

WHO WE ARE

FOOD STATION is targeted towards the youth, the unique and modern interior design for our truck will provide a creative environment for our customers that let them fly with their imagination, while enjoying a high quality and variety of traditional street food.

At Food Station we have one purpose, to make you more satisfied.

We produce high quality delicious street food and cater for many occasions and events from businesses to schools & universities. We always aim to deliver outstanding service and the high standards our customers have come to expect from us, this is achieved by employing a highly talented team with great culinary and hospitality skills.





O2 OUR VISION

FOOD STATION vision is to create delicious food that leads

to memorable experience for all our clients.



OUR MISSION

Our mission is to provide great culinary delights, support and care to all those we serve.

OUR VALUES

04

WE LIVE AND BREATHE FOOD, ITS PRESENTATION AND TASTE

We treat customers like they are our guests. And because they expect food to be good and wholesome, we maintain the highest quality assurance standards

We constantly review all our operational activities to help our customers save costs and improve our own profitability and sustainability

OUR CORE VALUES:

- •Excellent service delivery
- Excellent food knowledge
- .Excellent motivated personnel teams
- •Excellent long term clients' partnership and trust

Excellent atmosphere and professionalismExcellent customer

service skill





05

STRATEGIC OBJECTIVES

BY 2021 WE AIM TO:

-Deliver a consistently great service where customer needs are met at the highest

standard.

-Be the local market leader for catering to universities events, corporate events and

medium sized organizations across Egypt.

-Have a great team of people, making Food Station a great place to work

-Remain financially strong and business efficient.



OUR QUALITY

Quality means doing it right even when no one is looking. Food Station offers quality commitment, leadership capability, quality culture and goals in becoming the best.

We are restless in our aim to improve things for the better. We work closely with our suppliers to develop high quality and innovative products that are to our customers' needs and requirements. We operate rigorous quality management systems on a precautionary principle, supported by a range of on-site audits and product testing. Food Station adheres to a robust catering quality assurance plan to ensure that all hygiene, security and catering operational practices satisfy given requirements.

0

HOW DO WE MAINTAIN AVALITY?

- Regular checks, audits and assessments for continuous improvement
- Analyzing all feedback and communication received through all relevant departments
- Change Ensuring end user recommendations are taken into consideration
- •Trending-For operational impact with management from related areas of the business





STRATEGY AND IMPLEMENTATION

- We intend to succeed by giving people a combination of excellent and interesting food in an environment.
- We will focus on establishing a strong identity in our community with a grand opening.
- We will create an appealing and entertaining environment with unbeatable quality at an exceptional price.
- All menu items are moderately priced for the area.

COMPETITIVE EDGE

- COMPETITIVE EDGES WILL BE:
- -An extraordinary contemporary truck design
- -Street food menu with trendy items
- -Chef/Management Stock Incentive Program
- -Inner and Outer Sector Marketing campaign (i.e "come to town" promotions)
- -Employee Training, Incentive and Retention program.



THE MENU

WE WILL PROVIDE THE

following cuisine:

- 1) Salads
- 2) Street Food (Sandwiches
- Pasta Pizza)
- 3) Deserts
- 4) Drinks (soft+hard)



MARKET SEGMENTATION

Our truck intends to cater to a wide customer base especially for youth, also we want everyone to feel welcome and entertained.

We have defined the following groups as target segments that contribute to our growth projections:

- Youths and Teenagers
- Families



MARKETING STRATEGY

Marketing strategy will be to promote our eclectic street food, superior

service, and exciting concepts for our truck.

MARKETING INITIATIVES WILL CONCENTRATE ON THE FOLLOWING:

- Building and signage (Signage is any kind of visual graphics created to display information to a particular audience).
- Customer service
- Advertising and promotion

MARKETING PROGRAM:

- Digital Marketing (Facebook instagram)
- Distribution of pamphlets & flyers
- Sponsorship in the schools universities & corporates but not far than 1km.
- Banners and small posters in the sectors.





SALES STRATEGY

• Our sales strategy requires consistently high quality food service, speed and atmosphere.

WE CAN ACCOMPLISH THIS BY:

- Hiring employees who genuinely enjoy their jobs.
- Continually assessing the quality of all aspects mentioned above.
- Interacting with our customers personally, so they know that their feedback goes directly to owners.
- Evaluating food choices for popularity.

14

PERSONNEL PLAN

 We believe the personnel plan is good proportion to the size of our truck

and projected revenues.

- There will be the differentiation in the salaries of full-time employees and part time employees.
- There will be award like "best waiter of the week" to boost the employees performance.
- Proper allowances will be provided to increase the job satisfaction level.



15 FUTURE SCOPE

Our Truck will be built with the consideration of its expansion, as the Profits Built up, it will be branched out.

After its Presence in many states across Egypt, the objectives will be revised in consideration of converting it into a chain.



