

Public veggie burger essay sample

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Food is one of the basic necessities of human being; it is an important aspect for our survival. Every now and then, there is increasing number of businesses engage in food industry.

No matter how tough the economy and no matter how it rise or fall, people still needs to eat, thus even there is a wide recession in the global market, still food industry maintains its stability and improve their creativity.

Veggie Burger is a business engaged in making healthy burger, which aims to provide variety of vegetable burger to customers and to create new recipes that add nutrition at the least possible cost.

The Veggie burger is a business that will offer a new variant of burger. The target markets are men and women ages 13 and up. We also aim to introduce to children who commonly love eating burgers. Since a lot of people will surely love not just because of its taste but also because of its health benefits. Product / Services

Our feasibility study is a combination of product and service in which the intended product is the veggie burger and the service itself is like in a fast food restaurant in which we cook the hamburger then serve it immediately to our dear customers. Our store will most likely have dine in or take out hamburgers. We came with this idea because most often than not a customer want to feel comfortable while eating their food. The raw materials that we will be using in our business can easily be found in the market – meat, veggies, drinks, condiments, etc. We also intend to look for a supplier for these raw materials so that we can buy it at a lower cost. Technology

The technology that we will be using in our business will most likely be not that advance since we are still in the process of starting this business but we can assure you that the effectiveness and efficiency will be there as long as the management will be confident and competent. This feasibility study is our initial move to innovate things. As we go on with our business, we will also continue to make research and development on the different kinds of methodology that we can possibly utilize, so that we can assure you of the competitive standing of our business in the market.

Target Market

Our market focuses are the residents of Antipolo City, Rizal in all ages and of different walks of life. It includes students, vendors in the market, drivers, workers and all others who live nearby. Production / Operating Requirement

The proposed burger house will be on residential area at Antipolo City, Rizal. The area is a good site for business, it is chosen because the place is very strategic and it is where many people spent their leisure time; a place where we can find anything; and a place where most of the people gather. The place where there are many establishments are built and also perfect place mainly because lots of people are usually around the area most of the time looking, buying and eating anything they wish. The project is a food-oriented business. It will provide a unique and nutritious product to the clients.

The said Veggie Burger will specialize in different veggies, various burger flavors, there are regular, sweet, and spicy; every burger can contain different veggie like potato, squash, carrot and onion.. The burger house will be open from 9am up to 8pm every day For now, we just intended to rent the

location of our business because we can't afford capacity of capital needed. Leasing or buying that location will be plans for the future if we can generate revenue and good feed back to our dear customers. From the structure up to its decorations, the burger house tells everyone that Earth is worthy of taking good care of. The process in making our product is like homemade patties; we all do the making of those patties so that we can manipulate its taste and ingredients. Personnel

Sole Proprietor / Manager/ Counter Crew/ Service Crew Job Description

- * Be able to manage the business as well as to lead the crews in a professional way.
- * Can establish and maintain the controls.
- * Can plan and implement procedure and systems to maximize operating efficiency.
- * Can create policy for the business.
- * Know how to do the cashier and service crews work.
- * Flexible as much as possible.
- * Most important is to have good manners and right conduct.
- * Know the basic in terms of mathematics.
- * Can smile and properly communicate with the customers.
- * Can maintain cleanliness in the area.
- * Must have knowledge in the kitchen.
- * Know how to cook and prepare the menu.