

# Mobile Foods

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## *Abstract—*

### I. INTRODUCTION/PITCH

We'll sell nutritious food to students/employees at Campus/LTH from our car, for a reasonable amount. You'll register for food through our webservice or our mobile number, if you want guaranteed food. We will make some extra, however one should not trust to get food without registering.

### II. BUSINESS IDEA

We'll deliver food for 40 :- to start. We'll mainly deliver "regular" food(European standard and often with meat), but we will have a vegetarian and a milk free option. Preferably these options will be one and the same meal - at least in the beginning. You should order 3 hours before before "drive-out time"(around 12:30) to get food guranteed, to get your order. As mentioned before be will have some extra meals prepared. After 40-50 minutes we'll lower the price to 30 :-.

### III. TEAM

We will have 4 chefs, 1 of them will drive and later serve the food, another will help serving. 1 will also take care of administrative services

### IV. MARKET

Students/employees at Lunds University, plus people living nearby

### V. BUSINESS MODEL

Cook the food at home(Lund apartment), preferably somewhere with free electricity. We'll buy food/ingredients from wholesale/big suppliers and prepare it at home Sell the food for money. After salary has been paid use rest for expansion A portion can cost maximum 20 SEK for the company.

### VI. EXPANSION PLAN

Firstly, if we get some extra in our economy we will get offices at more of the big universities Get bigger/better offices/tools/car etc. Maybe even delivery to companies

### VII. CONTRIBUTION STATEMENT

Everybody had contributed equally.