

CASE STUDY
Business Plan Development Program
Multi-Partner Artisan Food Startup

Client Overview

A startup founded by multiple partners, each bringing a distinct specialty product to a shared business concept. The founding team had complementary skills and a strong shared vision but needed a formal structure to bring their idea to market and operate as a cohesive business.

The Challenge

The founding team faced several interconnected challenges:

- **No formal business structure** to guide operations or define partner roles
- **No documented model** for how the business would generate and share revenue
- **No market strategy** to identify customers or reach them effectively
- **No financial framework** to plan for startup costs and projected growth
- **Need for a credible**, professional plan to present to vendors, markets, and collaborators

My Approach

I guided the founding team through a structured planning process designed to transform their shared vision into a documented, executable business framework. Rather than writing a plan on their behalf, I facilitated alignment across all partners, ensuring every section reflected shared decisions and clearly defined accountability.

What I Delivered

1. Partnership Structure & Role Definition

Defined each partner's area of ownership, operational responsibilities, and profit-sharing structure. Created a governance foundation the team could operate from immediately.

2. Market Opportunity Analysis

Identified target customer segments, assessed the competitive landscape, and positioned the business within a growing market for artisan and specialty food products.

3. Product Portfolio Documentation

Documented the full product line with production ownership assigned to each partner, ensuring clarity on who is responsible for what and how quality would be maintained.

4. Multi-Channel Sales & Distribution Strategy

Mapped out a diversified revenue approach including in-person pop-up events, local markets, and online sales platforms, with actionable steps for each channel.

5. Marketing & Brand Foundation

Developed a brand identity direction, social media engagement strategy, community outreach plan, and online presence roadmap aligned with the business model.

6. Financial Planning Framework

Built a startup expense structure, projected revenue model, and cost-tracking system the team could manage and update independently over time.

7. Growth & Expansion Roadmap

Outlined a phased path for scaling the business , including catering partnerships, cafe collaborations, and expanded distribution , with clear milestones for each stage.

Key Outcomes

This framework provided the founding team with:

- **A clear roadmap** from concept through launch and beyond
- **Defined roles and accountability** for every partner
- **A credible, professional document** to present to vendors, markets, and collaborators
- **Multiple revenue channels** integrated into one cohesive strategy
- **A financial structure** they could manage and track independently

Why This Approach Works

Rather than simply handing the client a template, this engagement:

- **Built alignment across all partners** before documenting anything
- **Created accountability** through clearly defined roles and ownership
- **Produced a usable framework**, not just a document , one the team can operate from long-term
- **Positioned the business for growth** with a scalable structure built in from day one

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