 International Chef

Executive Summary

International Chef was created by Victoria Carson, Kurt Goodlitt ,Elijah Henderson, the as we noticed that in this day and age a lot of people are extremely busy with work, school, family, and more. It is very difficult to make time to go shopping and going to the grocery store because of these busy schedules. With our company International Chief  we want to resolve this problem by taking a lot of stress off your hands by offering full meal deliveries packages of your own choice. These meal packages will have a big variety of options such as different cultural food options. Our mission is to get people to think out the box and try new food.

Products and Service

Our meal packages will come with everything that you need to create the luxury meals from the meat, noodles, and spices. This package will also come with a pamphlet to go step by step on how to create these beautiful meals. We will also have and option for you to go to our youtube to find your meal and follow us step by step. This will give a better understanding because sometimes it's easier to watch and follow.

The service International Chef will be online and delivery services. Our online services will provide a big variety of meal packages from several different cultural foods. Within this website we offer multiple options

Target audience

International Chef targets’ mainly working class individuals. This is because these individuals have less time on there hands, whether it be working or taking care of their kids after work in some case. These individual have no time to prepare a well balance, delicious homemade meal. We also target athletes who have strict dietary meal plan and also the normal individuals who just want to live a healthy lifestyle by eating right. Our pricing takes into consideration persons from different social class and will guarantee that you will find a plan just for you.

International Chef is going to be targeting towards men and women from the ages from 25-35. We picked to target toward this group mainly because this is a group of adults that are just starting their career which means there schedules are pretty hectic.

The distribution channel

International Chef will use Ups and Uber eats to distribute our product to active customers.  To create public exposure for our product to be recognizable we have a company website followed  by Instagram and Twitter profile to promote our product. To properly promote our product we will first pay viral instagram stars to give our potential customers a more relatable approach to the product. Another promotion strategy is paying  popular radio station to mention our product and visit college campuses with small samples of our product explaining our services. Soon International Chief will have a 20 second commercial followed by professional athletes publicly using our product on our youtube and instagram live channel. Sales and payments will be made through our company’s website, or our app for a safe and reliable payment system. The average price of the product is between 20- 40 dollars depending on the meal, distance and day for delivery.

**Promotion process**

Good food and service with a smile are important, but if nobody knows you're serving, you’re out of luck. While you don’t necessarily need a full marketing plan, you do want to think about how you'll attract customers. One of the first steps is to choose a name that will draw attention. Typically, you want your name to express what you sell in a clever manner.

Twitter, Instagram,YouTube, and Facebook have become the hottest marketing tools for meal preparation company entrepreneurs to stay in touch with their customers and fans. Twitter specifically has become a favorite of meal preparation vendors. You can get started by going to Twitter and setting up an account under our business name. Then you can begin sending tweets. The best part about Twitter is that it's an interactive media tool that keeps our customers updated in the moment. Sign up on [Facebook](http://facebook.com/) for an account for our meal preparation business, Be sure to include photos of your food. There's a growing market of mobile applications that provide users with information. Many of these applications are for iPhones, though others, such as Instagram, will work on most smartphones.

**Other Marketing and Promotional Ideas**

**Giveaways**

One of the most tried and true means of building a following is by giving something away, whether it’s a promotional item or a sample of your product, which in this case means food. Consider giveaways a standard means of generating a crowd. Food companies have been doing this for years by providing free samples in supermarkets.

**Contests**

We will promote a simple contest through social media as well. Prizes need not be spectacular, just enough to convince fans to participate. Make a big deal about the drawing of the winner so people will be on hand and buying our food.

**Word-of-mouth marketing**

The cheapest means of spreading the word is by having others do it for you. We will set up a “Tell a Friend” 15 percent discount offer or like have someone dressed up as a mascot to hand out balloons and coupons near your location.

**Customer relations**

One of the simplest ways of drawing repeat customers is by having good customer relation skills. This begins with a smile, a polite thank-you and paying attention to the needs of our customers. Training your employees to be accommodating, polite and courteous at all times. If there's a problem, make sure they're ready and willing to solve it to the customer’s satisfaction.

Pricing (TRIPOD)

We price our products based on three factors: cost, competition and value to customers. Cost is at the forefront as we at International Chef look to recover our cost above everything. All our prices includes cost of products, labour inputs and also delivery. We also price our products with consideration of the prices of our competitors. This is to ensure we are competitive and customers are not turned away from our products because of over pricing or even turn away from our products because of under pricing. Potential customers may think our products are inferior. And last we price our products base on value to customers. This is where we set prices based on perceived value customers have towards our products. We can take advantage of this type of pricing because of our fast and speedy delivery of customer’s packages and also the great customer service that is shown by our various representatives toward each customers making them willing to pay a higher cost for our service.