



JA SOCIAL COOKING

EXECUTIVE SUMMARY

THE GRAB

Emotions and delicious food to good people at our home restaurant.

PROBLEM/OPPORTUNITY

A lot of people are very busy and work all day. For this reason they don't have time to cook at home. Buyers need to spend nice time with their friends, without making meals.

SOLUTIONS/PRODUCT OR SERVICE

We are going to solve this problem cooking for them at houses. Customers benefits the advantages at our business are an excellent service and specially comfort the people can relax and enjoy that selves .

BUSSINESS MODEL

All customers can be served by our business service , channels such as mobile phone , internet, and text messages are required to reach the customers. This project will permit is to meet new people, do the new experiences and to earn some money. While we are cooking in the customer's house they can look it our actions.

MARKET

This business project is part of the new market scenario and we could profit from selling of our food products and service .

COMPETITORS AND YOUR COMPETITIVE ADVANTAGE

Our competitive advantage is the originality of the recipes that combines the old and new generations. In fact the adults cook with us and they improve our know ledge about cooking and vice versa.

EXECUTION PLAN/GO TO MARKET STRATEGY

The business offers its services and customizes them to customers' need through a functional organization. Location visits are carried out. We agree all services offered with the customers.

TRACTION

By the end of the year we're planning four events. From 2018 we are aiming to have about ten events thanks to collaboration of our sponsor.

CONTACT INFORMATION

JA SOCIAL COOKING
via Sturzo n.c,
Polignano a Mare, Italy
www.jasocialcooking.it

FINANCIAL INFORMATION

Previous Capital: €1.000
Monthly Net Burn: €50
Capital Seeking: €500

USE OF FUNDS

60% Product Development
40% Marketing/Sales

MANAGEMENT TEAM

- Vitantonio Difonso
- Karin Minoia
- Filippo Taveri
- Cristina Griglia
- Alessandro Fiume

PROFESSOR

Gianni Furio

FINANCIALS (000 E)	2018	2019	2020
REVENUES	3	5	6
EXPENSES	1	2	2
PROFIT	2	3	4