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# Foreword

The food business is not just about good tasting food and its preparation processes. The food business is actually much more complex and can be rather confusing and frustrating if the right choices are not made early from the business angle of the exercise. Therefore in order to avoid such possibilities the individual interested in dabbling in the food business should first be aware of some of the basic elements it entails. Get all the info you need here.



## ***Food Fanatic***

Turning Your Love For Cooking Into A Money Maker

# Chapter 1:

## *Food Business Basics*

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### Synopsis

The following are some of the factors that needs to be seriously considered, and none of these include the ability to cook great food, which is the least on the long list of requirement this business style insist upon:



## **The Basics**

When this business style is mentioned it is common for everyone to associate the actual process with a restaurant or bistro of sorts. However this is only a very small part to the bigger picture that the food industry paints.

However either way the premise where the business is to be conducted had to be legally appraised and approved before any other steps are taken towards launching the food business.

All the legal documentations also have to be in order with the relevant licenses and permits applied for and approved. Whether the business is a small home grown one or a large cooperation, both styles require the proper and legal approval before it can be considered a safe entity.

Being sure of the niche market the business intends to cater to is also another consideration that should get some serious thought.

Identifying the niche market is important as this will eventually have some bearing on the success rate of the business. There is no point opening a particular style at a location that is not suitable to that style mainly because of the lack of demand.

Considering other elements such as the lifespan of the food involved in the business endeavor and the necessary tools to keep the food product at its freshest should also be explored extensively.

# Chapter 2:

## *Put Together Your Business Concept*

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### Synopsis

Any business should be centered around a single concept or design, and this should be clearly depicted within the actual business makeup. With the clear concept in place all those working toward the actual final product will be able to have a clear goal of what is eventually to be expected.



## **What Will It Be**

There are many elements that would dictate the business concept and its eventual execution. The following are some contributing factors that would lead to the eventual concept the business is built upon:

Budgets would be a huge factor when the concept for the business is being decided upon. Although there should be some leeway given, most times this particular area has to be compromised in order to accommodate other more important elements.

If the market intended is niche in style then the concept should be fitting to the market targeted. Often this factor is not taken seriously enough and this can cause a lot of problems through the business as the wrong concept will produce the wrong results.

Identifying the supporting tools that will help to realize the concept will help the individual make the whole process a lot simpler.

There are a lot of specific areas that may need the assistance of these tools and by putting some effort into identifying these supporting tools the actual concept can be made into a reality more quickly and efficiently.

Besides the suitable tools there is also the allowance made for the need to consider the actual labor participation in the concept for the food business.

If the concept is labor intensive then the relevant amount of manpower needs to be factored in and provided.

Creating a business concept that is unique yet functional will ensure the business garners the intended interests desired. Along with this interest comes the high probability of realized revenue earned.



# Chapter 3:

## *Identify your Target Market*

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### Synopsis

In order to create a business that has the potential of phenomenal success, the individual would have to ensure some research is done before. This research should include the identification of the appropriate target market and its corresponding location.



## **Your Market**

The target market is the ideal platform for the business to gain leverage without having to “guess” the products’ eventual acceptance.

Therefore the basic understanding would be, where there is a need there will be a corresponding solution and the target market is that solution.

The following are some of the ways to categorize the target marketing identification:

Demographics – in this area the different yet relevant elements that contribute to the positive participation of the purchasing public is very important.

Being able to present the material to a target audience that is more likely to received it well, will eventually contribute to the optimization of the revenue goals for the business.

Simpler elements such as age, income, education, gender all effect the general identification of the targeting exercise. Designing elements that will eventually attract the attention of the target audience will help to create the interests that will generate income to the site.

Advertising campaigns can be used to help identify the target audience, thus creating a platform where queries and questions can be identified.

Being constantly updated in the latest food information, from the preparation to the actual selling point, there is a need to understand and identify with all process it entails.

When the information used is innovative and fresh it will also attract the attention of the target audience.

Although in general most food businesses are capable to catering to the target audience, this may prove to be quite a feat especially if the intended target audience is not open to the actual food concept being featured.



# Chapter 4:

## *Identify Your Competition*

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### Synopsis

Any business endeavor will have competition. In some very rare cases where the business concept is totally unique it is possible to initially have no competition but this soon changes as people catch on to the new idea and duplications come about. However there is no need to panic as there are ways to overcome this problem and still ensure the business entity is a success.



## **Rivals**

Perhaps the first exercise that should be conducted is identifying the competition. This can be done by taking a simple survey of what is currently popular and how long this popularity factor has ensured success for the particular competitor.

Taking the time and effort to understand the competition and why their current endeavor is obviously successful, will help the individual identify the winning ingredient that brings forth the success.

When this is done the new business owner has some choices to make, some of which may include the decisions made to either follow is already obviously proven success style of the competitor or to have enough confidence in his or her own style to venture forward individualistically.

Such risks are quite common and usually made based on the confidence the individual has in his or her own concepts and capabilities.

Other elements to consider when identifying the competition, is the style used to garner and keep the interest of the target audience that eventually creates their successful customer base.

In doing so the new potential business owner will be able to decide if the style used by the competition will also work for his or her business concept.

The advertising tools used should be considered for its own individual contributions and suitability. Also the target audience intended

should be categorically decided upon as this might in some way affect the eventual business endeavor if the current market share enjoyed by the competitor needs to be shared with the new business entity launched.



# Chapter 5:

## *Write A Mission Statement*

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### **Synopsis**

Mission statements are great directional and motivating factor to have visible for all involved in the business endeavor to be very well aware. The consistency of the work ethics and goals should be created along the designs of the mission statement.



## **Write It Down**

Ideas for the mission statement can come from many sources and this is relevant to the personality and the business direction set up by the potential business owner.

When the mission statement is completely understood and acknowledged by all involved, the evident “oneness” of the direction those involved in the company will eventually seal the success element beyond reproach.

Companies that have mission statements designed have found that this is an effective way to keep the staff constantly reminded of the overall goal intended for the company besides of course the need to make money from the business entity.

This mission statement can be used to keep morals high all the time, and can also be used as a motivational factor wherever problems cause the said moral to be effected or when the defeated feeling are about to set in.

Mission statements are also an effective way for the target audience to be able to identify with the business entity. Often these mission statements can double up as tag lines which the customer base easily identifies with as it becomes very much a part of their lives too.

Besides this, mission statements are also a very effective way to ensure the business and its progress stays true to its original idealistic basic frame. Sometimes when too much deviation takes root and

becomes a common factor within any progressive movement towards seemingly newer techniques and business styles, the originality of the business style can become distorted and even lost thus effectively creating a situation where the loyal customer base can no longer identify with the said business entity.

This can cause a considerable amount of confusion and the shifting of loyalty as the original customer base cannot identify with the mission statement which is no longer obvious.



# Chapter 6:

## *Downline Basics*

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### Synopsis

If and when there is an intention to expand the business into a huge and far reaching entity, the individual would eventually have to consider having a good and strong down line that will effectively contribute to this eventuality.



## **Expansion**

This exercise includes getting other individuals who may have like minded interest and capabilities to join the business entity in helping to spread the business to venture even further and wider, with the intention of reaching customer bases while at the same time adding to the revenue generation possibilities of the overall current earnings.

These downlines are usually well compensated as they generate the sales that will comfortably create the platform for business expansion possibilities.

Through the exercise of recreating downlines there is a possibility of being able to enhance the already lucrative position of the current business situation into a big and successful entity that will generate eventual phenomenal revenues.

With this added advantage the individual is able to get the recognition for the business which should also help to contribute positively and also help to expand the business even further.

It is an unchallenged fact that the existence of the down line concept is a very important element that contributes to the back bone of the actual business make up, thus giving the business the solid foundation it can build upon, expand and succeed.

Having a food products sold or introduced to a wider customer base through this business style tool is not only effective but relatively cheap when the cost factors are taken into account.

A lot of food industries today are using this concept to further their sales and expansion possibilities rather than using the more conventional style of creating outlets that carry high overhead costs to sell the products.

For most companies, this is also a much more personal and successful way of getting their food products noticed and accepted by the public as a whole.



# Chapter 7:

## *Equipment And Supplies*

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### Synopsis

Part of launching a food business requires some research done into the various equipment needs to accommodate the actual churning out of food products. These equipments may vary in cost and sizes required based on the needs and intentions of the said food business. Then there is the issue of supplies which may be quite complex, as it may involve perishable goods and also goods that require special storage instructions to keep them safe for consumption.



## **What You Will Need**

The following are some points for consideration with regards to equipments and supplies for the food business:

If the individual is already sure and knowledgeable in the type and amounts of equipment needed for the business then the research is now only needed to find the costing for the said equipment and to ensure that the budget set aside for this purpose is compatible with the intended choices.

If there is a second hand or used market available for this purpose, it would be cost effective to look into buying the equipment from this convenient source.

There may be a possibility available to simply rent the equipment and if it considered a cost effective and suitable option, then this should be given serious consideration.

The general outlay for new equipment can be rather high and thus take up a huge amount of the budget for the business.

Supplies are also another very important area to be thoroughly informed about.

This is because there are certain supplies that can cause a lot of problems for the smooth running of the business and these may

include seasonally available items, special storage requirements, lengthy preparations, complicated preparations, ingredients that are very hard to find and when found are very costly and any other factors that would cause the disruption in the smoother flowing rhythm of the food business.

The food industry has been notoriously known for its often fickle and delicate process, procedures and the complexities involved in keeping the end consumer happy and satisfied, therefore serious thought has to be given before this particular business style is chosen.



# Chapter 8:

## *Marketing And Quality Control*

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### Synopsis

These two factors play an important role in getting the business the recognition it needs to survive and be a success and also to create the intended revenue earning possibilities desired by the set up of the business.



## **Research**

During the planning stage of the food business, some thought should be given to the type, size and frequency of the marketing campaign chosen for the job of creating market awareness.

The marketing style chosen should be suitable and cost effective so that it fits into the budget allotted within the overall costing exercise of the business.

The marketing campaign does not have to be lavish nor huge but if the correct tools are used the campaign can be successful and cost effective.

The important element to ensure is that the general public and the targeted audience are effectively reached through the marketing campaign the chosen.

Exploring tools online that are considerably cheaper in comparison to the more conventional style of marketing a product, can bring phenomenal success in creating visibility for the product and this can be done without the constraints of cost, demographics, and any other limiting elements.

Quality control is another important factor to ensure is always consistent and at the very best it can be.

There are a lot of businesses that set out with the best products purely because of the quality control stringently in place, sadly however when the said company gains a strong footing of the market share available, quality control is no longer a top priority.

This becomes very obvious when the company starts to “cut corners” and less than optimum standards are applied to product the food items.



# Wrapping Up

Most customers today seem to have this very popular complaint about products they were loyal to, thus maintaining the quality control is the only way to ensure the loyal customers don't look elsewhere when their original satisfactions has been catered to. So it is very important to treat your customers well and have a good product.

