

Fresin Fries

Business Plan

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Executive summary

Fresin Fries is a locally owned fast food outlet that will be positioned as an international franchise through our creative approach to the company's image and detail presentation.

- * Fresin Fries will provide a combination of excellent food at value pricing, with fun packaging and atmosphere.
- * Fresin Fries is the answer to an increasing demand for snack-type fast food, to be consumed while window shopping and walking around inside a shopping mall.
- * The financing, in addition to the capital contributions from shareholders, will allow Fresin Fries to successfully open and expand through year two. The initial capital investment will allow Fresin .
- * Our main priority is to establish one outlet in a crowded mall, preferably in one of prominent shopping malls in Singapore.

Mission Statement

- The main goal is to be one of the most successful fast food outlets in Singapore, starting with one retail outlet located inside a major shopping mall as a "market tester."
- Fresin Fries will strive to be a premier local fast food brand in the local marketplace.
- The main focus will be serving

Objectives

- To establish a presence as a successful local fast food outlets and gain a market share in Singapore's fast food industry.
- To expand into a number of outlets by year three, and sell the franchise to neighboring metropolitan cities, such as Jakarta, Kuala Lumpur, Bangkok and Manila.
- To make Fresin Fries a destination spot for mall-goers.

Key to success

- * Create a unique, innovative, entertaining menu that will differentiate us from the rest of the competition.
- * Control costs at all times, in all areas and implement a conservative approach to growth policy. Although, we provide more than enough fund to open more than one outlet, we want to be on the safe side of the business.
- * Sell the products that are of the highest quality, as well as keeping the customers happy with all of our product categories from food to store merchandising.
- * Provide 100% satisfaction to our customers and maintaining the level of excellent services among other competitors.
- * Encourage the two most important values in fast food business: brand and image, as these two ingredients are a couple of main drivers in marketing communications.
- * Get access to high-traffic shopping malls near the target market.
- * Promote good values of company culture and business philosophy.

Company location

The space selection will be chosen based upon the following criteria:

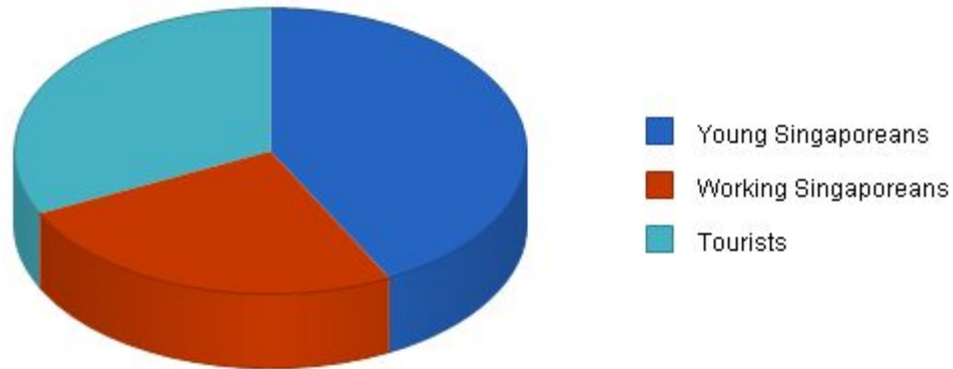
- * Community size: minimum of 800,000 people within a radius of 8 kilometers.
- * Tourist destination.
- * Easy access.
- * Large percentage of teenagers in the community.

Product

- * To want to focus only on selling fries.
- * In promoting the Fresin Fries lifestyle, we will offer various merchandise with our logo and colors, from hats to t-shirts to potato cutters to our signature sauces, so that our customers can enjoy Fresin Fries at home.
- * Alcoholic drinks will not be sold in our outlet, as Fresin Fries promotes a healthy and positive Singaporean lifestyle.

Market segmentation

Market Analysis (Pie)



Needs of market

Core group:

- * Wants variety and flavor in its food, preferably something fried
- * Looks for speed of service
- * Wants an entertaining and fun experience
- * Insists upon a clean, friendly, and attractive environment
- * Adopts a global lifestyle
- * Is computer literate
- * Enjoys eating out
- * Has an active lifestyle
- * Comes from various ethnic backgrounds

Competition

Fresin Fries has several advantages over its leading competitors:

- * Unique "fusion" concept of dipping sauce.
- * We expect a high degree of enthusiasm and offer a fun store with friendly staff, that reflects the company's youthful and energetic culture.
- * Supporting merchandise items that support the company's brand building.
- * Our fried potato is made 100% fresh, compared to most fast food outlets that use frozen fries.
- * Our dipping sauce is also made fresh without preservatives.
- * Our innovative packaging will be more entertaining than our competitors; a single cone with a cup reserved for dipping sauce.

Market analysis strategy

A much broader appeal exists for weekend slots because those are the days when most of our core target market enjoys the mall going activities.

- * Age - Youngsters, single, currently enrolled in college and high school.
- * Family unit - We will also appeal to families (young families) with children.
- * Gender - We will target both sexes, with a slight skew for males due to their lower attention to dietary concerns.
- * Income - We will appeal to the medium income individuals and to all in the lower medium income bracket.

Strategy

- * Their strategy is based on serving our markets well. We will start our first outlet as a "market tester" that could become a model of the expanding number of outlets in the future.
- * Concentration will be on maintaining quality and establishing a strong identity in the local market.

Financial plan

- * The company is now privately held by Harry Hip, Guy Fry, Carl Cone, and Sam Sauce. Future shares will be offered after two consecutive years of operating in Singapore.

□ **Start-up Funding**

- * Currently, the company is owned by the original 4 founders, who each will contribute £200,000 for the same amount of share, 25%. This will more than cover start-up requirements, and provide the business with a cash cushion to use for expansion over the first three years.