

NutriStop Business Plan



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1.1 Executive Summary

NutriStop would be a fast food franchise that is committed to providing healthy organic food options that would be easy to purchase like normal fast food restaurants, while also being affordable.

NutriStop will be located in Boulder, Colorado in retail space that is close to the campus of the University of Colorado as well as within walking distance of the Pearl Street mall and the location known as "The Hill".

Nutristop would provide lean, organic, and environmentally friendly food options that differ from the average fast food franchise. With a commitment to providing healthy food at affordable prices NutriStop looks to change the way people think about fast food restaurants everywhere.

2.1 Company Description

2.2 Mission Statement

NutriStop is a company focused in providing convenient and affordable healthy organic food options. With a commitment to providing lean, organic, and environmentally friendly food

products, NutriStop will change the way consumers everywhere think about fast food restaurants.

2.3 Company Ownership

The restaurant will start out as a simple sole proprietorship, owned by its founders.

2.4 Company Goals

Provide lean meat selections that are provided from organic, hormone free distributors that also have a focus on being environmentally sustainable.

Provide organic produce that is of high quality while remaining affordable for consumers everywhere.

Construct a business model and philosophy that directly ties company performance to administration and management compensation.

Raise Awareness in local communities of the benefits of practicing a healthy diet and remaining physically fit regardless of age.

2.5 Business Philosophy

NutriStop will focus on being financially conservative by working to stay financially sustainable while not sacrificing quality or affordability of our products

Management and administration within NutriStop will have compensation directly related to company performance. Stock options and other types of compensation vehicles will not be able to redeem in the short run. This will be to ensure that management constantly has an incentive to ensure the company's long term viability.

NutriStop will be committed to maintaining a healthy debt to equity ratio and work to never let it exceed 2.5-3/1. By continually investing income equally into running business operations and equity, NutriStop will set a standard for responsible business practices throughout the industry.

Be a leader in the industry to providing healthy and affordable food options even if that means at times sacrificing profits.

2.6 Strengths

Simple menu will keep operations simple and easy which will keep operating costs to a minimum.

Positive image created by food options and business philosophy will give people an incentive to purchase our products.

Keeping restaurants small and also keeping our products easy to produce and provide we will end the notion that healthy food is expensive and inconvenient.

Commitment to healthy, organic, and environmentally products with a responsible business philosophy will allow consumers to trust our brand.

2.7 Legal Form-

To rightfully protect investors NutriStop will look to incorporate to protect the individual property of investors. However as a corporation NutriStop will maintain a business philosophy committed to financial sustainability when dealing with profit taking and quality and affordability of our products.

3.1 Marketing Analysis

3.2 Marketing Strategy-

Initial Market strategy will be to educate potential customers about not only how unhealthy other fast food options are, but also how their selections are not that affordable with regard to negative externalities to a person's health and negative effects on the local community and environment.

By advertising that NutriStop will provide healthy convenient choices that are also affordable we look to capture the part of the market that contains the growing number of health conscious consumers. Initial incentives of discounts and rewards for coming back NutriStop can start to build brand value and trust within the community.

Another marketing campaign that NutriStop will participate in will be an aggressive campaign against some of our competitor's food items that are claimed to be healthy or organic for you but they really are not. A couple of examples of these items would be fruit smoothies, salads loaded with fatty salad dressing, and other items that contain lots of sugar or sodium. By publicly calling out these competitors for false advertising their products healthiness or its effects on environmental sustainability we can maybe start to build brand loyalty from consumers who are truly looking for a healthy restaurant alternative. Examples of competitors

we would like to call out would be Jamba Juice, Inta Juice, fast food salad options, and fruit juice companies like Naked.

3.3 Competitive Advantage-

-Simple Menu, Simple Options will allow operating costs and utility costs to remain low to help compete with larger franchises.

By not abusing margins NutriStop will be able to maintain low prices while not sacrificing food quality.

Positive Image created by business philosophy and commitment to sustainability will ensure that customers continue to eat at NutriStop.

3.4 Demographics-

Our main demographic will be those individuals who are health conscious about what they eat, and those who are conscious of business practices within the industry. Boulder is a very knowledgeable community on which companies use moral business practices and those that do not. The following is a list and short summary of how NutriStop will try to appeal its varying potential customer demographic.

- Athletes- For many athletes finding a way to follow their individual nutritional plans while being on the go is very difficult. By marketing NutriStop as an easy and affordable solution to this problem we hope to attract varying levels of athletes to eat at our restaurant.
- Young Adults- Today's young adults are some of the most health and exercise oriented youth that our nation has ever seen. By marketing our protein shakes to the young man who just got done weight lifting, or by advertising our low calorie high protein wraps to a young woman who is trying to get her beach body ready, NutriStop will establish itself as a leader of healthy food alternatives in the community.
- An individual looking to lose weight- One of the main complaints of those looking to lose weight is that it is difficult to always be able to follow diet goals when working and being on the go. By providing quick, simple, and affordable food options we can market ourselves to the growing number of individuals who are looking to achieve personal weight loss goals.
- Families- Although with such a simple menu NutriStop won't be the most attractive choice for family dining, but that's no reason why we can't try to

market ourselves to them. By marketing NutriStop as a healthy choice for the entire family the restaurant could become another regular in a family's favorite quick restaurant choice.

- Customers focused on environmental sustainability- By being the leader in healthy and organic food options we can also establish ourselves as being committed to becoming environmentally sustainable. By advertising that commitment we may be able to attract customers who favor companies with an environmentally friendly philosophy.

4.1 Services

4.2 Menu

NutriStop will provide a very simple menu with a very specific set of options that one can enjoy. By keeping the menu and choices simple NutriStop will be able to run efficiently while also being able to keep costs down. With little to no hot food items we will also be able to watch how much energy we consume and also cut down on waste.

4.3 Healthy and Organic Food Options

Variety of Deli Wraps with lean deli meats like turkey, ham, and chicken. All the wraps would be loaded with vegetables like lettuce, tomatoes, bell peppers, green peppers and cucumbers etc. All wraps would come with a selection of healthy tortilla options like wheat, nutria-grain, and spinach.

Another premium item would be a variety of salads provided in either biodegradable containers or offered as a salad shaker. The salads would differ in types of vegetables and types of low fat dressings offered. Also some salads could have the option of meat to be added like cubed chicken, turkey, ham, and even lean ground beef.

NutriStop would also specialize in low priced whey or casein protein shakes. The shake flavors would include chocolate, strawberry, and vanilla along with other fruity alternatives that would taste more like a smoothie. Along with protein the shakes would include other basic supplements like fiber, vitamin c, vitamin b, niacin, and ginseng.

Side items would be a variety of items. The first side item would be varieties of fruit and vegetable cups. The fruit cups would include things like cut apples, oranges, grapes, strawberries, blueberries, raspberries and bananas. The vegetable cups would include things

celery, tomatoes, carrots, broccoli, cauliflower, and cucumbers. The vegetable cups would cup with a dipping sauce that would be a salad dressing, dip dressing, or even peanut butter.

Another side item could be a variety of cheese items that would be low fat and also contain a good amount of protein. These could be things like sticks of string cheese and cubed cheese. All cheese products would be low fat alternatives and have a substantial amount of protein around 8-12 grams per serving.

By keeping the options in our menu simple NutriStop will be able to save on operating costs. By keeping food products to just wraps, produce, protein shakes, and other healthy side items NutriStop will allow customers a healthy amount of selections of healthy and organic food items. As far as beverages go NutriStop will not provide any soda, juice, or other drink that is high in sugar content, high fructose corn syrup, or artificial sweeteners. Appropriate drink selections will be unsweetened tea, low sugar juices or electrolyte rich beverages, and a variety of low fat organic milk options.

4.4 Organic Ingredients

NutriStop will look to find organic meat and vegetable providers in order to provide the freshest, healthiest, organic, and environmentally friendly meal possible. The following are some companies and organizations that will help us meet our goals and provide the best product possible for our customers.

- Polyface Inc. - is a family owned, multi-generational, and pasture-based, beyond organic, local-market farm and informational outreach in Virginia's Shenandoah Valley. This is one of the main meat providers to the restaurant franchise Chipotle which across the nation sells 5 million pounds of organic meat each and every year. Polyface with a focus on community, transparency, grass-based and local food selection has been a leader in the organic meat producer industry.
- La Cense Beef- The premium provider of grass fed beef from Montana. Grass fed beef is free from hormones, antibiotics & any additives, just the way nature intended. It is heart healthy & good for you.
- Homestead Healthy Foods- Raised in pastures on natural forage and certified organic by the USDA. Both are free of any chemical residue. They use no growth hormones, no antibiotics, no pesticides, and no parasiticides. No animal by-products are ever used in their production and livestock are never confined in feed lots. Currently they only have beef available, but generally offer chicken as well.
- Natural Acres- Certified organic since 1999. The ultimate goal of Natural Acres is to provide people with the best quality organic food, food supplements and personal care products available at a reasonable price.

- Local Harvest.org- Is a website dedicated to helping people connect with and find local organic farms and ranches in their own communities. One of the main ways to support environmentally sustainable meat and vegetable choices is to make sure you support local farmers and ranchers.

5.1 Competitors-

The following is a list of our competitors, they were found by researching the most healthy fast food restaurants across the nation. NutriStop must look individually at what makes these restaurants healthy, and the steps they took to become a leader in the industry. If possible NutriStop would be willing to work with a company like Chipotle's F.W.I. (food with integrity) initiative in supporting locally purchased organic meats and produce.

- Panera Bread- The Café-Bakery based restaurant has a comprehensive menu of healthy choices for every meal. However many choices tend to be very high in either calorie or carbohydrate content
- Jason's Deli- With a large organic meat and sandwich selection they are sure to be one of our biggest competitors.
- Noodles & Company- Asian and Western noodle dishes that are served without a side of grease. Their commitment to providing lean and healthy meat options are what puts them up on our top competitors list.
- Chipotle- Their Food with Integrity initiative is leading the way for change in the way that restaurants select the farms and ranches they get meat and produce from. Since 1993 chipotle has been using organic meats and recently has switched to a mostly organic menu that is not only environmentally friendly but also was able to remain affordable.

6.1 Implementation and Start up Strategy-

NutriStop's first location as mentioned earlier will be around the campus of the University of Colorado in Boulder, Colorado. Prior to business operations a heavy marketing campaign using the strategies outlined in the marketing analysis will be used to help gain publicity. Also perhaps a free sample or heavy discount day prior to a grand opening would be beneficial to allow people to try the products without having to come in on their own. By giving incentives for people to try NutriStop along with heavy marketing campaigns the restaurant should be able to gain enough customers to keep it viable during its initial operations. As more people become exposed to NutriStop's organic and health foods, business philosophy, and commitment to sustainability the higher the volume will be seen. After a year or two of successful business operations and changes to the business model would NutriStop be able to open another location again possibly in the Denver/Metro area of Colorado.

7.1 Pricing Strategies for Menu Items

- Wraps with meat- \$5.50-\$7.50
- Wraps with just vegetables \$4.50-\$6.00
- Protein Shakes \$3.00-\$5.00
- Salad Bowl with meat \$5.75-\$8.00
- Salad bowl or shaker without meat \$3.50-\$6.00
- Fruit or vegetable cup \$2.50-\$4.50
- Cheese sticks or cubes \$1.75-\$4.50