoes will be delivered weekly by our distributor directly from the U. S. We also have an agreement with Company Q to exclusively manufacture our signature sauces, and all of our merchandise will be printed and produced by our partner's office in China.

4. Sales Programs Each opening of Blue Mountain Rests Bites will have, more or less, the same marketing mix as the others. Below are the programs that we will develop to open each location.

Grand Opening Each new outlet will have outdoor signage as soon as possible. We want the signage to be supported by banners before the opening.

Point of Purchase We will use " tray toppers" to explain the concept and philosophy of Blue Mountain Rests Bites. We will also sell gift certificates, announce future job openings, and simply mention franchise opportunities.

Direct Mail Piece A stand-alone piece, folded, will be produced in full color on heavy weight paper. Inside will be all the important details of Blue Mountain Rests Bites, explanation of our menu, prices, house of operation and a locator map.

4. 6 Future Products For now, we will focus on selling fries and signature sauces. However, as we grow further, we will add new categories to our menu, such as Belgian Sandwiches and Buffalo Wings. In the future, our growth strategy will be offering the franchise of our brand to food entrepreneurs in the region. The success of Bread Talk franchising in Indonesia is the best example on growing globally.

Value Meal Sales of Blue Mountain Rests Bites will not only be generated from the selling of its famous Belgian Fries, but also will be generated by the conception of an innovative package menu called the " value meal. " It primarily consists of a combination of our featured Belgian Fries, sandwiches

and Italian soda at greater value than selling at individual items. Further customization could be done by selling a bigger size of fries Private Parties Brochures and handouts will explain that we can handle banquets and private parties, in addition to our brochure that will list our daily entrees.

Consumer expenditures for fast food in Philippines rose during the end of the year 2000, followed by the recovery of Philippines economy. The increasing number of new establishments such as fast food franchises, fancy restaurants and gourmet bakeries around Philippines has shown a significant growth in this sector. Food spending is around 56% of total consumer expenditures in Philippines, and consumer spending on leisure and recreation made up of 13% of total consumer spending. A much broader appeal exists for weekend slots because those are the days when cost of our core target market enjoys the mall going activities. Age- Youngsters, single, currently enrolled in college and high school. * Family unit- We will also appeal to families (young families) with children. * Gender - We will target both sexes, with a slight skew for males due to their lower attention to dietary concerns. * Income - We will appeal to the medium income individuals and to all in the lower medium income bracket. Our concept will have very broad appeal. It is our goal to be the hip destination for fast food cravings. According to a recent public survey of people 15 - 45 years old, 80% of those interviewed like fast food. 0% of them like fast food on a regular basis, and 10% of them claimed that they like fast food " very much," or " love" fast food. The survey also provided the following particular reasons for the increasing popularity of fast food: * People have 52 weekends and three long holidays a year. Most of Filipinos love to window

shop, and when they do strolling around the shopping district, they need a quick bite to accommodate their activities. * White-collar workers in offices have stopped bring lunch, and enjoy chicken, hamburger, pizza or other fast food Joints in the vicinity.

Parent's give more money to kids and students to buy lunch. Fast food is naturally their first choice, because of the brand building effort that heavily targets their age group. * Eating out still remains as Filipino common habit of life. They do not perceive fast food is a luxury, and they enjoy it by bringing their family, especially if they have smaller kids, in the environment of the western-style fast food outlets. We are targeting young Filipinos as our primary market. SMS North Ads is the place to meet and hang out after school. Due to heavy extra-curricular activities among and not at home.

They tend to flock to fast food Joints inside shopping malls across SMS North Ads. Our secondary market segment is the " Working Filipinos. " With so many shopping malls in the vicinity, Orchard Road is the haven for shoppers and Job seekers alike. In the new Paragon Shopping Centre, there are more than 8, 000 workers currently working as sales persons and boutique staff. There are more than 10 major shopping malls across SMS North Ads, the biggest shopping mall in the nation, employing more than 50, 000 workers. Lastly, SMS North Ads is also the destination for tourists staying in the area.

Blue Mountain Rests Bites is the alternative for a quick bite while shopping the fancy boutiques in the area. Young Filipino Working Filipino Tourists Blue Mountain Rests Bites intends to cater to the bulk of teenagers and youngsters in Philippines. We have chosen this group for several important

reasons. It is our goal to be “ the extraordinary fast food place” and we believe that the age group from 15 to 25 is the primary age where brand building efforts could take place. They are on limited or fixed incomes and seek a value/price relationship that will not stretch their budgets.

Our secondary target is between the ages of 25 and 37, which are a heavy lounge/restaurant user group. They are more flexible in budgets and seek more than a value/price relationship. Our lunch strategy is dual purposed. First, we are featuring fresh fries to fill Philippines craving for fast food as most ideas of lunch is a quick bite not a heavy meal. Second, we want to keep the price point at lunch as fair as possible to keep us in competition with other fast food outlets. At POP. O for a medium size fries, we are only slightly above the segment, but we offer much more excitement than the rest of the competition.

Our core group: * Wants variety and flavor in its food, preferably something fried * Looks for speed of service * Wants an entertaining and fun experience * Insists upon a clean, friendly, and attractive environment * Adopts a global lifestyle * Is computer literate * Enjoys eating out * Has an active lifestyle * Comes from various ethnic backgrounds According to a GAIN Report published in 2000, potatoes are the second largest commodity of US exports to Singapore after fresh fruit, valuing almost USED \$13 million per annum.