

# Nature's Kitchen

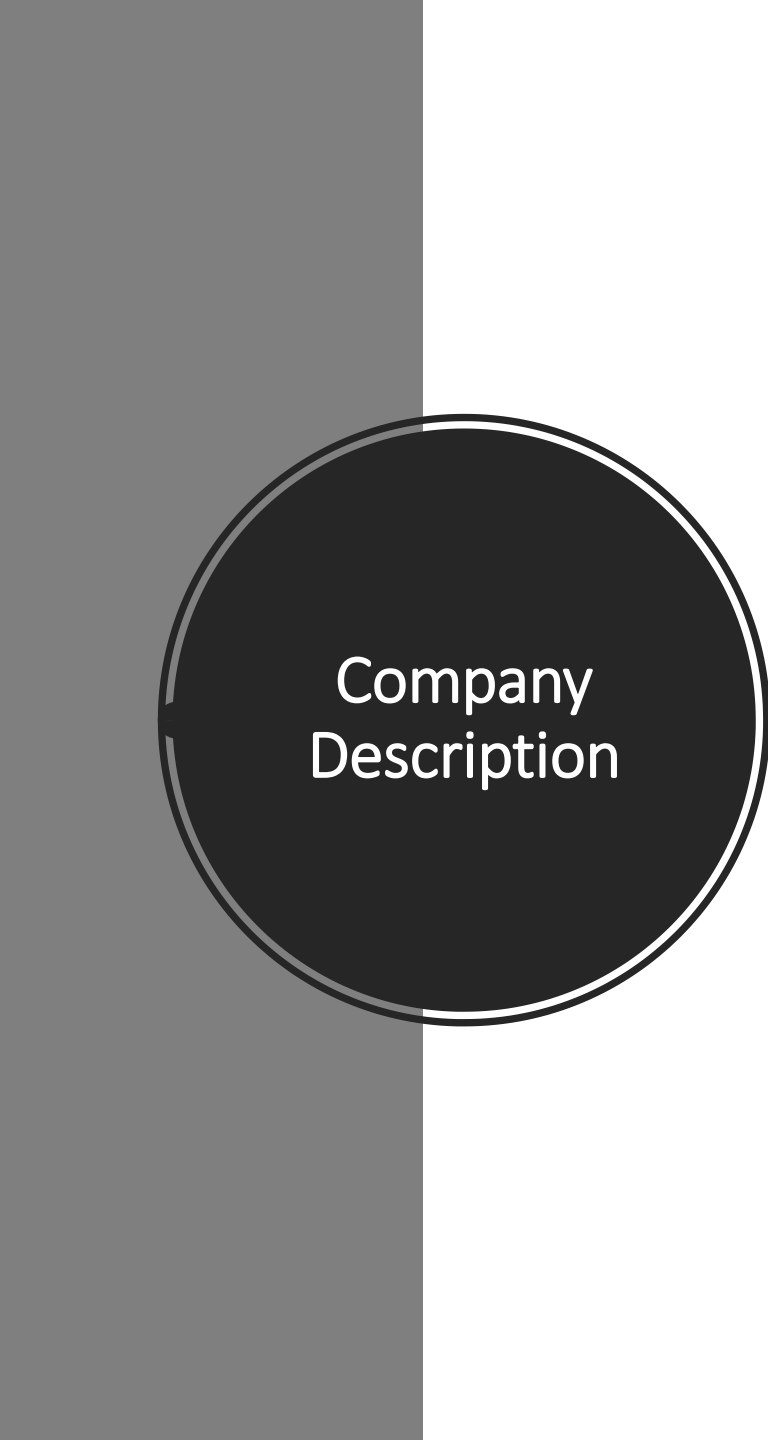
Rifqa Dacloush

Wednesday 5/5/2021 Part 2

# Executive Summary

Nature's Kitchen is a bistro offering wholesome real fresh foods that come from mother nature, minimally processed without additives or preservatives. Uses hormone and antibiotic free meat, non-genetically modified and organic ingredients, when possible.

Nature's Kitchen's customers are individuals who value and enjoy eating healthy food without sacrificing taste and consume animal food and / or plant-based food in their diet. In addition, they care about the quality of the ingredients used as well as the preparation methods that are followed. Furthermore, the clients appreciate cultural foods and music, as well as a calm yet an inviting atmosphere.



## Company Description

### Company Mission Statement

Nature's Kitchen provides food that comes from mother nature, for individuals who seek healthy, tasty food, and prefer our food over available alternatives because, this establishment offers minimally-processed food without additives, preservatives, or hormones, and antibiotic-free meat, non-genetically modified, organic, and flavorful food that is made with love from scratch.

### Company Philosophy/ Values

- Enjoyable business atmosphere.
- Healthy, satisfied, and fulfilled employees.
- Satisfied customers.
- Ethical business standards.
- Environmental protection.



Company  
Description  
Cont'd

<b>Company Philosophy/ Values</b>	<ul style="list-style-type: none"><li>• Long-term success.</li><li>• Dominant market position.</li><li>• Industry and market recognition.</li><li>• Contribution to the community.</li></ul>
<b>Company Vision</b>	Ultimately to serve at a national level.
<b>Goals &amp; Milestones</b>	<ul style="list-style-type: none"><li>• Reaching \$ 120,000 in sales volume.</li><li>• Opening a second location.</li><li>• Going national.</li></ul>



## Products & Services

<b>Product/ Service Idea</b>	<b>Baba Ghanouj (Eggplant Dip) Syaniet Djaj Mashwi (Roasted Chicken with Root Veggies) Salatet Malfouf (Cabbage Salad) Khyar Bi Laban (Yogurt and Cucumber Salad) Date Cookies</b>
<b>Unique Features</b>	Whole foods; minimally processed; without additives or preservatives; hormone, and antibiotic free meat; non-genetically modified, organic; flavorful food; healthy and tasty; made with love from scratch.
<b>Production and Delivery</b>	Foods are purchased in different stages of preparation. Production, and service are completed on the premises.



Products &  
Services  
Cont'd

<b>Suppliers</b>	<ul style="list-style-type: none"><li>• Local farms.</li><li>• Farmers markets.</li><li>• Wholesale outlets such as Costco.</li><li>• Amazon.</li></ul>
<b>Product/ Service Description</b>	Given the unique features of Nature's Kitchen, the restaurant meets the needs of customers that want to dine out, but they do not have options that meet their standards of healthy, tasty, flavorful, whole foods that are minimally processed and free from additives and hormone as well as non-GMO, organic and made from scratch.
<b>Pricing</b>	Mid-range prices to compete with "similar" restaurants that are charging high end prices and make it hard for lower-income individuals to enjoy a dining experience.



# Nature's Kitchen

Made with love from scratch

Whole foods  
No additives  
No preservatives  
Non-GMO  
Organic  
Healthy and tasty

Starter  
Baba Ghanouj  
Entrée  
Roasted Chicken  
with Veggies

Sides  
Cabbage Salad  
Yogurt and  
Cucumber Salad  
Dessert  
Date Cookies



# Marketing Plan

- Business Website
- Social Media marketing
- Mobil Marketing
- Geo-Targeted Ads
- Monthly Newsletter
- Flyer
- Location: Downtown Naperville



# Monthly Operating Report

1

Total Monthly  
Food Expenses:  
**\$16,886.70**

2

Total  
Controllable:  
**\$9,057.97**

3

Total  
Noncontrollable:  
**\$6,038.65**

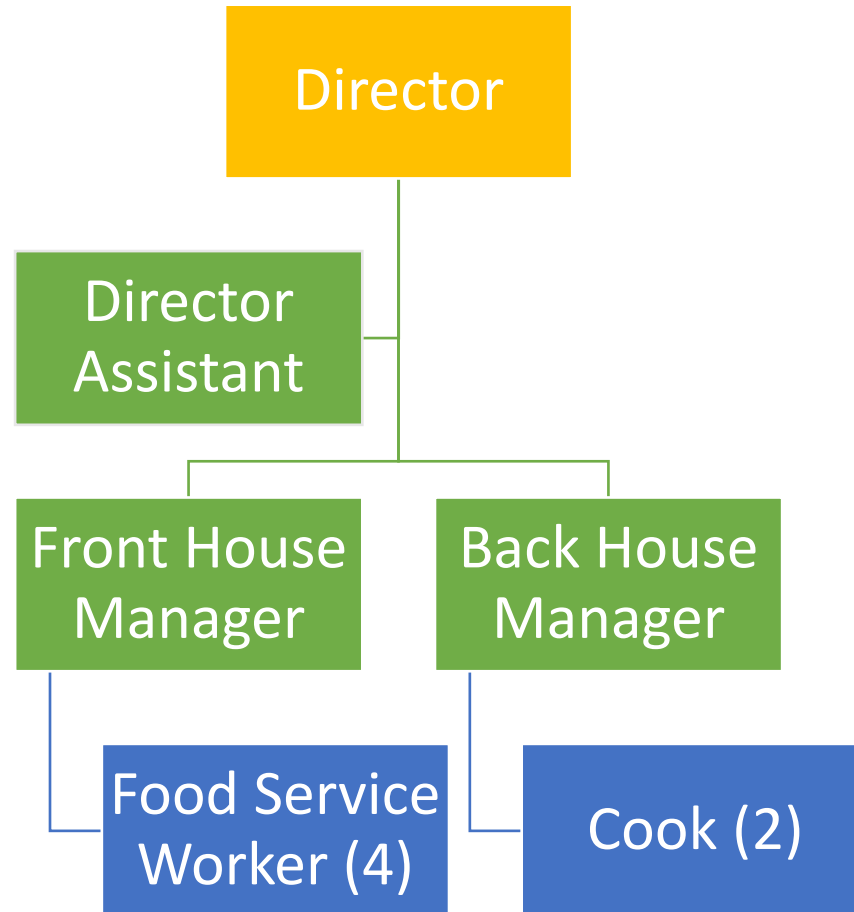
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Labor:  
**\$28,381.64**

Monthly  
Income  
Statement

MONTHLY SALES	
FOOD	\$62,756.64
<b>TOTAL SALES:</b>	<b>\$62,756.64</b>
MONTHLY OPERATING EXPENSES	
SALARIES AND WAGES	\$21,286.23
EMPLOYEE BENEFITS	\$7,095.41
Food	\$16,886.70
CONTROLLABLES- Direct operating expenses, Marketing, Entertainment, Repairs, Administration expenses	\$9,057.97
NON-CONTROLLABLES- taxes and depreciation	\$6,038.65
<b>TOTAL EXPENSES:</b>	<b>\$60,364.96</b>

Organizational Chart



# Staffing Schedule

		6-Jun	7-Jun	8-Jun	9-Jun	10-Jun	11-Jun	12-Jun
Role	# of Hours	SUN	MON	TUES	WED	THURS	FRI	SAT
<b>Director</b>	40	X	X	10am-6pm	10am-6pm	10am-6pm	10am-6pm	10am-6pm
<b>Assistant Director</b>	20	12pm-4pm	X	12pm-4pm	12pm-4pm	12pm-4pm	12pm-4pm	X
<b>Manager (Front House)</b>	40	X	X	11am-7pm	11am-7pm	11am-7pm	11am-7pm	11am-7pm
<b>Manager (Back House)</b>	40	11am-5pm	X	2pm-9pm	2pm-9pm	2pm-9pm	2pm-9pm	10am-4pm
<b>Cook # 1</b>	40	X	X	9am-5pm	9am-5pm	9am-5pm	9am-5pm	9am-5pm
<b>Cook # 2</b>	40	9am-2pm	X	2pm-9pm	2pm-9pm	2pm-9pm	2pm-9pm	2pm-9pm
<b>Cook # 3</b>	23	2pm-5pm	X	3pm-7pm	3pm-7pm	3pm-7pm	3pm-7pm	3pm-7pm
<b>Food Service Worker # 1</b>	30	10am-3pm	X	10am-3pm	10am-3pm	10am-3pm	10am-3pm	10am-3pm
<b>Food Service Worker # 2</b>	30	11am -4pm	X	2pm-7pm	2pm-7pm	2pm-7pm	2pm-7pm	2pm-7pm
<b>Food Service Worker # 3</b>	24	2pm-6pm	X	6pm-10pm	6pm-10pm	6pm-10pm	6pm-10pm	6pm-10pm
<b>Food Service Worker # 4</b>	20	X	X	5pm-9pm	5pm-9pm	5pm-9pm	5pm-9pm	5pm-9pm

## Business Hours

Tue - Sat: 11:00 a.m. - 9:00 p.m.

Sun: 11:00 a.m. - 5:00 p.m

Mon: Closed

Total Working Hours	327
Hours per FTE	40
FTEs	8.2

Thank You!