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The name of this company is “DIY-Burger” due to how the shop is set up to have customers craft their own burgers. The shop will be located in Miami, Florida. The current stage of this company is start up. We believe an investor should invest in our company because of how unique our practice will be compared to other burger shops in the current environment. Our target market includes lovers of meat and various choices customers can have when it comes to hamburgers. We foresee our business expanding across the world, acquiring new food items to sell alongside our burgers, and attaining fans across the globe.

We are, of course, entering the food industry. The industry itself is progressing smoothly and the future of it seems to be bright considering humans live off food. Most of the other burger shops in the industry focus on a variety of food products aside from burgers such as McDonald’s, Smashburger, Five Guys, etc. The legal name of this business will be “DIY-Burger Co.”

We are in the business of providing high quality service to our customers. The primary office will be in the same location as the shop in Miami, Florida. To open the restaurant, we will need a business license (government-issued), a liquor license to sell liquor (Alcohol Beverage Control board), a food service license (city’s health department), Employee Identification Numbers (IRS), a Food Handler’s permit (government), sign permit (city determined), and a bunch of paperwork needing to be handled by the government. Our mission statement is “The mission of DIY-Burger is to give our customers the freedom to choose what they would like to eat on their burgers and how much they want as well as providing the best customer service we

can.” This idea came to us after we shared experiences eating at various burger shops in the local area and thought we could try something different with the concept. We have been in the business for around three years and have had great success after multiple failures and learning from them, primarily that keeping the produce fresh every day is important.

Our short-term goals are to provide good food and excellent customer service. Long-term, on the other hand, involves us wanting to expand the company beyond the state of Florida and to have a wider variety of products to sell to our customers. Our plans are the same as our long-term goals. Our ambitions for the company are to ensure our employees are well-trained and prepared for any situation. To accomplish these objectives, people that we can trust, and we believe are qualified to be managers in our staff team. In addition, these individuals need to be trained to make sure regular employees are prepared for whatever task that they assign to them. Internal Factors such as financing will come from investors, the location will be made convenient for the customers, and the amount of employees will not be too numerous for the sake of convenience for our guests, the max being 7 regular employees every 8 hours, 2 managers set to the same amount of time, and the general manager. External Factors such as competitors, the weather and customers might affect our business flow, but will be dealt with accordingly. Our major competitive strengths would include the unique way we serve our food, the environment being calming for our establishment, and how we conduct our business.

The owner and CEO of the company is Alex Parra, who holds half of the shares. The co-CEO is Anthony Tran, who holds the other half of the shares. Our exit strategy will involve splitting earnings between our investors evenly.

Products/Services

Our products are burgers our customers can customize to their liking. This product addresses the need for food. The people who will purchase this are those who are hungry. Our after sales service is us making sure customers are aware the drinks are free refills as well as the employees providing any services that they need. For example, if the burger meat isn't cooked correctly or something like that. Our pricing strategy is more unique than most places. Since the burgers can be customized to their liking, the price shall depend on how much the burger itself weighs on an ounce scale. Our proprietary rights are the concept behind how the burgers we serve are served and the brand name being copywritten. The boundaries include not having employees take up tasks they aren't trained for and only taking business deals with generally trusted companies.

Our products are the burgers, fries of almost every variety, onion rings, sodas provided by Coca-Cola, alcoholic beverages, milkshakes, deserts in the bakery, fresh produce and

condiments, stationaries expected from restaurants such as napkins and straws, etc., and whatever toppings customers might want us to add in the future.

Supporting material includes a menu on display above the register listing each product before purchase. As stated before, the main feature of this restaurant is the ability for the customer to make whatever kind of burger they want to make. The product was initially developed about three years prior to the company's grand opening. It differs from the competition due to how much freedom we provide the customers. Aside from the food, we provide customer service for any problem a customer may encounter. We tested our business practice with close friends and family, and they all seemed to enjoy it. Our service is unique because of the freedom we give to customers. Customers can customize how they want to eat their burger. This is how the business differentiates itself in the market. Customers might want to make a burger however they want, and we can give that choice to them. Gabriel Alvarez is the head of our research team, researching what customers would want us to improve on in the business. This research has helped us improve the quality of our services and update our menus.

We get our meat and other products shipped to us via a meatery and other ingredient providers. Technically speaking, it is assembled in-house after we acquire the materials. Burger meat, produce, fries, ingredients for deserts in the bakery and milkshakes, and soda machines. Inventory includes the raw materials as well as the stationaries necessary for customers as well as cleaning supplies for when we need to clean the store up. The procedure is as follows:

Customers make their order, we cook the meat to their liking and serve the meat to them with the buns, we give them the choice to put condiments and sides with it and have all the sides precooked, cooking more on a regular basis, then we weigh the order and charge accordingly.

We will launch the service by attending trade shows and by providing free samples of the meat grocery stores such as Publix. The target introduction date would be July 17, 2027. We do have plans for the next generation that will remain classified as to not spoil the surprise. We will launch new products and services whenever customers put them in high demand. Principal competitors would be other burger shops, serving burgers and such themselves.



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