

Informative essay on business concept

[Business](#)



Business Concept 1. 1 The Company Siomai You Like is the newest food cart franchising business of this generation. As its name suggests, it offers siomai one of the most popular Chinese snack products known to Pinoys. This food cart will serve the newest taste of siomai in town. Siomai You Like offers food cart concepts to aspiring and start-up entrepreneurs who are looking for affordable business of their own. The company will keep growing and improving with the ever increasing market demand through a good comprehensive and good system both franchise and consumers.

To be the best service to their clients among Food cart Franchise Business Industry in the Philippines. Mission:

- We aim to place ourselves in the A, B, C, and D market.
- We provide excellent service to our clients and consumers with the right product on time and a well-trained service staff.
- To increase our competence, we developed Tuna Siomai to give the conventional product a totally different but flavorful twist.
- A key to help Filipino engage to a business without having a hard time decision making in Franchising.
- To be competitive and we dare to be different.

This is the concept of Siomai You Like, for that we will roll more innovative product that the market will readily embrace in the future.

1. 3 The Product

The brand name of this is Siomai You Like. Siomai You Like offers variety of siomai such as pork siomai, beef siomai, Japanese siomai, and shrimp siomai and also serves tuna siomai and chicken siomai. How does it work?

PORK, SHRIMP, BEEF, CHICKEN SIOMAI, TUNA SIOMAI | * 1 kg Lean ground Pork or 1 kg Prawn (shrimp) peeled or ground beef/chicken chicken breasts or ground tuna * 1/3 cup chopped water chestnuts or turnips (singkamas) 1/3 cup chopped carrots * 2 medium or 1 large minced onion(s) * bunch of spring

onions or leeks * 1 egg * 5 tablespoons sesame oil * 1 teaspoon freshly ground pepper * 1 teaspoon salt * 50 pcs. large or 100 pcs. small wonton or siomai wrapper * soy sauce, calamansi (lemon or kumquats), sesame oil and chilli paste (for the sauce) Wrapper: * 1/4 cup water * 1 egg * 1 tablespoon vegetable or corn oil * 1/4 teaspoon salt * 1 1/2 cups all-purpose flour Chilli Paste: * 1/8 kilo Chillies (Siling Labuyo) * 3 tablespoons cooking oil * 2 cloves garlic, peeled and minced

Siomai Cooking Instructions:| * Mix all the ingredients for the filling in a bowl. * Spoon 1 tablespoon of mixture into each wrapper. Fold and seal. * Meanwhile, boil water and brush steamer with oil. * When the water gets to a rolling boil, arrange the siomai in the steamer and let stand for 15-20 minutes, longer for larger pieces. * Serve with soy sauce, calamansi and sesame oil. Chilli paste is optional. Wrapper: * Beat egg and mix with flour till free of lumps. * Bring water, cooking oil and salt to a boil, then pour in flour. Remove from heat and beat until mixture forms a ball. * Divide the dough into 1 1/4 -inch balls. * Roll each ball on a floured board until paper thin. Set aside. * Simplest version of chilli sauce would be to chop chillies well and fry them in oil, sesame or vegetable oil, never olive oil if you want it to have a Filipino taste. Chilli Paste: Combine chopped chillies and minced garlic then simmer for around 20 minutes or till most of the water has evaporated. Add oil, simmer and stir well. Table 1 Product Value Product | Description| 1.

Newness| A high-quality in an affordable price in franchising. | 2. Functionality/Performance| Help Filipino engage to a business without having a hard time decision making in Franchising. | 3. Flexibility/Customization| Provide excellent service to our clients and consumers with the right product

on time and a well-trained service staff. | 4. Quality| Fit for the consumer's taste buds in an affordable price as well as the franchising system. | 5. Price| Affordable price. | 6. Brand| Siomai You Like| Table 2 Product Description

Product Description| Description| . Styling| Steamed, always served fresh and hot. | 2. Quality | Its mouthwatering pork, shrimp, Japanese, tuna and chicken siomai welcomes its loyal customers due to its freshness and fantastic taste. It is always served fresh and moist, always served fresh and hot, we make sure that the steamer is always there to keep the freshness and hotness of the siomai. | 3. Safety| Always served fresh and hot and the ingredients used are always keep refrigerated. | 4. Packaging| Served in an elongated paper plate, with lemon or with hot and spicy paste. |