



# Fit Foods

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An easier way to a healthier you!



# Problem

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**Healthy eating** is a very important aspect of athletes and people passionate about fitness' everyday life.

Most restaurants use **unnecessary oils**, salts, and seasonings in their food which decrease the nutritional value and make it difficult to know exactly what you are consuming.

Many people have **specific** nutritional metrics they strive to eat each day.

Currently there is a **Lack** of healthy, quick food options with transparent nutritional information.

# Solution

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**Fit Foods** offers a fast casual dining experience that,

Serves

**Customizable  
meals**

Made with

**Only the  
healthiest &  
simplest  
ingredients**

Providing

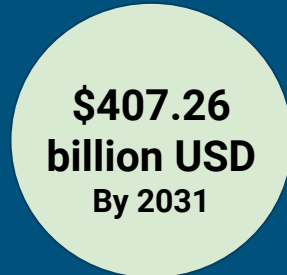
**Explicit  
nutritional  
information**

# Industry & Market Analysis

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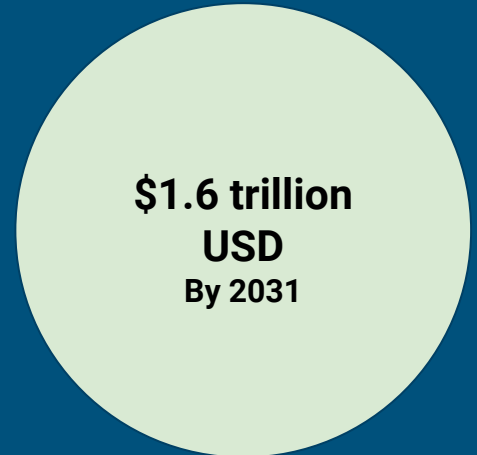
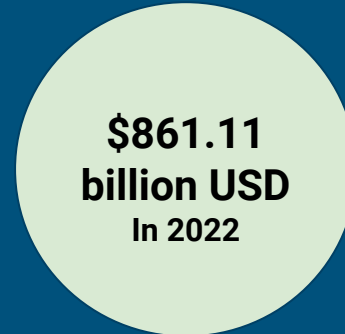
- Fit Foods Inc. is set to enter the Fast-Casual Dining Industry

- Valued at \$169.92 billion USD
- Projected to reach \$407.26 billion USD by 2031
- CAGR of 10.2%



- Health & Wellness Food Market

- Valued at \$861.11 billion USD in 2022
- Expected to grow to \$1.6 trillion USD by 2030
- CAGR of 7.6%



# Industry Trends

# Key Competitors

4

- **Ambiance and Customization**
  - Increased convenience
  - More casual dining experience
  - Counter-Service method
- **Menu and Branding**
  - Emphasizing transparency in food sourcing and preparation
- **Technology Integration**
  - Online ordering
  - Contactless kiosks
  - Mobile apps

1. **Chipotle Mexican Grill**
  - a. Known as the pioneer for Fast Casual Dining
2. **Panera Bread**
  - a. Originated as a cookie bakery only!
3. **Sweet Green**
  - a. Focuses heavily on technological innovation
4. **Cava**
  - a. Finally turned a profit last quarter after 13 years in operation

# Marketing Plan

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Fit Foods will mainly market through **Social Media** and heavy collaboration with **Influencers**

**Platform:** Tik Tok and Instagram

**Influencer Types:** Athletes, fitness influencers and luxury healthy lifestyle influencers

- Luxury lifestyle influencers help justify perception of luxury putting average meal price around \$15 compared to industry average of \$12.

**Marketing Plan Overview:**

- Online Presence
- Online Reviews
- Loyalty programs
- Collaboration and Partnerships
- Customer Engagement
- Community Involvement

# Current Status

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**Currently:** The business is currently in the very beginning stages of a concept and a business plan.

**Next steps:** Create prototype recipes (next 7 months), test recipes and gather customer feedback (within 1 year), acquire financing (within 1.5 years), and begin moving forward with the business.

# Management Team

7

**Taylor Trider, CEO**



Duties: Strategic direction, investor relations, brand development.

**Charlotte Belke, COO**



Duties: Operations, supply chain, staff training.

**Brandon Fleiss, CFO**



Duties: Financial planning, risk management.

**Mrs. Ulrike Belke & Mrs. Connie Trider, Restaurant Managers and Advisors**



Duties: Strategic direction, investor relations, brand development.

**Preston Dimas, Head Chef & CIO**



Duties: Kitchen operations, menu development, nutritional standards.

**Maddie Chao, CMO**



Duties: Marketing strategies, brand image, customer outreach.



# Economics of the Business

8

## Fixed Costs

- Rent: \$5,000/month
- Security Deposit: \$5,000
- Loan Down Payment: 10%
- Licensing cost : \$300
- Equipment: \$150,000

## Variable Costs

- Wage rate: \$16/hr
- Ingredient costs: 30% of revenue
- Labor costs: 30%
- Utility costs: \$500/month
- Marketing: 4% of sales

## Revenue Drivers:

- Food and Drinks: average revenue per customer \$17.50
- Subscription Program: average revenue per subscriber \$75

# Financial Projections

9

## Year 1 Revenue Projection:

**Average Monthly Revenue (Toast Data):**

\$111,860.70

**Our Estimate (Premium Pricing & Clientele):**

\$135,000/month

**Annual Revenue: \$1,620,000**

## Growth Projection:

**Yearly Growth Rate (Owners.com Data):** 36%-48%

**Our Projection (Average Rate):** 42%

**Year 2 Revenue:** \$2,300,400 (Increase of \$680,400)

**Year 3 Revenue:** \$3,266,568 (Increase of \$966,168)

## Startup Costs:

**Estimated Store Size:** 2,000 sq ft

**Cost per sq ft (Toast Data):** \$450/sq ft

**Our Location (Century City, LA):** \$500/sq ft

**Total Startup Cost:** \$1,000,000

## Utility Costs:

**Toast Average for 4,000-4,500 sq ft:**

\$1,000-\$1,500/month

**Our Estimate for 2,000 sq ft:** \$550/month

# Financial Projections

10

## Investment Request:

**Anticipated Financial Need (3 Years):** \$1,500,000 (Estimated based on startup costs, initial operational expenses, and a buffer for unforeseen expenses.)

**Equity Offer:** 20% (Standard range for early-stage investments in the restaurant industry.)

**Funding Usage:** Start-up costs, operational expenses, and expansion



## Financial Summary:

**Revenue Drivers:** Premium pricing, strategic location, quality service

**Main Cost Centers:** Rent, utilities, staff salaries, ingredients

**Break-even Projection:** End of Year 2 (Based on industry averages for new restaurants.)



Thank You



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**IGIWILS**  
BURRITOS



**ADKES**  
POODRETTI PÄÄTÖN TÄYTTÖ PÄÄTÖN  
RETTILÄINEN REEER TUKK KÄCKE  
DILLON **SAIB** **ARKIEL**  
**Gräns food**

**HUBONISTS**  
TÄYTTÖ  
CHNART YOU'ENE  
BISFRECHT  
HÄNÄ KOKI ETTÄNNE  
**SNAHES**  
MÄY KOKI, HÄNÄTÄÄ KOKI

**YOU RYE**  
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**MIHENESDES**  
**BRURITES**  
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**GRAND HAITI HAI**  
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**FRIGUTS**  
**HAPEN**  
**OIIISTO UT**  
BURRITO 7 - 10 - 1 - CATION  
**HÄNÄTÄÄ YHÄS HÄNÄTÄÄ DÄMILÄ &  
HÄNÄTÄÄ HÄNÄTÄÄ HÄNÄTÄÄ**  
12/21

**DURGL**  
KOKI KOKI KOKI KOKI  
KOKI KOKI KOKI KOKI  
KOKI KOKI KOKI KOKI

**White**

Menu boards with various food items and prices.

**MARTEL O'AMIR'S**  
KOKI KOKI KOKI KOKI  
KOKI KOKI KOKI KOKI

Large menu board featuring a large burrito illustration and various food items.