

Bon Appetit Express



Topics in the Presentation

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Introduction

Bon Appetit Express is a resourceful mobile service that provides local produce, meat, and eggs. It all began with a small group of people who were frustrated by the limited access to local food products due to their location and packed schedule. The founders saw an opportunity to incorporate the atmosphere of the beloved farmers' market and the convenience of a local grocery.



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Bon Appetit Express is a mobile truck service that goes to these remote geographical areas of Kamloops selling local farmers' produce, meat, and eggs. With this year-round service, people can enjoy local eating habits with the organic goods available at every season.



Environmental Analysis

Political

- ❖ Government Assistance Programs are making money available for Farmers' Market Expansions

Economic

- ❖ Inflation raising food prices by 10.5% since 2021
- ❖ Nitrogen fertilizer shortage causing a dramatic drop in traditional crop yields



Environmental Analysis

Social

- ❖ Local, organic food is increasing in demand
- ❖ Supply chain disruptions in the past year highlight the advantages of local sourcing

Technological

- ❖ Consumers are increasingly turning online and to phone apps to facilitate their purchases.



Competitive Analysis

- Farmers' Market

- Value and competitor based pricing set by individual merchants
- Provides entertainment

- Nature's Fare

- Prices reflect the good quality products and value added services they provide
- Provides certified nutritionists to help guide customers

- NuLeaf Market

- Pricing is reasonable and focuses on customer value
- Has won first place in Kamloops Reader Choice 2020 for produce, grocery, and health food store

- Farmbound.ca

- Has a delivery service in Kamloops
- Prices are set high to reflect value and convenience



SWOT Analysis

STRENGTHS

- Customer relationships
- Mobile
- Flexible
- Local Supply Chain

WEAKNESSES

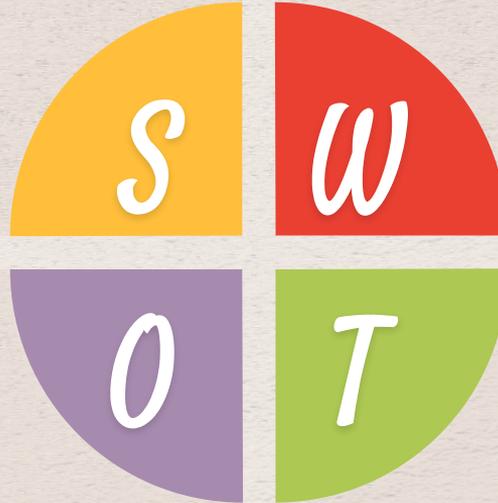
- Product Availability
- Weather
- Food Safety & Storage

OPPORTUNITIES

- More Neighbourhoods
- Increase Frequency of Stops
- Increase in Suppliers & Products

THREATS

- Inflation
- Climate Change
- Technical Difficulties with App



Timeline

January - March

- Business appraisal
- Supplies agreement
- Finances & Insurance

July - September

- Change truck hours and supply
- Running full scale operation
- Harvest promotional party

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

April - June

- Map truck route & location stops
- Soft start launch
- Hard launch - June 28th, 2022

October - December

- Business goals for 2023
- Review products
- Prepare Year end financials



Market Analysis - Target Market

- ❖ Age range 35-65
- ❖ predominantly female
- ❖ Over \$100,000 HHI
- ❖ 23% of Kamloops population



- ❖ Remotes areas over a 10 minute from farmer's market
- ❖ No neighbourhood grocery store
- ❖ Raleigh
- ❖ Heffley Creek
- ❖ Batchelor Heights
- ❖ Dallas
- ❖ Barnhartvale



Market Analysis - Pricing 💰

Competitive Pricing- Selection of price for products based on what competitors are selling similar products for.

Advantages	Disadvantages
<ul style="list-style-type: none">• Higher rate of success.• Prevents market loss• Improve profit margin• Dynamic pricing• Efficiency	<ul style="list-style-type: none">• Risks selling at a loss.• Critical analysis of economic change- needs to be done in timely manner.• Margin levels need to be maintained.



Market Analysis - Promotion



Promotional Analysis:

- Door knob flyers to neighbourhood areas
- Social media accounts on Facebook & Instagram as well as our own website
- Promotional wrap on side of truck
- Merch including stickers, tote bags, business cards with our own logo on it
- Seating area with free coffee and in season fruit samples where customers can socialize



Market Analysis - Product

- ❖ Recreating the Farmer's Market atmosphere in neighbourhoods around Kamloops
- ❖ Locally Sourced Organic Produce, Eggs, Chicken, Beef and Pork



Market Analysis - Distribution

The mobile market works as a distributor/retailer. The service of bringing the product to the consumers' neighbourhoods is direct distribution, as the business sells directly to the consumer

As the link between the farmer-producers and the final consumer, Bon Appetit serves as an intermediary. Additionally, they are the ones who directly market, sell, and provide the service to the clients. By lowering the number of connections required for each party to obtain every product through direct marketing, it benefits both parties.



Financial Structure

- ❖ Bon Appetit has projected sales of \$116,000 for the year ending December 31, 2022. The average monthly sales are \$14,500, with much higher sales numbers during the peak growing season.
- ❖ The expected sales total also reflects the fact that the mobile market will not be operational until May. Sales figures are expected to rise during the second year of operation as awareness of the brand spreads through the community.



\$120,000
Sales goal for the year

\$116,000
Actual sales for the year

96%
Total Success!



Conclusion

Bon Appetit Express is trying to incorporate the effortlessness of Saturday morning farmers markets with the convenience of not leaving your community.

The mobile market provides fresh, local, nutrient packed eating to remote areas of Kamloops.

Bon Appetit Express envisions expanding to more remote areas in the future as well as its collaborative vendors.

The mobile market also hopes to incorporate other vendors' foods such as cheese, baked goods, and preserves such as pickles.

A steady financial plan is in place to enable the brand to make profit and see revenue.

**BON -APETIT
EXPRESS.**

**FRESH &
HEALTHY**
Vegetables

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