**Eva’s Edibles**

**Executive Summary**

*A Personal Chef Service*

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| **Company Background** | **Contact Information**Eva Tan614-555-6208eva@evasedibles.comEva’s Edibles303 Olentangy River RdColumbus, OH43202**Year Founded**2012**Number of Employees**1\_\_\_\_\_\_\_\_\_\_\_\_\_**Investment Opportunity**$4,073**Annual Operating Costs**\*$5,844**Annual Sales**\*$81,900**Annual Profit**\*$10,180**Return on Sales\***12.4%**Return on Investment**\*250%**Breakeven Units/Month**\*7 units*\*Projected* |
| Business Description: Eva’s Edibles is a personal chef service that sells packages of five, freshly cooked, gourmet dinners to business professionals who don’t have time to cook for themselves. Eva’s Edibles is structured as a Limited Liability Corporation (LLC). |
| Business Model: Eva’s Edibles will prepare homemade dinners for clients. Each dinner will be based on a client’s personal preferences. Dinners will be cooked in clients’ kitchens, with all clean-up performed by Eva. The dinners will be stored in a client’s refrigerator or freezer. Clients can reheat the dinners when it’s convenient. It is estimated that this service will save a client nine to ten hours per week by reducing shopping, meal preparation, and clean-up. |
| Mission Statement:Eva’s Edibles, a personal chef service, will provide busy clients with healthy and delicious dinners that are based on clients’ preferences and prepared in their kitchens. Dinners are stored in clients’ refrigerators or freezers to be reheated at their convenience. |
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| **Market Opportunity** |
| Opportunity: Columbus has a large population of professionals with substantial amounts of disposable income, but busy schedules that do not afford them time to prepare dinner. On average, these professionals eat out or dine in four out of five workdays each week. Eva’s Edibles seeks to provide these individuals with a healthy, homemade, and affordable alternative to ordering from area restaurants. |
| Target Market: Business professionals, couples, and families with an annual household income of more than $50,000. These individuals live hectic lives and rarely cook, but they want healthy and convenient meal options that won’t break the bank. |
| Industry Overview: According to the American Personal and Private Chef Association (APPCA), about 9,000 personal chefs are currently serving some 72,000 clients nationwide. Those numbers are expected to double over the next five years. |
| Market Research: Of the 301,800 Columbus households having two or more people, 36.7% have annual, combined incomes of over $50,000. The people in this market have busy lifestyles and want healthy dinners. In general, the target households goes out to dinner or orders in four out of five workdays each week. |
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| **Leadership** |
| Eva Tan, CEO: Eva Tan has an associate’s degree in Business Management from Columbus State Community College, and worked Assistant to the Director of the Campus Dining Services at Ohio State University. She also ran her own event-planning business, Eva’s Entertainment Services, for four years. Eva has completed an intensive training course offered by the U.S. Personal Chef Association (USPCA), and has received the federally recognized trademarked designation of Certified Personal Chef (CPC). |

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**Eva’s Edibles**

**Business Plan**

*A Personal Chef Service*

**1. OPPORTUNITY RECOGNITION & BUSINESS STRUCTURE**

**1.1 Business Opportunity**

The personal chef business is a viable opportunity for the Columbus area. Columbus has a large population of professionals, from the business and medical spheres, primarily, which is growing steadily. Individuals from these professions earn $50,000 or more per year, providing them with substantial amounts of disposable income. What these individuals have in terms of income, they lack in terms of time. As a result, they go out to dinner or order in four out of five workdays each week. Eva’s Edibles seeks to provide these individuals with a healthy, homemade, and affordable alternative to ordering from area restaurants.

**1.2 Type of Business**

Eva’s Edibles will be a service business preparing healthy dinners that will be easily reheated by clients.

**1.3 Type of Business Ownership**

Eva’s Edibles will be a Limited Liability Company (LLC), wholly owned and operated by Eva Tan. The LLC status will protect Eva Tan’s personal assets and allows the company to enjoy some tax benefits.

**1.4 Mission Statement**

Eva’s Edibles, a personal chef service, will provide busy clients with healthy and delicious dinners that are based on clients’ preferences and prepared in their kitchens. Dinners are stored in clients’ refrigerators or freezers to be reheated at their convenience.

**1.5 Social** **Responsibility**

Eva’s Edibles will use natural, organic, and locally grown ingredients whenever possible. The company’s code of ethics directs that the business be as “green” as possible. It will choose vendors who are environmentally and socially responsible.

Eva’s Edibles will also provide internships for interested culinary students in the community. In the future, Eva Tan hopes to volunteer at local elementary schools to speak with students about healthy eating and lifestyle choices. After three years, Eva’s Edibles plans to contribute 1% of yearly net profit to a local food bank.

**1.6 Qualifications**

Eva Tan has an associate’s degree in Business Management from Columbus State Community College. As Assistant to the Director of the Campus Dining Services at Ohio State University, Eva acquired experience in the management of various types of food-service operations, as well as catering. She also ran her own event-planning business, Eva’s Entertainment Services, for four years. Eva has completed an intensive training course offered by the U.S. Personal Chef Association (USPCA), and has received the federally recognized trademarked designation of Certified Personal Chef (CPC).

Eva has many personal characteristics and skills that are particularly valuable in the personal chef business, including: a passion for cooking, attention to detail, organizational skills, flexibility, creativity, sociability, ability to multi-task, high physical energy, and endurance.

**2. MARKET RESEARCH**

**2.1 Market Research**

The personal chef business is one of the fastest-growing segments in the food-service industry. According to the American Personal and Private Chef Association (APPCA), about 9,000 personal chefs are currently serving some 72,000 clients nationwide. Those numbers are expected to double over the next five years.

Of the 301,800 Columbus households having two or more people, 36.7% have annual, combined incomes of over $50,000. The people in this market have busy lifestyles and want healthy dinners. In general, the target households goes out to dinner or orders in four out of five workdays each week. Eva’s Edibles will provide people an opportunity to stay healthy, without compromising a busy and productive lifestyle.

**2.2 Target Market**

*Demographic Information*: Professional couples and families, with household incomes of over $50,000.

*Geographic Information*: Greater Columbus, Ohio, area

*Psychographic Information*: Desires healthy food, often dual-income households living hectic lives, hard working, would like to spend more time at home without increasing time in the kitchen cooking and cleaning up

*Buying Patterns*: Eats out often (4 times a week) but would like to reduce the cost of eating out

**2.3 Competitors**

*Direct Competition*: There are currently 15 personal chefs, or businesses performing some type of personal chef service, in the greater Columbus area. Of these, only seven advertise that they are members of one of the professional personal chef associations. Based on Website research, only one direct competitor is federally recognized as a Certified Personal Chef. Only two indicated specifically that they were focused on preparing healthy meals. On average, similar personal chefs in the Columbus area charge between $300 and $500 for their chef services. Groceries are an additional cost. Eva’s Edibles will charge $325, including groceries, making its pricing very competitive.

*Indirect Competition*: Columbus area restaurants, including fast food and takeout establishments, will indirectly compete with Eva’s Edibles. The upscale restaurants are generally expensive and will not be an everyday option. The majority of lower-priced, “family-style,” and fast food restaurants offer meals much lower in quality and nutrition than the dinners that will be provided by Eva’s Edibles.

**2.4 Competitive Advantage**

Eva’s Edibles has three major competitive advantages:

1. It will focus on customer service by allowing clients to choose their menus.
2. It will focus on preparing healthy versions of client favorites and, after consultation with clients, will tailor dinners to meet their special dietary needs.
3. Eva Tan will be one of the few personal chefs in Columbus to have the federally recognized designation of Certified Personal Chef. Eva Tan is an active member of the United States Personal Chef Association.

**2.5 Business Growth**

*Short-Term Business Goals*: In its first year, Eva’s Edibles plans to build a profitable customer base so that, by the end of the year, it will be cooking in clients’ kitchens 22 days in every month. This will allow the company to reach its revenue goal of $81,900. Additionally, the company expects to pay $1,200 against the initial loan of $2,000 received from Eva Tan’s parents.

*Long-Term Business Goals*: Eva’s Edibles anticipates that, after a profitable customer base has been built, the company will develop an intensive growth strategy. Eva’s intends to increase its market penetration by leasing or buying a commercial kitchen. This will allow increased storage and allow the company to serve more clients and increase its revenues and profits. Dinners will be delivered to customers.

**2.6 Challenges**

*Short-Term Business Challenges*: The biggest challenge facing Eva’s Edibles in its early years will be its business model. Cooking dinners at clients’ homes will limit the number of clients that the company can serve.

*Long-Term Business Challenges*: The biggest long-term challenge for the company is space. Eva’s Edibles will need to change its business model and lease or buy a commercial kitchen to increase the number of clients. This, in turn, may require additional financing and will almost certainly require additional employees, particularly those with some degree of cooking skills.

**3. PROMOTION & SALES**

**3.1 Marketing Plan**

Eva’s Edibles plans to market exclusively to professionals with an average annual income $50,000. Based on her research, Eva found that professional lived hectic lives and didn’t have time for shopping and cooking. The marketing plan will highlight the following customer benefits:

1. Less time spent planning and shopping for dinners
2. Less time spent in the kitchen cooking and cleaning up
3. The convenience of eating dinner whenever the client wishes
4. Delicious and healthy dinners tailored to the client’s personal choices
5. Less money spent eating out
6. More time to spend with friends
7. Dinner choices that can be tailored for diabetics, vegetarians, and those who need low-cholesterol or low-sodium meals

**3.2 Promotion**

Eva’s Edibles will engage in five types of promotional activities: establishing a Website, maintaining a referral listing on the USPCA Website, in-store promotions, promotions at local events, and programs for retaining current clients.

1. *Company Website*: Eva’s Edibles will construct its own Website, which will provide full information about services and display a selection of dinner menus. The Website will offer monthly catering promotions and offer a sign-up list for prospective clients. Sample dinners will be showcased. The Website will promote Eva Tan as one of the few personal chefs in the Columbus area who has the federally recognized designation of Certified Personal Chef. It will indicate that Eva Tan is an active member of the United States Personal Chef Association.
2. *USPCA Referral Website*: Eva’s Edibles will use a referral listing provided by the USPCA. Because of her membership in the USPCA, Eva Tan can access its referral listing at www.hireachef.com. Eva’s Edibles will be able to create and modify its listing, as well as track listing statistics. According to the USPCA, this service “is the most effective, efficient method to put customers and personal chefs in touch with each other.” Annually, hireachef.com logs over 500,000 listing views, and 95,000 clicks for more information. These statistics represent more than simple Web-page hits, which can be deceiving. The hireachef.com system has actual clients reviewing personal chef pages and making contact. Inquiries from potential clients are sent directly to the chef’s e-mail account.
3. *In-Store Promotions*: Eva’s Edibles plans to offer in-store promotions at local cookware shops on a regular basis. One store, The Wire Whisk, has agreed to host an hour-long presentation by Eva Tan every other week, which will be dedicated to healthy eating and featuring the company’s dinners. At each event the company will offer a brochure describing its philosophy and provide sample menus.
4. *Promotions at Local Events*: Eva’s Edibles will also participate in local events at shopping malls, cultural fairs, environmental exhibits (Earth Day), and other appropriate venues. It will offer free samples, gift baskets, and discount raffles. Eva’s will offer its brochure at each of these events as well.
5. *Strategies for Retaining Current Clients*: Eva’s Edibles will provide current clients with “extras” for their loyalty—for example, free snacks and desserts after purchasing three 5-Dinner Plans. Another strategy will be to offer current customers a 10% discount when they refer her to a potential client.

**3.3 Sales Methods**

Eva’s Edibles will depend heavily on personal selling. This involves contacting past customers of the event-planning business and pursuing business contacts through the Ohio State University.

Direct mail pieces and the brochure will have a mail-back card to capture a prospective client’s e-mail address and telephone number. Eva Tan will follow up all mail-back cards personally by e-mail or phone.

Future selling strategies will include asking customers for referrals and recommendations of potential clients. Again, Eva will get in touch with each prospect personally.

*Steps a consumer follows to purchase my service*:

1. Customer will contact Eva by phone or email for a free meal plan consultation.
2. Customer will schedule an appointment for Eva to cook one meal package (five dinners) – customers must be at home during first visit so that Eva can be let in. (Homeowners will not need to be present during subsequent visits if they choose to give Eva a spare key so she can let herself in.)

**3.4 Sales Estimates**

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| --- | --- |
| Factor | Influence on sales |
| Market Analysis | Given the large number of target households in the Greater Columbus area (27,690 households), Eva must only sell to less than 0.08% of this potential market to meet her sales estimates. Eva believes this is highly feasible. |
| Maximum Capacity | Eva has a maximum capacity of 7 units per week (42 hours), which means she can serve a maximum of 28 customers per month. As a result, Eva’s sales estimates are aligned with her maximum capacity. |
| Breakeven Units | Eva must sell at least 7 units per month to cover her operating expenses. Eva’s sales estimates are above her breakeven point. |
| Seasonality | Eva’s business will not be affected by seasonality because her clients will continue to eat dinner, regardless of the time of year. |

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| --- | --- | --- |
| Month | Units | Revenue |
| January | 20 | $6,500.00 |
| February | 20 | 6,500.00 |
| March | 20 | 6,500.00 |
| April | 20 | 6,500.00 |
| May | 21 | 6,825.00 |
| June | 21 | 6,825.00 |
| July | 21 | 6,825.00 |
| August | 21 | 6,825.00 |
| September | 22 | 7,150.00 |
| October | 22 | 7,150.00 |
| November | 22 | 7,150.00 |
| December | 22 | 7,150.00 |
| **Annual Total** | **252** | **$81,900.00** |

**4. FINANCIAL INFORMATION & OPERATIONS**

**4.1 Definition of One Unit**

One unit is defined as cooking five dinners for a client in the client’s kitchen.

**4.2 Variable Expenses**

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| --- |
| **Materials** |
| Material Description | Bulk Price | Bulk Quantity | Quantity per Unit | Cost per Unit |
| Misc groceries (specific ingredients vary from client to client) | $100.00 | 5 dinners | 5 dinners | $100.00 |
| **Total Material Costs per Unit** | **$100.00** |
|  |
| **Labor** |
| Cost of Labor per Hour | Time (in hrs) to make one unit | **Total Labor Costs per Unit** |
| $25.00 | 6 hours | **$150.00** |
|  |
| **EOU** |
| Material Costs | Labor Costs | **TOTAL EOU** |
| $100.00 | $150.00 | **$250.00** |

**4.3 Economics of One Unit**

|  |  |  |  |
| --- | --- | --- | --- |
| **Selling Price per Unit** |  |  | $325.00 |
| **Variable Expenses per Unit** |  |  |  |
|  Costs of Goods Sold |  |  |  |
|  Materials  | $100.00  |  |  |
|  Labor  | 150.00  |  |  |
|  Total Cost of Goods Sold |  | $250.00  |  |
|  Other Variable Expenses |  |  |  |
|  Commission  | $0.00  |  |  |
|  Packaging  | 0.00  |  |  |
|  Other | 4.00 |  |  |
|  Total Other Variable Expenses |  | $4.00 |  |
|  Total Variable Expenses |  |  | $254.00 |
| **Contribution Margin per Unit**  |  |  | **$71.00**  |

**4.4 Delivery of Service**

|  |  |  |
| --- | --- | --- |
| Description of Step | Time (mins) | Cost |
| 1. Consult with potential client to determine what types of meals he or she likes best
 | 15 | $0.00 |
| 1. Travel to supermarket to shop for groceries for clients’ meals
 | 15-30 | 1.50 |
| 1. Shop for and purchase groceries
 | 60 | 100.00 |
| 1. Travel to client’s home
 | 15 | 0.50 |
| 1. Organize kitchen and groceries
 | 15 | 6.25 |
| 1. Clean and chop vegetables
 | 60 | 25.00 |
| 1. Cook clients’ meal package
 | 240 | 100.00 |
| 1. Clean up kitchen
 | 45 | 18.75 |
| 1. Return home
 | 30-45 | 2.00 |

**4.5 Fixed Expenses for One Month**

|  |  |  |
| --- | --- | --- |
| Expense Type | Monthly Cost | Explanation |
| Insurance | $117.00 | As a food services business, it is imperative that Eva’s Edibles is insured to protect against liability |
| Salary | 0.00 | Eva will be paid an hourly wage |
| Advertising | 146.00 | Advertising will include direct mailings and postage, as well as marketing collateral and samples to be distributed at in-store promotions local events |
| Interest | 0.00 | Eva’s Edibles has a financing strategy that does not include repaying loans with interest |
| Depreciation | 23.00 | Eva will depreciate her cooking equipment over a 5-year period of time ($1,373 over 60 months) |
| Utilities | 100.00 | Because Eva cooks in her client’s kitchens, the only utility she will pay will be service for her mobile phone. |
| Rent | 0.00 | Because Eva cooks in her client’s kitchens, she will not incur costs related to rent |
| Other Fixed Expenses | 107.00 | These costs are associated with automobile maintenance and gas to drive to promotional events  |
| **Total Fixed Expenses** | **$493.00** |  |

**4.6 Income Statement for First Year of Operations**

|  |  |  |  |
| --- | --- | --- | --- |
| **REVENUE**  |  |  | $81,900.00 |
|  Gross Sales | $81,900.00  |  |  |
|  Sales Returns | 0.00 |  |  |
|  Net Sales |  |  | $81,900.00 |
| **VARIABLE EXPENSES**  |  |  |  |
|  Costs of Goods Sold |  |  |  |
|  Materials  | $25,200.00 |  |  |
|  Labor  | 37,800.00 |  |  |
|  Total Cost of Goods Sold |  | $63,000.00 |  |
|  Other Variable Expenses |  |  |  |
|  Commission  | $0.00 |  |  |
|  Packaging  | 0.00  |  |  |
|  Other | 1,008.00 |  |  |
|  Total Other Variable Expenses |  | $1,008.00 |  |
|  Total Variable Expenses |  |  | $64,008.00 |
|  |  |  |  |
| **CONTRIBUTION MARGIN**  |  |  | $17,892.00 |
|  |  |  |  |
| **FIXED OPERATING EXPENSES**  |  |  |  |
|  Insurance | $1,404.00  |  |  |
|  Salaries | 0.00 |  |  |
|  Advertising | 1,752.00  |  |  |
|  Interest | 0.00 |  |  |
|  Depreciation | 276.00 |  |  |
|  Utilities | 1,200.00  |  |  |
|  Rent | 0.00 |  |  |
|  Other fixed expenses | 1,284.00 |  |  |
|  Total Expenses |  |  | $5,916.00  |
|  |  |  |  |
| **PRE-TAX PROFIT**  |  |  | $11,976.00 |
|  Taxes (15%) |  |  | 1,796.40  |
|  |  |  |  |
| **NET PROFIT**  |  |  | $10,179.60  |

**4.7 Startup Investment**

|  |  |  |  |
| --- | --- | --- | --- |
| Item | Why Needed | Vendor | Cost |
| Victorinox Swiss Army Cutlery Set (8 Piece) | Needed to chop vegetables and tri meat | Macy’s | $618.00 |
| Anolon Nouvelle Copper Hard Anodized Nonstick 10-Piece Cookware Set | Needed for basic cooking | Amazon.com | 450.00 |
| Misc cooking equipment | Need specialty equipment for preparing gourmet meals | Amazon.com | 305.00 |
| Spices, oils, etc. | Needed to season food | Wholefoods | 100.00 |
| Wheeled cart | Needed to transport all cooking supplies and groceries | Globalindustrial.com | 269.00 |
| **Total Startup Expenditures** | **$1,742.00** |
| Emergency Fund *(1/2 of startup expenditures)*  | 871.00 |
| Reserve for Fixed Expenses *(covers 3 months of fixed expenses)* | 1,479.00 |
| **Total Startup Investment** | **$4,092.00** |

**4.8 Financial Ratios**

*Return on Sales (ROS):*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Annual Net Profit |  | $10,179.60 | = | **12.4%** | ≈ | **$0.12** |
| Total Annual Sales | $81,900.00 |

*Return on Investment (ROI):*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Annual Net Profit |  | $10,179.60 | = | **249%** | ≈ | **$2.49** |
| Total Startup Investment | $4,092.00 |

*Breakeven Units (Monthly)*:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Fixed Monthly Expenses |  | $493.00 | = | **6.94** | ≈ | **7 units** |
| Contribution Margin | $71.00 |