



TIFFIN

Express



Authentic Ethnic Food – Delivered on Time

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www.greekonwheels.com

Greek on Wheels

- Souvlaki • Pita Wraps • Brochettes
- Seafood • Vegetarian • Salads

10% OFF
Pick-Up Orders

Downtown
3 Hawthorne Ave.
235-0056
23 GREEK
234-7335

Monday - Thursday 11am-11pm
Friday - Saturday 11am - Midnight
Sunday & Holidays Noon-10pm

We Deliver!
Minimum \$10.00 order
\$1.50 Delivery Charge Applies.

BEST GREEK TAKE-OUT

WINNER OF THE PRESS
Reader's Poll
9 Years In a Row
1999 menudb.ca



Available Options



TIFFIN
Express

Tiffin Express



TiffinExpress.net

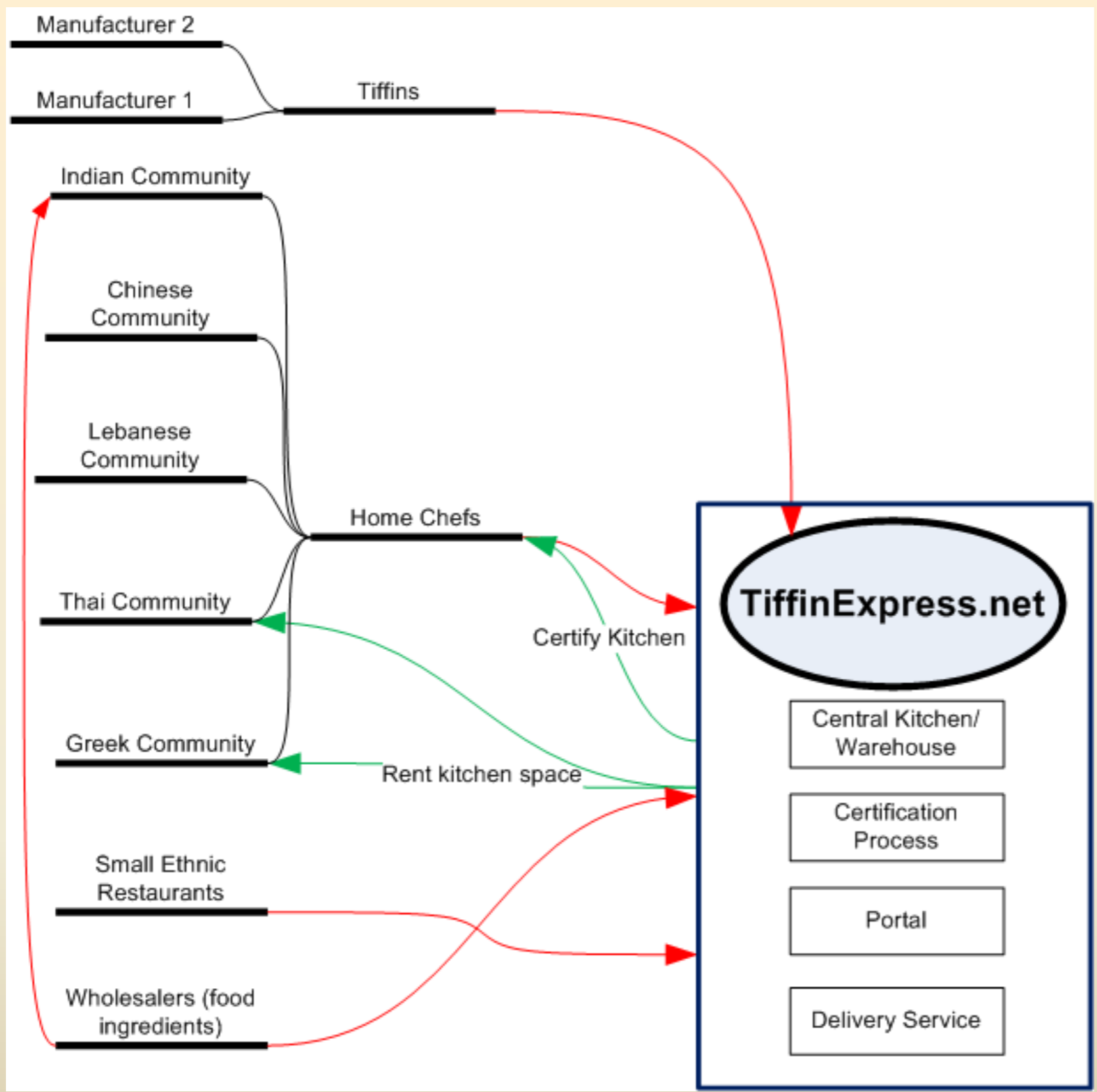
Central Kitchen/
Warehouse

Certification
Process

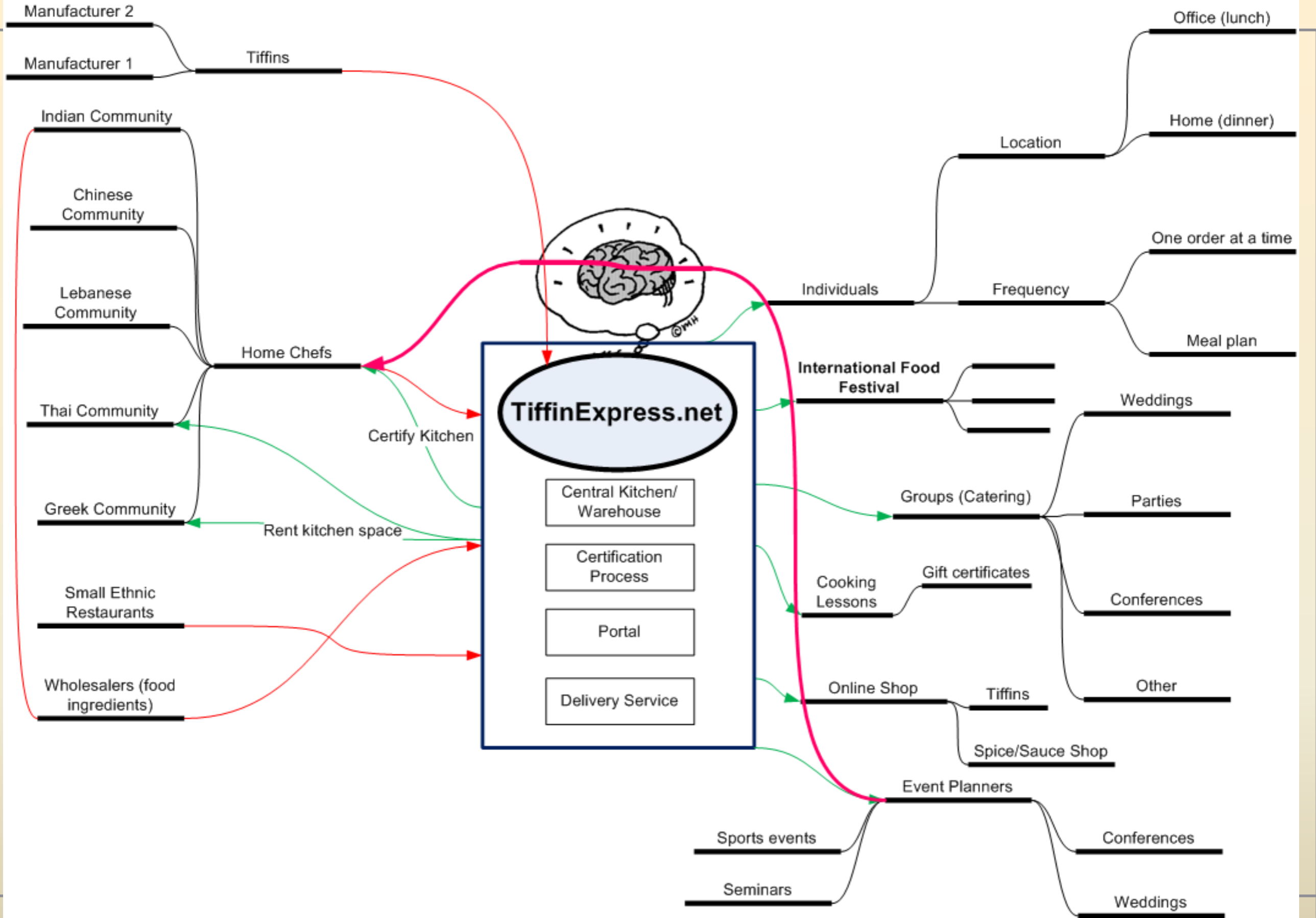
Portal

Delivery Service

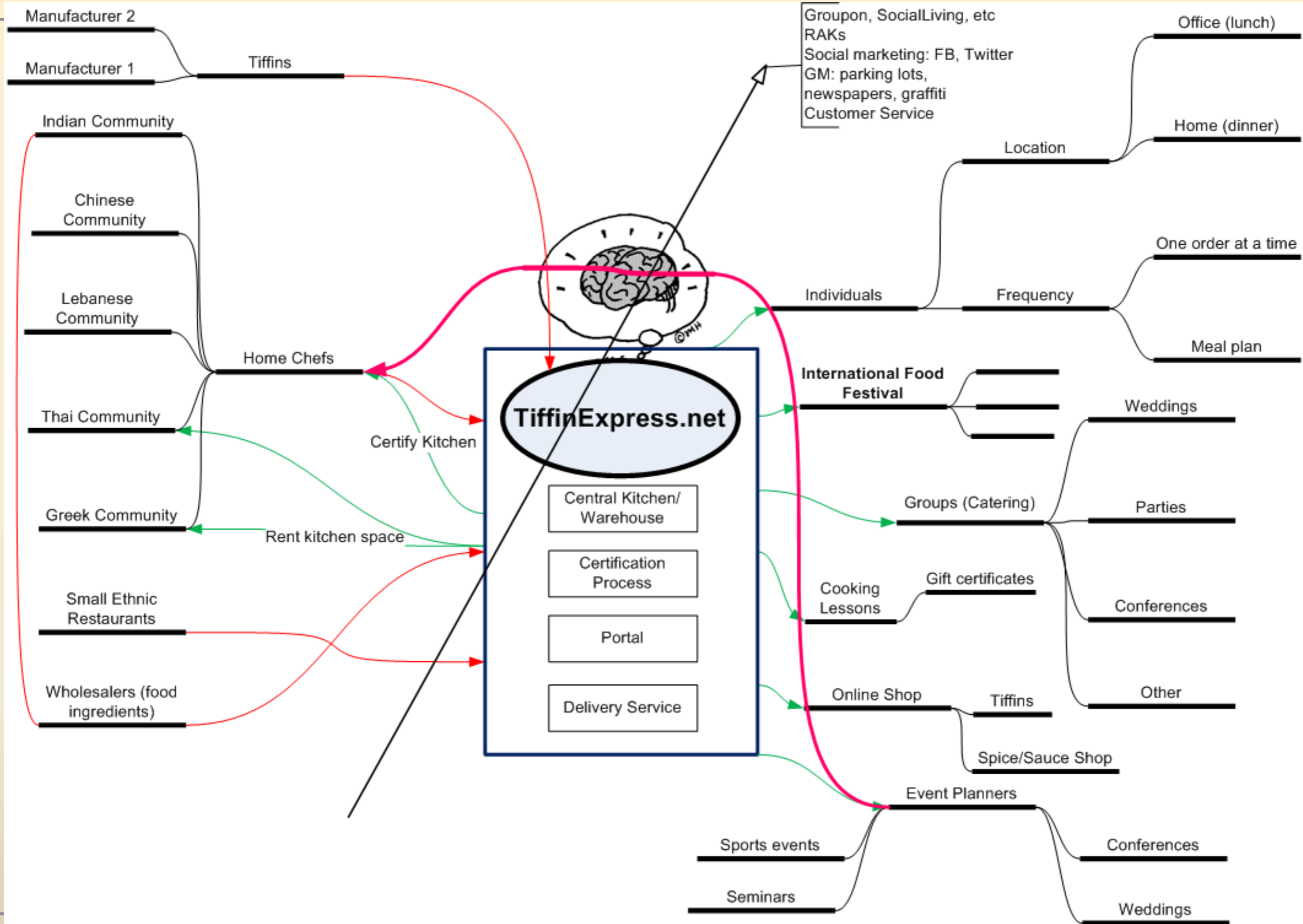
Business Model



Business Model



Business Model



Business Model

- ECQ Score = 71
- GM Score = 55
- Business Model Score = 79
- We adjusted our guerilla marketing strategy due to the low score we received.

Scores

- Guerilla Marketing:
 - Coupons at each park & ride lot
 - Coupons at each downtown parking lot
 - Business card/coupon in each book of major libraries and bookstores
 - Annual International Food Festival
 - Tiffin Express food delivery truck driving around town
- Social Marketing: Facebook advertising
- RAKs: surprise random meals for followers on twitter and Facebook based on their mood (e.g. feeling sick, having a bad day, etc...)
- Customer Service: “WOW the customer” service policy (a la “Zappos” style)

Marketing

- Variety of authentic ethnic food
- Home-cooked freshly made
- Delivered hot to your doorstep
- Litter free
- Economical
- Chefs from your ethnic communities
- Customer rating determines items on menu
- Meal plans available

Value Proposition

	East India Company	Tiffin Express	Comments
<i>Monetary</i>			
Meal Cost	\$12.95	\$10.95	for same meal, vegetarian
Gas	\$1.00	\$0.00	estimated, conservative
Parking	\$2.00	\$0.00	cost for parking downtown during lunch
Total	\$15.95	\$10.95	
Savings per meal	\$5.00		
Savings per month	\$50.00		Assuming 10 meals per month
<i>Customer Service</i>			
Customer rating	NA	Yes	All dishes and chefs are rated, and a rolling average is maintained for each on website
Quality of Food	Sure	Controlled by customer	If rating is not within a certain level, dish is off the menu or prepared by a different chef.

Value Proposition

	East India Company	Tiffin Express	Comments
<i>Environmental</i>			
Litter (takeout or delivery)	Styrofoam	NA	Tiffin Express uses stainless steel reusable containers
	Plastic Bags	NA	Uses re-useable thermal bags
	Plastic utensils	NA	Re-usable utensils
Car Pollution	1 car equivalent	1/50 car equivalent	1 truck delivering for 100 customers. Assume each 2 customers ordering is equivalent to 1 car off the road
<i>Time</i>			
Time per meal	2 hrs	30 mins	Commute time + waiting time at restaurant + meal time
Time saved	1 hrs 30 mins		
Time saved/month	15 hrs		Assuming 10 meals per month
Value	Priceless !!!		Additional time to spend with family

Value Proposition



Leverage

- Event Planner:
 - Order 5 course meal for 100 people or more, and get additional 20%
 - Price of food (event planner) = $100 \times \$40 \times 0.8 = \$3,200 \rightarrow 4 \text{ events per month} = \$12,800$
 - Assuming 4 events per month:
 - Cost of food = $4 \times 3,200 - 4 \times 100 \times \$70 = -\$15,200$

Negative Cost Selling

ESTIMATES	Normal Price	with 20% discount
Initial Startup	16,000	16000
Fixed Cost Per month	8,100	8100
Variable cost per unit	6.5	6.5
Avg. Selling Price per unit	12.0	9.6
Contribution Margin per unit	5.5	3.10
Breakeven Units per month	1,473	2,613
Breakeven Units per day	49	87
Estimated units to be sold per day	200	300
Estimated Annual Sales (\$)	876,000	1,051,200
Total Cost for first year	571,700	571,700
Estimated profit first year	304,300	479,500

Financial Model

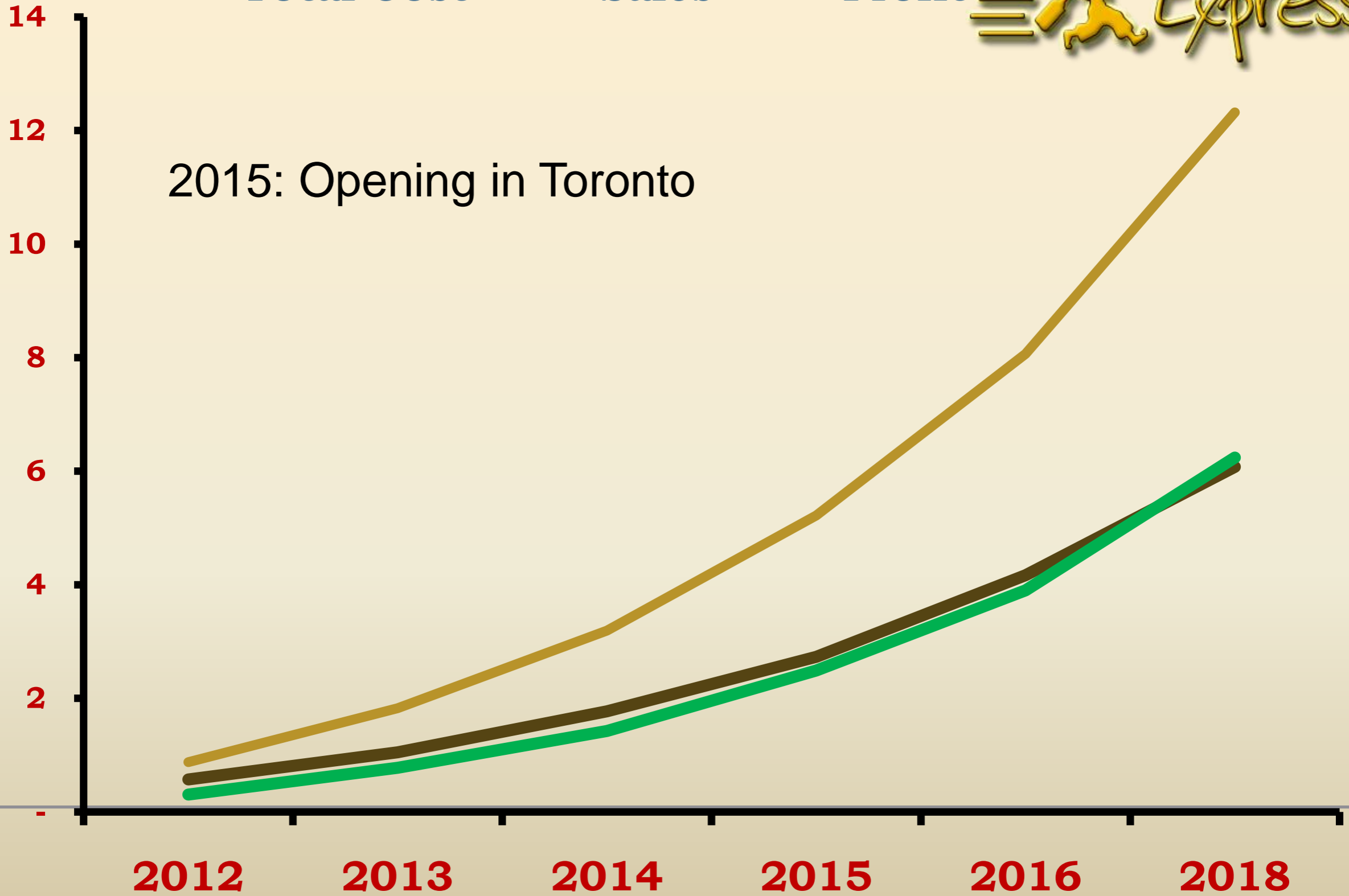
Tiffin Express



Total Cost **Sales** **Profit**

Expected - in \$ million

2015: Opening in Toronto



Tiffin Express



	Number	Units	
Accounts Receivable at Year End (AR)	0		
Days Per Year	365	Days	
AR x Days Per year	0	Dollar-Days/Annum	
Annual Sales	876,000	Dollars/Annum	
AR x Days Per year/Annual Sales	0	Days	ART
Inventory at Year End (INV)	1,200		
Days Per Year	365	Days	
INV x Days Per Year	438,000	Dollar-Days/Annum	
Cost of Goods Sold (COGS)	474,500	Dollars/Annum	
INV x Days Per Year/COGS	0.92	Days	INVT
Accounts Payable at Year End (AP)	30000		
Days Per Year	365	Days	
AP x Days Per year	10,950,000	Dollar-Days/Annum	
Cost of Goods Sold (COGS)	474,500	Dollars/Annum	
AP x Days Per year/COGS	23.08	Days	APT
CCC	- 22.15	Days	=ART+INVT-APT

CASH CONVERSION CYCLE (CCC) MEASUREMENT

“Nothing would be more tiresome than eating and drinking if God had not made them a pleasure as well as a necessity.” Voltaire

“The belly rules the mind.” Spanish Proverb

“If God had intended us to follow recipes, He wouldn't have given us ~~grandmothers~~ Tiffin Express.”

Questions?

TIFFIN



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For booking call now at **1-800-9TI-FFIN (1-800-984-2246)**
or visit **www.tiffinexpress.net**