



MEAL MANIA

Customize Your Taste

BUSINESS PROPOSAL

FOR HOME FOOD AWAY FROM HOME

PROPOSED BY
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ABOUT MEAL MANIA

MEAL MANIA is a food delivery service that is dedicated to serving you a Professionally Prepared healthy and Fresh customized meal at your Place with minimal Pay. They deliver breakfast, lunch, and dinner meals.

As we are aware that in today's scenario, a large number of students, employees, and businessmen are shifting to other cities for earning their livelihood and fulfilling their dreams.

But one major problem which is being faced by every such individual is the non-availability of hygienic food at reasonable prices due to which health problems start arising.

Our startup is focusing to eliminate this issue by making an online Meal delivery app whereby we will collaborate with the local women (to be called Cooking Partners). Meals will be prepared by cooking partners in accordance with the diet schedule suggested by the professional dietitian and health experts.

We have different food product and idea makes us unique food manufacturer or our vision is to establish ourselves a leading food manufacturer in India with a large number of employee. Also, we engage a large number of people in New Delhi, India to join and work with us for the better growth of individuals and also our company. We want to engage more people in our company who had lost their job due to covid 19.

In order to ensure quality and hygienic food preparation, ingredients such as pulses, spices, flour, and fresh vegetables will be purchased from direct farmers and Organic vendors and then will be issued to our cooking partners. Further, all the food will be packed and delivered in non-plastic items. In order to avoid any malpractice, Delivery of meals will be done in sealed tiffins and under a real-time geo-tracking system.

At Meal Mania you Can book Your Meal "When you Need". You Can "Customize Your meal" according to your taste and Choice while maintaining calories. You can also have a Gym diet according to your Losing, Gaining, and Maintaining Health Plan. We serve "Professionally Prepared" customized meals at "minimally Affordable Prices". It does not require any monthly Subscription.

We have divided our customers into two categories:

- Regular customers, who will be delivered food as per pre-designed schedule.
- Occasional customers, who will have the option to choose the desired food from our menu.

In this way, our startup is providing an additional feature of delivering hygienic homely prepared food away from home as compared to the currently available food ordering app like Zomato, Swiggy etc.

We will be having the policy of donating 10 meals per 100 meals to the poor children/needly people. We know that this ratio is not enough for feeding poor children/ hungry people as their number is too high in the present scenario, therefore we will also distribute spare food leftover at our food preparing outlet and delivering such food to poor children/needly people on daily basis.

In this way, Our Startup is focused on these main areas:

- Providing employment opportunities to women (as cooking partners) as well as men (as a delivery partner).
- Providing hygienic homely cooked meals at their doorstep.
- Providing calorie balanced Meal at Minimal price (A complete meal at 1 USD)
- Feeding poor children/needy people.
- Proper Utilization of left-over food.

PROPOSED GROWTH STRATEGY 1

Increase the number of cities served to 15. Let us tap more delivery service companies and provide convenient pick-up points for customers.

PROPOSED GROWTH STRATEGY 2

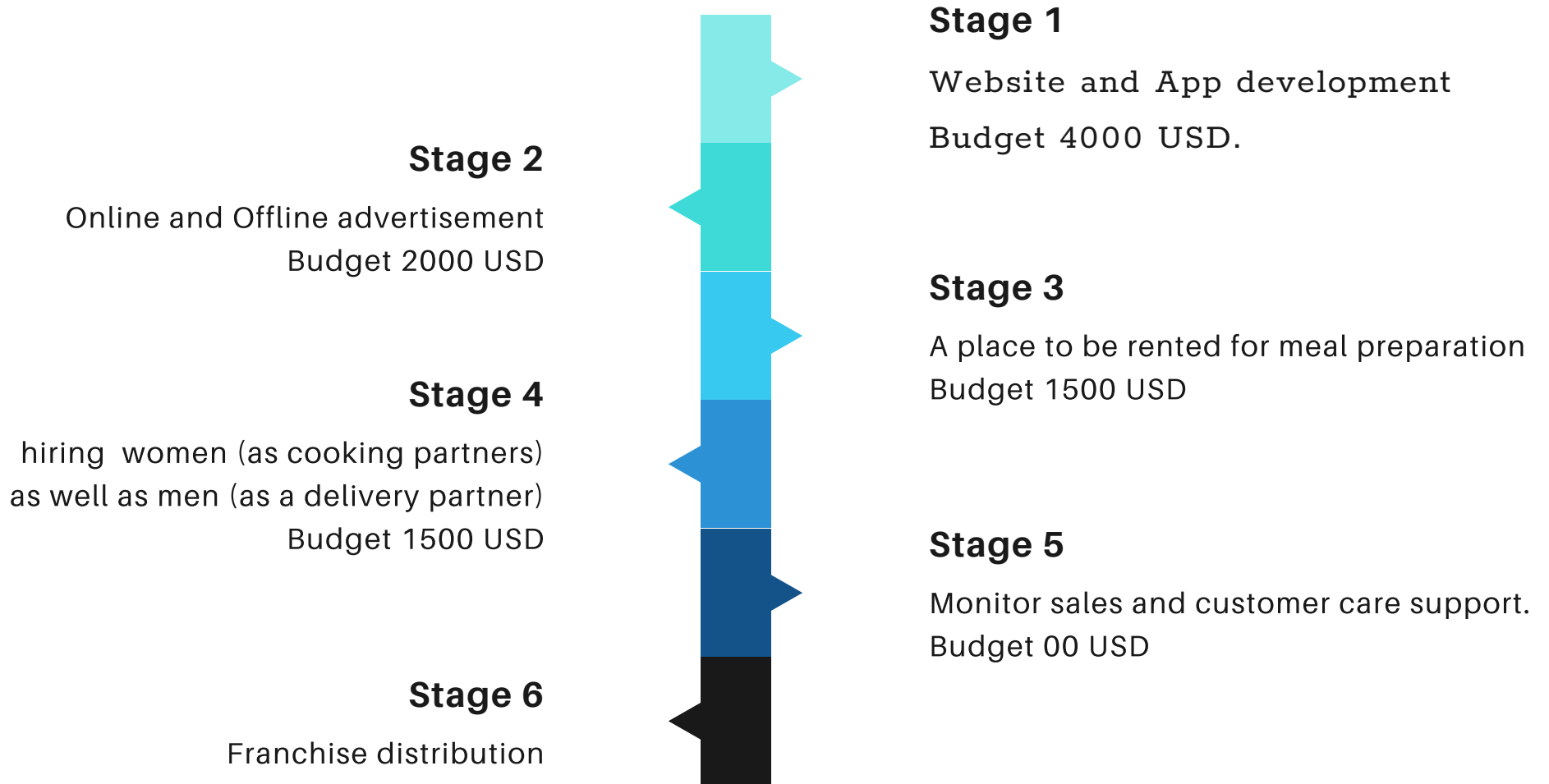
Since our current customers are Students, young professionals, and job seekers. let us expand our target customers to Universities and people living in apartments.

PROPOSED GROWTH STRATEGY 3

Create an online website and mobile app where orders will be received. This will be a great supplement to the phone-only method.

BUDGET PLANNING

MEAL MANIA LLP



Total Budget 10,000 USD