

Business Plan



FLAWLESS FOODS

Business Plan

Zach G & Hayden W | Innovative Business | February 12, 2020

Table of Contents

Executive Summary	3
Description	4
The legal form of business	4
Effective date of business	4
Mission statement	4
Company governance	4
Immediate goals	5
Overall Company Financial status	5
Company location	7
Industry Analysis	8
Size of Industry	8
Competition in industry	8
Beginning of industry	8
Trends and Opportunities	9
Target Market	9
Our Target Market	9
Products and Services	10
Needs of the Individuals	10
Competitive Analysis	11
Key competitors	11
Potential future competitors	13
Barriers for future entry	13
Market Plan & Sales Strategy	14
Key message	14
Message delivery	14

Sales procedures and methods	15
Operations	16
Business facility	16
Production plan	17
Personnel plan	17
Impact of technology	20
Management & Organization	22
Key employees, board of directors, and human resources	22
Identifying, recruiting and securing key participants	23
Compensation and incentive plans	23
Long-Term Development	24
Future goals	24
Risks and potential adverse results	24
SWOT analysis	26
Appendix	28
Works cited	28

Executive Summary

The beginning of the restaurant industry started in the mid eighteenth century. At first restaurants were for the wealthy, but as restaurants were normalized over time it made sense to be open for the public. As more demands grow and technology advances we see restaurants as they are today. However, with new online technology *Flawless Foods* plans to take advantage of this and make a big leap in advancements for the restaurant industry. People will sometimes find themselves quite busy and have very little time on their hands. *Flawless Foods* wants to give those people more time by not having to worry about food and let them focus on the things they want in life.

Flawless Foods will be located in Indiana, Indianapolis on macy drive. It is away from the heart of the city to avoid traffic yet close enough to deliver to the suburban areas and the metropolitan area. *Flawless Foods* strives to provide a service with a strong personal connection to its customers. Our company also aims to have our employees close on a personal connection as well so we plan to go out as a team and do fun activities like bowling.

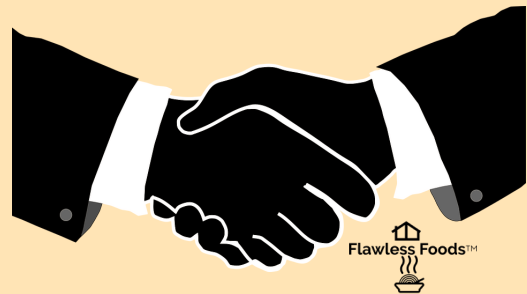
Flawless Foods will run its business as a Limited Liability company to protect its employees and owners of their assets and will mean that the owners are not responsible for the liabilities for debts that occur. *Flawless Foods* will begin its operation on april 1st in 2020 and will be open on weekdays from 5:00AM to 11:PM and on weekends from 6:00AM to 10:PM. As a restaurant in the food industry we plan on changing the industry with modern technology by moving online creating a convenience for the busy people, the elderly, or anyone who just doesn't want to make food.

Flawless Foods believes in making goals since they are a great way of measuring progress and progressing in our business. For example, one of our goals is to break even with our expenses within 3-4 years after the beginning of operation. *Flawless Foods* also hopes to establish strong connections with our allies. After our expenses have been paid off we plan on keeping costs minimal so we can put that money back into the company and for our employees.

Description

The legal form of business

When it comes to the legal form of business, our company has selected a Limited Liability Company. This offers more protection for our company. Having a partnership in running an association makes it *"simpler to manage than a traditional corporation"* (investopedia.com) for not only the CEO, but the employees as well. This also means that we, the owners, are not responsible for the company's liabilities or debts that occur.



Effective date of business

We believe that *Flawless Foods* will kick-off its start on April 1, 2020. In the time to prepare for the special occasion, *Flawless Foods* will begin operations to be able to produce to the customers right away. Also, we will visit near-by communities to showcase our company in a positive way.

Mission statement

Flawless Foods goal is to change the food industry by creating a convenient way to order food, save trips, and save your valuable time. *Flawless Foods* also makes shopping a more trouble-free environment for the elderly and disabled. Along with that, we strive to provide quality food that people enjoy right to their house so that they will not have to worry. *Flawless Foods* will provide the highest quality food because we care about the consumers health and needs. From order to delivery, *Flawless Foods* will have the exquisite mission to make sure the order is undamaged and fresh.

Company governance

Flawless foods will be governed by Zach Geerdes and Hayden Wood following the limited liability company agreement. *Flawless Foods* will be advised by Hudson Smith. The profits gained from the business will be distributed evenly

among the owners, the percentages from investments. Owners and staff may lead to different parts of the company and have a democratic management system so more ideas pop up. Each decision will make sure it satisfies our company guideline which follows:

Company Guidelines

- ☐ Beneficial long term decisions
- ☐ Employee productivity
- ☐ Open communication
- ☐ Happy and healthy consumers

Company Guidelines

- ☐ Customer satisfaction
- ☐ Customer support
- ☐ Ensure positive relationships with customers

Immediate goals

As we kick-off our company, we will have certain goals. First, our company's main and most important goal is to satisfy our customers. Having happy customers will allow our company to keep on thriving throughout our journey. If the people were not satisfied, then there is no point in creating this sort of business. Next, after opening day, we will immediately start on trying to expand our company to all parts of the world. We will do this by first collecting money from nearby communities, then we will expand to the state, country, continent, and then the world. Our final goal is to create a new vision for the world. As technology has kept on growing, more advanced opportunities will be available for everyone. Opening our company might influence others to go out, and expand their dream into reality. Lastly, as technology keeps on expanding, then *Flawless Foods* will look into making 3D printed food so that business will be at a peak. This is not official, but it will be a high-potential opportunity.

Overall Company Financial status

The CEO and CFO both have such a big impact on the company. After the CEO makes decisions, the CFO can look over those decisions, and change them to their liking. *Flawless Foods* will sell the average foods that people will think of selling. We will sell groceries, breakfast, lunch, and dinner. The average amount

that people spend on groceries per month is from \$165 to \$435. *Flawless Foods* will lower this cost because we will sell our groceries for less. We will hope to bring this number average down to \$150 to \$420 spent per month on groceries. According to moneyunderthirty.com, the average person spends \$3000 a year from dining outside of their home (not including tips). The \$3,000 is from a single person, so a family of five would cost about \$15,000 a year. With a tip added to that price (15%-20%), then the final price of a single person would be an average of \$525. If a person were to purchase their meals from *Flawless Foods*, then it would cost the average person a significantly less amount of money for breakfast, lunch, and dinner. It will cost less because the final bill of a regular meal includes the service that the employees give to the customers. *Flawless Foods* does not have any employees to serve the food, only the delivery people.

Financial Status		
<i>Flawless Foods</i>	<i>Regular Bought Items</i>	(All for a single person)
\$1800 - \$5040	\$1980 - \$5220	<i>Groceries Per Year</i>
\$990	\$1175	<i>Breakfast Per Year</i>
\$990	\$1175	<i>Lunch Per Year</i>
\$990	\$1175	<i>Dinner Per Year</i>
\$4770 - \$8010	\$5505 - \$8745	TOTAL

The overall cost of people's personal meals and groceries will not only be cheaper, but also better quality.

Zach Geerdes will operate *Flawless Foods* as a Chief Executive Officer, and come with a Masters Degree in Madison from the Wisconsin School of Business. He will look at profits and recessions within the company, but the CFO will take

further notice into them. Also, he will confirm major corporate decisions and communicate to our target market and lead employees.

Hayden Wood will Manage *Flawless Foods* as a Chief Financial Officer, with an MBA in Arizona state University and a Bachelor's Degree in Accounting, both from the W.P. Carey School of Business. He will oversee the company's financial planning, assess financial risks, and give financial reports to the CEO.



Financial Status Role Reviews

Zach job as CEO is to look at profits/recessions, make major decisions, and communicate with the target market.

Hayden's job as CFO is to oversee the company's financial planning, access financial risks, and give financial reports to the CEO.

Company location

Flawless Foods will be on Macy Dr, Indianapolis, Indiana. The warehouse is located a petite distance from the main city of Indianapolis. This will help our company get started on getting welcomed to the world. Indianapolis, the capital of the state of Indiana has a population of 872,680 according to the last recording in 2017. Having a warehouse in this particular location will benefit *Flawless Foods*. There is more space near the warehouse for our company to begin growing. Also, Macy Dr is right next to IN-67/Pendleton Pike. This is a major highway that leads straight to the main city of Indianapolis. Our company will be able to set up signs and other advertisements near Pendleton Pike to allow our company to have a kick-start to eventually growing.



<https://www.loopnet.com/Listing/5535-Macy-Dr-Indianapolis-IN/17330324/>

Industry Analysis

Size of Industry

The restaurant industry has been dated back to the Roman empire and since then they have grown and evolved to what they are today. The restaurant industry will always be large because of the necessity for food. The United States of America alone has about the same industry size of restaurants as food retailing. According to the United States department of agriculture, the U.S has supplied about 1.46 trillion dollars worth of food in 2014. In 2019 the restaurant industry's sales were around \$863 Billion.

Competition in industry

The restaurant industry has a very competitive history and will always have a competitive nature. The competition in this industry comes in two forms as for most, they are direct and indirect competition. For direct competition, we will have to go against restaurants like *Speedy Cafe*, *Wendy's*, *Mcdonalds*, *Applebees*, and *Buffalo Wild Wings* to name a few. These are the restaurants we will mainly compete with. For indirect competition, there are stores like Walmart and Target that can also gain the attention of potential customers so we will also have to compete with them. Only they don't have to travel if they buy our groceries.



Beginning of industry

The beginning of the modern restaurant industry started in the mid eighteenth century in Paris. The word restaurant was a french word that referred to types of meat broth and other types of meat. Some of these menus catered to the ones that were too weak to fully eat a meal. The restaurants were also designed for

the wealthy and had appealing interiors. This then evolved into the restaurants we know today.

Trends and Opportunities

As modern technology improves online business becomes more popular. *Flawless Foods* plans to take advantage of new and booming technology. As for most stores, they are moving to online based orders that you can then pick up, *Flawless Foods* is planning to change the game in the restaurant industry by making an online based restaurant.

Flawless Foods Also makes lives easier for the elderly and the diasabled. *Flawless Foods* will also help the younger generation because they will have to spend less time making food and is perfect for college students. This industry will be easy to afford, and attain.



Target Market

Our Target Market

Flawless Foods will focus on mostly benefiting the elderly and the disabled of the world. Before *Flawless Foods* is known world-wide, we will focus on all the elderly (60-100yr) and disabled (all ages) of Indianapolis, Indiana including regular citizens. *Flawless Foods* offers restaurant-quality food for the customers' home. The elderly will no longer have to drive to the restaurant, they can simply order their favorite foods for a better and cheaper price. The disabled will have absolutely no trouble with the food as well. *Flawless Foods* will make the best delivery system for the people of Indianapolis. The elderly and the disabled will attain their food products from *Flawless Foods* because it will not only be an easier way of getting food/meals, but a better and cheaper way of purchasing food.



Products and Services

Flawless Foods offers top quality products and services for all people. Having Flawless Foods target the elderly and the disabled, they will have discounts on their purchases to enable better customer satisfaction. This means that every Tuesday, there will be a discount for the elderly, and every Thursday, there will be a discount for the disabled. Other than that, we will have different offers for the regular community which will help Flawless Foods eventually grow bigger and bigger.

Needs of the Individuals

As Flawless Foods continues to grow, the needs of the people will change, but very slowly. If Flawless Foods expands the company, the needs of resources for the people will also ascend. According to studies on three different websites, the elderly, adults, and infants all need different types of food to maintain a healthy

lifestyle. On webmd.com, it states that all infants should consume many minerals, large amounts of energy foods, and also calcium. All of these foods that children are supposed to ingest build up their early-new bone structure. An adult may need different foods to maintain the strongly created bone structure and muscle mass. On ccsmed.com, adults are meant to consume many fruits and vegetables. Unlike an infant, an adult needs to ingest less amounts of fats. Lastly, the website eatright.org states that the elderly need more calcium and vitamin D. They need these materials because as individuals age, their bone structure starts to deteriorate, and they need certain foods to ensure good bone health. *Flawless Foods* will guarantee the needs of all people, and will continue to pursue making these people have a healthier lifestyle.

Needs for Healthy Lifestyles		
Infants	Adults	Elderly
• Calcium • Protein • Fat • Iron & zinc • folate	• Fruit - 2 cups/day • Vegetables - 2.5 cups/day • Non/low fat dairy products • Fiber and Potassium	• Calcium • Vitamin D • Leafy vegetables • Whole grains • Low-fat dairy products

Competitive Analysis

Key competitors

Walmart is without a doubt *Flawless Foods* largest competitor. According to www.pymnts.com This is because *Walmart* holds around 8.9 percent of consumer retail in the U.S. *Walmart* also has a delivering strategy however, it has some weaknesses. For example, when you order groceries you first have to drive there and, you are often left with not all the things you ordered and you will have substituted items. *Flawless Foods* plans to make it as easy for everyone to access our website and order your food. We will also have a frequently asked questions section if anyone needs help. Another weakness in *Walmart* is that you have to

drive directly to the store instead of just ordering your food online and having it delivered to you.

Another competitor we will face is Aldi. Aldi offers food for lower prices than most retailers and is becoming more popular. However the weakness in Aldi is that most of their food is off brand and does not match the other branded items you would find at Walmart or Target. With Aldi you also have to drive to the store and there is no pickup.

Competitive Advantages			
Public Relations	✓	✗	✓
Pricing	✓	✓	✓
Customer Satisfaction	✓	✓	✗
Quality	✓	✗	✗
Special Services	✓	✗	✓

Potential future competitors

Seeing that technology is advancing quicker than some people can imagine, all activities that will occur will most likely be online. Today, many large companies, restaurants, and grocery stores are all converting to being online for hope to become more immense.

Amazon is now with whole foods, but that industry is not expanding as much as *Flawless Foods* will. Amazon is a delivery company so there is a great chance that they would expand their delivery system of whole foods, and will most likely be a top competitor as food is bought online.

Second, many restaurants like AppleBees, McDonalds, Dairy Queen, and Red Lobster, may become potential competitors for *Flawless Foods*. As technology advances through the years, the restaurants must adapt to this change, and will most likely go online.

Lastly, having *Flawless Foods* sell grocery items, grocery stores might be other competitors. As more grocery stores will transfer to online shopping, the more *Flawless Foods* needs to expand their own company.

Barriers for future entry

As more and more companies move to the online-shopping business strategy, such as Walmart, Apple, and Target, barriers will predominantly come. *Flawless Foods* will dejectedly have to face some of these barriers. When other companies enter the online business world, *Flawless Foods* will have to adapt to the new changes that will most likely occur. With Walmart being one of our main competitors, there is a likelihood of them changing their online game. Another barrier is the fact that *Flawless Foods* is online, meaning that our company would have to mainly depend on advertisements to get our name out. Overall our company will have to face some barriers but *Flawless Foods* is ready for the challenge.



Market Plan & Sales Strategy

Key message

As grocery stores and retailers grow and expand their own business some tend to lose their quality and customers aren't happy. *Flawless Foods* wants to change that. We believe that people deserve a nice meal without a decrease in quality. *Flawless Foods* also wants to build a fun community and know their customers personally. This way we can make our customers happy in more ways rather than just food. Since we want our food to be high and of the same quality we make it one of our priorities to keep our Food the same high quality you deserve.

Message delivery

Flawless Foods has many ways to deliver goods and services to our customers. We plan on using a variety of sources for advertisement to get our company name out there as much as we can.

First, **social media**. Today, anyone who has a phone is most likely to own a social media app like Facebook, Instagram, and Twitter. According to [Tech Jury](#), the average person spends around 2 hours and 33 minutes a day on social media. meaning that there would be lots of time and people to see our advertisements on social media. Also another advantage to using social media for advertisements is personal information that the companies collect. This means we can target our market even easier by advertising to the people that would most likely use our services. So advertising on social media would be a no brainer.



Another way we can get our company name out is **television**. Part of our mission is to make the elderly's lives easier, so advertising on television would be one of the best ways we can get them to find out about our company. Plus we can also target the stay at home moms and dads that might want to buy our product, or if someone is sick they could just order food without the hassle of having to make it.

Our final way *Flawless Foods* plans to advertise is on the **internet** or more specifically online websites. Almost everyone has access to the internet nowadays so this would be our last effective way of advertising. This way just like social media, we are able to select who we want to show our advertisements to.

Sales procedures and methods

Flawless Foods will connect with local and worldwide restaurants and grocery stores.

Flawless Foods will make an analysis on all of the rating toward the best restaurants, and grocery stores. Once the studies are complete, *Flawless Foods* will connect with these businesses, and cope with them to further strengthen the company. *Flawless Foods* will rely on these businesses to expand and build up their company. In the analysis of ratings, *Flawless Foods* will look at not only customer satisfaction,

but employment rate/service, customer connections, and revenue. With these components, it will enable *Flawless Foods* to have appreciable communications and relationships with the customers and employees. Few of the many companies that will ally with *Flawless Foods* are listed below:

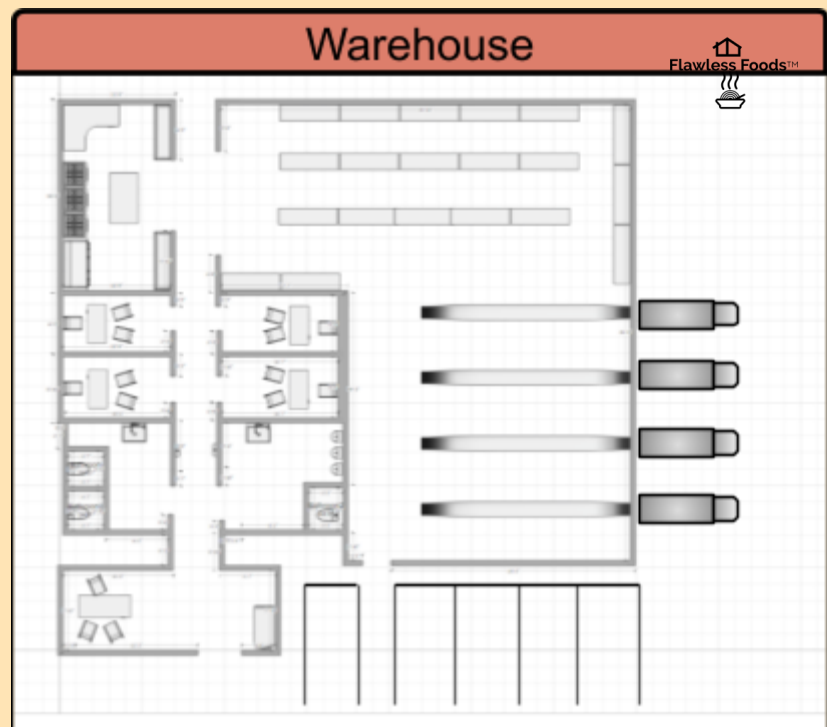
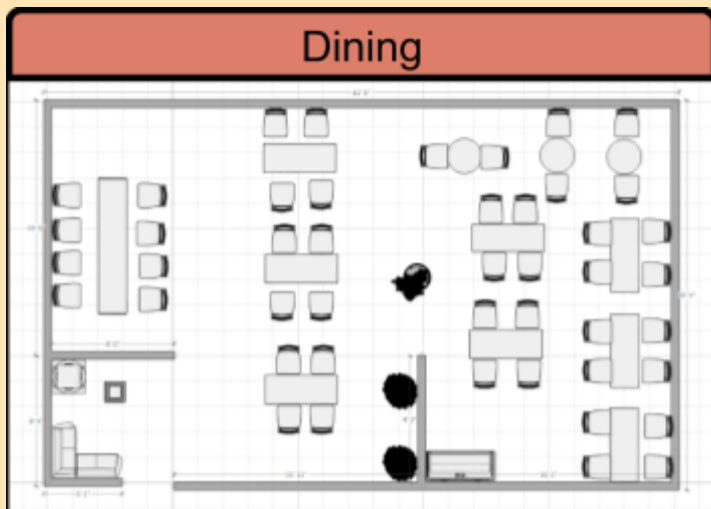


Company Connections				
Walmart	Aldi	Apple Bees	IHop	Mirazur
Walmart Supercenter, 141 Washington Ave Ext, Albany, NY 12205	10325 Pendleton Pike Indianapolis, IN 46236	10655 Pendleton Pike, Indianapolis, IN 46236	9115 E 56th St, Indianapolis, IN 46216	30 Avenue Aristide Briand, 06500 Menton, France

Operations

Business facility

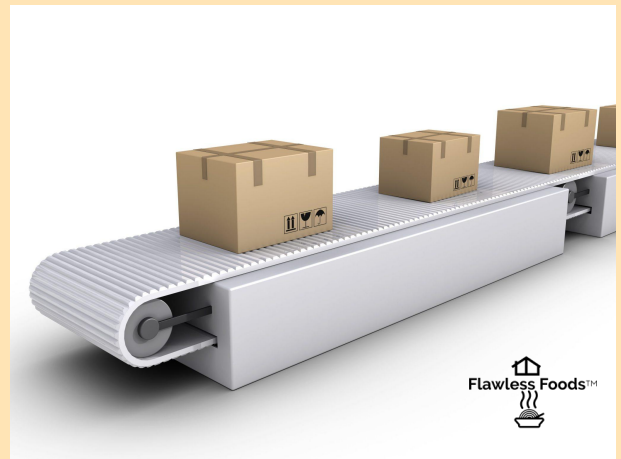
Flawless Foods business facility will be in Indianapolis, Indiana on Macy Drive, which is located right next to the heart of the city. This way we will not have to worry about traffic jams. But also we will have the benefit of more customers. In our front entrance there will be a front desk clerk that customers can go to if they desire, also employees will be able to clock in and out for work. We want the place to look nice so we will add some decoration. Then the hallway into the main warehouse will have two water fountains for employees, and a male and female bathrooms. Further down the hall we will have some offices for the Chief Executive Officer, the Chief Financial Officer, and a couple other offices for managerial operations after discussing what is needed. We would like to have an open and fun environment and would like our leaders to be with our employees instead of on the other side of the wall.



Production plan

Flawless Foods will be open on certain times on different days of the week. For weekends, *Flawless Foods* will open at 5:00 AM and then close at 11:00 PM. For weekdays, *Flawless Foods* will be open to the community at 6:00 AM, and then close at 10:00 PM. The CEO and CFO will arrive at 6:00 AM to check up on how well the company is going, and figure out if there are any problems that need to be fixed. They will also find out if a meeting is needed for the company to talk about strategic opportunities for the future.

During the day, there will be different hours for when either breakfast, lunch, and dinner will open. We will serve breakfast from the starting hour, to 11:30 AM. For lunch, the hours will be from 11:00 AM to 4:30. Finally, *Flawless Foods* will have dinner starting at 5:00 PM, and ending at 11:00 PM. Happy hour will be from 8 to 10. During the hours that breakfast, lunch, and dinner are not designated, customers will still be able to purchase their food liking at a slightly larger price.



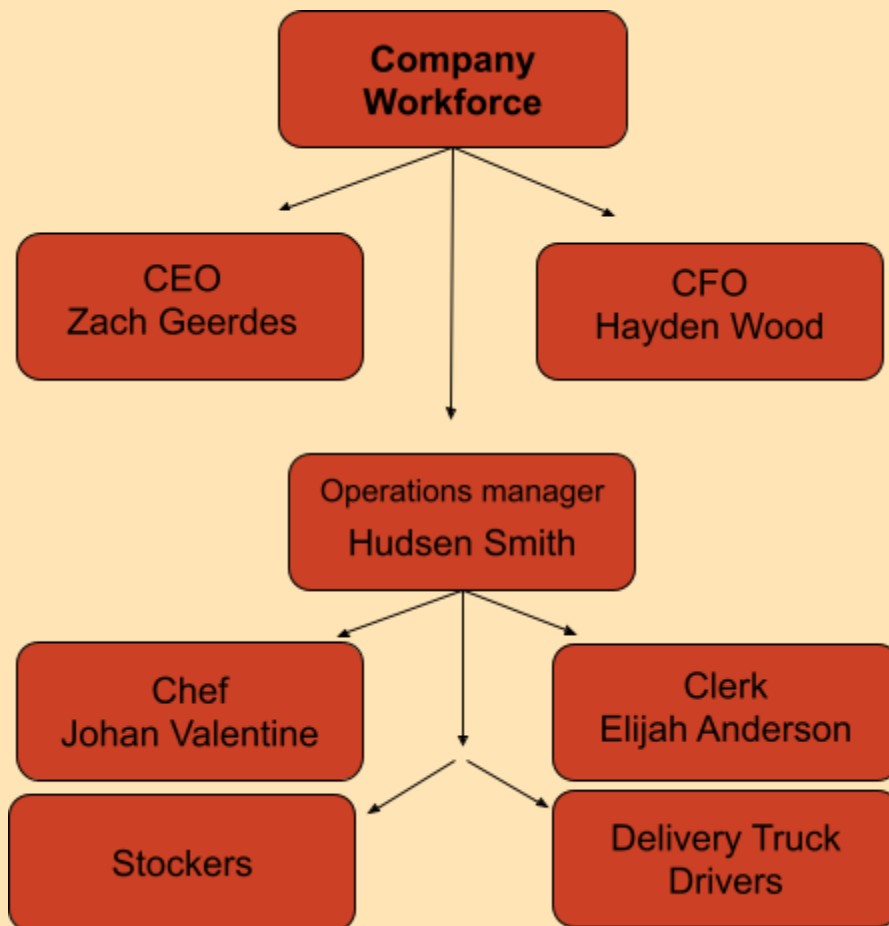
Besides the times of all of the meals, *Flawless Foods* has to prepare, and take-down before opening and closing. For preparation, *Flawless Foods* will have employees that arrive at 4:00 AM for weekends, and 5:00 AM for weekdays in order to get everything running, and ready for the day. For disassembly, there will be night shifts for employees to clean up the food, sweep the floors, turn off all technology, etc. All of the disassemblies will begin at 11:00 PM for weekends, and an hour later for weekdays.

Personnel plan

Flawless Foods's employees will be interviewed by the CEO and then give the results to the operations manager Hudson Smith. The hiring will be based on experience, answers to the questions, past job, and potential will be measured to see what employee we would like to hire. However, in order for an interview to be scheduled, *Flawless Foods* will require an application beforehand to get to

know them better. Hired applicants will be paid two times out of the month. After each month we will have an employee evaluation for everyone working there from CEO, to stockers for maximum efficiency within the company. The demand for employees will be around 9 to start out. As the growth of our company continues we will hire more employees as needed, which will mostly consist of stockers, chefs, and a little bit of delivery truck drivers. Raises will be given to employees based on their performance.

In order for *Flawless Foods* to maintain efficiency we will have an operations manager that is run by Hudson Smith. Then we will need chefs and stockers as well as delivery truck drivers. Everyone will play a key role in how *Flawless Foods* runs.



Geerdes, Zach - Chief Executive Officer at Flawless Foods:

To monitor the company, communicate with employees and customers to confirm important company decisions.

Wood, Hayden - Chief Financial Officer at Flawless Foods

To manage the financial position of the company, calculate financial risks, and budget.

Hudsen Smith - Operations manager at Flawless Foods

Assess applications and interview, schedule meetings, assess productivity.

Valentine, Johan - Chef at Flawless Foods

Will cook the food that customers order clean and prepare the kitchen.

Anderson, Elijah - Clerk at Flawless Foods

Will intercept calls and orders from customers and welcome customers when they enter.

Stockers

Will store food in shelves, fridges, and freezers.

Delivery truck drivers

Will drive the food to the customers house.



Impact of technology

As technology keeps on growing, so will every business and company. *Flawless Foods* has specialized equipment for almost every employee. Each employee with a different field of work will have certain kinds of technology that they will need to simply “do their job” for *Flawless Foods*.

Cashiers: Cashiers need cash registers, a computer, and scanning equipment. The cash register will be used to manage the money that is brought in and out throughout the store. Cashiers will mostly be seen at *Flawless Foods* grocery stores. Other than a cash register, *Flawless Foods* will be able to accept debit and credit cards. Second, cashiers need a computer for simple reasons. They will need it to make calculations, show preview of a receipt, and will have information if a customer is in need of assistance. Lastly, the cashiers will need scanning equipment. *Flawless Foods* will provide the standard scanning equipment used by many grocery stores. The equipment will help decipher items, and impact the overall cost of the entities bought.

Officemen: Officemen/women will work in warehouses. In the diagram of the warehouse on page 15, the left side of the picture has offices. These offices are where people will find answers to questions they may have about our company. All information regarding the client's questions will be answered by the office-worker. If the employee is unable to answer a question, they will need to use a computer. *Flawless Foods* will be able to provide top-quality technology for the office workers. They will have a Dell 24 Touch Monitor - P2418HT. It is a 24" touch screen computer that is able to move in a series of directions. This will be helpful for both the employee and the client. The client will be able to clearly see any information found on the monitor.



Chefs: Other than the “chef-leader”, Johan Valentine, *Flawless Foods* will hire many other chefs to follow in Johan’s lead. These chefs will use the same equipment found in restaurants. Though, *Flawless Foods* will have to provide the chefs a wide variety of certain tools needed to prepare the food. The chefs will need tools for all different dining occasions; from fast food to sea food. The companies that *Flawless Foods* will prefer are All-Clad & Anolon.

Delivery men: Delivery men/women will simply use a vehicle, and a computer. The vehicle used by the delivery people will be a 2020 RAM ProMaster 2500. This is a high-quality, new vehicle that will assure accurate information of delivery time and food quality. A computer will be needed for the delivery workers to know where to carry the food needed by the customers. It will be a simple Lenovo Flex 14 81XG0000US. It is a 14” touch screen laptop that has over 10 hours of battery life. This will ensure that the delivery person will be able to know exactly where to deliver the food, and how to deliver the food (GPS). Long-lasting battery life is also a perfect amount of time for the delivery person’s hours of work time.

Waiters: Waiters will use the least amount of technology. Just like the delivery men, the waiters will also use the Lenovo Flex laptop. The computer will be used for information about seats, and tables throughout the restaurants. Also, they will carry a phone. The phone will be in a phone holder on the waiter’s wrist. This way, taking notes for orders will be top-quality, and most efficient.

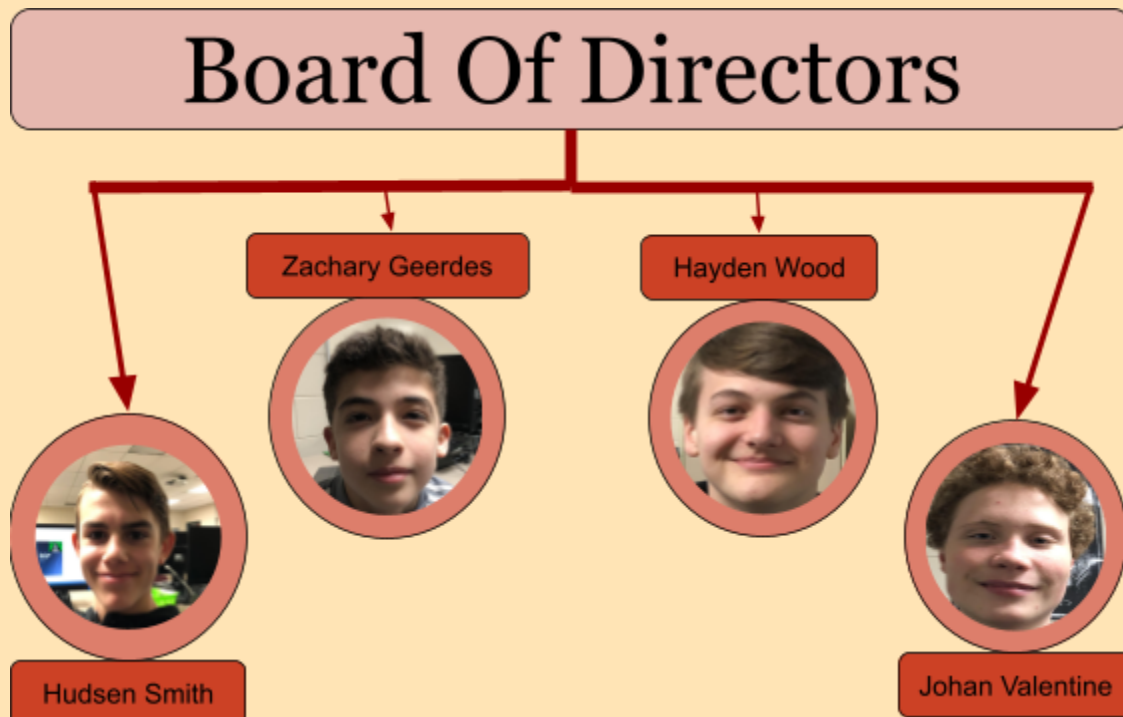


Stockers: Stockers use all sorts of technology. They are in charge of loading, and unloading products bought and sold from *Flawless Foods*. From a forklift to a scanner, stockers must use all of these machines. Stockers must unload cargo from trucks and scan the loads to make sure they are valid for *Flawless Foods*. A forklift will be used to haul boxes of food, a conveyor belt will be used to transport the boxes, and then a person will scan the products. The same technology will be used to load trucks, just simply in reverse order.

Management & Organization

Key employees, board of directors, and human resources

Flawless Foods will structure its workforce according to position or also known as a hierarchy. The Chief Executive Officer will oversee the company, its employees along with the operations manager. They will also decide who to hire and fire along with who to give raises to. The CEO, Zach Geerdes, and CFO, Hayden Wood will work closely together calculating financial risks, manage budgets, and represent the company to investors and shareholders. They will also be responsible for communicating to the employees and the community to ensure a clear message. The next rank is the operations manager, Hudson Smith. The operations manager will be important to the company because he will be evaluating the personnel within it. He is also in charge of evaluating interviews and will present to the board of directors on which applicant is best for the job. However, the company will need chefs, stockers, and delivery truck drivers to maintain the company. The main board of Directors will consist of Zach Geerdes, Hayden Wood, and Hudson Smith.



Identifying, recruiting and securing key participants

In order for *Flawless Foods* to remain efficient we must have the proper human resources, one of the four factors of production. When it comes to the main production of our business it will consist mainly of chefs and stockers. Our operations manager will target and serve safe certified applicants for chefs and will find the ones with the most experience. However, for stockers the only requirements will be 16 years of age or older and the ability to lift at least 80 pounds. We will also need at least one person with a forklift license.

Flawless Foods will also require references so we can make sure the applicants are suitable for the job. *Flawless Foods* will also look at the background of the applicant to make sure they have the proper qualifications. After we select our desired employees, our company will provide them benefits as well as higher pay the longer they work.

Compensation and incentive plans

Once *Flawless Foods* has retained their employees and identified the valuable and hardworking employees, *Flawless Foods* will need to create a reason to stay. One way our company is solving this is giving our employees health insurance with the job. Our company also wants to keep our employees happy and connected. Our company's plan to keep our employees connected is having nights where our company can go out and do fun activities like bowling. *Flawless Foods* will also have a sick day policy which is, 8 sick days per year and goes up the longer you work. 2 weeks of vacation and goes up the longer you work. We will also have 18 hours of paid bereavement. When it comes to pay we will pay in bills and online payment if requested. After all expenses have been paid, the rest of the profit will go into the business for future expansion. Also a selected employee will receive a bonus of \$1,000, runner up will receive \$250 and third \$100.

Long-Term Development

Future goals

In order for *Flawless Foods* to be successful our company thinks we should have a few goals in place to measure our progress. Our company wants to last long meaning we should have a strong customer base, this is how *Flawless Foods* plans on securing that goal.

Short Term/ Customer Base Goals

- *Flawless Foods* would like to break even within 3-4 years of operation so our company is able to focus on other things like expansion.
- improvement in efficiency, after being in operation for a while our company will be able to see how to become more efficient in our business and be one step ahead of our competitors.
- establish strong connections with customers and allies, In order for our company to have a strong customer base we will need strong connections with our customers.

Long Term Goals

After some years, *Flawless Foods* will be able to focus on other longer term ideas/ goals by 5-6 years *Flawless Foods* plans to have:

- A much stronger customer base to supply to or have longer distances covered.
- Become positive leaders and hopefully create more leaders.
- Become more popular and influence the market more than when we will have in our first year or two.
- To fully pay off the land/warehouse our company rents.
- To hire more employees to account for expansion.

Risks and potential adverse results

Flawless Foods will have many barriers, and with those barriers risks will need to be taken into notice to be fixed, or understood. This company will have business,

financial, and product risks. All of these components are little, but together, they could eventually end in a horrible way.

Business

Flawless Foods will need to be top-of-the-game with all components. These components include employees, technology, management, and delivery. *Flawless Foods* will need to have trustworthy and smart employees in case of an emergency, or misconduct. The technology that *Flawless Foods* will provide will be new, but still usable by the disabled and elderly. In case of confusion, the technology will be linked to employees to help a customer if needed. Management will encounter many obstacles. These obstacles will be overcome by co-workers, and if needed, the CEO or CFO. In a business industry, there are many things needed to be managed. Any simple error could occur, and in order to stop or delay these errors, *Flawless Foods* will need to hire more people to revise and look over all documentation before it is finalized.

Financial

Keeping all financials in good order, *Flawless Foods* will need to maintain customer service and customer revenue. With a constant or exceeding revenue, *Flawless Foods* will be able to expand their warehouses, and pay off all loans from previous warehouses. If customer service was to go down, then the business will be in great trouble.

Product

The final risk of results while working in a food industry is products. *Flawless Foods* will make/grow food, but will also receive it from third-party companies. These companies need to be reliable and safe for the people. As food is delivered, there is little knowledge as to what is put into the food, and what may happen to it during delivery. So, all third-party companies will need to be highly trusted, and highly reliable for correct interactions between both companies.

SWOT analysis

Strengths

People

Very trustworthy
Specially trained for situations
Employees working under liable managers

Community

Flawless Food build good and healthy relationships with customers to encourage more sales, and better service

Marketing

Flawless Foods knows exactly how to advertise for its target market, and get customers to pursue in either ordering online or at a restaurant.

Finance

Flawless Foods recieve rising revenue from customers, paying off loans from banks, and is expanding

Weaknesses

People

Flawless Foods must hire employees that want to be working there. Not for the money, but for the benefit of the company and the people.

Community

Flawless Foods may be seen as just another restaurant and grocery store. The people of Indianapolis may not see *Flawless Foods* true potential in servicing them.

Marketing

Having all of the needs of the people's demand met already, it will be hard for *Flawless Foods* to expand. All advertisement may not be seen by all.

Finance

Flawless Foods relies on the people to pay for the loans/ employees. If service is low, then not everything could be paid, and the business may go bankrupt

Opportunities

Political

Flawless Foods may be helpful allies for running offices or future politics. Being advertised will bring *Flawless Foods* a more helpful future for attaining their goal.

Economical

Flawless Foods will donate unused food to charities and other people that are in need inside of the Indianapolis, Indiana area. The business will bring joy to many.

Technological

Flawless Foods will take advantage of all growing technology to help further provide for the customers and worker to better their environment at restaurants and grocery stores.

Legal

Flawless Foods will look into more companies to team with in order to expand and grow legally. Having more connections will help *Flawless Foods* expand.

Threats

Political

If *Flawless Foods* were to team with a politic, and the politic where to promote poor choices, then sales could go down, and customer service will decline.

Economical

It will be hard for *Flawless Foods* to expand in the beginning because the in the city of Indianapolis, Indiana, people already have ideal places, and may not like new ones.

Technological

Having *Flawless Foods* purchase top-quality technology will be expensive, and damaged technology will be an expensive repair and a set back for the company.

Legal

Receiving products from third-party companies may be handled differently. Also, copyrights and patents must be managed correctly to stop problems.

Appendix

Works cited

- Aldi. "Homepage." ALDI US, corporate.aldi.us/en/newsroom/multimedia-library/aldi-logo/.
- Bergen, Amy, et al. "The True Cost Of Eating Out (And How To Save)." *Money Under 30*, www.moneyunder30.com/the-true-cost-of-eating-in-restaurants-and-how-to-save.
- Brennan, Dan. "Infant Nutrition: What To Feed Babies During the First 6 Months." WebMD, WebMD, 12 June 2018, www.webmd.com/parenting/baby/nutrition#1.
- "Cashier." *Cashier Career and Job Information*, www.careerprofiles.info/cashier.html.
- "Chief Financial Officer." *Wikipedia*, Wikimedia Foundation, 4 Mar. 2020, en.wikipedia.org/wiki/Chief_financial_officer.
- "Dell 24 Touch Monitor: P2418HT." *Dell USA*, www.dell.com/en-us/work/shop/dell-24-touch-monitor-p2418ht/apd/210-also/monitors-monitor-accessories.
- "Download LOGO INSTAGRAM Free PNG Transparent Image and Clipart." *TransparentPNG*, www.transparentpng.com/cats/logo-instagram-1942.html.
- "The History of the Restaurant." *Menus: The Art of Dining | UNLV Libraries Digital Collections*, digital.library.unlv.edu/collections/menus/history-restaurant.
- "How Much Time Do People Spend On Social Media In 2020?" *Tech Jury*, 13 Jan. 2020, techjury.net/blog/time-spent-on-social-media/#gref.
- "Indianapolis, Indiana Population 2020." *Indianapolis, Indiana Population 2020 (Demographics, Maps, Graphs)*,

- worldpopulationreview.com/us-cities/indianapolis-population/.
- Jaaskelainen, Liisa. "Topic: Restaurant Industry in the U.S." *Www.statista.com*, www.statista.com/topics/1135/us-restaurants/.
- Kenton, Will. "The Truth About Limited Liability Companies." *Investopedia*, Investopedia, 12 Mar. 2020, www.investopedia.com/terms/l/lc.asp.
- "Market Segments." *USDA ERS - Market Segments*, www.ers.usda.gov/topics/food-markets-prices/food-service-industry/market-segments/.
- Michael. "Motivational Work Quotes: 17 Inspiring Quotes About Loving Your Work." *Michael D. Pollock*, 19 Oct. 2018, www.michaelpollock.com/inspiring-quotes-work-you-love/.
- "National Statistics." *National Restaurant Association*, restaurant.org/research/restaurant-statistics/restaurant-industry-facts-at-a-glance.
- "Nutritional Recommendations for Adults." *Nutritional Requirements for Adults: Nutrition Tools by CCS Medical*, ccsmed.com/living-healthy/article/dietary-recommendations-for-adults.
- Porta, Mandy. "How to Define Your Target Market." *Inc.com, Inc.*, www.inc.com/guides/2010/06/defining-your-target-market.html.
- Webster, Karen. "Walmart/Amazon Share Of Consumer Retail Spend." *PYMNTS.com*, 8 Mar. 2019, www.pymnts.com/consumer-insights/2018/walmart-amazon-share-of-consumer-retail-spend/.
- Wolfram, Taylor. "Special Nutrient Needs of Older Adults." *EatRight*, www.eatright.org/health/wellness/healthy-aging/special-nutrient-needs-of-older-adults.