



Your Friendly Chef

Gourmet Meals Prepared In The Comfort Of Your Home

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ADM3396

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University of Ottawa – Telfer School of Management**

Business Description

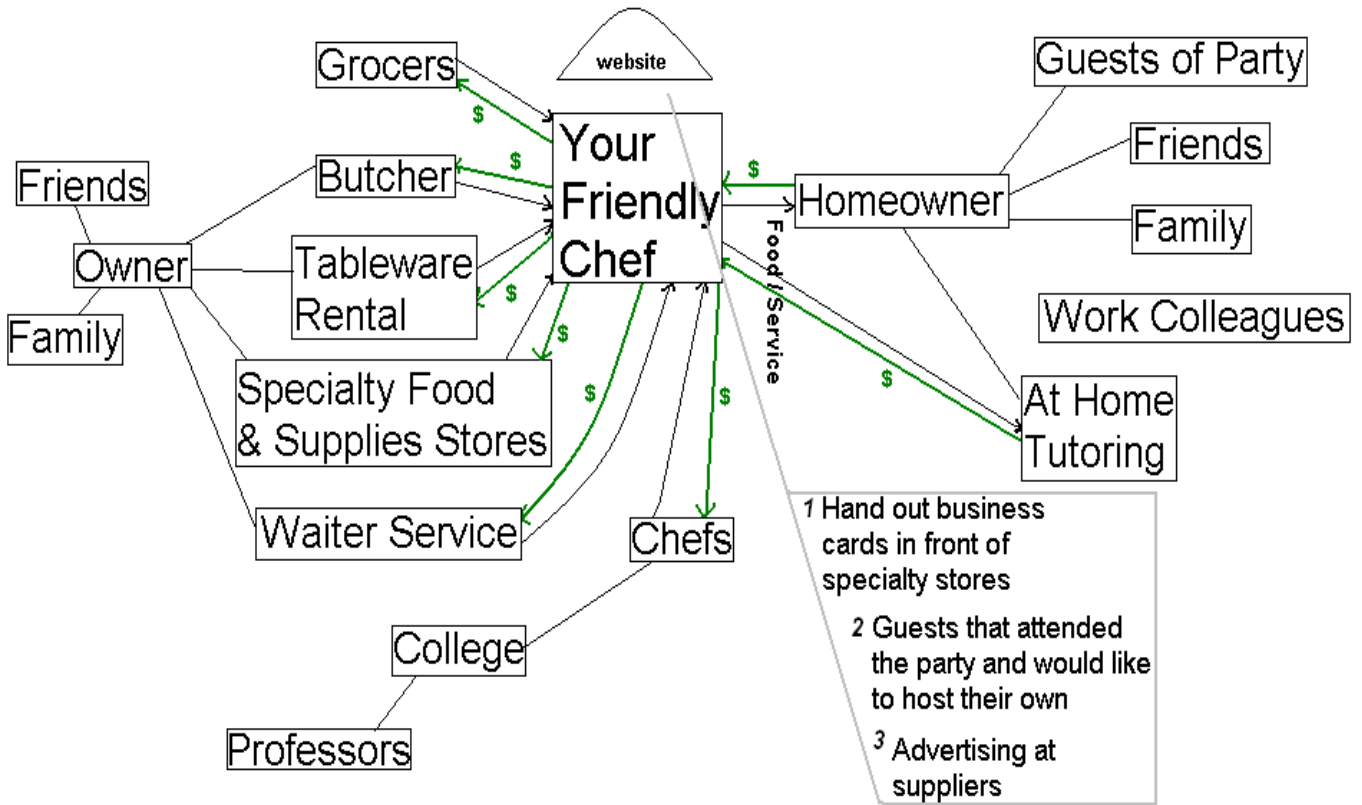
Your Friendly Chef is a personalized, intimate dinner party service where an experienced chef prepares extravagant, multi-course meals in the comfort of your home. This includes your choice of appetizers, soups, salads, pasta dishes, main entrees, and/or desserts. Our clients can easily view our website, research our different menu options, and select according to their preferences. Being able to order your menu selection online provides convenience for our customer, rather than having them meet with one of our team members. This menu is then sent to *Your Friendly Chef*, providing a list of ingredients required for your personalized dinner party.

To ensure high quality services, our chefs will be recruited from the Algonquin College Culinary Institute. These students will be graduate students (or close to graduate students), and will be recommended from the professors that *Your Friendly Chef* have established good relationships with.

Orthogonal Dimension: Our business model will be successful due to the fact that we know where to find our potential customers: they are at grocery stores – specifically focusing on affluent areas, and at specialty grocery stores.

Your Friendly Chef allows our clients to enjoy spending time with their guests, and indulge in a high quality meal, without having to spend any time cooking in the kitchen. What is our Pixie Dust? Our services allow our clients to host a 12 person dinner party in the privacy of their own home, creating an atmosphere, and providing exceptional food and service comparable to a high-class restaurant. It is also very easy to add value to this business model by having one of our chefs teach the host of the party on how to prepare an elegant dinner party. Having a website where our clients can customize their menu to their needs will facilitate the transaction for both parties and give our business the possibility to easily expand in other regions across Canada.

Business model flow chart

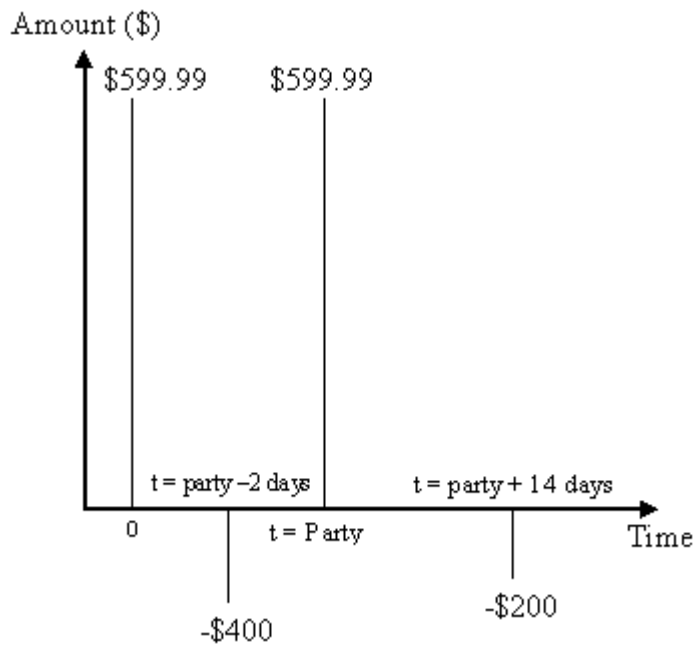


AVERAGE ECQ TEST SCORE OF OUR TEAM: 70

BUSINESS MODEL TEST SCORE: 76

GUERRILLA MARKETING TEST SCORE: 77

Cash Conversion Cycle for a 12 person dinner party



T = 0

- The customer picks their menu on *Your Friendly Chef* website;
- The host returns the price with food and service included: \$1199.99;
- A 50% deposit (\$599.99) is paid through Pay Pal on *Your Friendly Chef* Website.

T = party - 2 days

- The \$400 grocery is paid.

T = party

- The day of the party, *Your Friendly Chef* receives the remaining balance (\$599.99).

T = party + 14 days

- On payday (every 2 weeks), the Chef receives \$200.

Value proposition for a 12 person dinner party

Option	Time (in hours)
Choosing Menu	1
Picking out what groceries you need/what you already have	1
Making a grocery list	0.5
Driving to and from the grocery store + additional stops at specialty stores	0.75
Doing groceries	2
Storing groceries + putting groceries away	0.5
Preparing food for cooking	3
Cooking food	2
Plating food	0.5
Total hours	11.25
Average Wage per hour per client	100
Cost of food	500
Total Cost for Client	\$ 1,625.00
Your Friendly Chef Price for a 12 person dinner includes appetizers, 3 courses (soup or salad, pasta, and main entrée), and dessert	
Total Cost for Client with YFC	\$ 1,200.00
Value added for Client	\$ 425.00

Personal Ethics Agreement Concerning University Assignments

We submit this assignment and attest that we have applied all the appropriate rules of quotation and referencing in use at the University of Ottawa. We also confirm that we have taken knowledge of and respected the *Beware of Plagiarism!* brochure found on doc-depot. We attest that this work conforms to the rules on academic integrity of the University of Ottawa. We also attest that the contribution to this assignment of each of the undersigned has been equitable. We understand that this assignment will not be accepted or graded if it is submitted without the signatures of all group members.

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