



Buy@home delivering all your needs

Business Plan

Contact Name : XXXXXXXXX

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XXXXX



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Business Model

Executive Summary

About XXXXX

XXXXX is a web application-based service platform, primarily for the Chinese community in Australia, New Zealand and Malaysia. The platform, available in Android, iOS and WeChat mini program, currently provides a food/grocery delivery service and a China Direct product dispatch service. The food service allows residents in Perth, Adelaide, Canberra, Sydney, Melbourne, Brisbane, Auckland, Christchurch, Hamilton, Wellington and Kuching to order takeaway from their favourite restaurant. The China Direct service offers users the ability to send wine and baby formula back to China. The XXXXX mobile application is available in English and Mandarin (or simple Chinese).

Online food delivery is a booming business, especially in the current scenario where people don't want to step out of their houses due to the Covid-19 pandemic. The food industry is an ever-growing business, and it is popularly noted that it will remain so, as food is an imperative component of human life.

The idea of a food ordering platform specially for the Chinese community was conceptualised by XXXXX, who has XX years' business management experience in information technology and over eight years' experience in programming technology.

XXXXX aims to transform the online food industry in areas with a Chinese population. With its reasonable commission on food delivery rates as compared to other players, restaurants can focus on what they do best – making good food.

The company will work closely with a team of developers on building integrated apps that not only provide great options but are also user friendly. Tracking the status of your order in real time, receiving messages and 24-7 customer service are some of the key functionalities of XXXXX.

Investment Requirement

We aim to raise AUD 2 million for which XXXXX will give an equity share of 8.5% to the incoming investor. These funds will be used for higher customer acquisition to expand to more regions. XXXXX wants to ensure it can capture the largest market share among the Chinese population in online food delivery and on-demand shipping services to China.

This business plan gives an overview of the company objectives and details its long-term goals. It also talks about the business model, marketing strategies, marketing analysis, and financial plans.



Company Overview

Company Profile

COMPANY STRUCTURE

XXXXX is a trademark owned and operated by YYYYY and XXXXX, companies incorporated under the Companies Act 1993 operating in Australia and New Zealand. 81.5% of the company will be owned by YYYYY and YYYYY, 10% will be owned by the programmer in China and the balance of 8.5% will be owned by the investor that invests in the company. The company is looking for an investment of AUD 2 million for business expansion such as onboarding more vendors, onboarding more riders and acquiring a larger customer base across more cities.

OWNERSHIP AND RESPONSIBILITY

XXXXX and YYYYY will have the majority ownership in the business, assuming the responsibilities of Director and CEO respectively. They have both been involved in setting up the business since the beginning. They are responsible for shortlisting the vendors, finalising and approving any changes to the app, and hiring a Chief Technology Officer experienced in maintaining such mobile apps. The app will be continuously tested by the CTO and developers to fix any bugs and enable an app with a smooth interface. YYYYY and YYYYY will be responsible for the overall operational and financial management of the company. Responsibilities like communicating with the investors, vendors, and human resource personnel will be shared between them.

OPERATIONAL STRUCTURE

The company will follow a lean structure to ensure effective operational management, app management, vendor management, order management, and client relationship management. The operational team will include a Chief Technology Officer, Chief Marketing Officer, Business Development Manager, Rider Manager, and Call Centre Manager. The Business Development Manager will be responsible for ensuring the maximum number of restaurants and food outlets registered on the XXXXX app. The Chief Marketing Officer will be responsible for executing the entire marketing strategy and ensuring that increased app downloads is achieved, and the business is generating good revenues. The Rider Manager will be responsible for managing the riders. The Customer Relationship Managers will respond to customer and vendor complaints.

The Entity

Company Name: XXXXX

Date of Incorporation: XXXX

Country of Registration: Victoria, Australia

Address of Registration: XXXX

Website: XXXX

Trademarks: The company owns 2 trademarks

Legal Structure: Private Limited Company

Geography: Australia, New Zealand and Malaysia

Service: Online food delivery for consumers from restaurants and grocery shops, ordering goods online from Australia to China.

Payment Types Accepted: All payments are made through the [xx] payment gateway. It accepts EFT, PayPal and credit cards (Visa and Mastercard and Amex) WeChat pay, Alipay, Union Pay, Apple pay, Google pay, etc.

Credit Policy: For consumer orders, the XXXXX payment is transferred to XXXXX electronically when the transaction occurs. XXXXX then passes on the amount less 20% commission to the restaurants every week.

Existing Performance: XXXXX achieved a total revenue of XXXX in YYYY.



Business Model

Business Objectives

STRATEGIC

INNOVATIVE APP

To keep continuously evolving a technology-driven app that caters to more than one of the customer's needs. The app has features like real-time tracking, updates and best route detection for the riders to be able to do more deliveries of food and packages.

MARKETPLACE INTEGRATION

Offer fully fledged shipping services to Chinese consumers looking to ship food products to China. Also, tie up with well-known restaurants and grocery stores, to offer them delivery services and increase their restaurant/store sales.

MULTI-LINGUAL APP

XXXXX is focused on Chinese consumers in Australia, New Zealand, Malaysia and other South East Asia regions.

OPERATIONAL

CONTINUOUS UPGRADING OF THE APP

The primary objective will be the seamless usage of the app. The entire model is app based, hence further operational activities will highly depend on the successful development and addition of more features to the app.

MONITORING PERFORMANCE

It is important that we monitor the number of daily downloads, customer reviews and ratings, and revenues generated through the app. We want to grow the Malaysia and South East Asia market to open 50 cities by 2021.

FEEDBACK REVIEW AND UPDATE

Gain feedback from users and restaurants on desired functionality and what they want to make it better. Review feedback and implement new features (3-month R&D cycle).

FINANCIAL

FUNDING

Get optimum funding from the investors to ensure smooth operations in the company. The company wants to raise xxx million for the business expansion.

INCREASED SALES REVENUE


XXXXX wants to reach a run rate of 500 orders per day in 2021/202. This a growth of xx% from its current run rate of xx orders per day.


INCREASED PROFITS


Lower operational costs and increase sales to ensure high profits are earned by the organisation. XXXXX sees a long-term EBITDA margin in the range of 45% and net margin in the range of 31%.


Location





 **Malaysia**
Time: xx am – xxpm


 **Perth**
Time: 11:00am – 11:00pm

 **Adelaide**
Time: 10:00am – 11:00pm

 **Melbourne**
Time: 7:00am – 2:00am

 **New Zealand**
Time: xx am – xxpm

 **Sydney**
Time: 7:00am – 2:00am

 **Brisbane**
Time: 7:00pm – midnight

Problem - Solution



MORE OPTIONS

Customers love options. They enjoy scrolling through various food options.



XXXXX will partner with thousands of restaurants and food stores to ensure customers get as many options to choose from as possible.



FOOD DELIVERY

Customers prefer that everything is available at their doorstep. Restaurants and stores find it difficult to manage deliveries.



XXXXX comes to the rescue of both restaurants / stores and customers. Restaurants / stores do not need to deal with delivery. The rider nearest to the restaurant will complete the delivery.



CULTURAL AND LANGUAGE PREFERENCE

Chinese people prefer looking for food to better match their cultural preference and also prefer browsing through options in Mandarin.



XXXXX is targeting the Chinese community in Australia, New Zealand and Malaysia. Thus, the vendors selected are based on the cultural preferences of the Chinese. The app is also available in 2 languages.



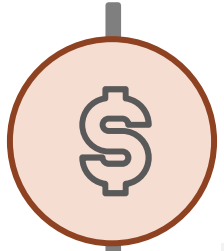
RIDERS' INCOME

Riders complain about not being able to earn enough from the food delivery from single restaurants.



XXXXX partners with several restaurants and stores. This gives several options to the riders to make good money from both delivering food and goods.

Revenue Goals - Strategy

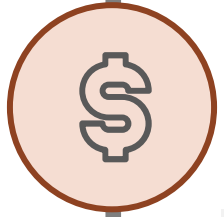


SECURE ANNUAL REVENUE TARGET OF \$XXM.

Strategy

- ✓ Be active on all social media accounts – Facebook, Twitter, Google+, LinkedIn, Instagram, etc.
- ✓ Implement analytics and behavioural tracking.
- ✓ Successfully execute the marketing campaign listed above.
- ✓ Majority of downloads will come via website/FB page – have clear details on there about how to download app and use to order food.
- ✓ Get daily feedback from users via social media channels and spot surveys on the features they like and those they want added.
- ✓ Invest in R&D and implement new features every three months (based on user feedback).
- ✓ Don't overuse notifications (immediate loyalty killer).
- ✓ Promote value of features to users in all marketing and web materials.
- ✓ Meet with sales teams of product manufacturers to facilitate product orders and shipment to China.

Profitability Goals - Strategy



ACHIEVE A MINIMUM PROFIT TARGET OF \$XM A YEAR.

Strategy

- ✓ Introduce ad products on our website and app.
- ✓ Increase ad costs quarterly in line with inflation.
- ✓ Apply for Federal Government grant funding for R&D.
- ✓ Control costs daily with a solid financial software package (MYOB).
- ✓ Review supplier costs every 12 months – look for at least 5% in savings (insurance, marketing, power, water, website hosting etc.).
- ✓ Hire new employees once revenue can support them as casuals.
- ✓ Hold performance reviews for all employees at least every six months.
- ✓ Keep marketing spending to high return opportunities only (\$3 in sales for every \$1 in marketing).

Services Offered

01

DELIVER FOOD FROM RESTAURANTS

XXXXX will partner with restaurants and riders to deliver food to its customers when they place an order with a restaurant.

02

DELIVER FOOD / ITEMS FROM STORES

XXXXX will partner with various stores and make their products available on the app. Customers can order products from the partner stores which will be delivered to the customer's doorstep with the help of a rider.

03

DELIVER FOOD / BABY FORMULA TO CHINA

XXXXX will also provide a courier service to send food and baby products to China from Australia, New Zealand and Malaysia.

An easier food ordering process, efficient customer and order management system, low delivery cost and greater reach is what will differentiate us from our competitors.

Vendor Registration



STEPS

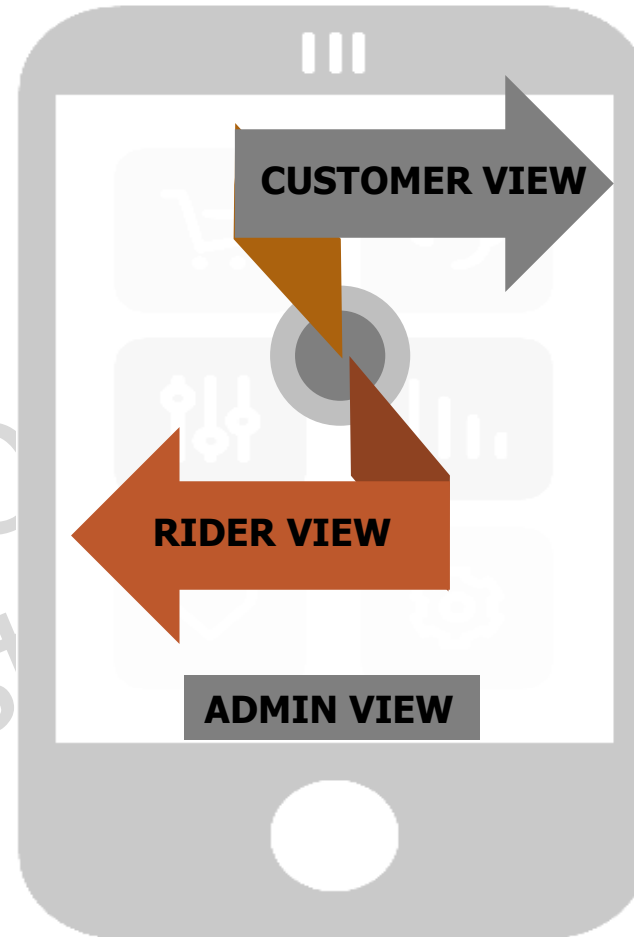
- ✓ Submit vendor registration form
- ✓ Showcase products
- ✓ Create a review listing page
- ✓ Upload soft copies of legal documents
- ✓ Get paperwork done and go live

REQUIREMENTS

- ✓ Food licence
- ✓ Business registration
- ✓ Quality certification

User Interface

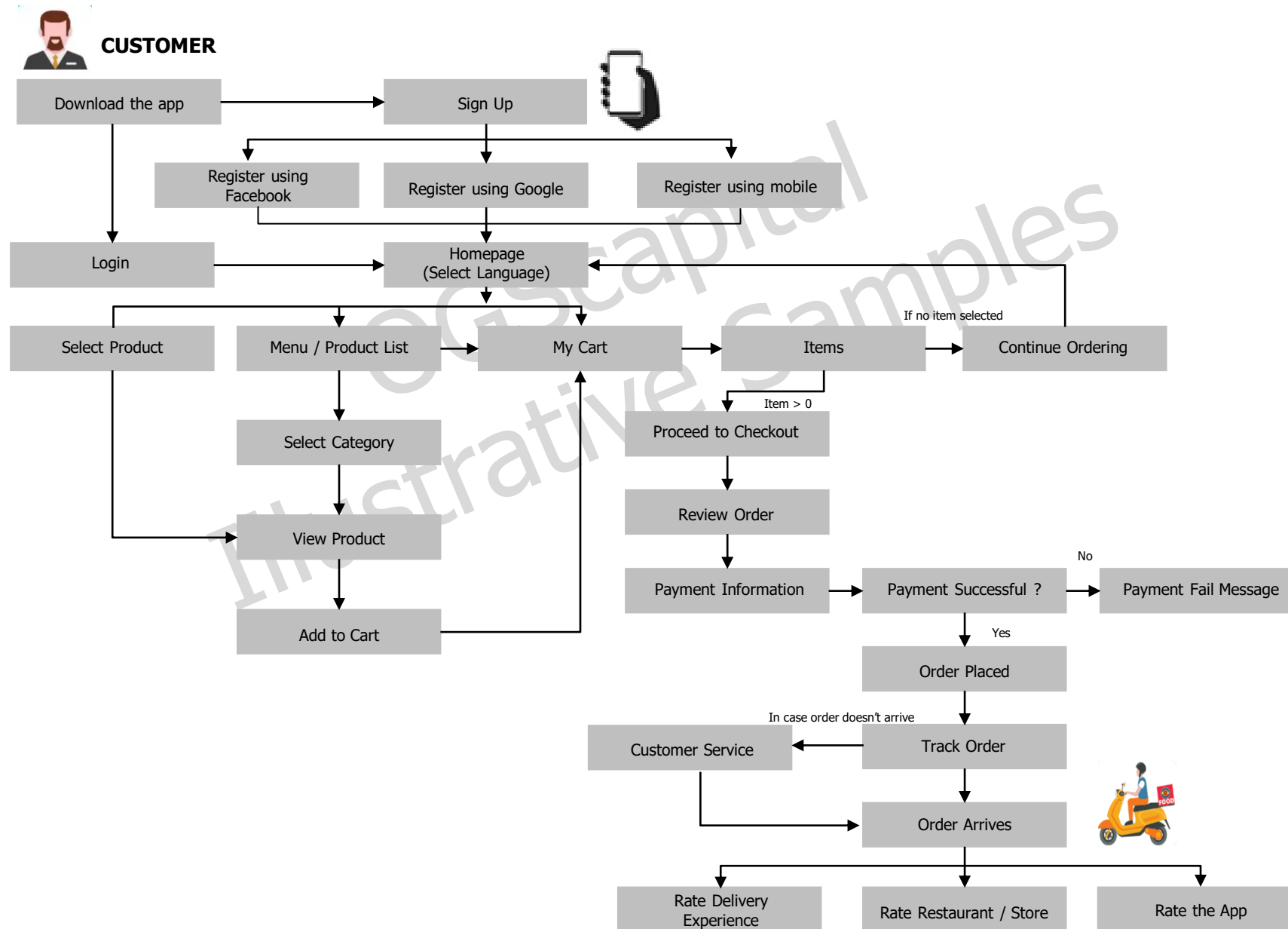
- ✓ Rider is logged in to XXXXX app
- ✓ Receives a notification to deliver parcel from 'X' restaurant or product from 'X' store
- ✓ Product picked from the restaurant / store
- ✓ Parcel / product delivered
- ✓ Status updated on the app



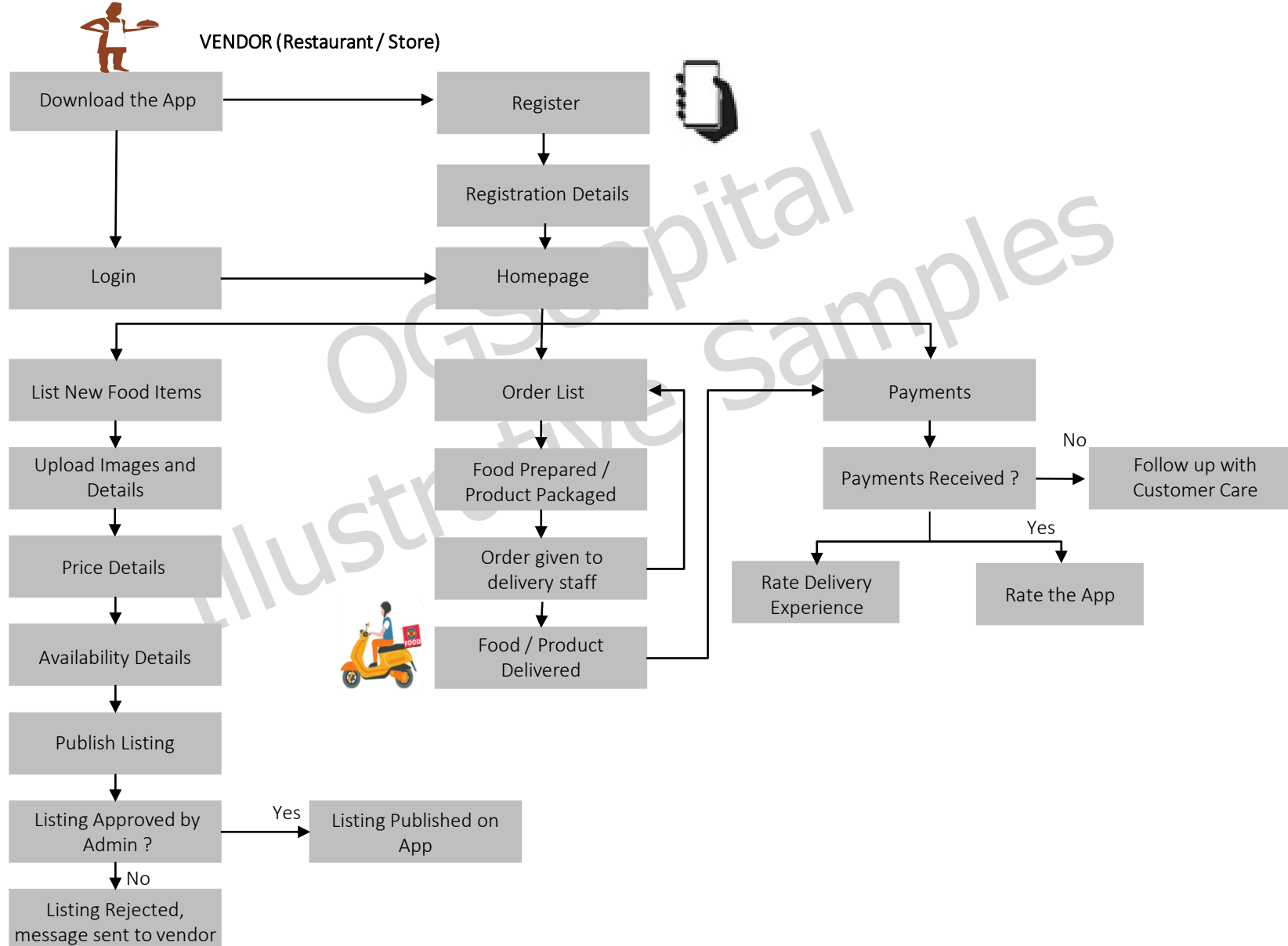
- ✓ Customer downloads the app & creates a profile with Facebook, Google or mobile number
- ✓ Select a login ID and password
- ✓ Select and order food / product from an array of options available
- ✓ Enter address details for delivery
- ✓ Choose payment method and make the payment
- ✓ Parcel will be picked by the nearest rider available
- ✓ Delivery done

- ✓ Receipt of delivery orders from the customer
- ✓ Order details passed on to the restaurant / store
- ✓ Information sent to the nearest rider logged in
- ✓ Request processed by restaurant and rider
- ✓ Commission deducted and balance amount paid to the restaurant

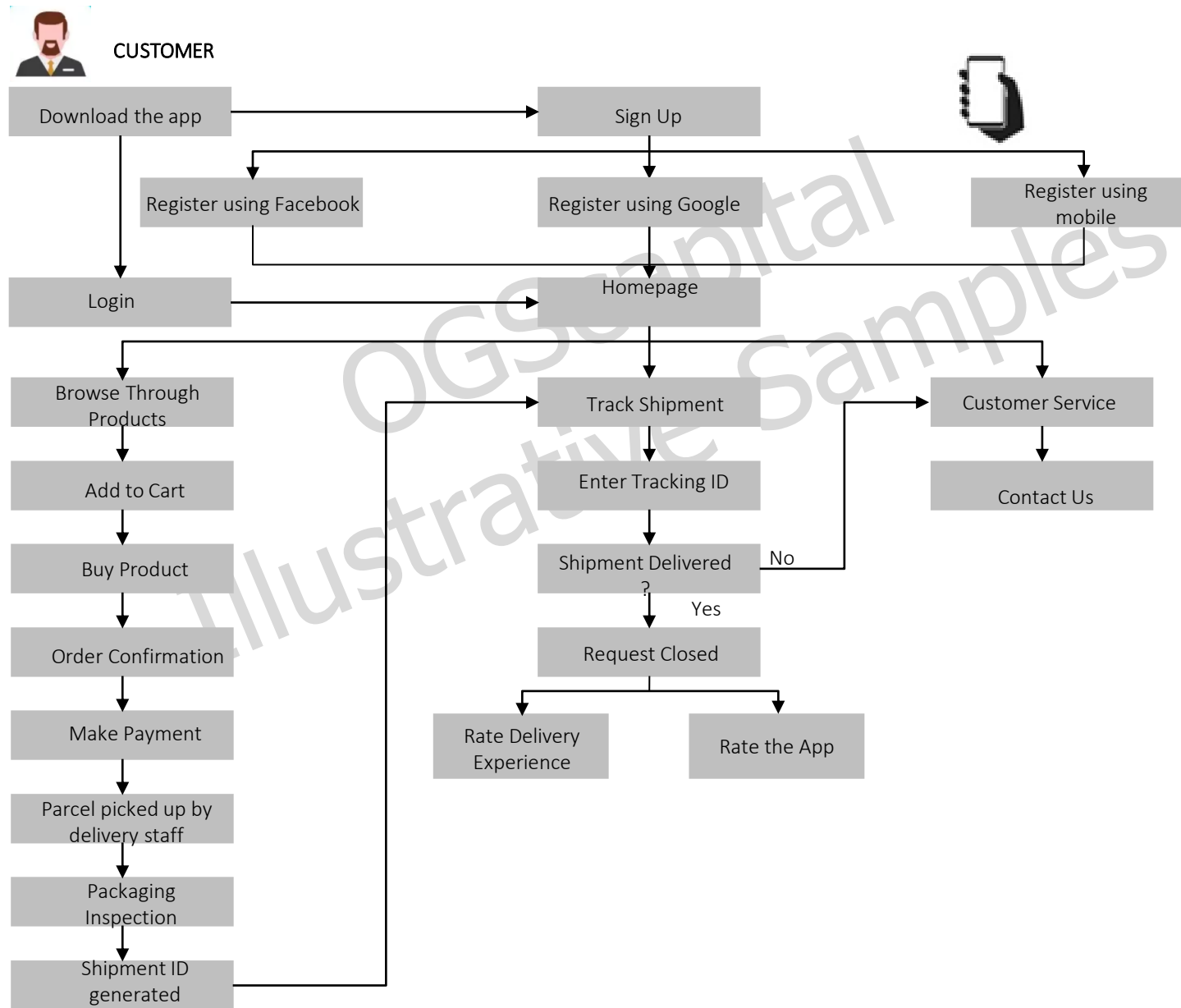
Process Flow – Customer



Process Flow - Vendor



Process Flow - Shipping



Values

Secure



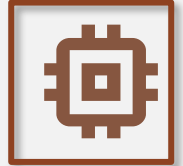
Allow consumers and restaurant owners to safely conduct financial transactions online – sharing their personal payment details, order preferences and preferred delivery methods.

Choice



Give consumers a full range of restaurant options for takeaway or goods for export to China.

Innovate



Give consumers the features they need to make the XXXXX app part of their everyday purchase habits from any device (PC, tablet or mobile phone).

Simple



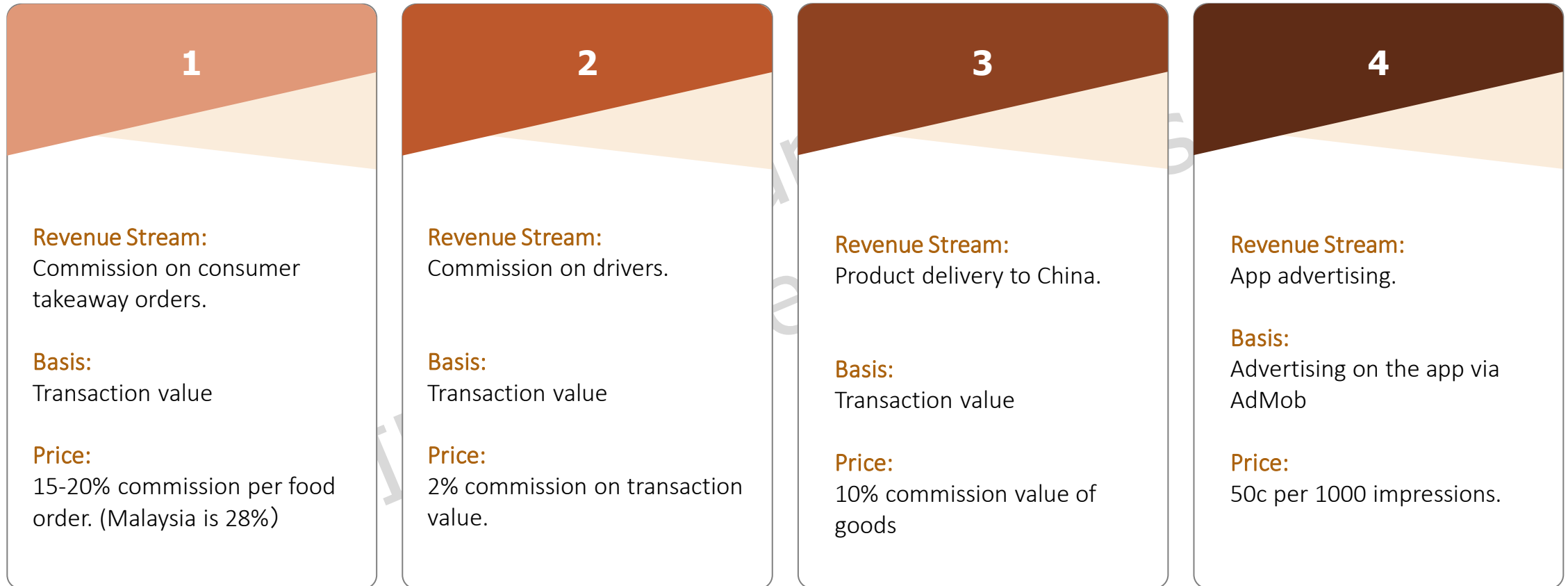
Ensure the app is very easy to use and make sure that if users have questions, there is a 24/7 support line in place to answer their call promptly.

Reliable



The XXXXX service delivers the consumer's order/product on time, every time.

Revenue Streams and Pricing Strategy



Pricing strategy

XXXXX has deliberately set its commission significantly lower than its competitors to win business from them (e.g., Menulog, Deliveroo, Foodora, Yelp, Uber Eats, Open Table all charge over 30%).

Refund Policy

ORDER ARRIVES COLD BECAUSE DELIVERY TOOK TOO LONG

- Partial refund of order cost to customer (in form of credit/voucher) less delivery fee. This refund will be deducted from restaurant's settlement payment

INCORRECT ORDER

- Full refund of order cost (in form of credit/voucher) including delivery fee to customer. This refund will be deducted from restaurant's settlement payment.
Or
- Customer receives correct order at the time (without paying again). Second delivery fee deducted from restaurant's settlement payment

MISSING ITEMS FROM ORDER

- Customer is refunded the cost of the missing item (in form of credit/ voucher) less delivery fee. This refund will be deducted from the restaurant's settlement payment

ARRIVES COLD WITHIN NORMAL DELIVERY TIME

- Partial refund of order cost to customer (in form of credit/voucher) less delivery fee. This refund will be deducted from restaurant's settlement payment

ORDER IS SPILLED / LOST / DAMAGED

- If order is lost / damaged, full or partial refund of order cost (assessed as case by case) (in form of credit/voucher) including delivery fee. This refund will be deducted from restaurant's settlement payment
Or
- Customer to receive their order again free of charge at the time of incident. No further fees to be paid

CUSTOMER UNHAPPY WITH QUALITY / ORDER

- Assessed on a case-by-case basis. Partial refunds may be processed based on situation. Any refund will be deducted from restaurant's settlement payment

Short-Term Goals

Operational Setup

Our goal is to continue to provide an effective mechanism for tracking the operations and ensuring long-term growth in the business. A seamless operational setup ensures that the app mechanism is in place, as everything largely depends on the functionality of the app.

Increase Efficiency

Our next goal is to develop cost-effective transportation rates while reducing overhead costs. We will also perform value-added services such as packaging, marking, and quality inspections. Modern technology will be used to assign and track orders for food deliveries as well as courier services.

Increase Sales

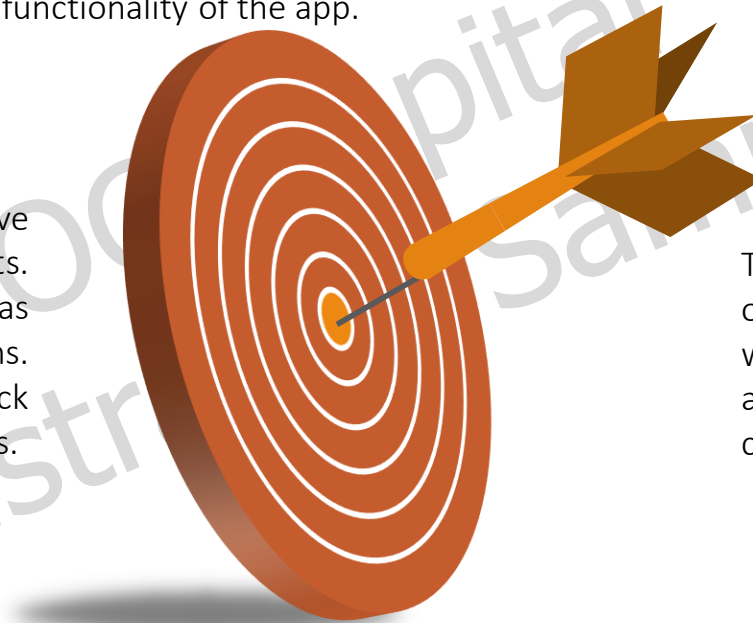
Our marketing strategies will be targeted at not only brand building but also increasing sales. Our app will deliver an enriching experience to make sure customers use our services more often. Timely offers, discounts, and incentives will also add to the sales numbers.

Build Relationships

Two-way communication is the key to success for our organisation. There will inevitably be issues, but they will be handled maturely. We don't want to thrive as an option; our goal is to build relationships with customers, businesses and food vendors.

Improve Customer Service

Often it is not the money spent but the service received that matters to customers. Our goal is to ensure that the package is picked up and delivered to its destination within the stipulated time. Our customer service representatives will attend to customer complaints in a professional manner.



Value Addition



Focus on Chinese Market – XXXXX is focused on the Chinese Australian/NZ and entire Malaysian audience. The app is written in simple Mandarin and English. The food and products that feature on the app are ones that Chinese people prefer buying.



SEO Optimisation – Our app will be search engine optimised (SEO) to be able to pop up during searches for delivery businesses from Australia to China as well as for online food delivery.



Admin Chat – An essential feature through which users, as well as delivery executives, can talk to admin or customer service representatives. Coordinated efforts result in better quality of service.



Real-time Tracking – A most prominent feature that enables users to track their courier orders and food orders until delivery.



Convenience – Our app will let the customer make a choice not only easily and quickly but also based on past customer reviews and ratings. It will also let the customer save their favourites, like address details and payment options, for future use. Also, it does not have any time or location constraints.



Hygienic Packaging - Food and goods will be delivered in the utmost hygienic and proper packaging. This makes sure the food delivered is fresh and hygienic. Goods, when properly packaged, are guaranteed to reach their destination without any breakage.



Integrated System – Our integrated system will ensure proper alignment with vendors, create effective communication channels, and send proper notifications on promotional activities, thereby creating a win-win situation for all stakeholders.

App Functionality and Features

Easy Payment Options

This feature will enable customers to make payments directly using the app linked with the payment processing merchant, thereby allowing the secure transfer of financial details. Customers can pay by debit/credit cards, UPI, POS, or COD.

Reviews and Ratings

Customers can rate the delivery staff and share feedback on the entire shipping experience. A unique feature where users can review and rate their experience on the food they ordered is also available. This feedback is also shared with the restaurant vendor.

Personalisation

Personalisation is where customers get suggestions based on their prior experience, reviews, payment option, and other similar features. This saves time and effort for the customer.



GPS Integration

This feature enables the customer to know the estimated time for the delivery of food. It also facilitates tracking whether the courier is in transit and when it will reach the destination.

Push Notifications

This helps create visibility and keeps vendors connected with customers. Notifications like discounts, offers, location-based specialities, etc. will be sent. Regarding couriers, users will be notified at each step of the delivery.

Social Media Integration

This feature is a favourite of many as customers can share their photos or videos of the dish they ordered. They can also add reviews and rate us for our services on social media platforms like Facebook and Instagram.

Critical Success Factors

BRAND BUILDING

Diverse marketing strategies are needed to deliver an enriching personalised experience to each customer. Speed, high impact and precision is essential for delivery services.

KNOW YOUR COMPETITORS

Keeping track of competitor actions and newer facilities that they offer helps the company formulate new strategies to beat the competition. It is the innovative use of technology that will surpass the competition.

PROMOTIONS AND MARKETING

Promotions to customers who order frequently using the app is a must to build brand loyalty. Offering multiple methods through which consumers can send couriers is essential to build relationships.

VENDORS AND FOOD QUALITY

It is important that the company has access to a large pool of vendors offering a variety of best quality cuisines.

EXTENSIVE SUPPLY NETWORK

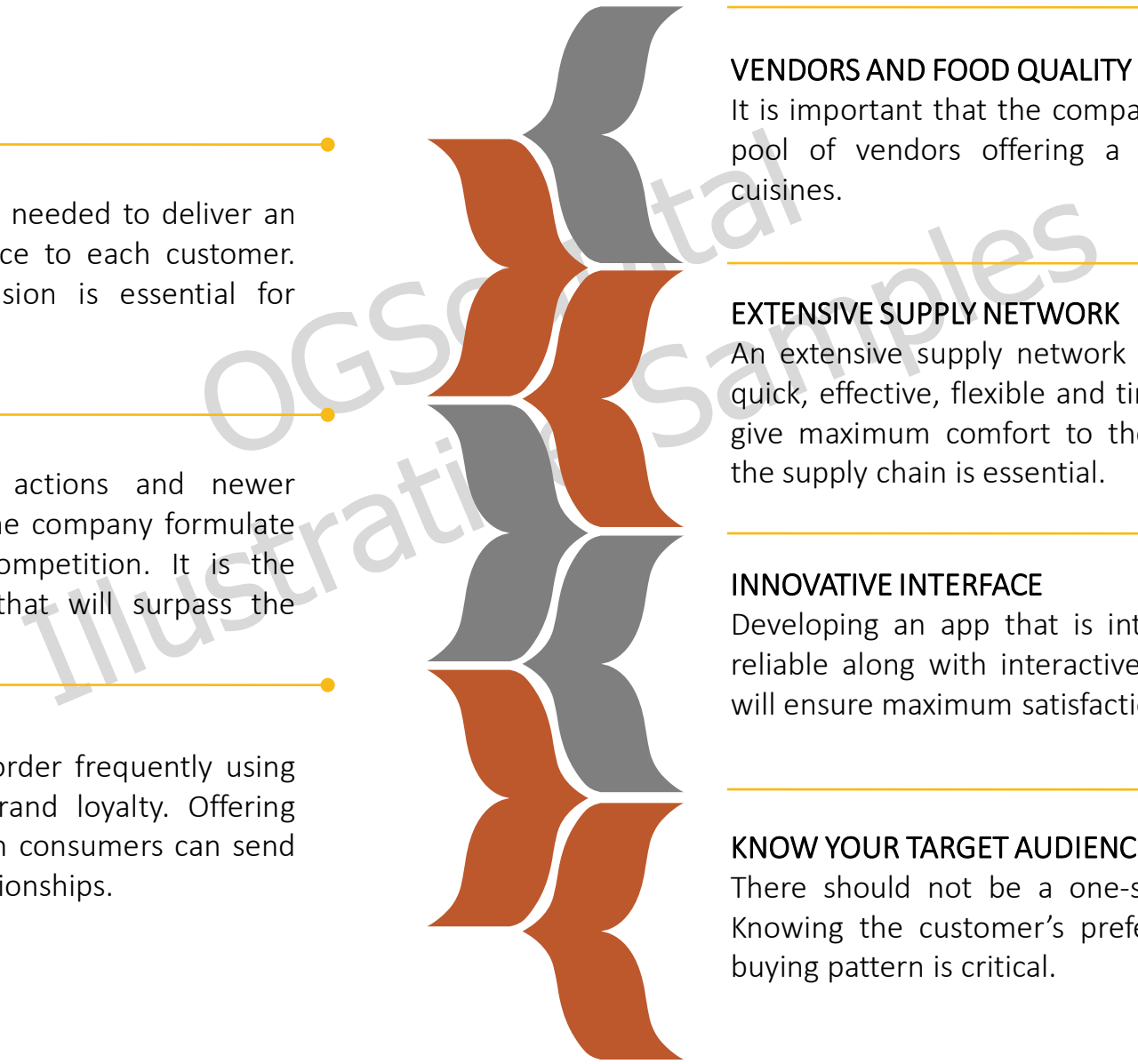
An extensive supply network helps the company offer quick, effective, flexible and timely service, designed to give maximum comfort to the recipient. Control over the supply chain is essential.

INNOVATIVE INTERFACE

Developing an app that is intuitive, easy to use and reliable along with interactive web auto-coordination will ensure maximum satisfaction.

KNOW YOUR TARGET AUDIENCE

There should not be a one-size-fits-all fundamental. Knowing the customer's preferences, attributes, and buying pattern is critical.

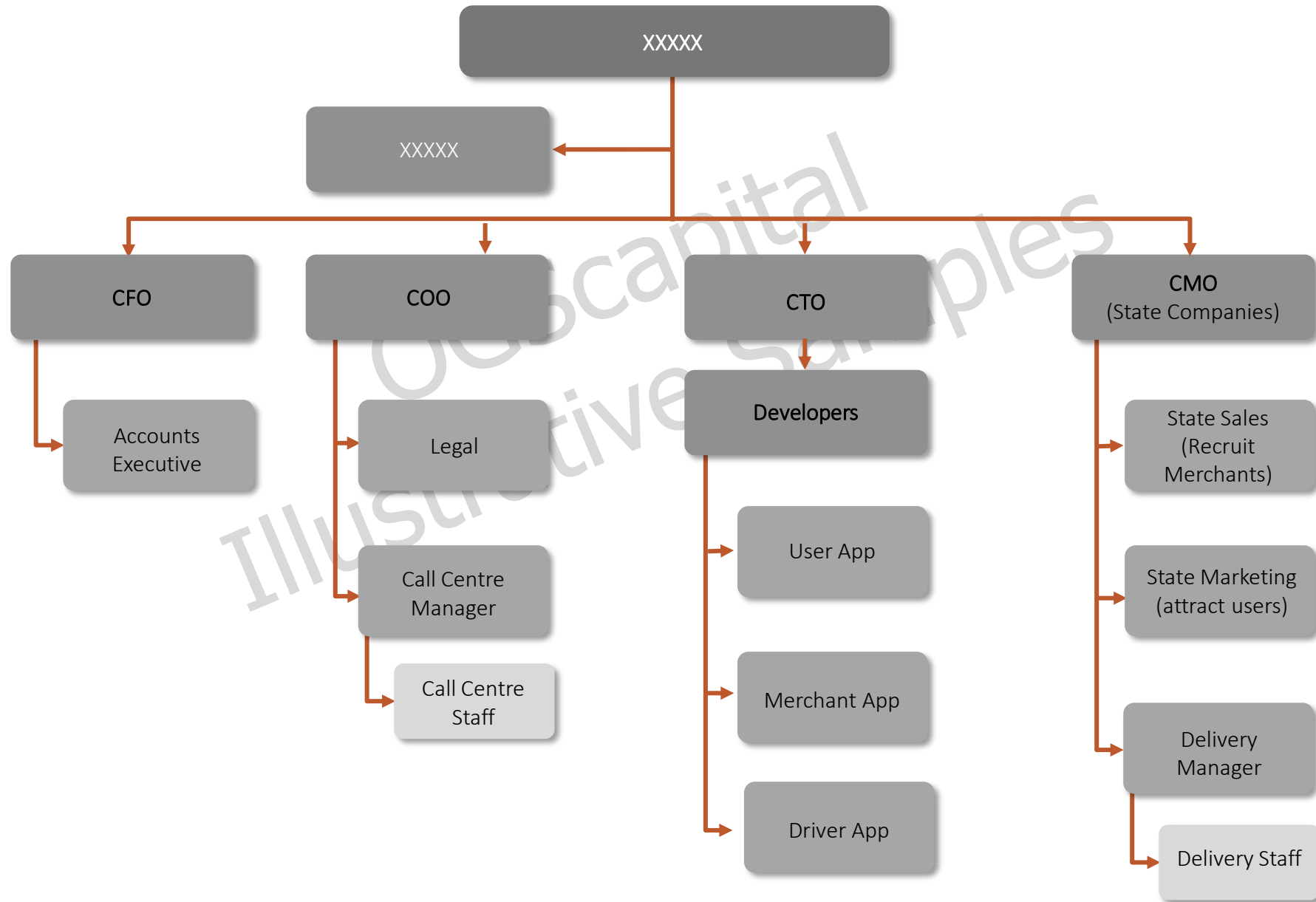


Staff Planning

Buy@Home

Staff Planning	Year 1	Year 2	Year 3	Year 4	Year 5
CEO	1	1	1	1	1
CFO	1	1	1	1	1
CTO	1	1	1	1	1
COO	0	1	1	1	1
CMO	1	1	1	1	1
Sales and Marketing Executive	7	10	10	10	10
Business Development Manager	4	7	7	7	7
Rider Manager	3	5	6	7	8
Accounts Executive	1	1	3	3	4
Call Centre Manager	1	2	2	3	3
Call Centre Staff	13	22	28	34	39
App Management Executive	6	6	6	6	6
Total Staff	39	58	67	75	82

Organisation Structure



SWOT

STRENGTHS

- XXXX's business experience
- Niche audience (Chinese Australians)
- Added benefit to restaurants with food delivery
- Large potential user base
- Unique service offering to Chinese Australians
- Inexpensive to use
- Strong background in IT and software
- Simple business model with massive scale

WEAKNESSES

- Access to more capital to grow business

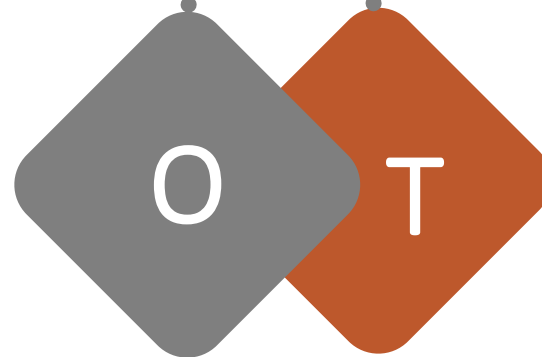


OPPORTUNITIES

- Digital marketing will deliver best return
- Add new features based on user feedback
- Low-maintenance business model
- Grow through social media recommendations and word of mouth
- Positive publicity in mainstream media about success of XXXXX
- Grow South East Asia market due to food culture, low labour cost, less competition and high commission rates

THREATS

- Ever increasing number of food delivery competitors
- Quality of drivers
- Bad reviews from users
- Negative publicity
- Security breach/privacy breach of users' data
- Chinese Government intervention





Market Analysis

Industry Overview

- With the emergence of online ordering technology and companies dedicated to restaurant delivery, the market has entered a new era. The huge potential of the market has resulted in countless online food ordering apps, each with its own unique selling proposition (USP).
- Revenue in the online food delivery segment is projected to reach US\$136,431m in 2020. Revenue is expected to show an annual growth rate (CAGR 2020-2024) of 7.5%, resulting in a projected market volume of US\$182,327m by 2024.
- The market's largest segment is platform-to-consumer delivery with a projected market volume of US\$70,741m in 2020. In global comparison, most revenue will be generated in China (US\$51,514m in 2020).
- Revenue in the online food delivery segment in Australia and New Zealand is projected to reach US\$2,082m and US\$256m respectively in 2020. Revenue is expected to show an annual growth rate (CAGR 2020-2024) of 7.1% in Australia and 5.7% in New Zealand, resulting in a projected market volume of US\$2,735m and US\$319m in Australia and New Zealand respectively by 2024.
- The market's largest segment is restaurant-to-consumer delivery with a projected market volume of US\$1,419m in 2020 in Australia.
- This is largely due to the rise of online delivery concepts. Online food delivery platforms are expanding choice and convenience, allowing customers to order their favourite cuisines from a wide range of restaurants with just a tap on their mobile phone. The number of meal deliveries ordered online has increased dramatically.



US\$ 2.4 billion
2020



US\$ 3.1 billion
2024



Australia and New Zealand Cumulative Market Size

Industry Overview – Shipping Market

- The global courier service industry is growing at a strong pace, mainly driven by the rising demand for parcel delivery in the B2C, B2B, and C2C sectors.
- With a surge in e-commerce across global economies over the recent years, the highly competitive courier service industry is also facing a dramatic transformation in order to meet consumers' ever-changing needs.
- The global couriers and messengers' market reached a value of nearly \$541.6 billion in 2019, having grown at a compound annual growth rate (CAGR) of 9.3% since 2015, and is expected to grow at a CAGR of 11.1% to nearly \$824.9 billion by 2023.
- Factors that have historically helped boost demand for industry services, such as consumer spending and corporate profit, are forecast to continue rising, supporting revenue growth over the next five years. Additionally, the rise of e-commerce and the decline of brick-and-mortar stores will likely benefit industry operators.
- Shipping volumes are expected to increase over the five years to 2025 as consumers shop through online platforms that largely rely on industry services to transport products.
- Australia's large economy and population, as well as its high per capita income, support a healthy courier, express and parcel (CEP) market. The industry is expected to register a CAGR of 5.46% over the forecast period, 2019-2024. Australia's parcel market is expected to grow to more than 1 billion parcels a year by 2021.

Demand Drivers



INCREASE IN PURCHASING POWER

With greater income, consumers have more purchasing power. Their online purchase process is based around quality and convenience. As incomes continue to increase, consumers will definitely want to try the food and other purchases from various options that are available online. The GDP per capita in Australia was last recorded at US\$ 55,000 in 2019.



WIDER CHOICES

Customers need a wider selection of food options, as well as other types of purchases, and a flawless experience in the entire online process, and are therefore willing to look for new avenues for online transactions. Also, they can see the reviews of other online purchases.



HECTIC SCHEDULES

With busier lifestyles, customers do not have the time to cook food or go grocery shopping. Most online ordering platforms have no time constraints, no location issues, and offer easy and hassle-free payments.



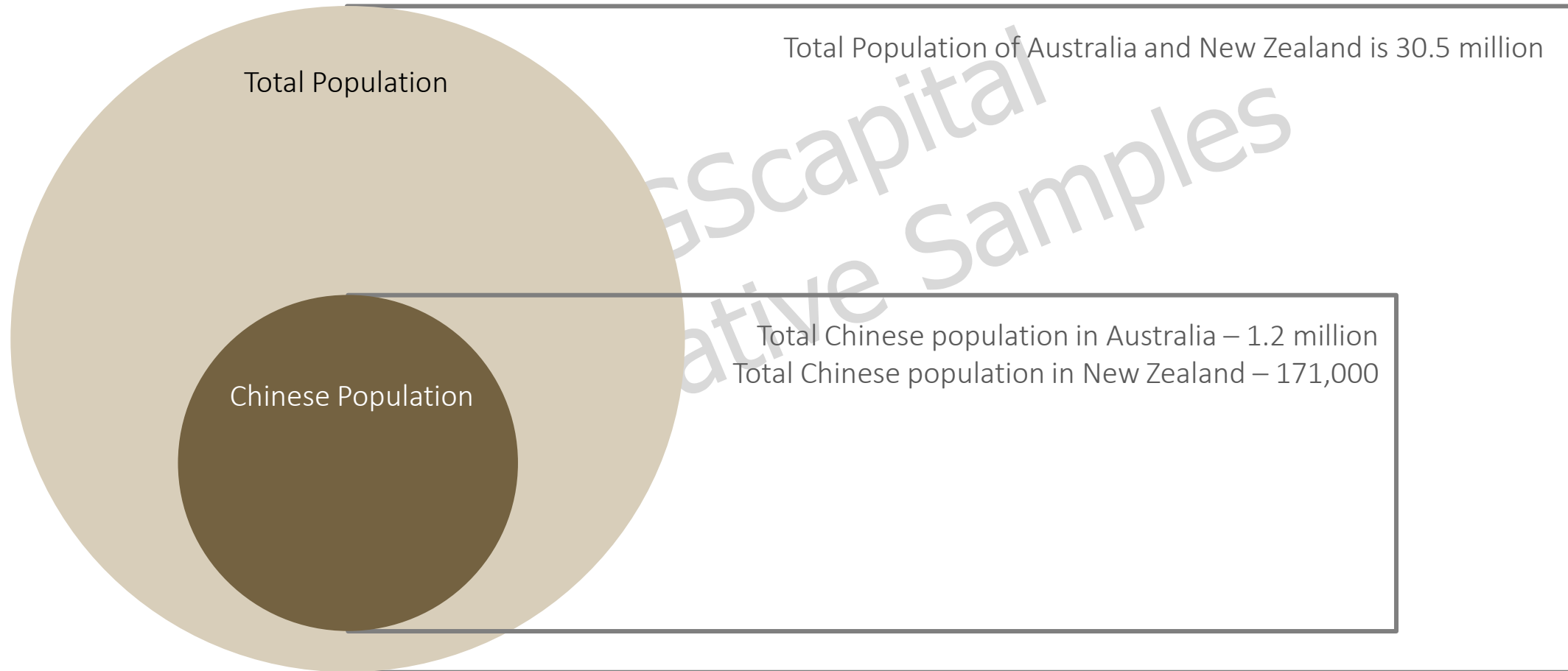
HIGHER INTERNET PENETRATION

As more people start using mobile phones and have access to the internet, the online industry, whether it is ordering food or other things, will increase. The number of internet users in Australia is forecast to exceed 21.5 million by 2025.

Key Trends

- Leading service providers are focusing on improving the accuracy of online orders, simplifying order processing, and providing discount coupons to expand their consumer base.
- Virtual assistants are gaining popularity with the addition of new and existing features, regularly focusing on improved customer satisfaction. Examples are Alexa and Amazon virtual assistants that are trending around the world.
- Contactless delivery is one of the most prominent trends in food delivery these days after the outbreak of the COVID-19 pandemic.
- Crowdsourcing is yet another trend in the online food industry. Local drivers in the distribution area are leveraged to deliver the meal far ahead of time.
- Customers of delivery services mainly look to find healthy meals vs. pleasure-oriented meals.
- Customers for delivery services are mostly younger people up to 35 years old who could be students, managers, or full-time employees.
- Third-party delivery continues to grow as its use helps the company expand their delivery footprint.
- One of the important features of online food delivery apps is time sensitivity and greater reach. Hence, many companies are opting for multi-fleet and crowdsourced fleets.
- Companies are prioritising delivery data tracking to better understand their delivery operations.
- Millennials are the first generation that often demand customised meal kits delivered to their doorstep.

Target Market Analysis



Assuming each individual spends \$1,590 on takeaway food a year, total addressable market for Chinese population will be US\$ 2.2 billion

Industry Supply Chain

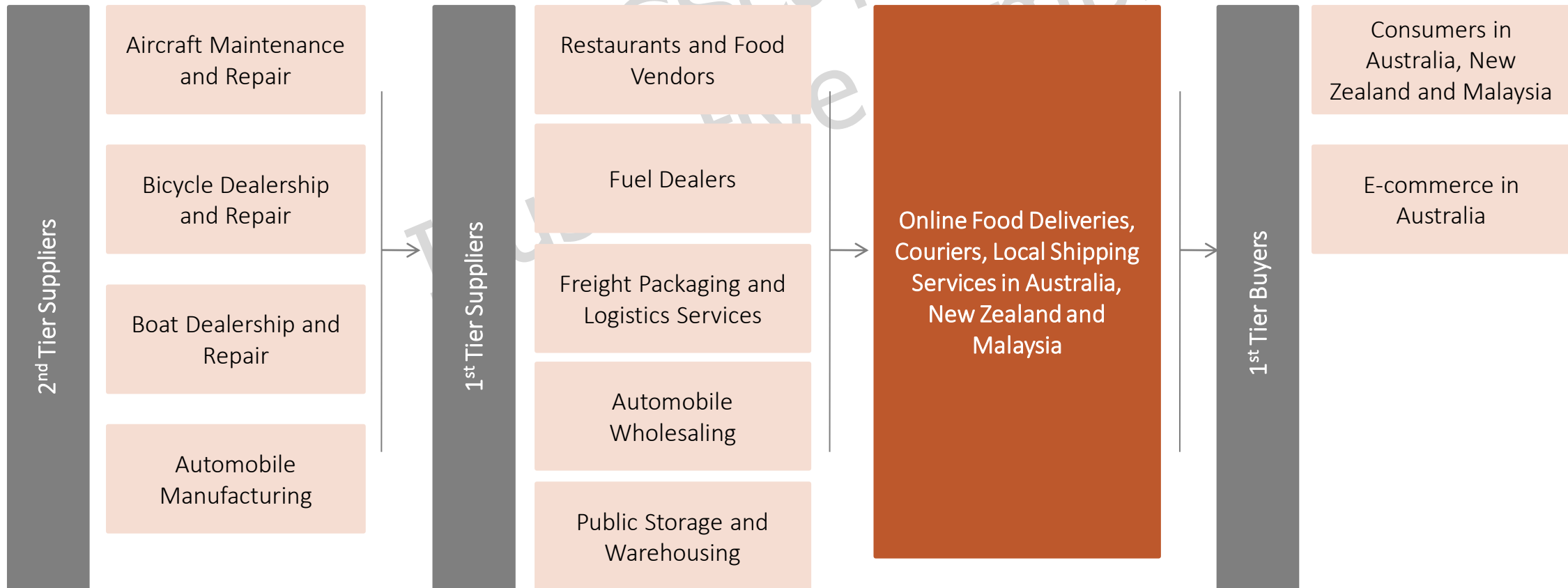
Key External Drivers

Young Population

E-commerce Sales

Per Capita Disposable
Income

Internet Use



Competitors



EASI is one of the most popular food delivery apps in Australia. EASI delivers gourmet food from 20,000+ restaurant partners to their users' doorsteps. Within Australia, EASI is currently delivering to more than 1,000,000 users in Melbourne, Sydney, Adelaide, Brisbane, Perth, Hobart, and Canberra. EASI is now expanding into an enormous global business - since 2018 they have established their services in Los Angeles (U.S.A) and Auckland (New Zealand).

Commission is 15-25%, Drivers-\$5 for a 1-kilometer delivery and \$1.20 for each kilometer further.



Headquartered in London, UK, HungryPanda is a specialist food delivery platform providing authentic Chinese food and groceries to Chinese compatriots and students abroad. Business footprint across 60 major cities in UK, France, Australia, New Zealand, the US, Canada.

Commission is 10-20%



Chowbus is an online and mobile food-ordering platform that curates daily featured dishes from select ethnic restaurants and delivers them hot and fresh directly to your home or office. What makes Chowbus different is the dish-centric ordering experience so consumers can easily explore authentic ethnic food. Chowbus empowers local restaurants with the technology, tools, and marketing to grow their businesses. With more than 3,000 featured restaurants in over 25 major cities around the world, Chowbus' mission is to connect Chinatown with its supporters.

Commission is an agreed upon rate that restaurants set when they sign on with *Chowbus*



Browse. Order food and drinks. Track the delivery driver via map app. 15,000 participating venues.

Commission: 35% of order value.

Competitors



Deliveroo lets you track your food in real time, and the app promises sub-30-minute delivery times. Deliveroo's restaurant range is good, and its scooter and bike couriers are great at cutting through otherwise busy city traffic. 7,000 participating restaurants.

Commission is 33%.



Very popular. Massive catalogue of local restaurants, ranging from the small corner Thai takeaways to the larger venues that also offer sit-down dining. Offers loyalty discounts and first-time freebies. 11,000 participating restaurants.

Commission is 14% (restaurants use their own drivers).



Foodpanda (stylized as foodpanda) is a mobile food delivery marketplace owned by Berlin-based company Delivery Hero SE and operates in about 50 countries. It is mostly active in Asia Pacific, Bulgaria and Romania. It is headquartered in Berlin, Germany. The service allows users to select from local restaurants and place orders via its mobile applications as well as its websites. The company has partnered with over 115,000 restaurants in 246 cities and works with over 80,000 delivery riders. The firm was acquired by Delivery Hero in early December 2016.

Commission is 13% on every order through the app, 20% if home delivery is selected.



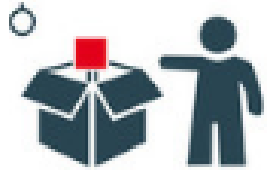
GrabFood is a food delivery service that brings great food from local restaurants, straight to the doorsteps of hungry customers. GrabFood is a service that connects local food businesses to people. Grab has always brought people to things that matter to them and is now committed to bringing things that matter closer to people.

Commission is 30%



Marketing Strategy

Marketing Mix



PRODUCT

XXXXX offers a unique platform to order food and provide courier services. It will send the food order to the restaurant / store and then deliver it within the stipulated time to the customer. Food and couriers can be tracked through a real-time tracking system. Time sensitivity and minimal cost will be adhered to.



PLACE

XXXXX is aiming to make this service available across all major cities in Australia, New Zealand and Malaysia. Thousands of food vendors / stores will be available on the app. Preferences as per the location will be shown to the customer.



PRICE

XXXXX will use a competitive pricing strategy to serve its customers. For couriers, a charge of 10% on the value of goods will be charged. XXXXX will charge a commission ranging from 15% to 20% in Australia and 28% in Malaysia. An additional 2% will be charged on deliveries of long distance. A 10% commission will be charged for shipping products to China.



PROMOTION

Promotional activities will revolve around gaining brand visibility. The main promotional tactic will be word of mouth for both the services. Advertisements in magazines, newspapers, online ads on YouTube, and a social media presence will also aid our marketing efforts. Several incentives, such as discounts, special offers, and referral bonuses, will be provided to customers.



Marketing Objectives

Increase in Sales and Revenue

Monetising from its user base will be the key focus of company's marketing spend. Constant engagement to drive repeat orders increases sales, thereby increasing revenue, and substantially increasing profits.

Economies of Scale

Higher numbers of orders through marketing efforts will enable higher economies of scale, as more deliveries can be made using the same infrastructure.

Brand Awareness

Creating awareness about the platform and technology will be one of the key objectives. We will drive top-of-mind recall. When a Chinese customer is hungry or wants to courier something essential to China, XXXXX is the name that should come to their mind first.

Acquiring New Customers

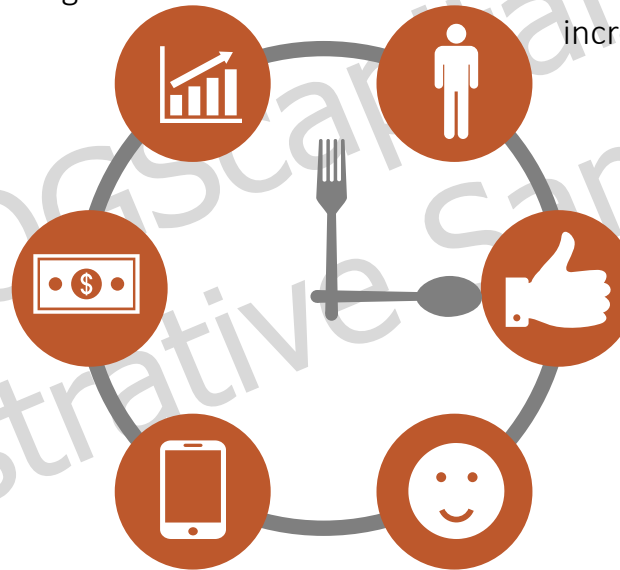
Marketing will be focused on acquiring new users, ensuring more downloads and more orders placed through the app. All marketing efforts will be to increase market share.

Customer Loyalty

The company aims to emerge as a reliable partner for its customers. Efficient and timely services, and promotions for returning customers are some of the areas the company will spend on marketing.

Improve Relationships with Stakeholders and Vendors

Investors, food vendors, and all other stakeholders should feel valued in the course of time. Effective communication, good returns on investment, strong incentives, etc., can improve relationships and, ultimately, the customer experience.



Marketing Strategy



Digital Campaign (US\$ XXXX p.m.)

- Display and search ads (text and video) run daily.
- Ads in all Chinese newspapers and media.
- Google Ads set up: 'XXXXX', 'restaurants', 'food delivery', 'takeaway food' etc.
- Set up Facebook ads and run for 12 months.
- Have a Chinese Australian Instagrammer to feature the app in her posts.
- Drive social media engagement (via Facebook page posts, Instagram pics, and videos on the YouTube channel) to emphasis positive recommendations about app.

Events (US\$ XXXX per event.)

- Sponsor food vans at events and festivals for signage e.g., Chinese New Year, Falls Creek, Splendour, Laneway, Royal Easter Show, ECCA, Boxing Day test, New Year's Day test etc. (XXXX attendees per event)

Direct Sales (US\$ XX per signup.)

- Employ teams of door-to-door salespeople to sign up new restaurants to XXXXX. Paid salary and \$XX commission for every new venue signed.

Marketing Strategy



Advertising (US\$ XXX million)

(Three six-week campaigns annually.)

- Toilet door ads in pubs, cafes, restaurants, airports nationally.
- Adshell ads in Sydney, Melbourne and Brisbane airport with QR download code.
- Billboards and posters in China town in Sydney and Melbourne.
- Ads in JetStar, Virgin and Qantas inflight mags with an editorial review.
- Ads in all China-Australia inflight magazines.
- Ads on drivetime radio in Sydney, Melbourne, and Brisbane (sponsor traffic report).
- Ads on Seek and Gumtree to attract restaurants.

Meetings

- Arrange meetings with sales departments of Australian product manufacturers popular with Chinese consumers to facilitate export orders.



Management Summary

Management Team



YYYYY

Chairman



xxx@gmail.com



XXXXXXXXXX

Profile Summary

✓ xxxx

Education

✓ xxxx

Experience

✓ Xxxxxx

✓ xxxxxx

Management Team



YYYYY

CEO



xxx@gmail.com



XXXXXXXXXX

Profile Summary

✓ xxxx

Experience

✓ Xxxxxx

✓ xxxxxx

Education

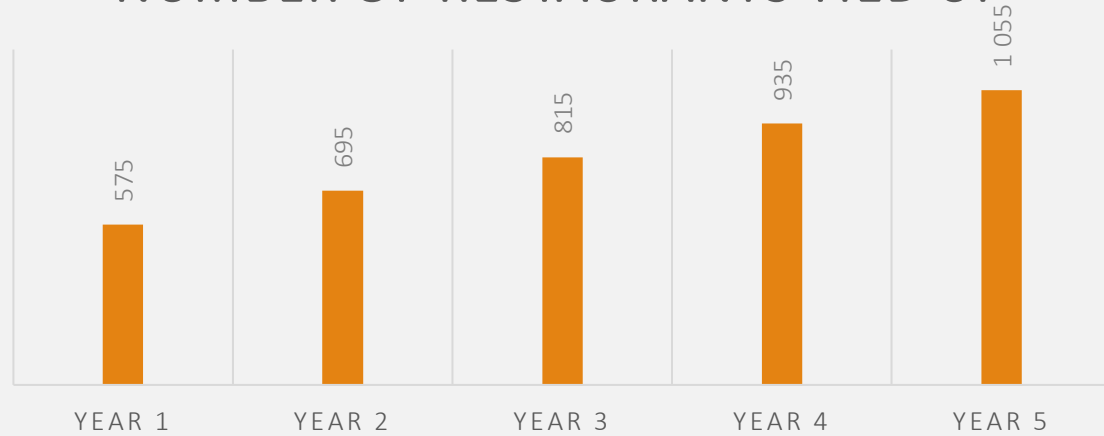
✓ xxxx



Financial Plan

Financial Summary

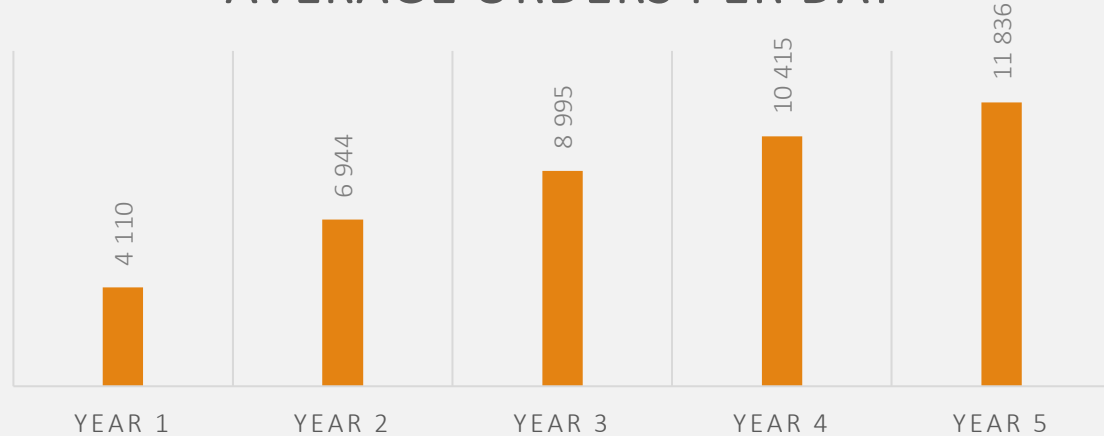
NUMBER OF RESTAURANTS TIED UP



NUMBER OF FOOD ORDERS (IN MILLIONS)



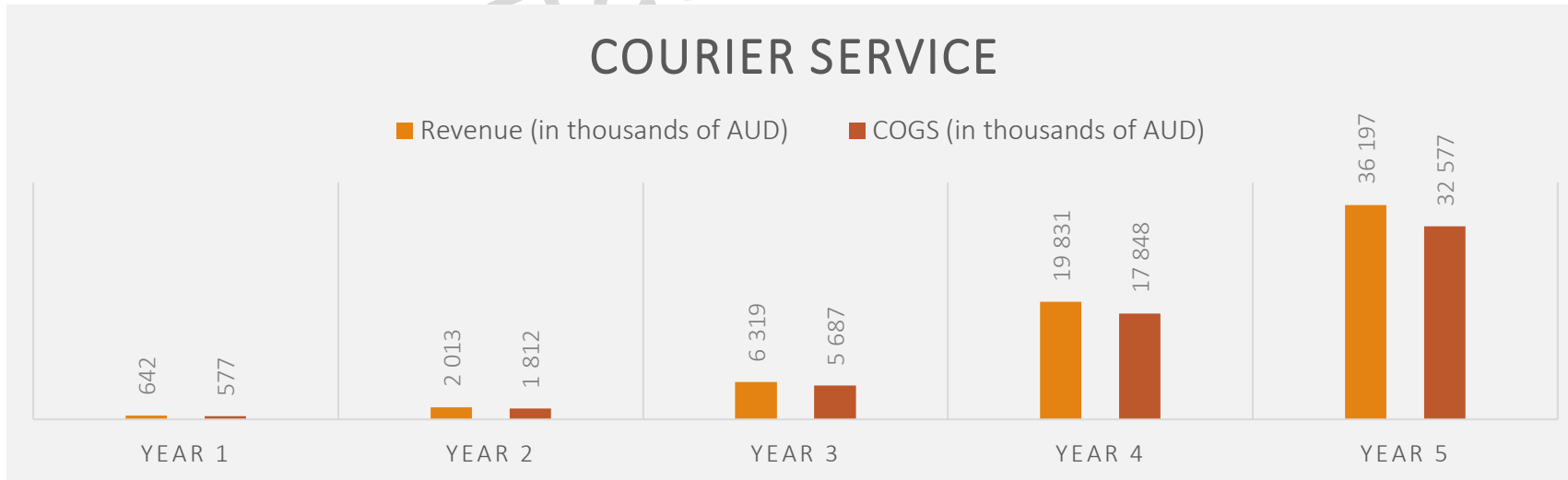
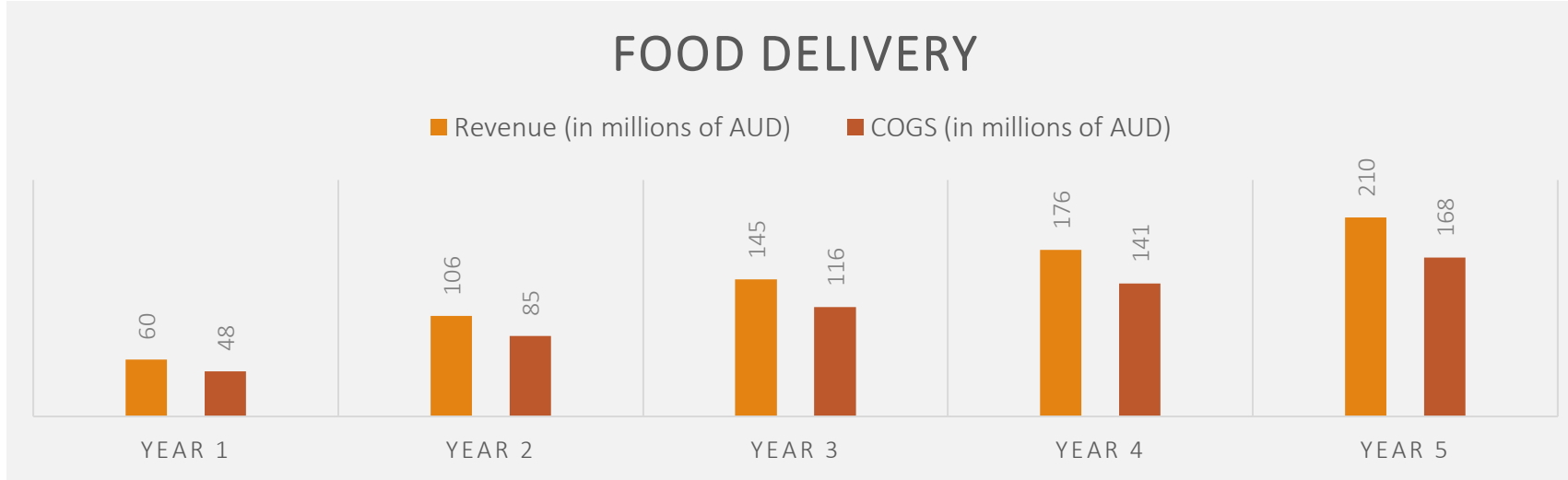
AVERAGE ORDERS PER DAY



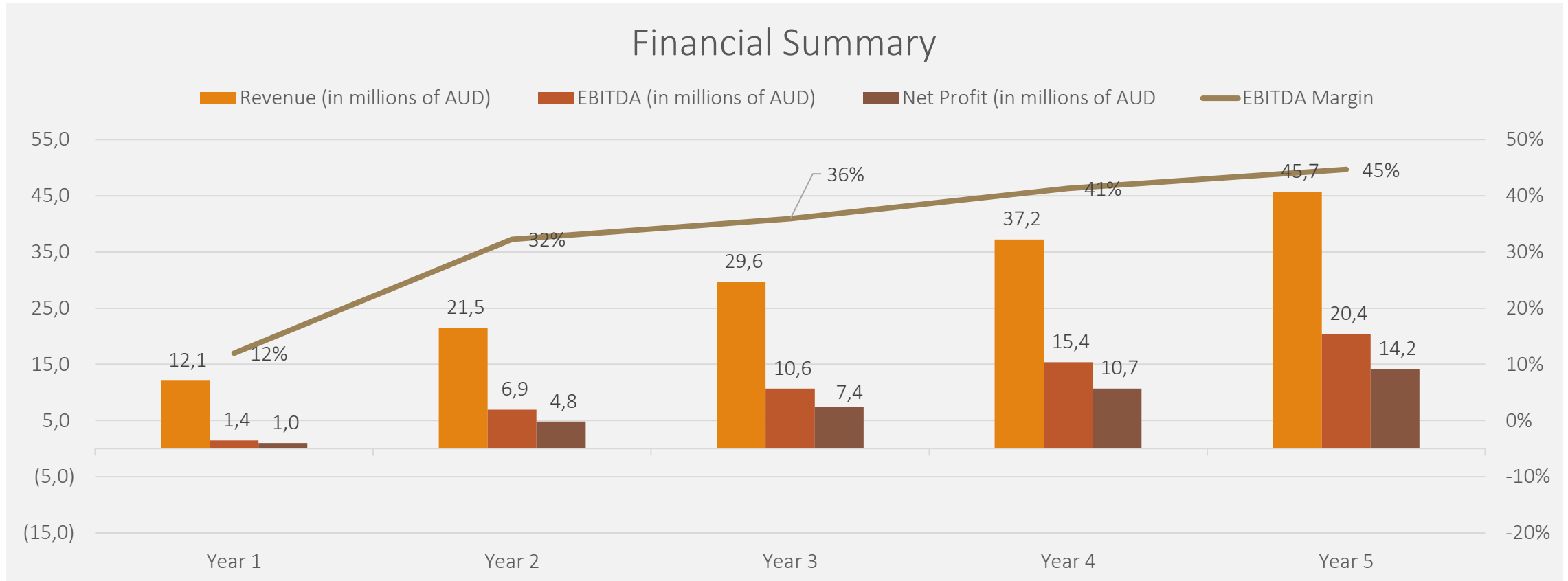
NUMBER OF ACTIVE CUSTOMERS



Financial Summary

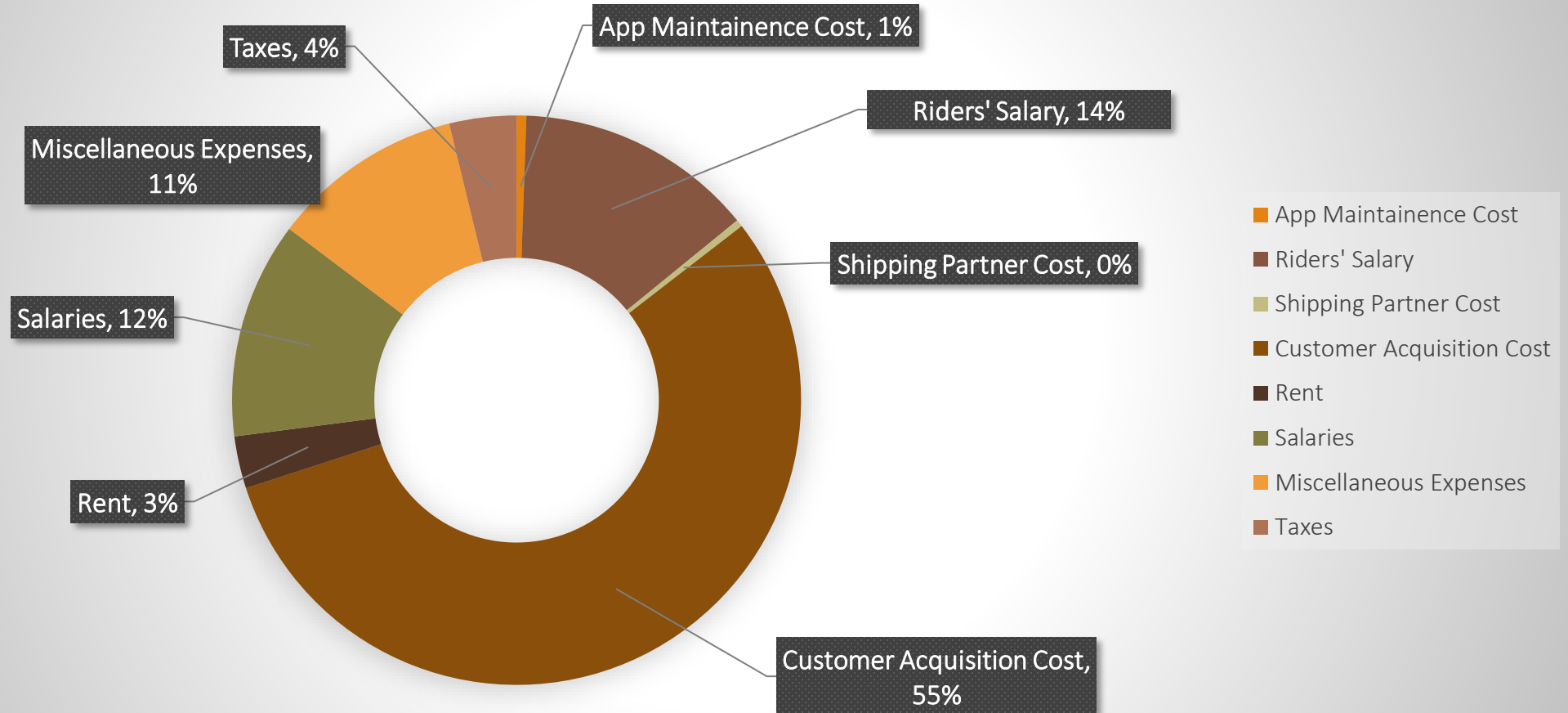


Financial Summary



Financial Summary

Expenses – Year 1



Income Statement

Income Statement (Data in AUD)	Year 1	Year 2	Year 3	Year 4	Year 5
Sales from Orders placed on App	60,000,000	106,444,800	144,789,120	176,033,088	210,039,480
Sales from Courier Service	641,529	2,013,391	6,318,884	19,831,366	36,197,125
Total Sales	60,641,529	108,458,191	151,108,004	195,864,454	246,236,605
Cost of Goods Sold - Food Delivery	48,000,000	85,155,840	115,831,296	140,826,470	168,031,584
Cost of Goods Sold - Shipping	577,376	1,812,052	5,686,996	17,848,229	32,577,413
Cost of Goods Sold	48,577,376	86,967,892	121,518,292	158,674,700	200,608,997
Net Revenue	12,064,153	21,490,299	29,589,712	37,189,754	45,627,609
Additional Delivery Revenue for long distance orders	6,000	10,138	13,133	15,206	17,280
Advertising Revenue	10,781	14,334	18,338	21,038	23,738
Total Income	12,080,934	21,514,771	29,621,183	37,225,998	45,668,626
App Maintenance Cost	61,115	67,226	73,949	81,344	89,478
Rider's Cost	1,500,000	2,534,400	3,939,840	4,561,920	5,184,000
Shipping Partner Cost	44,907	140,937	442,322	1,388,196	2,533,799
Customer Acquisition Cost	6,131,250	7,615,125	9,649,125	10,476,000	11,772,000
Rent	327,600	726,624	969,624	1,215,000	1,452,384
Salaries	1,360,900	1,985,532	2,418,702	2,621,694	2,853,812
Miscellaneous Expenses	1,207,015	1,504,321	1,479,486	1,487,590	1,368,828
Total Operating Cost	10,632,787	14,574,165	18,973,048	21,831,744	25,254,301
EBITDA	1,448,147	6,940,606	10,648,135	15,394,254	20,414,325
<i>EBITDA Margin</i>	12.0%	32.3%	35.9%	41.4%	44.7%
Depreciation	46,200	93,654	126,445	157,017	185,299
EBIT	1,401,947	6,846,952	10,521,691	15,237,237	20,229,026
Interest	-	-	-	-	-
PBT	1,401,947	6,846,952	10,521,691	15,237,237	20,229,026
Taxes	420,584	2,054,085	3,156,507	4,571,171	6,068,708
Net Income	981,363	4,792,866	7,365,183	10,666,066	14,160,318
<i>Net Margin</i>	8.1%	22.3%	24.9%	28.7%	31.0%

Cash Flow Statement

Cash Flow Statemnt (Data in AUD)	Year 1	Year 2	Year 3	Year 4	Year 5
Cash Inflow					
Revenue	12,080,934	21,514,771	29,621,183	37,225,998	45,668,626
Investment - Investor	2,000,000	-	-	-	-
Total Cash Inflow	14,080,934	21,514,771	29,621,183	37,225,998	45,668,626
Cash Outflow					
App Maintenance Cost	61,115	67,226	73,949	81,344	89,478
Riders' Cost	1,500,000	2,534,400	3,939,840	4,561,920	5,184,000
Shipping Partner Cost	44,907	140,937	442,322	1,388,196	2,533,799
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Miscellaneous Expenses	1,207,015	1,504,321	1,479,486	1,487,590	1,368,828
Taxes	420,584	2,054,085	3,156,507	4,571,171	6,068,708
CapEx	140,000	293,019	229,089	252,719	273,829
Total Cash Outflow	11,193,371	16,921,270	22,358,644	26,655,634	31,596,838
Total Cash Flow	2,887,563	4,593,501	7,262,539	10,570,364	14,071,788
Cash at the Beginning of the Year	0	2,887,563	7,481,064	14,743,603	25,313,967
Cash at the End of the Year	2,887,563	7,481,064	14,743,603	25,313,967	39,385,755

Thank You!