

Food van business plan

Business



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Food Van Business Plan Objectives The main concern is to provide excellently and high quality food services to the and staff of the Hertfordshire University and the surrounding community by creating a successful, dynamic enterprise (Abrams 2003, p. 13). Our objectives will include:

Offering healthy, priced, ethnically diverse food options

Establishment of an attractive and diversified menu to meet the customers' needs

Offering high quality products including grilled chicken, veggies, salad and fish to our customers. This will involve listening and responding accordingly to the customer needs. This will enhance the understanding with students through responsiveness to needs and requests (Mckeever 2012, p. 19).

Establishing a catering service that helps develop skills of the catering team and meets the needs of our customers ensuring that a good reputation of our premise is held.

Operation Processes

Our raw products will be from selected suppliers to ensure that the quality and the standards of our foods as outlined in the objectives are met. This is highly competitive quality market and, therefore, we will have different suppliers to diversify risks. The secret to fast delivery to our highly esteemed customers from the time of order is the blanching and processing of the raw product at our kitchen premise and hub site. Our master-chef team will oversee the whole process and ensure that the health regulations are adhered. Our foods will improve the well-being of our customers and hence our food will be prepared to have that in mind (Myrick 2012, p. 23). Our grilled chicken is prepared in a convenient way using fresh ingredients. Each

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serving involves a sensational taste that is appealing to the customers. Our fish and veggies are pre-blanched and hygienically prepared and sealed in a way that is appealing to the customers. The veggies are be chopped and packed freshly to ensure that their natural tastes are maintained.

All ordering, stocking and quality controls are managed by on an in-house computer based system enabling usage patterns to be monitored maintaining ordering efficiency and minimizing wastage. Our customers can to have their orders delivered at their destination within the campus. The business being a profit making organization, will aim at ensuring that the production cost is lower than the sales. At the beginning of each day, the van will arrive at the support kitchen where the foods will be loaded with the day's meals. This will ensure that the supply of ordered food is constant and no inconveniences are experienced.

Promotion of our products will be at offering gifts and subsidizing prices on particular days. These efforts will maintain customer loyalty and ensure that customers have trust with the kinds of foods we offer. Our food van will be located at strategic places within the campus that are accessible to all students and the Hertfordshire community in general. The prices of our products will be considerate and fair to all. High quality foods that meet the set standards and the customers' tastes and preferences are our purpose (Schlosser 2012, p. 27). We will offer healthy, fresh, fast, quality and well-prepared foods to ensure that the foods will improve their well-being and ensure that a healthy generation exists.

List of References

Abrams, R 2003, *The successful business plan: secrets & strategies*, The Planning Shop, Palo Alto.

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Mckeever, MP 2012, A business plan, Nolo, Berkeley.

Myrick, R 2012, Running a food truck for dummies, Wiley, Hoboken.

Schlosser, E 2012, Fast food nation: the all-American meal, Mariner Books/Houghton Mifflin Harcourt, Boston.