myCho
Business Plan: Executive Summary
myCho Mobile App

Prepared by:
Rodney Attuquayefio
Barbara Gyasi
Kwame Owusu Afram

July 15, 2011

Contents

1 EXECUTIVE SUMMARY **2**
1.1 **Background** 2
1.2 **Target Market** 2
1.3 **Product Description** 2
1.4 **Marketing Strategy** 2
1.5 **Competitive Advantage** 2
1.6 **Business Team** 2
1.7 **Financial Projections and Milestones** 3
1.7.1 **Pricing** 3
1.7.2 **Revenue and Cost** 4
1.8 **Future** 5

1 EXECUTIVE SUMMARY

1.1 Background

Many people all over the world like to visit restaurants and go out to eat dinner. In Ghana, lots of families like to spend some of their evenings eating out and others like to be able to purchase food when they are unable to cook. Often though, they get discouraged because of the amount of time they have to wait to get food. This leaves many wishing they could order food easily. There are existing methods of pre-ordering, reservation and delivery of food which mostly involve telephone calls and personal knowledge of employees of the food company. However, there exists no service in Ghana that provides all the afore-mentioned services for restaurants or food joints other than those of the restaurants. **myCho** is a mobile web solution that aims to reduce the hassle people have to go through to get food.

1.2 Target Market

Currently, the focus of the deployment of **myCho** will be in Accra, with later expansion to other major cities in Ghana and elsewhere. There are two main groups of customers:

1. Restaurants that will be able to enter and update data to keep users of the mobile app up to date.
2. People who will use the mobile web app to order food from client restaurants.

1.3 Product Description

The product provides a platform for restaurants to display their menu and allow users to locate the restaurant, make a reservation, pre-order food or request for a delivery.

1.4 Marketing Strategy

For the first 3 months, the restaurants will be able to use the product for free and then subsequently they would have to pay a price for the product. To make the product popular, word-of-mouth will be used, social media like Facebook, Twitter etc. will be used, flyers will be designed and distributed in the packaging of food at the restaurants who are registered with **myCho** as well as discovery through search engines using Search Engine Optimization in website.

1.5 Competitive Advantage

Currently, there is no web application that provides the services that this product will provide in Ghana. However, there are some websites that provide short listings and the details of some restaurants in Ghana. **myCho** web application seeks to capitalize on the fact that we stand a high chance of being pioneers in this industry to capture a large percentage of the market.

1.6 Business Team

Rodney Attuquayefio:- Currently a fourth year Computer Engineering student at University Of Ghana,with reasonable knowledge in Java,C,C++,Python,Django and Matlab. He will be contributing to the technical aspect of the project, as well as adding a small quota to the business strategies of **myCho**.

Kwame Owusu Afram:- A fourth year student at Ashesi University College, pursuing a Bsc in Computer Science. Proficient in Java, Python, C, C++,Javascript,VBscript, the .NET and Django frameworks. Kwame is associated with the Software Development and product architecture of **myCho**.

Barbara Gyasi:- A final year Computer Engineering Student of the University of Ghana with knowledge in Java, C, C++, Matlab Programming Languages and newfound knowledge in Python and Django(web application framework). She will be using her skills to facilitate the development of **myCho**.

1.7 Financial Projections and Milestones

Year	**Period(month)**	**Product/Activity**
Year 1	1	Testing of product by developers and sample of potential users
	2-4	1. First two months of free trial for restaurants registered on our web application 2. Simultaneous taking of customer feedback
	4-5	1. Addressing customer concerns ascertained from feedback 2. Last month of Free Trial for restaurants registered on our web application 3. Contract proposal for registered client restaurants
	5-12	1. Official product launch 2. Sales 3. Simultaneous taking of customer feedback
Year 2	1-12	1. Addressing customer concerns ascertained from feedback 2. Sales 3.Addition of new features

Figure 1: *Milestones*

At any point in business **myCho** would always provide avenues for customers to provide feedback, and process it, in order to be able to make **myCho** most suitable for its customers. Commercial activity for **myCho** begins after the fourth month of operation
*Customers here refers to both the restaurants who are signed onto **myCho** and also the customers who use the **myCho** web application*

1.7.1 Pricing

With the financial projections made above, members of the **myCho** team plan to charge *5%*of all total sales involving our product. Distance as stated in the table above is calculated in kilometers as *distance = restaurant location - user location.* Pricing is applied only to restaurants or food vendors that use the software and is based on current market exchange rates. Prices are subject to change depending on future market values.

Service	Pricing	
Delivery	Less than 1km 1.1km –2.5km 2.6km – 4km 4.1km –7km above 7km	0.50 GHC distance * 1 GHC distance * 1.5 GHC distance * 1.7 GHC distance * 2 GHC
Reservation	Table value * number of tables	
Preordering	0.10GHC per order	

Figure 2: *Pricing*

1.7.2 Revenue and Cost

Expected Costs	Amount(GHC)
Transportation	200
Poster/Flyers	250
Calls	100
Internet	60
Others	100
Total	**810**

Figure 3: Costs

According to research[1] [2], there are about 50 restaurants and food vendors that people have visted online so assuming the number of target restaurants is 50, the graph below shows the projected time range it will take to reach this target number.

Figure 4: *Target Restaurant Number*

From the graph, the first 5 months will be devoted to finishing the product and allowing restaurants to use it for a free trial period. It will take about period of about 9 months to move from an initial sign-up of 10 restaurants to a target of 50 restaurants in Accra alone if about 5 restaurants are added each month.

From *figure 2.* and *figure 3.* the graph above , using pre-ordering alone, with an initial sign-up of 10 restaurants at 30 pre-orders a day, it is estimated that during the first month, each restaurant makes *GHC3*/day thus leading to a total of *GHC30*/day for 10 restaurants and thus *GHC900*/month.

Within a period of 9 months the projected income will have risen to approximately *GHC4500*/month for 50 restaurants.

Figure 5: *Revenue against Cost*

1.8 Future

Currently, **myCho** web application aims to provide the following functions

1. Pre-Ordering
2. Reservation
3. Delivery Request

In the future, we would like to incorporate online payment for Pre-Ordering using available methods including mobile money. A system where users who have phones that have GPS would be able locate the restaurants or food vendors from their current location. One of the ways we would like to improve the use of our application is to find a way of getting some computers for restaurants and food vendors who do not already own one. In the full version of the application, the restaurants closing times will be used in the acceptance or rejection of reservations, delivery requests and pre-orders.

References

[1] www.tripadvisor.com/Restaurants-g293797-Accra.html retrieved 7:37am 13-07-2011

[2] www.igougo.com/dining-1909-Accra-Restaurants.html retrieved 7:42am 13-07-2011