

LUNCH SERVICE STARTER KIT

START



LUNCH SERVICE

ABOUT THE BUSINESS

With this business you prepare and sell fresh lunches to offices. We will elaborate two business models how you can achieve that;

- 1) You will start a small pop-up store within a large office/ company.
- 2) You will deliver lunch packages to several smaller companies/ offices.

The packages can also be ordered online via your attractive website or app. You need a small kitchen where you can prepare the lunches and a good website where people can order the lunch online.

- 1 Estimate the amount of lunch you will sell
- 2 Buy your fresh ingredients
- 3 Prepare the lunches at your kitchen
- 4 Bring them to your pop-up store
- 5 Sell your fresh made lunches

or

- 1 Check the quantity of the ordered lunches
- 2 Buy your fresh ingredients
- 3 Prepare the lunches at your kitchen
- 4 Deliver them to your customers



1



2



3



4

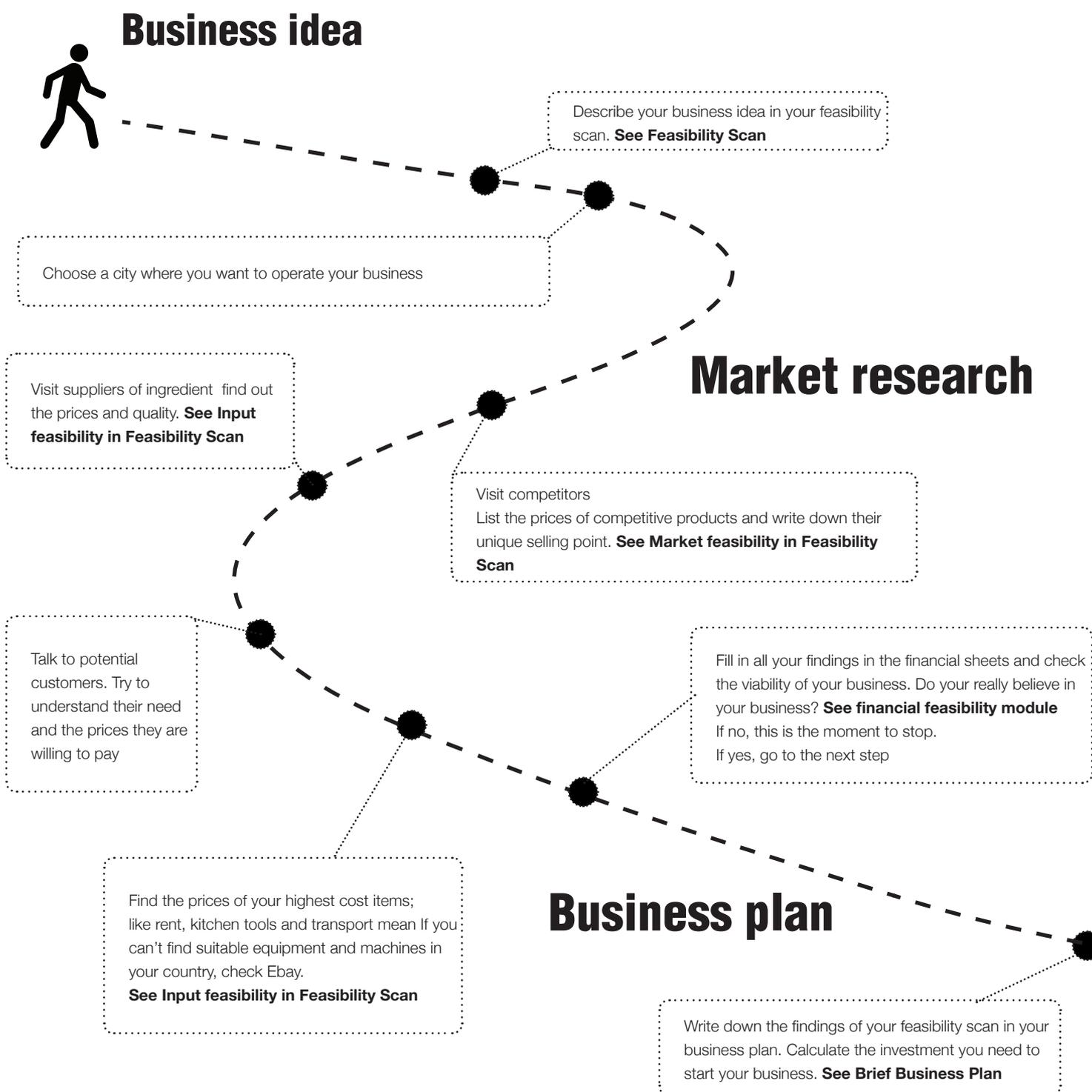


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CHAPTER ONE

STEPS

As a starting entrepreneur you are going to walk an uncertain path. You will have to meet challenges and will have a lot of questions. The image below gives you an overview of all the steps you might take to start up your business. Further, it shows the corresponding tools of the Business-in-a-Box which can help you to make this path less uncertain and more easy to walk.



Record keeping

Keep records to stay within your budget and to measure your success!

See Record Keeping in Financials

Stay in touch with your potential customers and turn your marketing efforts into sales deals. Don't give up too soon, just keep pushing.

Sales

To keep the business in balance, spend roughly a third of your time on each of these three key things: customer care, business development and administration. That way, you'll have a smooth-running business with happy customers and new income streams on the way.

Visit potential customers well prepared, with your marketing material, and try to understand the market. When a potential customer is serious offer him a free example lunch

Organize the planning to prepare the meals. Planning is very important. Buy your fresh ingredients in the morning, prepare your lunch and deliver it right on time.

Prepare your marketing materials. Adjust and print the brochures and business cards. Download and adjust your website from the starter kit. **See Marketing Tools**

Start

Prepare a 30 second pitch about your business for potential investors. Practice this pitch often. Make sure you know your sales numbers and other important numbers by head. **See Golden Rules in this booklet**

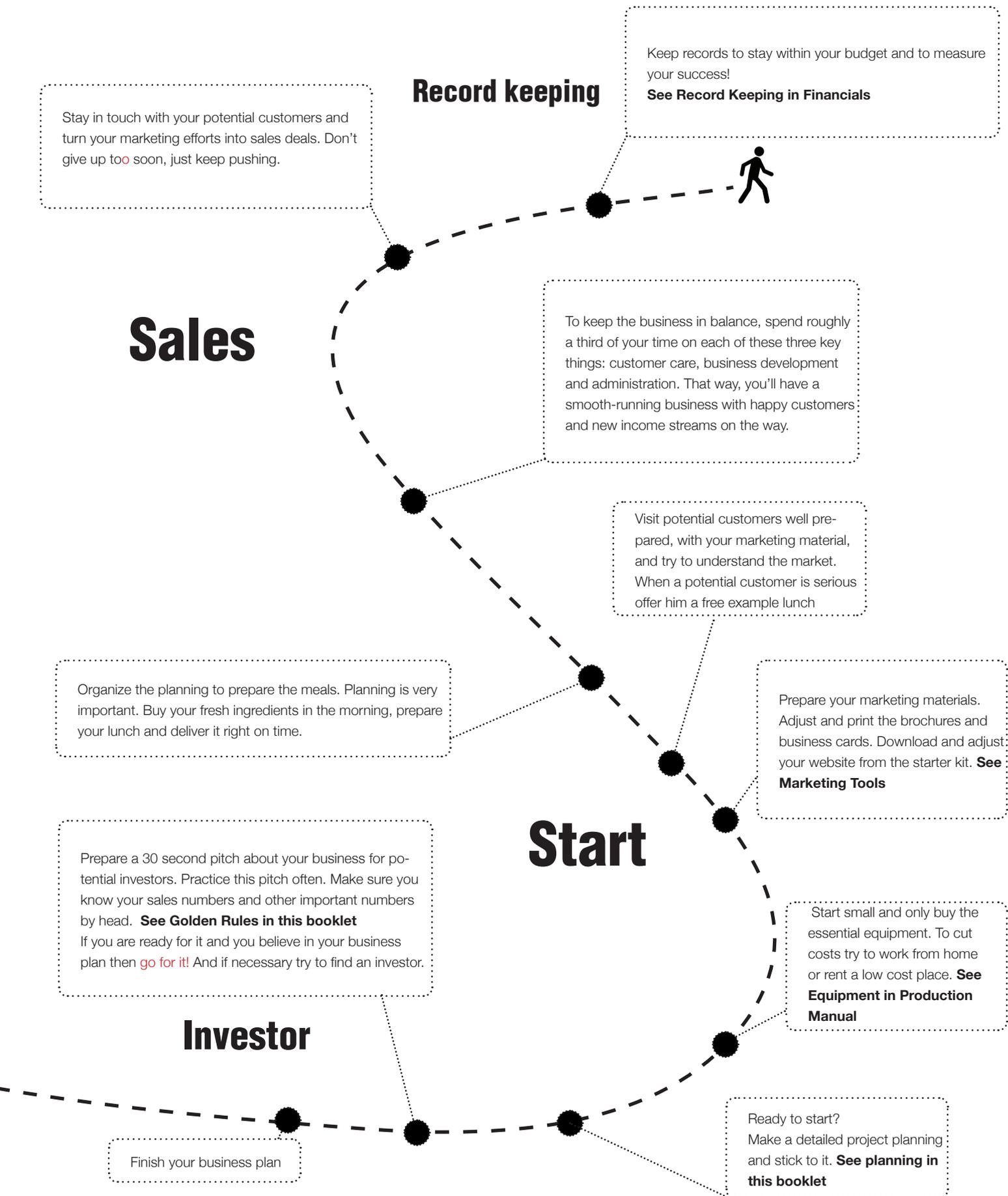
If you are ready for it and you believe in your business plan then go for it! And if necessary try to find an investor.

Start small and only buy the essential equipment. To cut costs try to work from home or rent a low cost place. **See Equipment in Production Manual**

Investor

Ready to start? Make a detailed project planning and stick to it. **See planning in this booklet**

Finish your business plan



CHAPTER TWO

GOLDEN RULES 1

Here you read golden rules about a lunch service business

Use fresh ingredients

Work hygienically

Arrange your transport means. Try to spread the customers, not everybody can get lunch at exactly 12:00, because then you need many transport vehicles

Deliver your lunches on time

Try to sell extra products besides lunches, like soft drinks or candy

Put marketing material where you deliver lunch, so people may also hire you for weddings and parties

Let people order a day before and don't accept cancellations if you already bought ingredients

Be careful with giving extras for free, like mayonnaise and ketchup

GOLDEN RULES 2

Here you read general golden rules for start ups.

Start small. Keep the cost as low as possible. Only buy the essential equipment and machines. After the start up phase, when you have a better understanding of the market, you can expand your business.

Follow the golden triangle – to keep the business in balance, spend roughly a third of your time on each of three key things: customer care, business development and administration. That way, you'll have a smooth-running business with happy customers and new income streams on the way.

Try to negotiate with your investor/bank seed capital and the option of working capital later on.

Make sure you have good marketing material right from the start, this will give your business a more professional look. Make yourself visible, meet many potential customers.

Keep your records. Write down all your costs and income to calculate your profit and loss.

If you use private money for your business, or business money for private use make sure you write it in your records. Otherwise you won't know whether you have made a profit or not.

Don't be afraid to ask for help. There is nothing wrong with finding it difficult to get your business on its feet at first – in fact, challenges are expected. Never be afraid to ask for help – if you don't speak up, your problems could get worse.

CHAPTER THREE

PLANNING

Once you've written your business plan, make a planning about what you need to achieve by which date. This planning is an absolute must, and this chapter will help you out.

To start or expand your business you will have a lot on your mind. Below you can find a checklist of things which you should think about. You can add topics if necessary. We advice you to strikeout the irrelevant topics. The best way to accomplish all the relevant topics is to schedule them into your private agenda, your business agenda (which you can download from your personal website) or maybe use the calendar on your mobile phone.

Once you planned an item in your agenda you can use the checkbox to mark it.
Once you completed an item from your agenda you can strike it through to finish it.

Sample:

- Choose a business name = NOT RELEVANT
- Choose a business name = PLANNED
- ~~Choose a business name~~ = DONE

CHECKLIST

MARKETING

- Choose a business name
- Setup your business telephone number and email address
- Design a logo
- Design business cards
- Design a brochure
- Order business cards
- Order a brochure
- Register an internet domain name
- Set up a website
- Register social media profiles
- Ask your social media friends to help spread the word
- Add your new logo to your business social media accounts



See your personal account to download your Checklist



See your personal account to download your Business Agenda

REGISTRATION

- Decide the legal structure of your business (sole proprietorship, partnership, corporation, Limited company).
- Register your business
- Register at the tax department
- Open a business bank account
- Apply for an Employer Identification Number (EIN)

PRODUCTION

- Setup an Ebay account
- Setup a business PayPal account.
- Purchase the main equipment and kitchen tools
- Make agreement with taxi services or buy your own tricycle
- Rent a kitchen if your own home is not suitable

SALES

- Decide on your pricing. Which customer will pay what price?
- Make price list of your products
- Make an order form for your customers
- Prepare your 30-second pitch. Include 3 reasons why you're different than your competitors.
- Explain your business to family/friends about your business
- Network a lot to tell people about your business!
- Write down the telephone number and details of potential customers
- Determine your sales process and practice it often.
- Refine your product, and marketing and sales approach

FINANCIALS

- Set up your record keeping
- Create a budget
- Learn how to interpret your financial reports
- Select a small business accountant to handle your payroll, payroll taxes, workers compensation, if necessary.

GENERAL

- Start generating revenue as soon as possible.
- Find free advice
- Be careful about wasting time on "business partnership" discussions

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