

Business Plan Summary

South Pasadena High School | 2020 - 2021



About myMeals

PRODUCT OVERVIEW

MyMeals offers a meal kit delivery service to our customers, allowing them to choose from a wide range of diets and meals. In each box, customers are provided all the ingredients and recipes to create healthy and delicious meals in their own kitchens. Three meals are delivered each week, and plans range from 2 weeks to 9 weeks long.

OUR MISSION

Through our subscription-based meal kit delivery service, we provide customers with a convenient and cost-effective way to learn essential culinary skills as well as cultivate healthy eating habits.

ORGANIZATION

MyMeals is a C corporation based in Los Angeles, with 34 employees, lead by the CEO. We are divided into 7 departments: operations and sales, lead by the COO; human resources and finance, lead by the CFO; technology and marketing, lead by the CCO; and the public relations department.

Business Rationale

PROBLEM STATEMENT

As Gen Z leaves their homes to begin independent and self-sufficient lives, many are faced with a problem. The vast majority of students ranging from middle school all the way to college do not know how to cook. From millennials to Gen Z, there is a staggering 17% drop in the fraction who have cooking skills. This number directly contributes to the infamously unhealthy diets of Gen Z, resulting in obesity rates of over 36%.

IDEAL STATE

According to a survey conducted by our company, the primary obstacles preventing members of Gen Z from cooking at home include lack of time, lack of access to ingredients, and lack of guidance. MyMeals seeks to eliminate each of these issues. With healthy and delicious meals, simple and easy-to-follow recipes, and quick and convenient delivery, MyMeals envisions a future where the younger generations lead healthier and more self-sustainable lifestyles.

COMPANY GOALS

1-year goals: Create cooking videos and build a social media presence, hire dieticians to expand selection and quality of meals.

3-year goals: Continue to partner with sustainable farms, begin selling in retail stores.

5-year goals: Develop our own shipping infrastructure to reduce costs

S.W.O.T. ANALYSIS

Strengths

MyMeals has a strong appeal to our target market with a high potential for profit through subscription plans. We have a unique focus on the individual and are more environmentally-sustainable than our competitors.

Weaknesses

It will be a challenge to retain customers after they have completed a meal plan. In addition, our high shipping costs result in higher prices, possibly deterring customers. We can mitigate these issues by constantly expanding our selection of diets and meals.

Opportunities

The COVID-19 pandemic has forced more Americans to cook from home. Our company can supply those in need with quick, healthy, and simple meals. Our specialized meal plans, which focus on healthy eating and cooking skills, can unlock the untapped potential of the diet-centric meal kit industry.

Threats

The main threat facing our company is the high number of competing businesses. In addition, MyMeals has a weak niche in the market which still needs to be solidified. However, our unique selling proposition sets us apart from other businesses in the industry and will allow us to take hold of our target market.

Marketing Strategies

TARGET MARKET

MyMeals's target market is Gen Z and millennials. Since these individuals grew up in a fast-moving environment they are interested in products that are easy and quick to use, like MyMeals's meal kits. Additionally, as Gen Z begins to lead independent, self-sufficient lives, it is important that these individuals learn culinary skills.

PRODUCT

MyMeals has 5 different diet options. One box will be delivered each week, containing ingredients and recipes for 3 full meals. Customers can choose from 3 different pricing plans, ranging from 2 weeks to 9 weeks.

- 1) Weight loss diet
- 2) Vegetarian diet
- 3) Vegan diet
- 4) Keto diet
- 5) Protein diet



PRICE

Meal Kit Plans	2-week	4-week	9-week
Price Per Meal	\$12.00	\$11.25	\$10.37
Total Cost	\$71.99	\$134.99	\$279.99

PLACEMENT

MyMeals expects 65% of its sales to come from inter-firm contracts, 20% from online sales, and 15% from trade shows.

PROMOTION

MyMeals will create an online presence through social media marketing. Online advertising will drive traffic to our e-commerce website (vei-mymeals.com). MyMeals will spend \$1,125 on social media advertising each month, split between Instagram (\$560), TikTok (\$290) and Twitter (\$275).

POSITIONING

Around 50 million Americans experience food insecurity every year. MyMeals will partner with Feeding America, one of the largest hunger relief organizations. Together, we will form a plan to donate any unsold inventory to food banks across the country.

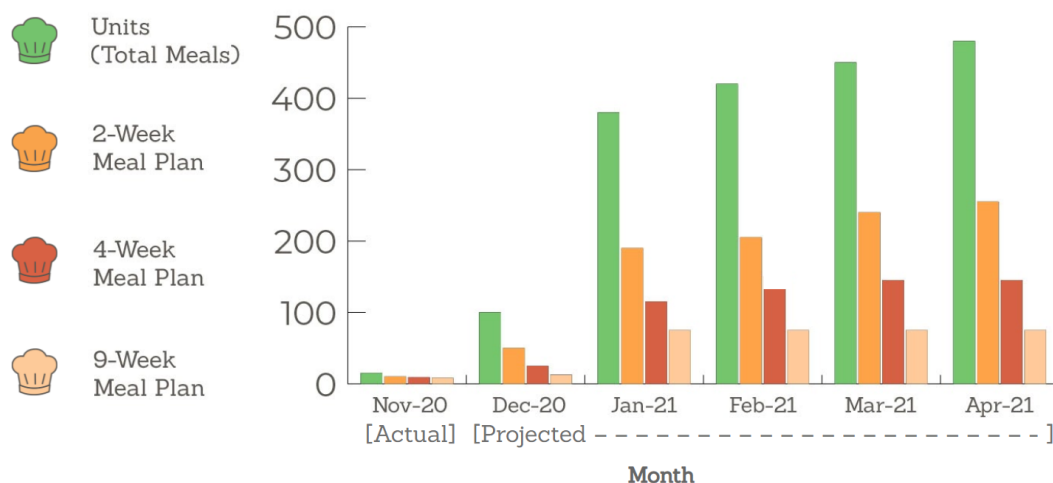
BUSINESS RISKS

A potential business risk MyMeals faces is changes in consumer trends. MyMeals must keep up with the constantly changing demands for new diets and meals by continuously expanding our product line.

Financial Highlights

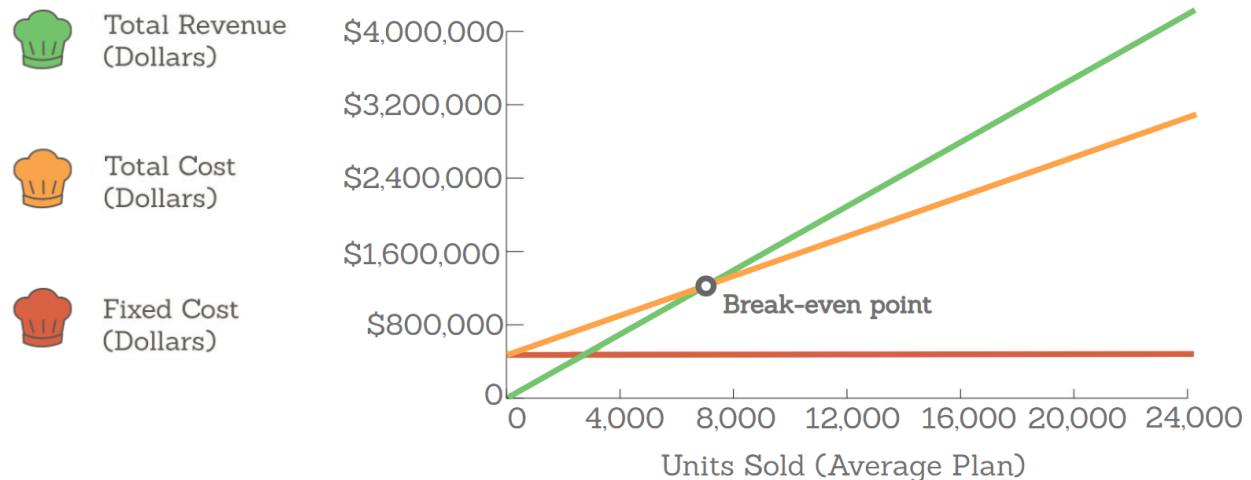
COMPANY FINANCING

MyMeals is financed by 3 angel investors of \$50,00 each – Sigma Lux, Datalink Partners, and Ultrasound Wondering Inc. – and \$20,000 in seed money. Our starting funds of \$170,000 are intended to provide MyMeals with enough capital for its fixed expenses and its first four months of company operations.



SALES PROJECTIONS

Our Projections include actuals for November and projections for December through April. We expect a significant increase in sales beginning in January of 2021 due to out-of-network contracting. Sales are expected to increase by roughly 10% monthly and are derived from standard Virtual Enterprise trends and growth of the meal kit industry. By our projections, we expect to be covering monthly expenses by April and eventually breaking even after a full year of operation, in November of 2021.



BREAK-EVEN ANALYSIS

Break-even Point: 6,696 Units

Sales: \$1,071,429

MyMeals needs to sell 6,696 units of our Average Meal Plan, which is an average of our 2-week, 4-week, and 9-week plans with a sales price of \$160 and a profit margin of 42%. In order to break-even over the course of our first year, we need to sell roughly 550 meal plans total monthly. With Out-of-Network contracting covering 65% of sales, MyMeals plans to sell an average 180 meal plans each month within virtual enterprise. Our fixed costs are roughly \$450,000 for the first full year of operation.

CONTACT INFORMATION



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