

# HEALTHY SERVE

Health | Hygiene | Happiness

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# About

**Name: "HEALTHY SERVE"**  
Health | Hygiene | Happiness

**Industry: Food Industry**

**Location: NCR**

**Vision: Aim at excellence at being the best, consistent & reliant to offer diet conscious meals with eco-friendly packaging.**

**Mission: We are a company committed to provide quality food at our customers door step. We strive to provide quality services on time, based on best practices for the satisfaction of our customer.**





# The Elevator Pitch







# Tiffin Meals (Health Bowls)



**Rs. 3000**



**Rs. 4500**



**Rs. 5500**

**Monthly Subscriptions (30 days)**





# Why choose our tiffin services?



## Stress-free planning

No need to order food every day, choose your meal plan and set your preferences just once



## No more grocery shopping

Put an end to those frequent trips to the grocery store and standing in line at supermarkets



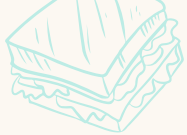
## No need to hire a cook

Enjoy delicious home-cooked meals, delivered fresh straight from local home kitchens to your table



## Irresistibly delicious

Our food is not only nutritious and free from additives and preservatives but also mouth-watering delicious



# Genesis of the idea



**How?** We as founders arrived at this idea by discussing, thinking & critically analyzing about the unhygienic food delivery options, which are available with high pricing and delivers even stale food at times.

**Why?** We as team members felt determined to look for a solution, with our primary concern to have healthy, hygienic and affordable food to build strong immunity at such critical times due to Covid-19 pandemic.





# Dropped Ideas



## Restaurants for health enthusiasts

- Requirement of Heavy Investment
- Preference of masses to eat at home

## Vegan products

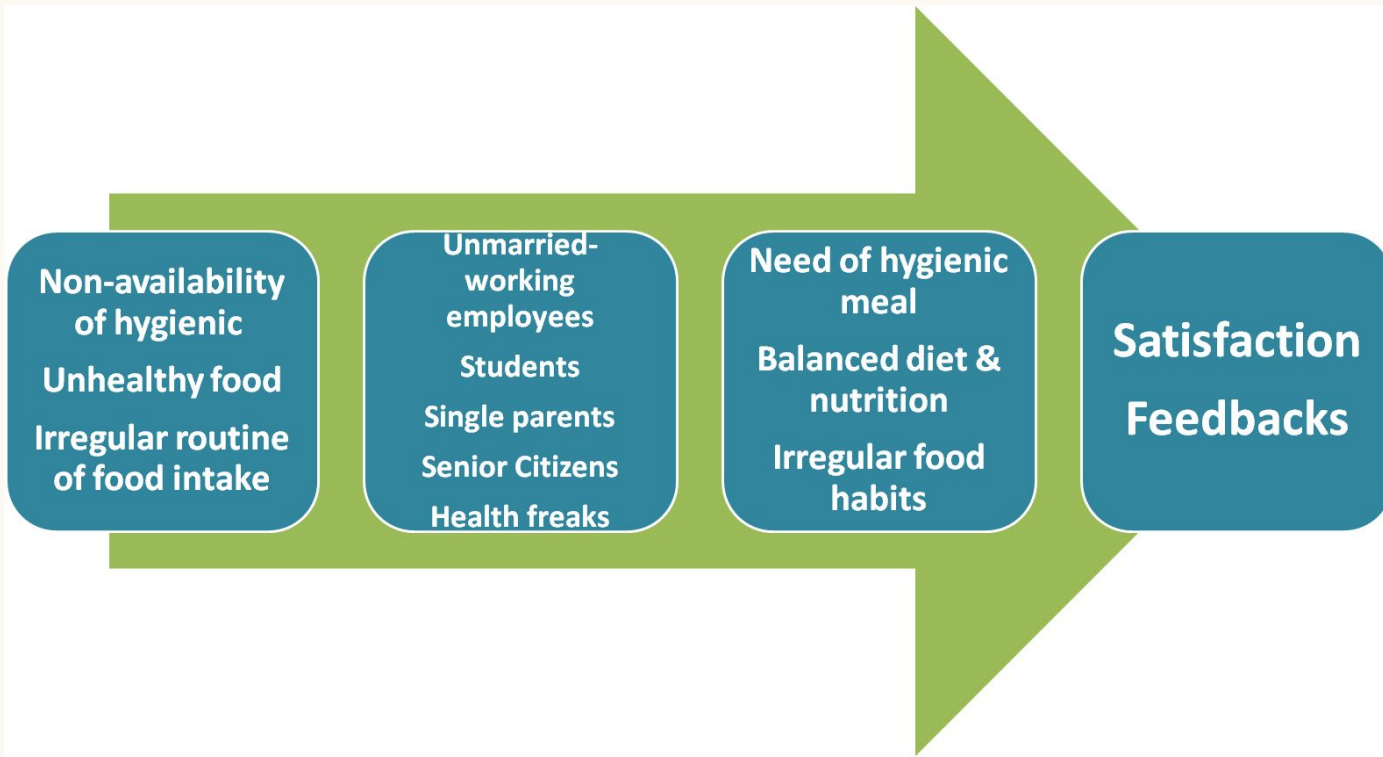
- Low Demand in India
- Non-availability of raw material

## Sugar free Bakery

- Limited Range of products
- High competition in the market



# Problem Statement



Non-availability  
of hygienic  
Unhealthy food  
Irregular routine  
of food intake

Unmarried-  
working  
employees  
Students  
Single parents  
Senior Citizens  
Health freaks

Need of hygienic  
meal  
Balanced diet &  
nutrition  
Irregular food  
habits

Satisfaction  
Feedbacks



# Our Product

- ❑ Regular food delivery
- ❑ Cheaper prices
- ❑ Hygienic nutritious food
- ❑ Healthy & nutritious food
- ❑ Availability of different food options
- ❑ Customization for individual preferences
- ❑ Fresh meal



**STEP 1**  
Choose your meal



**STEP 2**  
We'll cook it for you



**STEP 3**  
Deliver it hot in around  
20 minutes



# Prototype







# Healthy Serve

EN FR DE

- Home
- Products
- Services
- Download
- Support
- About

Search



## Customer Experience



I was in office and everyday i used to miss food. Now I am able to experience healthy homely food. Thanks to Healthy Serve!!!

I got to know about Healthy Serve from my friend and it was an amazing experience: their service, quality of food was excellent. I suggest everyone to give it try.

## Promotional Video



## Tomorrow's Menu



**Breakfast:** Aloo Paratha, Curd, Pickle, Jam-Bread, Tea/Coffee

**Lunch:** Dal Makhani, Chapathi, Chilly Gobi, Fried Rice, Curd, Green Salad, Papad

**Dinner:** Shai Paneer, Masala Rice, Chapathi, Salad, Pineapple Raita, Gulab Jamun

[More...](#)

## Navigate

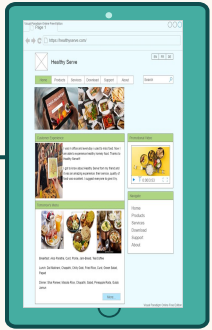
- Home
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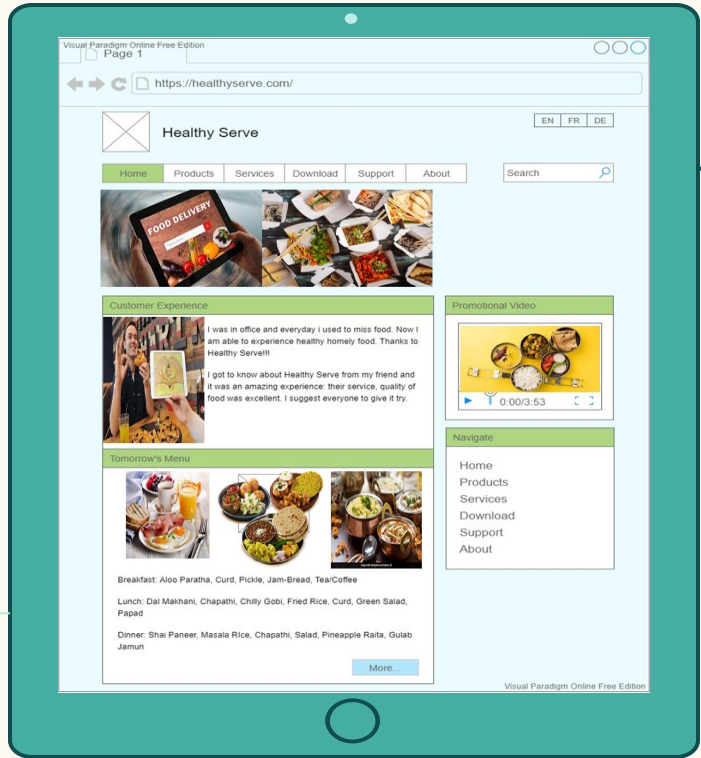
# OUR WEBSITE



**Mobile Phones**

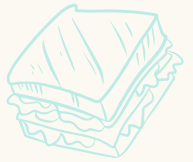


**Tablets/ Laptops**



**Mobile Phones**

**Tablets/ Laptops**





# Market & Product Positioning



## Target Customer and Market Size (Early Adopters)

- ❑ Students
- ❑ Unmarried working employees

## New customer offer

- ❑ Initially, We will offer Free first three meals and free delivery for first month

## Refership available

- ❑ 10 points per refer
- ❑ After 100 points: 1 meal free
- ❑ Hygienic hot healthy food



## Go to Market Strategy

- ❑ *Basic need/essential part of life; regular & timely delivery of food as per customer preferences*
- ❑ *Online application for food orders & delivery services*





# Global Industry Trends



- **53% of the consumers:** Onset of the pandemic, they eat and drink has changed for the better. Countries like India have seen a big swing towards healthier diets.
- At a global level, people are also more conscious of what they eat, with a real focus on fresh produce.
- **Half of consumers globally (51%):** Eating more fresh fruit & vegetables.
- More significant than any other dietary changes, such as eating more grains and nuts (adopted by 29%)
- Health-conscious consumers are looking to boost their immune systems & brands are responding
- Immune-boosting solutions are still at the top of consumers shopping lists even after Covid-19 peak. Consumers in markets like India are looking for natural ingredients like turmeric.





# PESTE Analysis

P

- No issue in the long run since India is democratic
- Digital India Campaign
- Favorable ecosystem for Start Ups

- Increase in tax rate
- Sudden change in policies
- Misguided by leaders

E

- Significant Contribution towards GDP
- Contribution in recovery from recession

- Difficult to attract Investors
- Difficult to attract Customers

S

- Large potential customer base
- Improvement in health and hygiene of people

- Boycott of food products due to false allegations
- Cannot cater the needs and taste of all sections of society

T

- New technology can optimize process line
- Availability of good network

- Expensive technologies

E

- Wastage of food can be reduced
- Reduced emissions due to less private vehicle utilization
- Product is bio degradable

- Wastage of food



# Competitor analysis

|             | SWIGGY  | ZOMATO  | FAST FOOD   | HEALTHY SERVE  |
|-------------|---|---|---|--|
| STRENGTH    | <ul style="list-style-type: none"><li>• Brand Name</li><li>• Good Customer Base</li><li>• Established Distribution System</li></ul> | <ul style="list-style-type: none"><li>• Brand Name</li><li>• Good Customer Base</li><li>• Established Distribution System</li></ul> | <ul style="list-style-type: none"><li>• Less Expensive</li><li>• Easily available</li></ul> | <ul style="list-style-type: none"><li>• Healthy Food</li><li>• Reasonable Price</li><li>• Home Like Food</li><li>• Service &amp; product based</li></ul> |
| WEAKNESS    | <ul style="list-style-type: none"><li>• Extra Charges</li><li>• Expensive Food</li><li>• Service Based only</li></ul>               | <ul style="list-style-type: none"><li>• Extra Charges</li><li>• Expensive Food</li><li>• Service Based only</li></ul>               | <ul style="list-style-type: none"><li>• Less hygienic</li><li>• Bad for health</li></ul>    | <ul style="list-style-type: none"><li>• Don't have an established platform</li><li>• Less Customer Base</li><li>• Less awareness</li></ul>               |
| PRICE POINT | <ul style="list-style-type: none"><li>• Expensive</li></ul>   | <ul style="list-style-type: none"><li>• Expensive</li></ul>   | <ul style="list-style-type: none"><li>• Reasonable Price</li></ul>                          | <ul style="list-style-type: none"><li>• Reasonable</li></ul>   |
| UVP         | <ul style="list-style-type: none"><li>• Reliability and Speed</li></ul>   | <ul style="list-style-type: none"><li>• Reliable and Fast</li></ul>   | <ul style="list-style-type: none"><li>• Easily Accesible</li></ul>                          | <ul style="list-style-type: none"><li>• Fresh, Healthy and Hygienic meal</li></ul>   |



# Operational plan



## Key Resources

- Chef
- Delivery Person
- Kitchen Facilities
- Delivery vehicles
- Online Portal

## Key Activities



- Hygienic Food Preparation
- Fail proof Delivery
- Demand based Menu updating
- Building Awareness

## Key Milestones



### 3 Years

- Increase customer base to around 5000
- Expansion to 2 more locations
- Increased awareness and trust among customers

### 5 Years

- Increase customer base to around 10000
- Expansion to 10 more locations
- Increased awareness and trust among customers



# BUSINESS MODEL



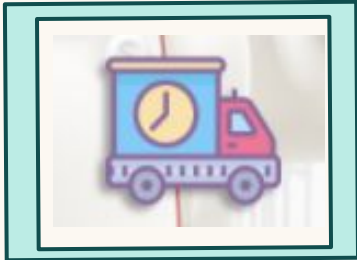
**Register**



**Choose Meal Plan**



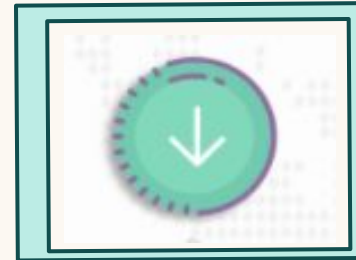
**Order & Pay**



**Process & Confirmation**



**Delivery**



**Feedback**





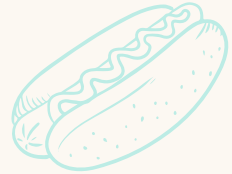


# Lean Canvas

|  |  |  |  |   |
|--|--|--|--|---|
| <p><b>PROBLEM</b><br/><i>List your top 1-3 problems.</i></p> <ul style="list-style-type: none"><li>Lack of healthy and hygienic food</li></ul> <p><b>EXISTING ALTERNATIVES</b><br/><i>List how these problems are solved today.</i></p>                                  | <p><b>SOLUTION</b><br/><i>List your X for Y solution.</i></p> <ul style="list-style-type: none"><li>Fresh, healthy and hygienic food delivered to customers</li><li>Orders through online portal</li></ul> <p><b>KEY METRICS</b><br/><i>List your K for Y analogy e.g. YouTube = Flickr for videos.</i></p> <ul style="list-style-type: none"><li>Fast delivery of orders</li><li>Fresh food delivered</li></ul> | <p><b>UNIQUE VALUE PROPOSITION</b><br/><i>Single, clear, compelling message that states why you are different.</i></p> <ul style="list-style-type: none"><li>Fresh, healthy and hygienic food</li><li>Orders through online portal</li><li>Reasonable Price</li><li>Updated menu based on demand</li></ul> <p><b>HIGH-LEVEL CONCEPT</b><br/><i>List your X for Y analogy e.g. YouTube = Flickr for videos.</i></p> | <p><b>UNFAIR ADVANTAGE</b><br/><i>Something that cannot easily be copied.</i></p> <ul style="list-style-type: none"><li>Product and Service based organization</li><li>Healthy, homely food</li></ul> <p><b>CHANNELS</b><br/><i>List your X for Y analogy e.g. YouTube = Flickr for videos.</i></p> <ul style="list-style-type: none"><li>Online Portal for food ordering</li><li>Delivery through our employees in vehicles</li></ul> | <p><b>CUSTOMER SEGMENTS</b><br/><i>List your target customers and users.</i></p> <ul style="list-style-type: none"><li>Unmarried working people</li><li>Students</li><li>Single Parent</li></ul> <p><b>EARLY ADOPTERS</b><br/><i>List your target customers and users.</i></p> <ul style="list-style-type: none"><li>Unmarried working people</li></ul> |
| <p><b>COST STRUCTURE</b><br/><i>List your X for Y analogy e.g. YouTube = Flickr for videos.</i></p> <p>Employee Salary, Kitchen Maintenance, Vehicle Maintenance, Portal Maintenance and updates, Promotional Cost, Rent, Electricity, Fuel Cost, Security deposits,</p> |  | <p><b>REVENUE STREAMS</b><br/><i>List your X for Y analogy e.g. YouTube = Flickr for videos.</i></p> <ul style="list-style-type: none"><li>Price of meal</li><li>Promotions on Online portal</li><li>Monthly plan subscription</li></ul>   |  |   |



# Implementation Plan



## Implementation

We plan to deliver fresh food services all across the NCR region with affordable prices

## Targets for next 12 months section

To build our customer base in the first 6 months and promote our brand afterwards with our excellent services and deals.

## Plans for product development

Screening, feasibility, test marketing, and commercialization

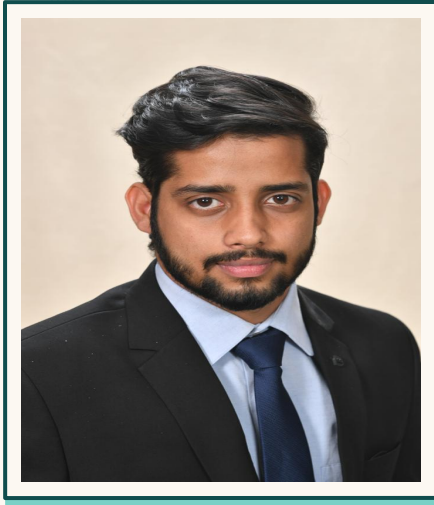
## Business strategy

To be able to provide healthy & hygienic food options to our targeted customers by offering fresh & hot meals





# OUR TEAM



**Alvin Subash**  
B. tech and MBA



**Amit Hooda**  
B.tech & Mba



**Anand Soni**  
B.tech & Mba  
Experience: 22 months



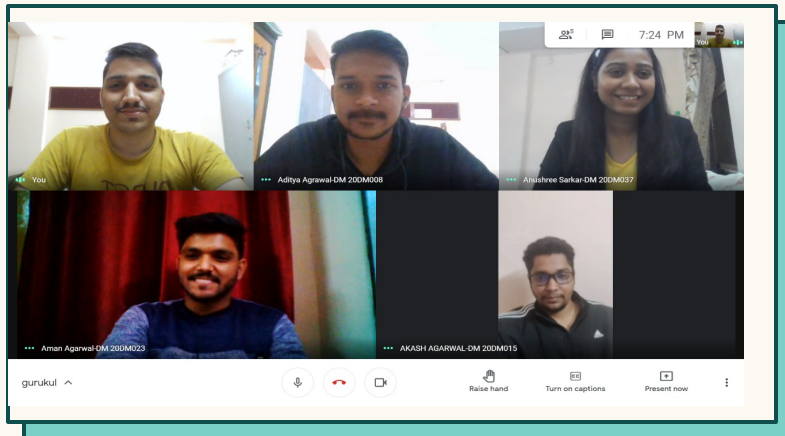
**Aparna Sharma**  
B. A Eng (H) & MBA

We are the right team who can deliver the commitment because we have a united sense of purpose to achieve with a clear understanding, specific goal that all of us as members believe is important to attain. We especially believe that "We Rise By Lifting Others"



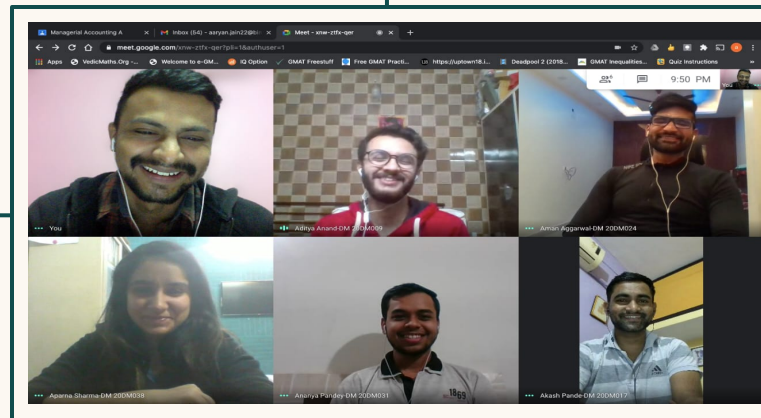


# Customer Feedback



**“It’s my go to site for home cooked food or whenever I have late night meetings & work! Customized decent food at affordable prices with variety of food options.”**

**“Staff are extremely knowledgeable and make great recommendations! Really impressed by the quick delivery system of Health Serve. Helped in maintaining my calories ”**

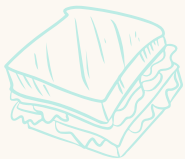




# LEGAL COMPLIANCE



- Shop Act license
- Health trade license
- FSSAI license
- Trademark registration
- GST registration





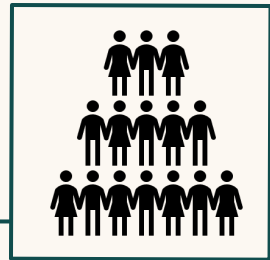


# Risks



- **Market**
- **Product/Technology**
- **Regulatory/Legal**

**Strategic risk**



- **Hiring**
- **Retaining**

**Operational risk**

# Financial Plan

## HEALTHY SERVE

| Startup Costs      | INR           |
|--------------------|---------------|
| Vehicles           | 500000        |
| Kitchen appliances | 200000        |
| Freezer            | 50000         |
| Water Purifier     | 20000         |
| Packings/Tiffen    | 50000         |
| <b>Total</b>       | <b>820000</b> |

| Fixed Costs (for a month) | INR           | Salary per employee | No. of employees |
|---------------------------|---------------|---------------------|------------------|
| Salary                    | 100000        | 10000               | 10               |
| Fuel                      | 30000         |                     |                  |
| Electricity               | 20000         |                     |                  |
| Rent                      | 25000         |                     |                  |
| Advertising               | 10000         |                     |                  |
| <b>Total</b>              | <b>185000</b> |                     |                  |

| Variable Costs (per unit) | Cost      | per Kg | Rate (INR) |
|---------------------------|-----------|--------|------------|
| Cost of Food              | 100000    | 1000   | 100        |
|                           |           |        |            |
|                           |           |        |            |
|                           |           |        |            |
| <b>Total</b>              | <b>50</b> |        |            |

|                                   |                |
|-----------------------------------|----------------|
| <b>Revenue (for 30 days)</b>      |                |
| Number of customers               | 18000          |
| Units per purchased               | 1              |
| Price per unit (INR)              | 100            |
| Purchase frequency                | 1              |
| <b>Total sales in units (INR)</b> | <b>18000</b>   |
| <b>Total sales revenue (INR)</b>  | <b>1800000</b> |

| Customers (per day) | No. of days |
|---------------------|-------------|
| 600                 | 30          |

| SUMMARY                         |                |
|---------------------------------|----------------|
| Revenue                         | INR            |
| Sales                           | 1800000        |
| Others                          | 90000          |
| <b>Total</b>                    | <b>1890000</b> |
| <b>Profit</b>                   | <b>715000</b>  |
| <b>Breakeven</b>                | <b>209000</b>  |
| <b>Pay back period (months)</b> | <b>1.15</b>    |
| <b>Contribution</b>             | <b>50</b>      |



# Future Plans



We would like to get an investment of around 50-75 lakhs which will be utilized in kitchen appliances, daily usage of raw material and salaries of the staff members

Stake offered in the company shall be 8%





**THANK  
YOU**

