

# All Foods Delivered, LLC

## Executive Summary

All Foods Delivered is a local food delivery service. We deliver food from restaurants in the area that would not normally offer the service to customers who desire the convenience. We offer accessibility to delicious meals at the ease of a phone call or text message, to those who do not either have the time to make the trip, or those who wish obtain the meal without leaving home. This would be the only service of its kind in the area, and offers potential for revenue from a wide variety of customers.

The chosen method of delivery and cost build the foundation for a very profitable company. We are able to eliminate the variable cost of gas, vital to the success of our company, and keep our total liabilities very minimal. Each delivery made by our company results in immediate profit, and once we gain a size-able clientele base over time, we will be able to follow an hourly wage method that could drastically increase profit.

All Foods Delivered provides the need of food to everyday workers in such a manner that we can maintain relationships. We are able to work deliveries around our customers time restraints, important gatherings, and individual desire basis so that all are satisfied. The partnerships between large local companies to deliver various foods would generate the business that our company could use to grow, and ultimately expand our services.

In order to obtain our services, the customers must pay the small fee of \$10, excluding potential gas surcharge outlined in later sections. This price efficient service will be very beneficial to the hundreds of local firms that reside in the Lower Bucks area, but lack a reasonable means of obtaining food.

## 1.1 Mission Statement

Our purpose is to efficiently transport various foods to our valued customers in the shortest period of time possible. The primary goal of our company is to provide world class service of promptness and cost effective prices. All Foods Delivered provides local convenience and strives to do our best on every delivery. Eventually, the company plans to expand into other markets, growing or business, and community reach.

## 1.2 Keys to Success

- Promptness of delivery
- Quality of service
- Convenience

- Cost effective Prices
- Strong Internal Leadership and Direction
- Customer Popularity

## Company Summary

All Foods Delivered is a new company to the Lower Bucks area that provides deliveries of assorted foods from local restaurants to our customers.

### 2.1 Company Ownership

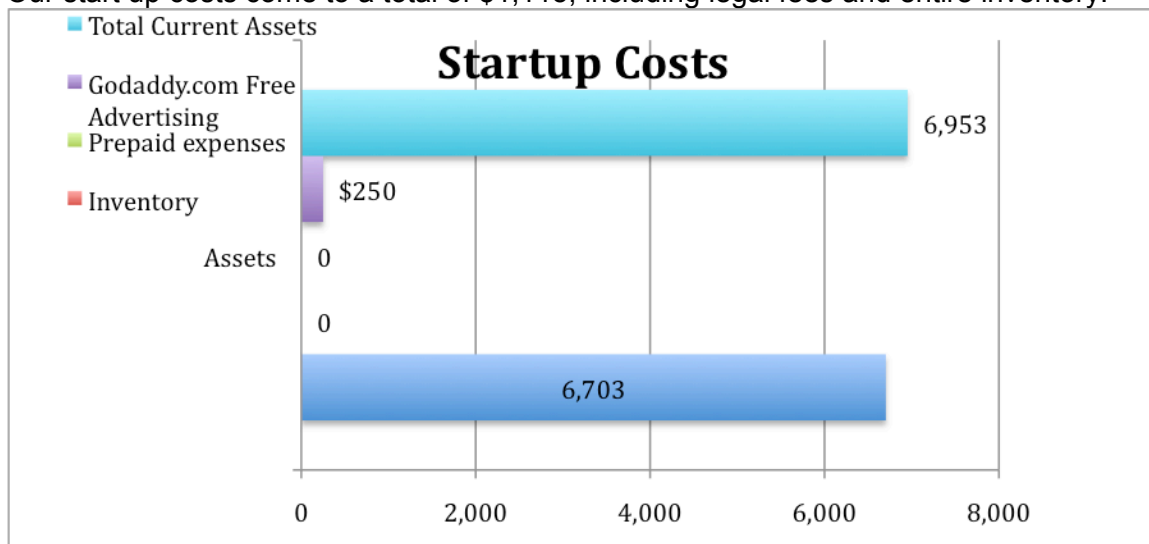
All Foods Delivered will be created as a Limited Liability Corporation, owned by four members, Kale Pasch, Chris Macdonald, Steven Fried, and Austin Roth. The company will be operated from Kale Pasch's home until permanent residence is purchased.

### 2.2 Company Locations and Facilities

The business will be operated from Kale Pasch's home residence at 713 Stewarts Way, Yardley PA.

### 2.3 Start-up Summary

Our start up costs come to a total of \$1,115, including legal fees and entire inventory.



## Opening Day Balance Sheet

## Assets

### Current Assets

Cash in Bank \$6,703  
Inventory 0  
Prepaid Expenses 0  
Other 250  
Total Current Assets \$6,953

### Fixed Assets

Machinery & Equipment \$442  
Furniture & Fixtures 0  
Leasehold Improvements 0  
Real Estate / Buildings 0  
Other 0

Total Fixed Assets \$442

### Other Assets

Cell Phone Contract \$720  
Website domain name 135  
Total Other Assets \$855

Total Assets \$8,250

## Liabilities & Net Worth

### Current Liabilities

Accounts Payable \$0  
Taxes Payable 0  
Notes Payable (due within 12 months) 0  
Current Portion Long-term Debt 0  
Other current liabilities (specify) 0  
Total Current Liabilities \$0

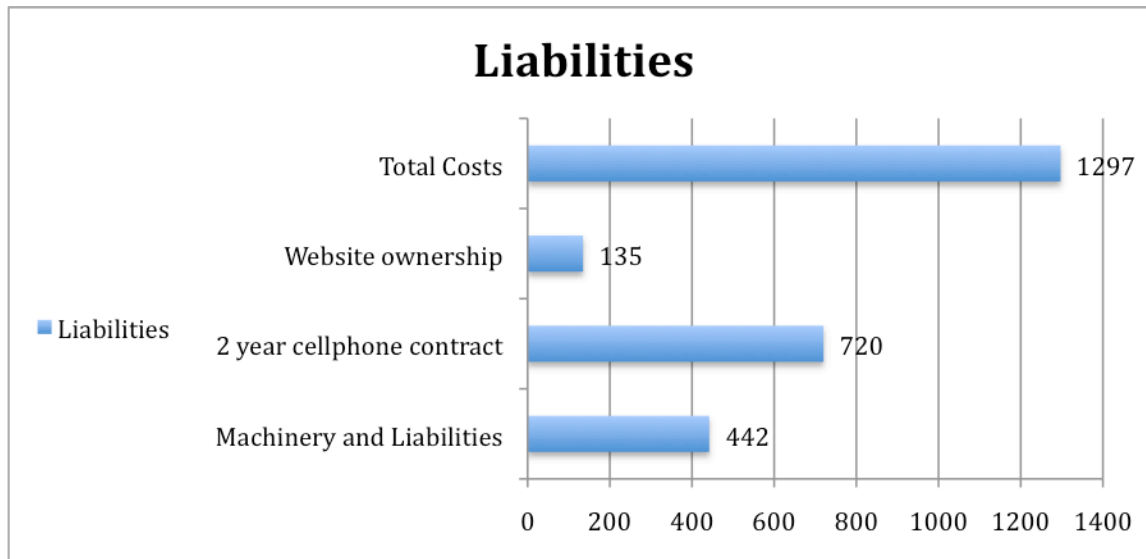
### Long-term Liabilities

Bank Loans Payable (greater than 12 months) \$0  
Less: Short-term Portion 0  
Notes Payable to Stockholders 0  
Other long-term debt (specify) 0  
Total Long-term Liabilities \$0

Total Liabilities \$0

Owners' Equity (Net Worth) \$8,250

Total Liabilities & Net Worth \$8,250



## Services

All Foods Delivered offers the delivery of assorted foods to one's household at the simple convenience of a phone call or text message. This will be the first business of its kind in the area.

Our company will cater to the numerous wants of our customers within the lower bucks area through the prompt delivery pre-made goods. Local restaurants such as Taco Bell, Chik Fila, McDonald's, Burger King, Chili's, and many others will be available from the hours of 11am to 11pm. our service is also able to offer a flat fee for deliveries from places that would otherwise not be accessible for our customers.

Potential Current Restaurants -

- Chili's Restaurant
- Macaroni Grill
- Red Robin
- Wings to Go
- TGI Friday's
- Canal Street Grill
- Venezia Pizza
- Taco Bell
- McDonalds
- Indian Garden
- Cheeseburger and Paradise

## Market Analysis Summary

Although the beginning nature of our company will take place in the Lower Bucks area, we want to make potent that many others who do not live locally can use our service. Since our service is based on such a common want, any household, business, or event can be seen as a potential customer. The convenience and relatively low cost will allow our company to gain customers rapidly, and continue our business throughout the entire year.

Potential Company Opportunities in Lower Bucks -

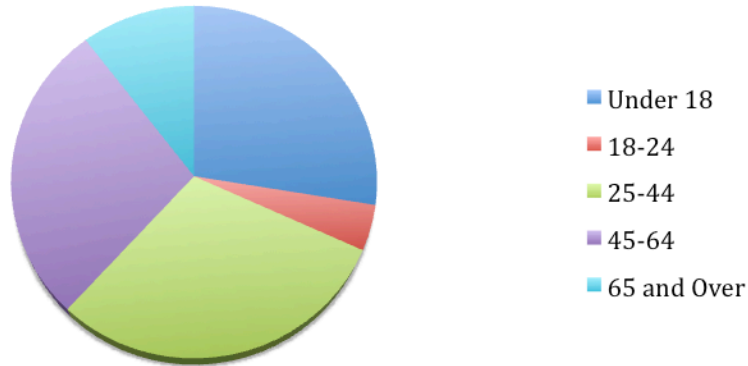
- 4th of July
- Super Bowl
- Graduation from local High Schools
- Prom for Local High Schools
- New Years
- Halloween
- Thanksgiving
- Christmas/Hanukah
- Local Softball Tournaments
- Columbus Day Soccer Tournament
- Sesame Place Delivery
- Memorial Day Parade

Events like these present strong opportunity for our company for the simple fact that there are no other businesses that offer the same service in the area. Customers who travel either into town or to different events desire the ease of calling our company for local deliveries instead of leaving to pick it up themselves. Customers will also be attracted to our company during these events because we are able to offer pre-order deliveries, providing our customers with the chance to plan out meals during their demanding schedules. An important company to also take into account in the lower bucks area is Sesame Place. The large influx of people seasonally opens our company up to large potential revenue, as those new to town would enjoy the easy delivery of All Foods Delivered.

## 4.1 Market Segmentation

All Foods Delivered will target the younger portion of the population, those under the age of 18, and to local business firms, through the delivery of our products to local events and homes. The primary reason for targeting this age group is because of the large number of population who are younger than eighteen years of age, and by targeting this group we bring parents, ages 25-45, into play as they will pay for, and potentially continue to use themselves, the service. Our company's market segmentation will focus primarily on the area of our company service as apposed to potential customers. We feel that if we are able to reach a much wider audience, we could potentially attract significantly more customers that advertising individually. Firms will also provide us with consistent orders and help us to build relationships amongst members of the community that could generate future revenue. Our only company limitation would be the distance traveled to deliver orders, and the total amount of area All Foods Delivered could cover in our advertising plan.

## Lower Makefield Township Demographic



### 4.2 Market Analysis

Although this is a lucrative business, All Foods Delivered currently has no competitors in the area. Our company provides a service that no other business in the area currently does, so our company will be the first to expand into the market.

### 4.3 Target Market Segment Strategy

All Foods Delivered will target two types of population groups. The first group that we will market to is local businesses. We will market to them because we feel as if we would be the most convenient to them. They would call us because they would not have to leave the office and they could get any food they want. Our second group we would target is younger kids. This group would be profitable because younger kids cannot drive and always want food out. (Assumption based on past experiences). Some may argue that kids don't have money but their parents sure do and since we offer a high quality service, their parents would likely use our service again.

### 4.4 Market Needs

The current market of Lower Bucks County does not provide a delivery service, despite having an excess of local restaurants that do not cater to the need. The service would provide assessable means to the numerous firms in the area, and provide to individual households as well.

### 4.5 Service Business Analysis

As mentioned in section 4.2, there is currently no local competition for All Foods Delivered at this time. This will be the first company of its kind in a potentially expanding industry, and we have set ourselves up to maximize potential profits as we pioneer into this field. The idea that we would not be able to compete when other firms join is also very untrue. Our company intends to submerge ourselves into the local community, such that we become a part of the every day lives on the population. By means of advertising and low prices, we mean to deter other similar companies from forming in the area, as they will not be able to be profitable with our company in existence.

### 4.5.1 Business Participants

All Foods Delivered will be the first delivery service of its kind in the area, so it leaves us with a strong advantage to partner with local businesses. With the support of these local companies, our business can not only generate revenue from sponsorships, but also synergize our cliental with that of our partners. The reason other companies would be attracted to activate is that it offers them more sales, without the cost of time and money that sending out an employee may entail.

### 4.6 Risks and Weaknesses

Potential weaknesses for our company could be the loss of sales to smaller orders, a spike in gas prices raising out delivery charge to a unreasonable point, and lack of community support for our company. Although these could potentially hinder profits at first, our company is flexible to change prices and services to fit customer needs. Solutions to these problems are a set price for orders below \$10, giving customers more incentive to order even when they wish to purchase less, decreasing company reach for a period of time to fit gas limits, and giving out deals to local events to spread company name.

## Strategy and Implementation Summary

All Foods Delivered form as a very basic company in its first few years of operation, we plan to revolve around one central delivery center, consisting of the company phone and records, one sales representative, to focus on advertising and business partnerships, and two drivers to deliver orders. Our business's strength lies in the fact that we do not carry many costs in our operation, and that the more customers we are able to obtain, the more profit. It is imperative to our company that we gain local support of other companies, and make smart financial decisions as to maximize productivity. More drivers can be obtained to increase efficiency in our sales, and we plan to execute the hiring after a projected one-year of business. As a company, we plan to expand our operations into new fields such as the delivery of groceries and company-preferred memberships. The future expansion of our company is also key to our continued revenue flow. All Foods Delivered plans to expand our reach much further into the Bucks Country area after funds are in place to do so.

### 5.1 Strategy Pyramid

Our business strategy is quite simple. We want people to just give us a call once to try our

service and they will come back to us for many reasons. To start, customers will notice how convenient our business is. They will be amazed at how simple it will be to order any food in the area they want and have it delivered to them. Next, we plan on being as time efficient as possible. This will be the reason people come back to us. We hope to get an order, place it, and deliver it in as little time as possible. For these reasons alone our business will succeed.

## 5.2 Competitive Edge

The critical edge to our company comes from the fact that there is no competition in the Lower Bucks area. The only other option to using our service is going to pick up the desired food yourself, making our company potentially very profitable if it is able to catch on amongst the local residents.

Our customers will be reached through multiple forms of advertising such as flyer's, newspaper ads, business cards, website, and word of mouth from recent customers. Our goal as a company is to make each delivery and interaction as friendly as possible, ultimately maintaining relationships between recurring customers. Feedback from our customers will play a roll in the progression of our company, and we hope that those satisfied by our service will continue to spread the word.

## 5.3 Sales Strategy

All Foods Delivered will provide first-rate service during all aspects of our delivery: from the efficiency of calling/texting in orders, to the final delivery. Our drivers and operating team will be adept in social skills that will keep our clients satisfied, and hopefully attract them to order our service again. These methods will allow our company to increase customers, and with that sales over time.

## 5.6 Marketing Strategy

Our marketing strategy will be very simple and effective. We plan on uploading a website that outlines what we do and how we can convenience our customers. Furthermore, we plan on using the newspaper to get the word out about our business. These two marketing devices will be supplemented with a probable face book page that will be open for all to join. This will get the word out about our business, which will hopefully create a buzz. We plan on customers telling their friends about our business because our service will be of the highest quality, and our convenience will be unrivaled.

## 5.7 Large Corporations

We plan on making our primary sales through large corporations and business's in the area. Many people are stuck in their office yet want to get food out. However they are loaded with work and cannot leave. Thus, we step in and deliver what they desire, any food from their choice of restaurant in the area. Also, we can be sure to have some companies that will depend on us to bring in food for the whole office for meetings and other office functions.

# Management Summary

## 6.1 Personnel Plan

Chris Macdonald is the CEO, Kale Pasch is the CFO, Austin Roth is the CMO, and Steven Fried is the COO. Each person brings their individual schools of thought to the table to help run the business evenly, each person has been fitted to their position that they would run best at. All drivers will be hired through our executive staff based on individual qualities. For the time being, we are limiting our staff for cost effectiveness.

## 6.2 Organizational Structure

Our organizational structure is an LLC. With the four members being Kale Pasch, Steven Fried, Austin Roth, and Chris Macdonald, then our employees will be the drivers. The people answering the phones during the day will be the executive members.

## 6.3 Management Team

All Foods Delivered consists of a management team of the four members running the company evenly with the different day-to-day responsibilities. Company meetings will be held once every two weeks to determine improvements to be made and possible business expansion.

## Financial Plan

Our goal is to grow our business solely from cash flow. As a business in its infancy, we understand the responsibility and time it will take to grow our business over time. The most important point of our business is managing driver gas costs and orders received.

Our company expects proposed fluctuation in revenue during certain times of the year. We find that during the times of Halloween, Holidays, 4th of July, graduation, proms, softball tournaments, Columbus Cup soccer tournament, and Sesame place visits we will see increased revenue due to the demand of convenient food. We hope to cater the needs of families to corporate gatherings. We expect little seasonal variation in revenue. However, we do see Weatherly change, as many people prefer not to leave the comfort of their homes during stormy and rainy weather.

## Appendix

As of the 2010 census, there were 625,249 people. The population density was 1,034.7 people per square mile. The racial makeup of the county was 89.2% White, 3.6% Black or African American, 0.2% Native American, 3.8% Asian, 0.0% Pacific Islander, 1.7% were two or more races, and 1.5% were of other races. 4.3% of the populations were Hispanic or Latino of any race. As of the census[9] of 2000, there were 218,725 households, and 160,981 families residing in the county. There were 225,498 housing units at an average density of 371 per square mile (143/km<sup>2</sup>). 20.1% were of German, 19.1% Irish, 14.0% Italian, 7.5% English and 5.9% Polish ancestry according to Census 2000.

There were 218,725 households out of which 35.30% had children under the age of 18 living with them, 61.20% were married couples living together, 8.80% had a female householder with no husband present, and 26.40% were non-families. 21.50% of all households were made up of individuals and 8.10% had someone living alone who was 65 years of age or older. The average household size was 2.69 and the average family size was 3.17.

In the county, the population was spread out with 25.70% under the age of 18, 7.00% from 18 to 24, 30.70% from 25 to 44, 24.30% from 45 to 64, and 12.40% who were 65 years of age or older. The median age was 38 years. For every 100 females there were 96.30 males. For every 100 females age 18 and over, there were 93.40 males.

The median income for a household in the county was \$59,727, and the median income for a family was \$68,727 (these figures had risen to \$71,161 and \$86,493 respectively as of a 2007 estimate[10]). Males had a median income of \$46,587 versus \$31,984 for females. The per capita income for the county was \$27,430. About 3.10% of families and 4.50% of the population were below the poverty line, including 4.80% of those under age 18 and 5.50% of those age 65 or over.

Like the rest of the Philadelphia region, Bucks County has experienced a rapid increase of immigrants since the 2000 census. Known for its very large and established Eastern European population, most notably the Russian community, but also for its Ukrainian and Polish communities, Bucks County is now seeing a rapid surge of other immigrant groups. A 2005 population estimate of Bucks, showed that the Indian and Mexican populations have already doubled since 2000. Bucks county is one of only two counties in Pennsylvania where Mexicans are the largest Hispanic community, the other being Montgomery county. Other fast-growing non-European ethnic groups include Chinese, Cubans, Koreans, Palestinians, Puerto Ricans and Turks. European and Middle-Eastern immigrants such as Russians,

Armenians, and Israelis also saw significant increases. Bucks County also is home to large and very prominent Roman Catholic and Jewish populations.