Introduction

Name
Grade
High School
Favor Quote

“Don’t ever let somebody tell you you can’t do something, not even me. You got a dream, you got to protect it. People can’t do something themselves, they want to tell you you can’t do it. you want something go get it period.” - Pursuit of Happyness

“Things are rough all over”- Cherry Valence

“Success is not final, failure is not fatal; it is the courage to continue that counts” - Winston Churchill
**Business Concept**

- **Universal Buffet** – A diverse collection of food that allows consumers to eat organic and healthy as well as socializing with the use of technology, such as Microsoft surface.

- **Asian**
  - Sushi, Pho, Thai pork noodle soup, Friend Rice, Orange chicken, etc.

- **African-American**
  - Macaroni and Cheese, Collard greens, Grits, Corn bread, Okara, Fried Chicken, etc.

- **Mexican**
  - Chicken, Burritos, Enchiladas, Tacos Bar (Option)

- **Building of community of food/technology lovers**
Going Green

- Organic foods
- Free range animals
- Recycle
- Compost
- Give extras to food shelf
- Led light bulbs
- Energy efficient equipment
- Spin bound biodiesel (changing grease to diesel)
- Energy star
- Biodegradable paper towels
- Led rechargeable candles
- Terra line take out, wave design take out
Target Market

Geographic: U of M, Dinky town
Demographic: Working class/College student, age (18-25),
Population: 60,000
Psychographic: Interests in diverse food and technology (dating, meeting people, like to play computer games, like to browse the internet, music, watching video), don’t have time to cook.
Value Proposition: Socialize, fun and food.
Store Front Layout

**Color:** Universal color, represent freedom, easy to read and most recognized for the human brain.

**Inside:** 25 Microsoft tables, 2 bathrooms, private room for luncheon
University Buffet Layout
Channels / Market tactics

Advertisement:
- Internet
  - Facebook
  - YouTube
  - Google
- Billboards (1)
- Flyers (Campus flyers/business card)
- Sign on buses/light rail (2)
- T-shirt promotion (give away 1000 shirt)
- Word of Mouth, Referral
Marketing Tactics

- Discounts Cards
- Welcome Event – Free food for every 50th person
- Drawings (free food & drink for winner)
- Specials (3 for free- Bring 3 people for a free meal)
- Birthday Marketing (free cake)
- Bounce backs; Money off next visit
- Networking Events (Local Businesses)
- Sponsor Local Businesses (catering events)
- Living Social / Groupon (online coupon /dates meet up)
- Halloween Free meal
Why Universal Buffet

- Delivery include a thank you note.
- Dine in, take out, all you can eat
- Fun:
  - Microsoft Surface
  - Variety of music
- Foods:
  - Asian, African American, & Mexican foods
  - Free Ice cream take out
  - Special meals for holidays/event
- Socialize:
  - Meet variety of peoples
- Clean Bathroom
Unique Operation Tactics

- **Microsoft Surface**
  - Hands on, Full HD 1080p multi-touch device, 2.9 Ghz duel core processor
  - Fits 4 people
  - Play game
  - Listen to Music
  - Watch Videos etc.
- Food distribute from the back
- Open Mon – Fri 9am – 9pm
- Sat – Sun 10am – 9pm
<table>
<thead>
<tr>
<th>Assumptions</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer meals per year</td>
<td>$146,000</td>
<td>$164,225</td>
<td>$182,500</td>
</tr>
<tr>
<td>Average Meal Unit Price</td>
<td>$16.00</td>
<td>$16.00</td>
<td>$17.00</td>
</tr>
<tr>
<td>Average cost of goods used per meal as % of purchase price</td>
<td>35%</td>
<td>35%</td>
<td>35%</td>
</tr>
<tr>
<td>Average internet service purchases by customers per year</td>
<td>$15,000</td>
<td>$17,000</td>
<td>$19,000</td>
</tr>
<tr>
<td>Average internet service unit price</td>
<td>$5.00</td>
<td>$7.00</td>
<td>$9.00</td>
</tr>
<tr>
<td>Internet service purchases as a percentage of price</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
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</tbody>
</table>
## Assumptions

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer meals per day</td>
<td>400</td>
<td>450</td>
<td>500</td>
</tr>
<tr>
<td>Customer meals per hour (serving 8 hours per day)</td>
<td>50</td>
<td>56</td>
<td>63</td>
</tr>
<tr>
<td>Average internet service purchases by customers per day</td>
<td>41</td>
<td>47</td>
<td>52</td>
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</tbody>
</table>
## Capital Needs

### Equipment and total:

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equipment</td>
<td>$256,000</td>
</tr>
<tr>
<td>Furniture</td>
<td>$105,000</td>
</tr>
<tr>
<td>Computer Equipment</td>
<td>$15,000</td>
</tr>
<tr>
<td>Software</td>
<td>$30,000</td>
</tr>
<tr>
<td>Leasehold improvements</td>
<td>$250,000</td>
</tr>
<tr>
<td>Start up cost total</td>
<td>$680,000</td>
</tr>
</tbody>
</table>
# Capital Needs

<table>
<thead>
<tr>
<th>Capital Needs</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Start up costs</td>
<td>$680,000</td>
</tr>
<tr>
<td>Beginning Inventory</td>
<td>$16,156</td>
</tr>
<tr>
<td>(one weeks worth)</td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$5000</td>
</tr>
<tr>
<td>Total Capital needs</td>
<td>$701,156</td>
</tr>
<tr>
<td>Equity Investment</td>
<td>$175,289 (4 – 1)</td>
</tr>
<tr>
<td>Bank borrowing (Debt Investment)</td>
<td>$525,867</td>
</tr>
<tr>
<td>Bank rate</td>
<td>7%</td>
</tr>
<tr>
<td>Interest Expense</td>
<td>$36,811</td>
</tr>
</tbody>
</table>
## Revenue Streams

- $16 / person
- College student discount (-$3)

<table>
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<tr>
<th></th>
<th>2013</th>
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<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td>2,486,000</td>
<td>2,846,600</td>
<td>3,398,500</td>
</tr>
<tr>
<td><strong>Income</strong></td>
<td>29,688</td>
<td>278,898</td>
<td>652,853</td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Expenses</strong></td>
<td>1,580,661</td>
<td>1,583,901</td>
<td>1,587,141</td>
</tr>
<tr>
<td><strong>Net Income</strong></td>
<td>(434)</td>
<td>249,028</td>
<td>623,235</td>
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</tbody>
</table>
Thanks for listening

“Shoot for the moon and if you miss you will still be among the stars” –Les Brown

Questions or Thoughts?