

SMARTBITES (A)

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Operations and Management

Management team

The parties involved in the SMART BITES business venture: Joatrice George, Sakiyna Philbert, Desra Pascal and Nickisha Richards. Each partner possess the necessary qualifications and experience required for the proper functioning and management of SMART BITES.

- Mr. David Vidal- School Director (Masters in Economics).
- Ms. Joatrice George - Accounts manager (Masters Degree in Accounting).
- Mrs. Sakiyna Philbert- Sales & Marketing Manager (Masters Degree in Business Management and Finance).
- Ms. Desra Pascal- Chef (Masters Degrees in Culinary Arts).
- Ms. Nickisha Richards -Chef (Masters degree in Culinary Arts and accounting).

Operations Team

- Joatrice George manages all accounting information and administrative controls.
- Sakiyna Philbert maintains and develops direct, content and online marketing and ensures day to day operations are runs smoothly.
- Desra Pascal and Nickisha Richards are the main chefs; Working from Mondays to Fridays between 8am - 5pm preparing and serving meals.
- Jane Dowe assists in cleaning up and running errands.

Product description

Market Analysis

Competitive Analysis



SMARTBITES (A)

Product description



Market Analysis

SMART BITES venture falls under the Food Service Industry. Food Service Industry is all types of restaurants from fine dining to fast food and specifically in our case it is in a school setting, providing higher quality food and healthier options to students and faculty personnel is SMART BITES main goal. Unlike the other sellers who sell mostly unhealthy, fatty foods. We are targeting a less commonly seen ethnic cuisine our "Dominican Cuisine", and are also taking a new look at the classics like pizza and burgers in an innovative and healthier way. Ubiquitous, with a higher quality of food comes a slightly higher price point, but however we're going to providing healthier options to students. Healthier options alongside affordability to Students.

Target Market

The students of

- Market Structure**
 - High quality
 - Bulk orders
 - Variety packs
 - Customized orders
- Market Segments**
 - Perfect for students
 - Healthy options
 - Customized orders
 - Bulk orders
- Marketing Strategy**
 - Social media
 - Email marketing
 - Referrals
 - Influencer marketing

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Executive Summary

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Industry/Economic Analysis

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Operations and Management

Operations Team

- Ioanice George manages all accounting

Barriers to Entry

Product differentiation - The promotion of health consciousness & healthier eating habits with special occasions and present advertisements with the healthiest options.

• Target the market's convenience in providing either eating choices or a healthier alternative.

• Invest in advertising to build brand awareness, thus creating customer loyalty and repeat business. Invest in social media content marketing and a robust website to attract students with various loyalty programs and SMART BITES by ensuring high customer service provided.

• Access to distribution channels - Through its direct sales approach, SMART BITES has a direct line to its customers, bypassing the entry and influence of competitors.

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Executive Summary

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Industry/Economic Analysis

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Industry Analysis



• **P-** Though Lead Ins government of Dor They have also inc soft drinks and run because our initial have to be importe

• **E-** Though Dominica dependant on agri increasing steadily student's parents allots them time to sustainable sales

• **S-** The age range o an unhealthy meal with promotions s

• SMART Bites take

• **T-** Technology is dy grinder could be pu soft copy such as c However, technolo

Positive effects:

• Storage and retrie

• Kichenware equip

Negative effects: It is o

• **L-** For safety of cus visits from the hea sanitized and in fu meet the health m

• **E-** Different produ availability of thes

Business description

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The **Food service Industry** encompasses all of the activities, services, and business functions involved in preparing and serving food to people eating away from home. The food service industry is a constantly growing industry due to modern lifestyles which involved longer working and school hours and increased participation of women in the workforce; and these growing trends predict a going concern for businesses in the food service industry. The food service in Dominica however is not necessarily concerned with the health of its customers to a higher degree than just ensuring the food meets safety standards and are not the healthiest choices. There has been a sharp rise in a number of lifestyle related

- highly enthusiastic team
- outstanding customer service
- quality over quantity customer satisfaction and quality assurance
- localize taste
- location based exactly on school campus
- healthy food options

SWOT Analysis

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cost of fruits

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Opportunities

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Strengths

- freshly prepared food
- highly enthusiastic team
- outstanding customer service
- quality over quantity customer satisfaction and quality assurance
- localize taste



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Opportunities

- health conscious trend
- loyal returning customers
- secure expansion as the college population increases an annual basis