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Computer Science (RM 307)

Mr. Scribner

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**Business Proposal: Super Falafel**

I love to cook, I enjoy working with and helping people, and I am interested in sales and marketing. Because of these three interests, I believe I could be a successful restaurant owner in the Philadelphia area. I was looking for a healthy alternative for lunch at the corner of Broad and Dauphin streets in North Philadelphia on afternoon, and I thought about starting a business to give the people of that community a healthy choice for lunch and dinner. The original idea of Super Falafel was born.

If I could raise some money from private investors or a small business loan, I would be able to open a restaurant in the North Philadelphia community around Temple University. I would make and sell the best Falafel sandwiches in the area. I would also offer beef, chicken and lamb as main products. My secondary products would be salads and side dishes such as rice and vegetables. My tertiary products would include healthy beverages and desserts. Inadvertent services I might have to offer would be delivery, indoor seating and free wifi.

I would cater to the thousands of Temple University students who are young, smart and have a large amount of discretionary income. I would deliver to dorms and provide a healthy alternative to other fast food in the area. I would also try to market to professional offices and health providers in the area. There are two major hospitals, schools and other offices in the area that might have health conscious people looking for a healthy lunch.

My main competitors would be other local restaurants, food trucks on 13th street, supermarkets and deli counters, and any other restaurant that delivers into my local sales area. Getting people to buy healthy is going to be difficult with other cheaper fast food in the area.

I will need approximately $30,000 to start. I will find a location that could be outfitted as a restaurant. I will need initial supplies and equipment, employees, and the money to meet payroll, rent, licensing and inspections, and initial inventory prior to starting. I hope to raise this money from private investors and small business loans. I will also need an internet site and online ordering.

My goals are simple. I want to get my company up and running within the next three months. I will work hard to build a market and to serve the finest falafels in the city. In the long term, I hope to create a regular customer base and have enough sales to pay off my initial investors within 18-months. I would also like to be recognized as one of the top 20 fast food restaurants in the Philadelphia area and appear in Philadelphia Magazine’s Top 100 foods in the region.