



The Business Plan: The Vegan House

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Executive Summary**Business Summary + Products Offered**

The Vegan House is a plant-based fast-food drive-through food truck located in Last Exit Al Khawaneej, Dubai, UAE. We will be selling plant-based burger meals, nuggets, desserts, and breakfast items. Our unique selling point is the time efficiency and affordability of our products compared to the competitors we have researched about.

Target Investors

We are interested in an investor that is interested in the food and vegan industry and vegan cuisine. The type of investor we are looking for is someone also interested in a startup business and value creativity. An angel investor is the best fit for us since we would like financing in exchange for equity. We plan to share 70% of our share with our angel investor and the remaining 30% with the owner of the business. We are also expecting to have a 30% return on investment (ROI) which can be achieved using our income statement estimations. This ROI expectation will be a part of their exit strategy. Most of the expenses The Vegan House will be using will be for operations and for the cost of goods sold as we value the products we offer and our services. The total capital needed to start the business is around 275,000 DHS based on our first-year operating expenses and cost of goods sold expenses found in our income statement (around 268,537 DHS + 6,463 DHS to cover any bad debts).

Description of Business

The Vegan House will be a Limited Liability Corporation (LLC) specializing in vegan fast food that can be purchased through our food truck drive-through or delivered to a specific location using our online store. The Vegan House will offer plant-based menu items like burgers, nuggets, fries, breakfast items, and desserts. Our food truck will be located in Dubai, UAE as there are very few vegan restaurants that are competitively priced and have quick drive-through services despite our research of the rise of veganism in the UAE (Time Out Staff, 2019). The Vegan House's target market mainly includes the rising population of vegans and vegetarians in the UAE, but we are also seeking to market to people who consume meat to showcase how similar the products we offer are to our non-vegan competitors. We are confident that our business will thrive due to the research we have conducted and our unique concept.

Operational PlanMission Statement

The Vegan House's mission is to encourage fast food junkies to try vegan meals by integrating our chef's unique and creative touches, whilst delivering an out-of-this-world tasting experience that exceeds our customers' expectations and provides them with a whole fresh outlook on vegan food.

Vision Statement

The Vegan House's Vision is to further expand its business by opening more branches and it strives for a vegan future by treating animals in a better way by helping them to enjoy lives free

of human exploitation. Furthermore, The Vegan House strives to build a place where all consumers' can enjoy delicious burgers regardless of being vegan.

Income Statement

Income Statement	Year 1	Year 2	Year 3	Year 4
TRAJECTORIES in Total				
Total Orders	4494	6586	8171	10065
Revenue	AED 188,764	AED 276,629	AED 367,703	AED 452,925
<u>Cost of Goods Sold (COGS)</u>				
Product	AED 31,461	AED 46,105	AED 61,284	AED 75,488
Package & Delivery	AED 17,978	AED 26,346	AED 32,685	AED 40,260
Customer Service	AED 8,989	AED 13,173	AED 20,428	AED 25,163
Total COGS	AED 58,427	AED 85,623	AED 114,397	AED 140,910
Gross Profit	AED 130,337	AED 191,006	AED 253,307	AED 312,015
<i>GP %</i>	69%	69%	69%	69%
<u>Operating Expenses (OX)</u>				
Payroll	AED 70,800	AED 72,800	AED 74,800	AED 76,800
Marketing	AED 20,000	AED 22,000	AED 24,000	AED 26,000
Other Expenses	AED 47,400	AED 47,400	AED 47,400	AED 47,400
Total OX	AED 138,200	AED 142,200	AED 146,200	AED 150,200
Operating Income	(AED 7,863)	AED 48,806	AED 107,107	AED 161,815
Taxes	AED 0	AED 2,047	AED 7,402	AED 15,493

Net Income				
<i>Net Income %</i>	(AED 7,863)	AED 46,759	AED 99,704	AED 146,322
ASSUMPTIONS Per Unit				
Marketing	AED 20,000	AED 22,000	AED 24,000	AED 26,000
Customer Acquisition Cost*	AED 4.45	AED 4.20	AED 3.95	AED 3.70
New Orders	4494	5238	6076	7027
Returning Orders		1348	2095	3038
Total	4494	6586	8171	10065
Return Rate (Annual)		30%	40%	50%
Revenue Per Order (Selling Price)	AED 42	AED 42	AED 45	AED 45
COGS (Per Order)**				
Product	AED 7.0	AED 7.0	AED 7.5	AED 7.5
Packaging & Delivery	AED 4.0	AED 4.0	AED 4.0	AED 4.0
Customer Service	AED 2.0	AED 2.0	AED 2.5	AED 2.5
Operating Expenses				
Payroll	AED 70,800	AED 72,800	AED 74,800	AED 76,800
Other Expenses (Rent, Legal, etc..)	AED 47,400	AED 47,400	AED 47,400	AED 47,400
Corporate Tax Rate	5.00%	5.00%	5.00%	5.00%
Tax Loss Asset	(AED 7,863)	AED 40,943	AED 148,050	AED 309,865

Figure 1: Annual Income Statement for The Vegan House

Our Estimations - How did we get these Prices?

Marketing Expenditure

“Vegan House” will incorporate three marketing strategies that will include: Google ads (SEO), Instagram ads, and YouTube ads. Search Engine Optimization (SEO) plays a big role in the consumer’s searching process, and can boost a large amount of traffic. Consequently, using keywords such as “vegan food near me”, “vegan drive through” and “vegan burgers” is important for our target audience to search and find us. After researching on google, the word “vegan food near me” received 21 million results, which means that at least 55,000 consumers will click, which is approximately 26% out of 21 million results. When it comes to our budget, it will be 9,100 AED as per research. (*How Much Does Google Ads Cost in 2022? | WordStream, 2022*).

"Vegan House's" second platform for advertisements

would be Instagram, as when it came to purchase decisions, Instagram was one of the most important advertising platforms among female Gen Z users.

(*Global Instagram User Age & Gender Distribution 2022*

| *Statista, 2022*). A detailed demographic division is

visually represented in figure 2:

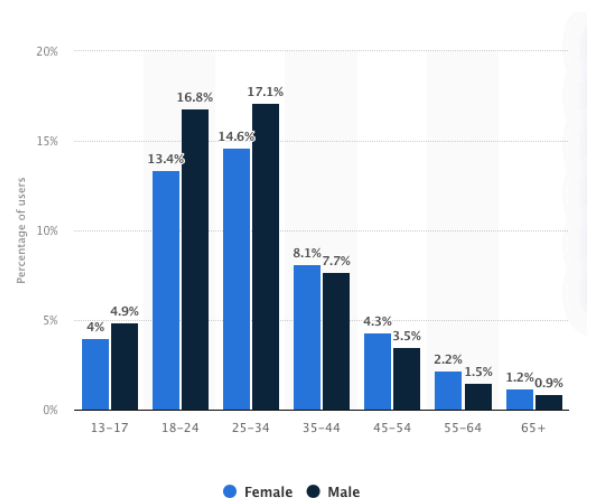


Figure 2: Instagram Impacts on Society (*Global Instagram User Age & Gender Distribution 2022* |

When it comes to advertisements on Instagram, it depends primarily on the budget that a company/individual holds. The other factors are who do you want to reach out to, time of the

year, the quality of the advertisement, etc. We have made our decision based on an average price a company spends on ads charged for clicks, likes, video views or post engagement needing a daily minimum budget of at least \$5 a day. (*How Much Does It Cost to Advertise on Instagram?* - *Strike Social*, 2018). Furthermore, based on a recent Instagram ad that went live for research purposes, 30 AED was invested into the ads for a week (4.5 AED per day). The outcome reached 8.3k accounts. From this information, we decided that having a budget of 10 AED per day, which means we are reaching out to 16,000 people a week, and 768,000 a year. Out of this, 700-1000 people per week will come in an average scenario. Worst case scenario is if 500 people are estimated to come a week, then 24,000 people will come a year. Based on this, our calculation goes as follows: 10 AED (Daily) x 30 (Month) x 12 (Year) = 3600 per year is needed for advertisements on Instagram alone.

Last but not least, are YouTube ads. The reason for this is due to the high number of users paying attention to videos rather than the TV and the evaluation methods through KPI's lead to a successful campaign. (*3 Reasons Why YouTube Advertising Is More Effective than TV Advertising*, 2020).

This is our second highest expense when it comes to marketing, as it is stated on average that “The average cost of reaching 100,000 viewers is around \$2,000.” (Geyser, 2017) That would be around 7,300 AED. The total amount that was initially planned for the overall marketing was 17,200 AED, however, after creating our income statement we found a need in increasing the marketing fees to 20,000 AED. The 4 years marketing expenses goes as follows:

Year 1 -20,000
Year 2 -22,000
Year 3 -24,000
Year 4 -26,000

Figure 3: 4 Years of Marketing Expenses.

The reason for raising the marketing prices every year is to further raise brand awareness, and to reduce the customer acquisition cost. Marketing should never stop, as the main goal is to reach out to as many people as possible.

The calculation for daily viewers for YouTube goes as follows: $100,000/12 =$ rounded to 8,300/30= rounded to 280 (people per day). Out of 280 people, around 15% would want to look into our restaurant further, making that 42 people a day that are potential viewers.

Yearly, that would be 15,000 people on average ($42 \times 30 = 1260 \times 12$). This does not include word of mouth, and any other methods that could increase this number. When it comes to including all of the marketing channels/strategies that would lead “Vegan House” to 89,000 yearly potential consumers (this is because 50,000 customers will come from Google ads + 24,000 from Instagram ads + 15,000 from YouTube ads = 89,000 people a year).

Customer Acquisition Cost Per consumer

“Vegan House” has a customer acquisition cost (COC) of 4.45. This is achieved by dividing the total number of customers per year by the marketing fees. $89,000/20,000 = 4.45$. As our marketing expenses will increase by 2,000 every year, the COC will decrease by 0.20 as consumers are more familiar with our brand.

Revenue Per Order

Our revenue per order was found by comparing prices with our competitors while also keeping in mind our goal, which is to provide our customers with quality ingredients. Our first competitor was McDonald's. According to their menu, the “Big Mac” meal at McDonald's, including fries and a drink, is 29 AED (*Zomato*, 2022). Another one of our competitors is a popular vegan restaurant in Dubai called Just Vegan. The closest menu item that they have to a “Big Mac” or a burger is their “New York Double Cheese” burger, which comes with fries for 54 AED. If the customer would like to add a drink, that would be an additional 12 AED, making the total for the meal 66 AED (*MENU | Just Vegan*, 2015). A third competitor is another popular vegan spot called Wild & The Moon. Their “Wild Burger” is 58 AED and does not come with fries (only a small salad portion) (*Menu Dubai - Wild & The Moon*, 2022). Also, it appears that their menu does not have soft drinks provided either since it focuses more on health. Many of our competitors focus on healthy eating, even though vegans and vegetarians just want a regular burger sometimes too.

With all of this in mind, we realize that our restaurant should be affordable like McDonald's and other regular fast food competitors, but also be made out of quality ingredients found in more expensive vegan restaurants like Just Vegan and Wild & The Moon. Therefore, we decided that 42-45 DHS for a meal (e.g. a burger, fries, and a drink) would be appropriate for what we are providing. We will increase our prices as the years go by since more customers will be willing to pay more if they like what we offer.

Cost of Goods (Per Order)

To find out a good estimate for our cost of goods (COGS), we researched what percentage of a sale should be spent on COGS to get a good profit. According to Toast Tab, a website that specializes in providing people with information about the restaurant industry, thirty-one percent of your sale is a good amount spent on COGS (*Restaurant Cost of Goods Sold*, 2022). Therefore, if our revenue per order is 42 AED for the first two years, then thirty-one percent of this would be around 13 AED. We decided to divide 13 AED between the three categories of the COGS: product, packaging and delivery, and customer service. We split the 13 AED in terms of importance for these three categories. We value the product itself due to our strive to provide our customers with premium ingredients, therefore, more than half of our amount goes there (7 AED). Next, we expect that our packaging will be more costly than the customer service, which explains why the packaging costs 4 AED on the income statement, and the customer service costs 2 AED. We decided to split it this way since our restaurant is a drive-through and not a dine-in, therefore, not much will be needed to spend on customer service.

The same idea goes for the third and fourth years too, except, we have increased our revenue per order to 45 AED since our demand for our product will increase, as well as, our customer's willingness to accept the new price. Since we have increased our revenue per order, the amount spent on COGS would increase too. This goes from 13 AED in our first two years, to 14 AED (thirty-one percent of 45 AED). We decided to increase our product cost since we value quality, as well as our customer service cost since developing that further is appropriate as more customers visit drive-through as the years progress.

Operating Expenses

Moving on to the salaries/payroll of our employees. At the start of our business, we will hire 1 cook to manage the kitchen and 1 cashier placed at the restaurant/drive thru. According to Indeed, the average salary of a cashier is 2400 AED a month, (*Chef Salary in UAE, 2022*). This makes it 28,800 AED a year (2400 AED x 12 months), and the average salary of a cook would be 3300 AED a month. This makes it 42,000 AED a year (3300 AED x 12 months). Together, that would make our payroll expenses a total of 70,800 AED a year (28,800 + 42,000= 70,800 AED).

Other Expenses

Food Truck - A major other expense the Vegan House will have is a food truck. This will cost us approximately 100,000 AED for a 14' truck according to The Food Truck Factory with water and electricity included (*The Food Truck Factory, 2017*). To lessen the immediate cost of

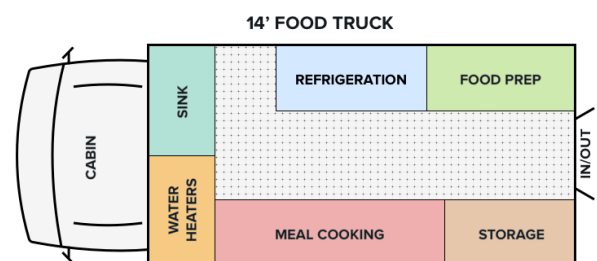


Figure 4: 14' Food Truck Blueprint (The Food Truck Factory, 2017)

this, we decided to split the 100,000 AED into instalments of 25,000 a year for four years. If demand is greater than supply, a second food truck could be launched in the future.

Licenses and Systems - After doing our research, we realized that 13,000 AED was an appropriate number for licensing a food truck business (*How to Get Food Truck License in Dubai for Your Business*, 2020). There are five steps in the licensing procedure. After a business submits an initial request, an offer is made based on the information provided about the business. A licensing agreement is reached when the corporation has accepted the offer. The licensor then verifies all the product information. A license certificate is issued for the product in the applicable category following the conclusion of the licensing process. Furthermore, we decided to spend 900 AED on a POS system since the range for a POS system could be 0 to 2000 dollars (Nguyen, 2021).

Equipment - There will be lots of possibilities to pick from even with a list of necessary equipment. A certain model or type can be sufficient for the task at hand, but it does not necessarily make it the ideal option. After looking around for equipment averages we decided that we would spend these amounts on each item:

Freezer - 1500 AED

Stove Oven - 5000 AED

Sink - 1000 AED

Water Heater - 500 AED

Storage - 500 AED

= 8500 AED

With all of this in mind, other expenses will be 47,400 AED every year ($25,000 + 13,000 + 900 + 8,500 = 47,400$ AED).

Forecast of Cash Flow

When looking at our income statement estimations, we can see that our gross profit showcases how much cash inflow The Vegan House will be receiving after paying off the cost of goods sold. While we estimate that our cost of goods sold will increase throughout the four years, our revenue will too, keeping our gross profit high. Our gross profit in the fourth year is predicted to increase to over 50% of what The Vegan House produced during the first year of selling. The operating expenses will also be considered another factor in how much cash will be outflowing, however, The Vegan House is still predicted to break even and produce a substantial amount of net income in the second year of operations.

A Periodical Profit Plan

Our income statement also reveals The Vegan House's periodical profit plan. Every year The Vegan House's revenue is expected to grow from 188,764 AED in the first year to 452,925 AED in the fourth year. As the years go by, there will be an increase in order numbers due to rising loyal returning customers and more budgeting for our marketing methods. The Vegan House has also made the decision to slightly increase our average revenue per order from 42 AED in the first two years, to 45 AED in the future. Our decision to do this was supported by our income statement numbers since loyal customers will be willing to adhere to the newer prices. These adjustments throughout the years will help The Vegan House gain more traction and profit.

Variance Report

To see how well our company is performing without having started operations, The Vegan House will compare the income statement estimations with our main competitor in Dubai, UAE: Just Vegan. Just Vegan first started in the Dubai Marina, UAE in 2017 (*Just Vegan*, 2015). Just Vegan (@justveganarabia) currently has 4933 Instagram followers. Typically, consumers who are loyal to the company follow their social media platforms for updates. Let us assume that this number represents the number of people who purchased from Just Vegan during their first year of operations due to their loyalty to the business. Now, let us look at the average price for a burger meal at Just Vegan using their online menu. Most of their burgers are priced around 50 DHS on average (*Just Vegan | Vegan Menu*. 2015). Using this information, as well as our own income statement, we can create a variance report comparing the two revenues for the first year of operations:

	The Vegan House	Just Vegan
Total Orders	4494	4933
Revenue Per Order	dh42.00	dh50.00
Total Revenue	dh188,748.00	dh246,650.00

Figure 5: Variance Report for The Vegan House

The order number estimation and our revenue per order are very similar to Just Vegan's numbers. This variance report is helpful since Just Vegan has become one of the most successful vegan restaurants in Dubai, therefore, if our numbers are reaching this benchmark, we are on the right track.

Hiring and Training Procedures

The procedure a recruiting team follows with a job applicant to provide them with all the information necessary for them to decide who to hire. It includes actions like the screening call, the in-person interview, the background check, and finally the actual job offer (Team, S, 2018).

Some of the steps we will be taking to recruit people include:

- Application
- Resume screening
- In-person interviews
- Background checks
- Reference checks (e.g. where they used to work)

The Vegan House will recruit people through websites like Indeed. This is because:

- There is an option to establish a free job posting on Indeed or pay to sponsor your job to increase its visibility in job seeker searches.
- To give prospective employees more information about our company.
- Our company profile can help you compete for the talent you want with highlighted employee reviews, work happiness ratings, priority roles, and company updates.
- We can ask a candidate about any specialized qualifications, professional experiences, or software skills.

Performance Evaluation

The Vegan House will set up an evaluation framework and compare each employee to those parameters in order to evaluate employees properly. There are steps The Vegan House will take for doing an efficient employee evaluation:

1. Set performance standards

Setting up clear performance standards that spell out what an employee in a particular function is expected to achieve and how the work should be done is very important. Some of our standards include to provide customers with great service, to be consistent with the cooking and preparing of the menu items, and to make sure all the menu items are packaged in a specific way.

2. Set goals

Set individual goals for each person as opposed to performance criteria, which can apply to several employees. Goals are specific to the strengths and weaknesses of the individual employee and can aid in skill development or the acquisition of new abilities.

3. Take notes all year round

The Vegan House will make a performance file for each employee. We will keep track of noteworthy events or accomplishments.

4. Provide constructive criticism

The Vegan House will give specific, helpful advice on how the employee can develop and improve going forward after clear examples.

Distribution of Profits

Distribution of profits is when and how profits made by the company are distributed. Profit should be distributed amongst shareholders; employees, any partners and should be used to carry out the business. Minimal portion of the profit will be used to pay wages, bills, etc. majority should be shared among the owner and investors. The Vegan house has only one angel investor, therefore, it is in our plan to share 70% of our share to our angel investor and the remaining 30% to the owner. However, since it is a startup company and we are having an angel investor as our only investor, it is likely that they would prefer to take a small share of the profit and use the majority of it for the growth of our business. This way, part of the profit will be shared as dividends and part will be reinvested for the growth of the business.

Pension and Incentive Systems for Employees

Keeping our employees secured and satisfied is the key to a successful business. Therefore pensions and incentives are considered for our employees. A retirement plan known as a profit-sharing plan allows employees to participate in the company's profits. Under this kind of arrangement, an employee's share of a company's profits is determined by its quarterly or yearly earnings. This is an efficient way to give employees a sense of ownership and commitment. The amount of profit shared depends on the company and in our case, with only two employees, firstly, the sum of both their compensations is calculated, then the annual wage of each employee

is divided and the percentage is multiplied by the total amount of profits shared (Kenton, 2022)..

Assuming the chef earns AED 40,000 and Cashier earns AED 30,000 per year. Owner shares 10% of annual profit and the business earns AED 47,000 that year.

- Chef= $(\text{AED } 150,000 \times 0.10) \times (\text{AED } 40,000 / \text{AED } 70,000)$, or AED 8571.42
- Cashier= $(\text{AED } 150,000 \times 0.10) \times (\text{AED } 30,000 / \text{AED } 70,000)$, or AED 6428.57

Furthermore, additional incentives can be provided as well, for instance, if an employee shows an excellent contribution to the business; prizes like trips, additional bonuses, etc can be offered

Organization and Management

The Vegan House will be hiring 2 employees for the start of the business. Since it is a drive-thru/ food truck, we will not be needing many employees. One chef and one waiter/cashier will manage the food truck. However, since there are a limited number of employees, more positions will be given to them.

The cashier/waiter will also be managing the payrolls and marketing/advertising activities such as managing social media. The chef would also be responsible for managing the cleanliness of the kitchen. The CEO/owner of the company will be responsible for the overall well-being of the company and hiring procedures.

Education and Experience of Managers and Employees:

1. CEO/owner: Owner will be coming from a background in finance and accounting with a master's in HR. Therefore they will be responsible for the accounting, financing of the

business sales and marketing as well as the recruitment procedures for hiring and training employees.

- Positions given: CEO, Accounting manager, HR manager, Sales manager.

2. Chef: Chef would be coming from a background in culinary arts. He would have a specialty in cooking vegan meals and dishes and require experience in cooking vegan burgers as well as a variety of desserts.

- Positions given: Chef

3. Cashier/waiter: hospitality and POS experience is a must to ensure the efficiency of tasks. He or she is required to treat customers with respect and serve them in a timely manner. knowing how to manage the POS is critical therefore experience would be essential. Since he or she would also be responsible for the advertising procedures, an educational background in marketing or advertising would be preferred, or else a background in social media management would be helpful.

- Positions given: Cashier, Operational manager, Waiter/ waitress, Advertising manager, Social media specialist.

Management Meetings Nature and Time

Conducting meetings are vital in leading engagement, employee productivity with the objective of improving the performance of the team. All members of the leadership are encouraged to communicate and understand one another through these meetings. Moreover, departments will

work together harmoniously and toward the same corporate objective in this way. Being a small food business, arranging meetings once a month is necessary and required. Where reports from each department are reviewed, performances are analyzed and initiatives are adjusted. The sales, marketing, advertising and all financial reports; the balance sheets, income statements, cash flow statements, etc. to ensure a stable flow in the profitability of the company. Moreover, Annual and quarterly meetings would also take place for more thorough and analyzation of the overall performance of The Vegan House.

The Organization Chart

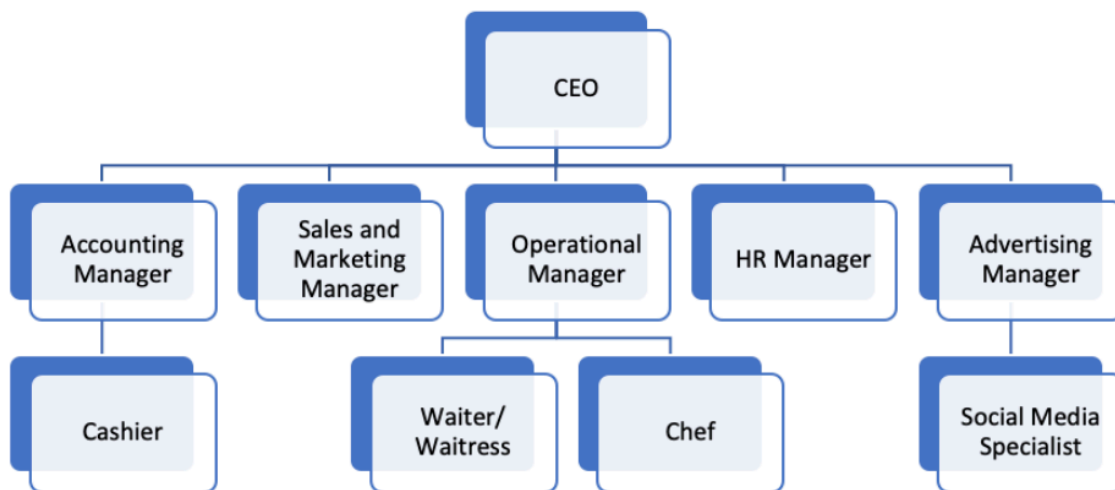


Figure 6: The Vegan House Organization Chart

Legal Structure

The legal structure that The Vegan House will be following is Limited Liability Corporation LLC. This is due to the personal assets of LLC members being shielded from creditors of the firm. Furthermore, as the owner of The Vegan house, there is no responsibility in being held accountable for the business debts and liabilities. Consequently, it reduces the risks for our start-up business as the procedure is easy enough for owners to handle without specialized knowledge. (Wang, 2017) The steps for setting up an LLC in the United Arab Emirates are visually represented in figure 7.



Figure 7: 8 steps on setting up an LLC in the UAE

Another advantage of this form of ownership is that a limited liability company (LLC) can have up to 50 stockholders. However, according to the laws, a UAE resident must own 51% of the company. (NSKT Global, 2020) Furthermore, to lawfully do business as an LLC in Dubai,

owners must incorporate and receive a license from the Department of Economic Development, or DED.

Apart from the ownership structure, a valid contract will be provided to the employees that will have to be signed off by them. It will include the offer and acceptance, legal obligation, lawful consideration, and a few more elements that make up an official contract. The Vegan House will also take into consideration providing insurance for the employees, in case an injury arises at work. Since our business revolves around the food industry, a food truck license is needed. The steps in obtaining this license are firstly by obtaining permissions from the Department of Economic Development (DED), Dubai Municipality, the Roads and Transport Authority (RTA), and the Dubai Electricity and Water Authority (DEWA). (“How to Get a Food Truck License in Dubai - Creative Zone,” 2018) All of the Vegan House’s food must be cooked in a graded kitchen, therefore, the next step is to identify a graded kitchen that will further help in beginning to plan the style and arrangement of our truck. This section was roughly estimated in the next section, the financial models. When it comes to investors, The Vegan House is seeking one angel investor to invest in the business, meaning that there will be two partners: the investor, and the owner of Vegan house. Consequently, that investor will have access to 70% of the shares in the company, and the remaining 30% will go to the owner. The key responsibilities of partner A (Owner of Vegan House) will be signing cheques and managing the business through strategic decisions. The shares will be allocated during a meeting with the investor and partner A, where all the legal obligations will be stated along.

Products and Services**Production Stages:**

The Vegan House will receive plant-based premium ingredients from outside sources to be distributed to our food truck for production. Once the ingredients are shipped to the food truck, The Vegan House employees will prepare the patty and nugget mixes fresh for the day. To save on time, the patties and nuggets are semi-cooked/fried beforehand and frozen until a customer orders a menu item. Each menu item varies in time to produce, for example, the burgers will take approximately seven minutes to cook and assemble, while the chicken nuggets will take closer to five minutes to make as it only requires a quick fry to complete the cooking process. The average time a customer will have to wait for their food will be approximately five to ten minutes. The prepared food will then be given to the customer via a food truck drive-through or given to a Vegan House food courier to be delivered to a specific location for online orders.

Products and Services:

The Vegan House provides plant-based menu items like vegan burgers, nuggets, fries, desserts, and also a breakfast menu. Since The Vegan House is a food truck drive through, minimal service is required when it comes to contact between the employees and the customers. The employees will take the customers orders and give it to them directly while they are in their car. We do also provide a delivery service for customers ordering online through our website.

Lean Canvas**Problem -**

According to Arabian Business, “the UAE may turn 500,000 citizens vegan by 2025” (Pointing, 2020). The popularization of veganism has been increasing due to environmentally and health conscious people. Due to this increase, Dubai needs to step it up and grow their vegan markets. There are several problems such as the lack of drive throughs or time efficient restaurants for vegetarians/vegans. In the UAE, there are only vegetarian/vegans sit-down restaurants that do not have a drive through option. The second problem is that the UAE does not have enough vegan fast food options. Options like vegan burgers, pizza, and nuggets. Lastly, the vegan restaurants in Dubai are very overpriced and are rarely in the category of fast food.

Solution

The solution to these problems is to create a fast food vegan chain in Dubai, UAE, that includes a drive through. It will be more affordable than the vegan/vegetarian restaurants found in Dubai, making it comparable to McDonalds. The ingredients used will also be of higher quality - ensuring no animals were harmed in the production. This solves the issues of having inefficient, limited vegan/vegetarian options in Dubai, UAE.

Existing Alternatives

There are existing alternatives such as Cycle Bistro, located in the MotorCity. The Le Meridien Mina Seyahi's Bounty Beets restaurant offers a wide selection of organic, gluten-free, and vegan cuisine. There are several tantalizing alternatives on the menu, including vegan scrambles and

chocolate pancakes. Green Earth Cafe the menu at this celiac and diabetic-friendly cafe is extensive and completely vegan, sugar, peanut, and gluten-free. And the last one is Just vegan. Almost all the vegan restaurants focus on healthy eating, however, most vegetarians and vegans would also like unhealthy, quick options too.

Key Metrics

When it comes to measuring how well our business is doing, we will measure it by several tools such as keeping track of daily number of visitors, along with monthly targets. We will also be able to identify the number of people interested, not necessarily our existing customers, but potential. This can be tracked via our website traffic weekly and monthly. Surveys and feedback will be taken into consideration for our existing consumers and potential consumers. SEO plays a big role, which is why it is important to track how many users (%) found what they want fast with keywords such as “Vegan restaurants near me”, “Vegan food Dubai”, etc.

Cost Structures

Moving on to the cost structure, there will be two categories of expenses; fixed and variable costs. Fixed costs such as the equipment and tools, fixtures, mortgage and license fees. Variable costs that are recurring such as the food/raw materials, the salaries of the employees, the rent, loan payments, license premiums, marketing of the restaurant, telecommunications, and utilities.

Unfair Advantage

When it comes to our vegan drive through, our competitive advantage is the unique menu that we offer with delicious burgers that will please our vegan target audience. This can be our trade secret, or in other words the “insider information” as we will have a unique combination of recipes that our competitors won’t be aware of. Another unfair advantage is that there is not a single vegan fast food drive through in the United Arab Emirates which makes us the first vegan spot to quickly grab your food at the comfort of your car. It is also hard to copy a vegan restaurant as plant-based products are pricey due to their higher quality. Our menu will also differentiate from others by having 2 different menus (Breakfast and All Day).

Channels

The channels that will be involved are:

- Advertisements
- Strong social media presence
- Public relations (pushing the fact that we are eco-friendly and vegan)
- Recommendations/Word of Mouth
- Website

Revenue Streams

Most of our revenues would be from the sales of our vegan meals and beverages. Since there is no other vegan drive through restaurant throughout the UAE, many vegan customers would be attracted to the convenience and affordable price structure our business offers. Our other source

of revenue would be from other businesses, for example, collaborating with the “Impossible Burger” company that sells plant-based burgers.

Customer Segments

To build up useful insights, we researched our customer segment, market and industry. Through that data, we can understand our customer's behaviours and preferences. Furthermore, we can determine what classifications of customer segmentation would most profit our business and propose prospects for growth.

1. Demographic: younger customers, with average income rates.

That is based on research from The Food Institutes; “Sixty-five percent of Gen Z say they want a more "plant-forward" diet, while 79% choose to go meatless once or twice a week, the study found.”

2. Geographic: The restaurant will be in UAE, Dubai. The specific location is yet to be determined.
3. Psychographics: Vegans and vegetarians, and people interested in being better to the planet.

Early Adopters

- Environmentally friendly and aware people
- People who are wanting to become vegan/vegetarian.

Unique Value Proposition Canvas**Gains:**

The benefits of a drive through is that customers do not need to get out of their automobiles to place an order, pay for it, and receive it in a very short amount of time. For hungry consumers who need food very immediately, the ease of restaurant drive throughs is a key selling factor. Restaurants can serve more customers than they could fit in their restaurant at any given moment thanks to the drive through ordering systems. Furthermore, the price will be affordable, and it will be well-known for the quality of the food. It will also be the first ever drive through fast food vegetarian and vegan. The result is that the service will satisfy the demands of two distinct and specialized customer groups: vegetarians and vegans. It can also be loved by non-vegetarians as well! Interestingly, market research has shown that this customer segment is rapidly expanding as more and more individuals want to eat better by avoiding meat-based items and meals that are rich in fat and sugar.

Gain Creators:

Our vegan drive through offers a large variety of finger licking menu items, such as burgers, salads, and even desserts that taste as good as other non-vegan restaurants. We also have food for every timing of the day, such as breakfast, lunch, and dinner. Our restaurant focuses on preparing your food at the comfort of your car, without having to wait for so long. Even non-vegans have an opportunity to try our food and get inspired to learn about the health benefits of being vegan. To summarize the benefits to the target audience are:

- All resources (vegan food) in one place.

- Saves time

There will also be discounts on first visit and loyalty programs.

Pains:

The first pain is the inability to get vegan/vegetarian options at drive through fast food restaurants. All the vegan restaurants are sit-down style, making it inefficient for people who are on the go. The vegan restaurants are also focused on really healthy, green food, however, people who are vegan sometimes would like unhealthy food on the go too. Another pain is the low availability of vegan restaurants in the first place too.

Pain Relievers:

The first pain reliever is our vegan drive through with affordable and fast food. Our vegan drive through will also be open until 2 am for people who would like to get later on at night. Our products will be genuine fast food (not healthy type foods), made with quality ingredients. We will have multiple locations near fast food restaurants like McDonalds so that vegan people in a group can drive through and get their food too.

Products and Services:

Our business offers a variety of vegan meals, desserts and drinks at an affordable price served as fast as other fast food restaurants. We will serve breakfast, lunch and dinner. The restaurant will have a drive through option for customers who are on the go and frequent offers and discounts on their set menus.

Customer Jobs

Customer jobs can be identified in three distinguished forms, this is according to our perspective on what our customers are looking to achieve or solve in their life.

1. Functional jobs

- Our customers want to opt for a variety of vegan options in the fast food sector.
- The consumption of vegan/vegetarian food can accumulate less toxins, making it a rational choice for customers.
- Drive-through and fast food is time efficient for customers and more convenient.
- Vegan fast food can help transition non-vegans to vegans, especially for those who enjoy the taste of meat.

2. Emotional jobs

- Customers may feel guilt-free when eating fast food, as vegetarian options are considered “healthier”
- Customers will feel happier, for helping the environment.
- Customers will feel more secure for having a more conscious lifestyle.

3. Social jobs

- Many struggle to dine in or out with non-vegan friends and families, due to the lack of choices, customers now will be able to enjoy vegan/vegetarian options even at 2 am..
- Customers will be perceived as more mindful of their environment.
- Customers will be perceived as more educated and less traditional.

Market Focus

This section outlines the broad dynamics and forces in the business's marketplace, as well as their influence on the business. An analysis of The Vegan House's target market, brand positioning, and products & services is provided.

Profiles of Target Customers

Based on research and statistics relevant to our brand's offering, we developed a profile of our ideal target customers.

Demographics	Psychographics	Geographics	Socio-economics
Age: 16-24	Habits; eats junk food daily and binge-watch shows	Country: UAE	Salary: between AED 3000 - AED 10,000
Gender: female & male	Lifestyle: extroverted, loves making friends	City: Dubai	Education: university students
Marital status: single	Values: values life and cares about the environment.	Area: The Last Exit	Household Description: lives with parents or alone

Figure 8: Brief summary of The Vegan House's target customers

Demographics: According to a poll conducted by the BBC's Good Food magazine, 16 to 24-year-olds spend the most money on fast food of any age group. (Staff Reporter, 2015) when it comes to gender, Women are nearly twice as likely as males to report eating less meat, with 31%

versus 15%, respectively, (perriblumberg, 2020) but we expect an increase in veganism in both genders in the next few years.

Psychographics: According to research conducted by scientists at the Max Planck Institute for Human Cognitive and Brain Sciences in Leipzig, it has been found that vegans are most likely to be introverted and that could be because of the lack of vegan food choices for them. (Randall, 2020) However, we believe our ideal target customers are extroverts that enjoy building relationships and trying new trends such as plant-made burgers that taste like beef or chicken. The Vegan House's target customers will be people who are conscious about what they ingest, their lifestyles, and the environment they're within.

Geographic: The Vegan House will be located in the UAE, Dubai. According to UNESCO, There are more than 200 nationalities living and working in the UAE, making the UAE a very diverse country. (*Fact Sheet - the Official Portal of the UAE Government*, 2022) our target customers can be from any nationality or ethnic group.

Socio-Economics: The average person under 25 in Dubai earns approximately 3,000 DHS to 10,000 DHS, our target customers are those looking to eat vegan fast food for affordable prices and university students who are still under their parents' governance and live with them.

Brand Positioning

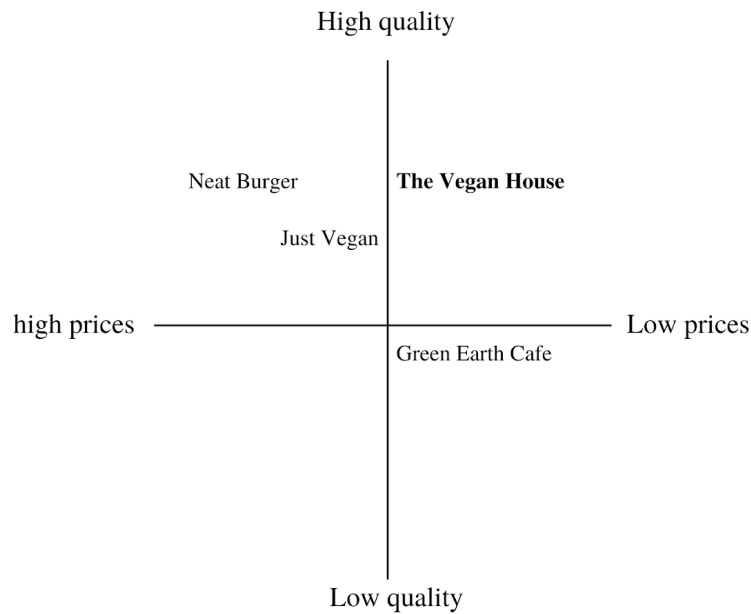


Figure 9: Brand Positioning of Vegan House

Points of Parity -

Brands	The Vegan House	Just Vegan	Neat Burger	Green Earth Cafe
Correlational	All businesses sell vegan food			
Category	All businesses sell drinks, desserts, and sides.			
Competitive	All businesses sell meals made with unique recipes			

Figure 10: The Points of Parity

Points of Difference -

The Vegan House	Green Earth Cafe	Neat Burger	Just Vegan
<ul style="list-style-type: none"> -Sells combo meals -Has a drive-through pick-up -Low prices -Offers breakfast meals 	<ul style="list-style-type: none"> - Offers a dine-in - Has outdoor seating - Gluten-free food options - Offers home-delivery 	<ul style="list-style-type: none"> - Completely organic with no chemical plant-based food -It mimics the taste of not only meat and chicken but also fish burgers. 	<ul style="list-style-type: none"> - Offers shisha and a smoking area - Takeaway is available - Large servings

*Figure 11: The Points of Difference***Marketing Strategy**Marketing and Sales Objectives

As a startup, our ultimate goal is to increase market share and gain new consumers. We accomplish this by raising brand awareness and brand knowledge. The Vegan House Marketing and Sales strategy are planned out over the next four years according to the business's financial budget.

Place and Distribution Strategy

The Vegan House is a food truck that will be located in Last Exit, Dubai. The reason behind picking this location is its lack of competition behind it. The area is between two cities, making food choices offered very limited. We will have product visibility on websites such as Zomato and TripAdvisor which will allow customers and potential customers to have further information

about us such as, where we are located, our menu prices and our rank and testimonials. We will also provide delivery services in delivery apps such as Talabat, and be shown on the Instagram pages of successful influencers. Customers can also find us when searching on google, as we plan to hold google ads for our business.

Promotion Strategy

Because The Vegan House is not yet on the market, our primary focus is on increasing brand awareness and laying a solid basis for our brand image and reputation. The Vegan House must be regarded as what it is: an authentic and honest business that is concerned about the health and welfare of animals and has a strict zero-tolerance policy for animal cruelty. It also does not allow mass consumption as is common with other fast food chains. The UAE is recognized for its awareness and vigilance in the culinary business, and we aim to satisfy all expectations and bring out the best in ourselves. We value customer satisfaction and also employee satisfaction, and we want those who work with us to be courteous and talented. We will not allow negative attitudes and behaviours in the workplace or in the presence of customers. A good and joyful atmosphere is required to be kept at all times even during unpleasant situations. According to our assessment, The Vegan House will target younger generations as they have the most relevant interests for us. Our Promotional Strategy comprises mixing our components, all of which communicate the same message. Based on our predictions, we are selecting the most successful promotional and marketing actions in the next four months, from the most effective/ROI to the least effective/ROI.

Rank	Marketing/promotional activities
Most effective	Digital advertisement, social media marketing, content marketing in social media channels such as Instagram, Facebook, Google and Youtube
Average effectiveness	Sales Promotion (coupons, freebies, samples)
Average effectiveness	Publicity and Public Relations
Least effective	Email Campaigns

Figure 12: Ranking most to least effective marketing and promotional activities based on our estimations

Price Strategy

According to our market research, we have found that vegan restaurants in the region offer high prices. To penetrate the market we have come up with a strategy of high-quality low price-set, we do that by measuring our cost and profit margins. However, we expect to set premium prices for newer market offerings. Due to the high cost of production and the quality of our dishes, we are setting a price slightly higher than those of our fast food indirect competitors.

Product Strategy

We intend to adopt the value approach in our product strategy, which entails offering certain menu items at discounted costs. To begin, we will combine each cuisine with a side dish and a small drink to form a basic combo meal and then provide many menu variations to cater to diverse consumers' interests. We will also sell a small burger, chicken and fish sandwich, and fries or onion rings as side items, for example; we will allow customers to raise the average order

size by adding burgers or sandwiches to their order or upsizing their side dishes and drinks. The add-ons will be clearly displayed on our menu board and on individual menus.

Branding Strategy

Meaningfulness	The brand's name fits well with its donation initiatives, making it easier for the target market to recognize the brand's core purpose.
Memorability	The brand's name and logo are easy to remember because it directly resembles the brand's movement and concept. The brand name is also unique and straightforward.
Transferability	The brand's name is not specific, its timeless and can be easily placed on their newer brand extensions and future products.
Likeability	The brand's color palette is green, yellow and white the colors create positive feelings to the users which makes the brand more likeable.
Adaptability	All the brand elements we have picked can be used timelessly on any new products we make, as long as we stick to the food and culinary industry.

Figure 13: The brand elements of The Vegan House help make it more recognized by the target market.

Financial Projections: Target Revenue

The income of Vegan House is predicted to increase from 188,764 AED in the first year to 452,925 AED in the fourth year. Order numbers will rise over time as a result of more loyal returning consumers and more spending on our marketing strategies. The break even point will be in year 2, because the operating income in the first year is estimated to be (AED7,863) and in year 2, a drastic change of estimated AED 48,806.

Digital Timeline

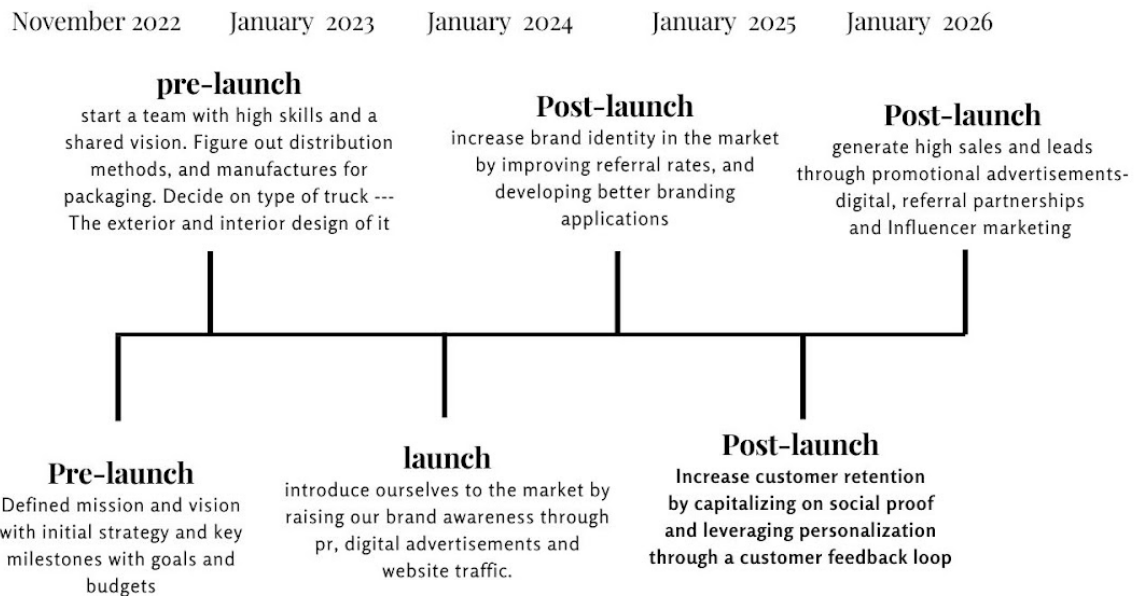


Figure 14: The Vegan House digital timeline

Action Plan

Action	Priority	Status	Deadline	Budget
Goal: Increase brand awareness				
Promote prdoucts digitally	High	incomplete	January, 2023	AED 6,000
Publicity and PR	Low	incomplete	June, 2023	AED 8,330
Generate website traffic	High	incomplete	September, 2023	AED 5,670

Action	Priority	Status	Deadline	Budget
Goal: Create a strong brand identity.				
Conduct Brand Audit	High	incomplete	January, 2024	AED 6,670

Increase branding applications	High	incomplete	June, 2024	AED 9330
Improve referral rate	Low	incomplete	September ,2024	AED 6,000

Action	Priority	Status	Deadline	Budget
Goal: Increase customer retention				
Capitalize on social proof	High	incomplete	January, 2025	AED 10,000
Leverage personalization	Low	incomplete	June, 2025	AED 6,000
Customer feedback loop	High	incomplete	September, 2025	AED 4,000

Action	Priority	Status	Deadline	Budget
Goal: generate high sales and leads				
Promotional advertisements-digital	High	incomplete	January, 2026	AED 7,000
Referral partnerships	Low	incomplete	June, 2026	AED 7,000
Influencer marketing	High	incomplete	September, 2026	AED 12,000

Figure 15: The action plan, goals, budgets for The Vegan House's marketing plan in 4 years.

Competitive Analysis

This section will cover the closest 3 competitors of The Vegan House. Several factors will be compared against The Vegan House such as the unique selling proposition, the target audience, the promotional strategies, and the market share. A SWOT Analysis of The Vegan House will be conducted additionally. Starting with Vegan House itself, the nature of the business is a newly established vegan fast food truck that will be based in Dubai, United Arab Emirates. The business will be acquiring a Limited Liability Corporation (LLC) that reduces the risks of having debts and liabilities. Furthermore, The Vegan house will be offering delicious vegan fast food such as burgers, salads, and desserts at the comfort of the consumer's car at a relatively affordable price.

Since The Vegan House is a food truck, it is in our plans to initially be opened at Last Exit in Al Khawaneej with the hopes of moving to a more busy temporary place, like Winter Garden for instance.

The Vegan House's unique selling proposition is that it is one of the first fast food drive-through in the United Arab Emirates. Additionally, it offers a breakfast and an all day menu that will also be offered through an intermediary, Talabat. The quality of Vegan House's products will be at high quality, such as the bread, vegan patty, vegetables, potatoes, etc. The Vegan patty is the key ingredient which is why Vegan house will find a supplier that will provide these ingredients in bulk, for a lower price, yet a premium quality.

The pricing of the items ranges from AED 20 up to AED 50, that is within the normal to low range in comparison to our competitors such as Just Vegan, that offers their pancakes for AED 52, that is AED 14 more than what Vegan House has to offer. Moving on to the after sales services, The Vegan House will have multiple after sales services to enhance consumer's perception of our company.

The first service we are planning to have is providing coupons, to encourage repeat customers as they can be inspired to share the option to purchase at a lesser price with a friend or family member, increasing the brand's word-of-mouth marketing. The second service will be a survey, as in order to improve our business, customer feedback is highly valued. As this is quite challenging to do, a treat will be offered such as our vegan soft serve. Our last service is an automated customer service line that can advise and provide solutions to common or even complicated concerns and questions. Instead of employing more human customer service professionals, automated answers and bots enable clients to readily obtain support at any time, whether by phone or online.

The promotional strategies of The Vegan House include having a campaign that will be named "Guess What" that will involve weekly TikTok videos testing the strangers reactions of The Vegan House's burgers, with the main objective of proving that vegan food can be as delicious as beef or chicken. Furthermore, giveaways will be frequently promoted via social media platforms like Instagram, TikTok, and Facebook that will require users to follow and like these pages to

enter the giveaway. This will help The Vegan House in raising awareness and organically increasing our following.

Furthermore, The Vegan House will be collaborating with food bloggers on a barter deal, for them to provide coverage of our food truck, in exchange for a meal for two people.

Microbloggers like (@Emiratifoodgeeks) with a following of 22,000 will be contacted for a collaboration proposal on Instagram.

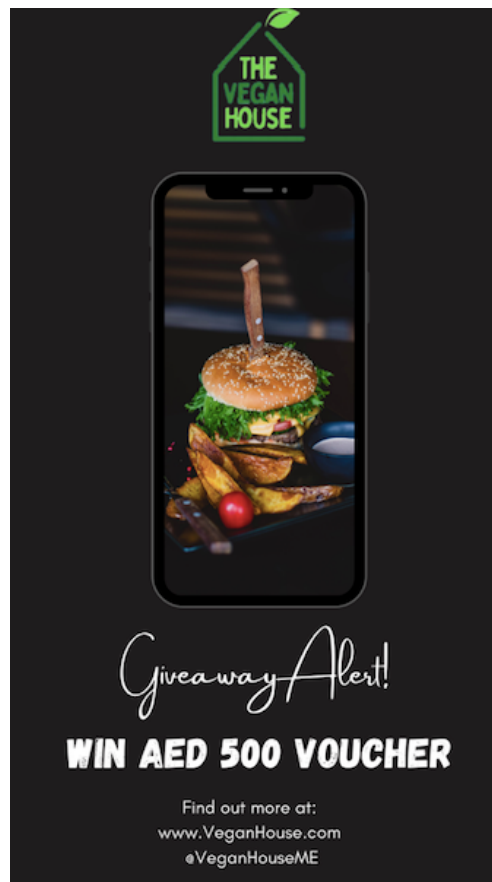


Figure 16: Visual demonstration of The Vegan House's giveaway on Instagram

SWOT Analysis

This section of the competitive analysis is concerned with a SWOT (Strengths, weaknesses, opportunities, and threats) of The Vegan House that is summarized in figure 17. This can assist the business in focusing on its strengths and prospects while addressing its flaws and threats in order to strengthen its market presence.

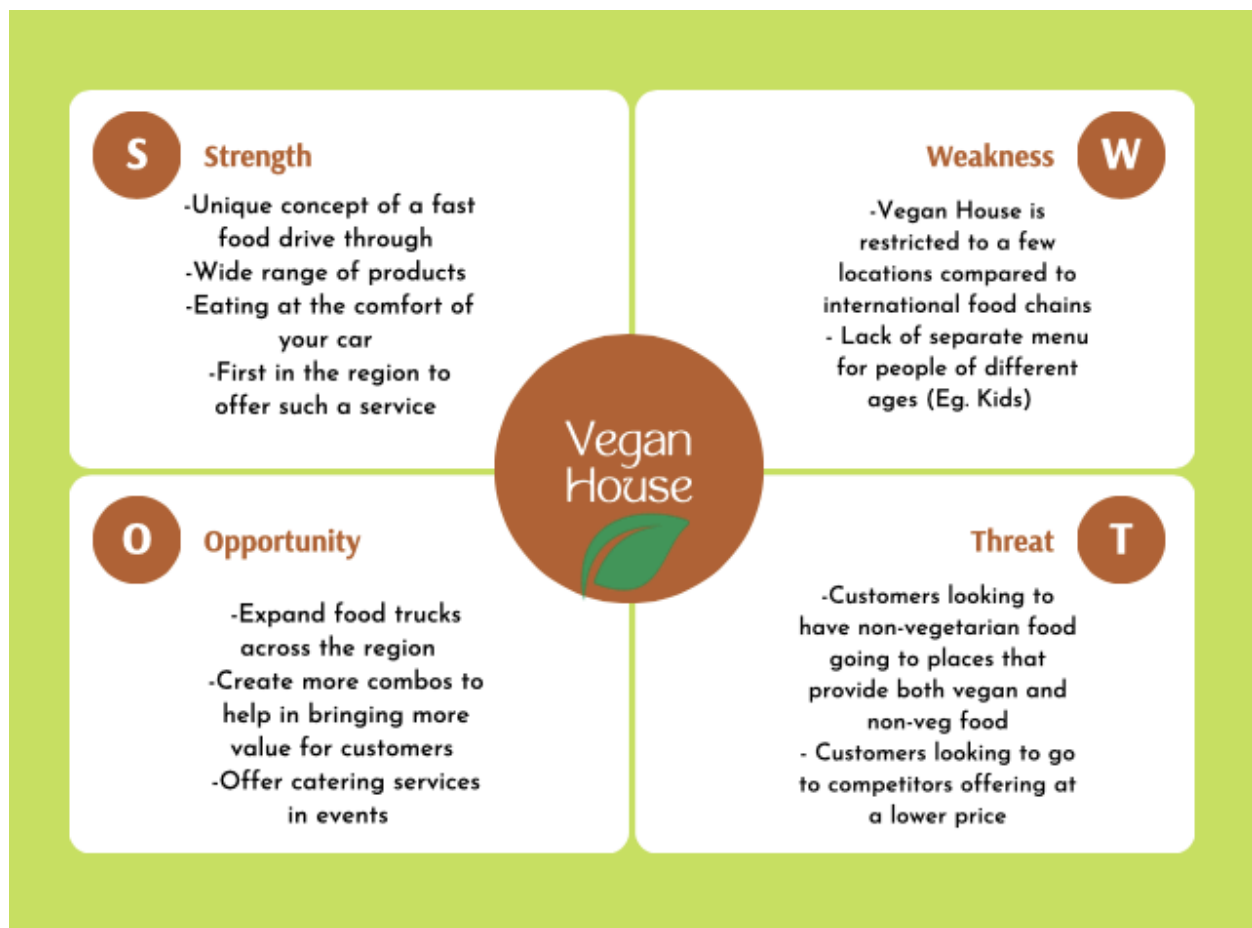


Figure 17: Summary of The Vegan House's SWOT Analysis

1. Strengths

The Vegan House is followed by multiple strengths such as the unique concept of the vegan fast food truck that provides a drive-through service and is also one of the first ones in the region to do so. Unlike its competitors such as Just Vegan which only focuses on restaurants rather than allowing consumers to eat in the comfort of their own car, and get to enjoy our delicious burgers. From breakfast items like pancakes to dinner such as burgers, consumers get to enjoy a wide range of items off the menu.

2. Opportunity

Due to restrictions in availability, The Vegan House has an opportunity to expand its food trucks across the United Arab Emirates in places such as Jumeirah, JBR, etc. Additionally, The Vegan House could provide catering services for occasions such as birthday parties, weddings, and corporate events. Consequently, it raises awareness by expanding its market segment. Although The Vegan house includes combos in its menu, it would be beneficial to update such combos based on demand and trends; for instance, for the national day, they could have an offer for AED 50 as per the age of the country. This way, customers will see more value and will be attracted to buying such meals.

3. Weakness

As a startup company, it is important to start slow and avoid opening multiple branches or regions. Due to Vegan House only opening in Last Exit, it possesses a weakness in comparison

to larger food chains, like Neat Burger which is available in multiple parts of the world like the Middle East, Europe, etc. As families are getting more health and environmentally conscious, Vegan House lacks in providing a menu for either the elderly like grandparents or the younger children.

4. Threat

Multiple threats are adopted in relation to The Vegan House, in which one of them includes consumers seeking to go to a spot that provides both: Vegan & Non-Vegan food. An example of this could be McDonald's, as they recently started doing veggie burgers. Furthermore, when eating healthy food, pricing is the first indicator due to the quality of the food which is why consumers seek to go for the lower-range vegan spots, which acts as a threat to The Vegan House especially due to the shortage of loyal customers.

Table of Competitors

Brand	Unique Selling Proposition	Target Audience	Promotional Strategies	Market Share Estimation	Use of Food Truck
	Unique concept of vegan fast food truck, wide range of menu items, eating at the comfort of your car	Health conscious, Higher income, Gen Z and millennials, Parents with children	Social Media Marketing, Barter Collaborations, Vouchers	8.5%	Yes

	Dog-friendly, Available across multiple regions, awarded for the best plant based restaurant	Animal lovers, Higher income, Vegetarians who occasionally choose to shift to vegan food	Social Media Marketing, Paid sponsorships, Food offers (combos)	20%	No
	Owned by 2 famous celebrities, sustainable packaging, latest food technology techniques	Health conscious, fans of Lewis Hamilton & Leonardo Dicaprio, Mid to High ranged income	Social Media, Paid Sponsorships, Broadcast such as Radio, Print Media such as Newspaper	15%	No

Figure 18: Summary of The Vegan House's competitors

The estimated market shares for all the companies was calculated by roughly estimating the total sales of the company per year, by the Vegan food Industry's revenue as per the United Arab Emirates. As per Global Data, the worth of veggie burger goods in the GCC regions increased from \$8.2 million to \$12 million in 2019 and is expected to reach \$15 million by 2023 (Grahame, 2022).

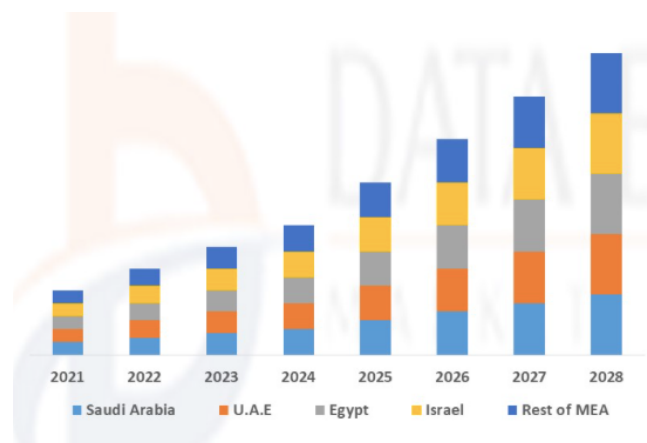


Figure 19: A 9 year Vegan Industry forecast on different regions in the Middle East (*Industry Trends and Forecast to 2028*, 2013)

The first competitor to be analyzed is Just Vegan, which has been in the market since 2017 and is the closest competitor to The Vegan House. The founders have had successful projects all around the world, including the Middle East, the United States, the United Kingdom, and Southeast Asia.

The first branch was opened in Marina and also a Franchise location at ILA Restaurant and Cafe, Al Seef and Farooj Express, Barsha Mall. This can be one of their competitive advantages, as Vegan House is a start-up and is limited to the market in the United Arab Emirates. Another unique point is their recognition, as they were featured in Khaleej times, and Gulf News, and got awarded by Deliveroo as the Best Plant-Based Restaurant in Dubai. (“Just Vegan,” 2015)

They are also pet friendly which is readily appreciated in a country where pets are limited to most restaurants. The promotional strategies of Just Vegan include having set menus, breakfast deals, and unlimited weekend brunch for an amount of AED 49. Furthermore, Just Vegan is active on social media platforms such as Instagram, with a following of 20,900 thousand. Since Just Vegan relies on dine-in services, it does not have a food truck around the UAE which makes The Vegan House stand out.

The second competitor is Neat Burger, which is a dine-in burger restaurant based primarily around the European regions like the United Kingdom and recently opened a branch in Dubai Mall. The aim of Neat Burger is to inspire people to make better choices by demonstrating that the future can be both sustainable and delicious. (“Neat Burger,” 2019)

What makes Neat burger different from others is that it is owned by Lewis Hamilton, the reigning Formula One World Champion, and invested by the famous Leonardo DiCaprio.

This automatically increases brand awareness towards Neat Burger as there are roughly 9 million followers that are following Lewis Hamilton. Unlike The Vegan House, which is a start-up, Neat Burger can benefit from marketing due to the publicity and exposure of these celebrities.

However, the drawback of Just Vegan and Neat Burger is the use of food trucks, as amongst these 2 competitors, The Vegan House is the only one incorporating this unique strategy. Moving on to the promotional strategies of Neat Burger, includes the use of Lewis Hamilton and Leonardo DiCaprio advertising about it via their social media platforms and reaching out to the press such as broadcast radio Dubai Eye (103.8 FM) and LovinDubai, a famous local news company. Furthermore, at the beginning of their journey, Neat Burger had a few giveaways to encourage followers to follow them on their page, and to grow their audience.

To sum up, The Vegan House needs to take inspiration from its closest competitors to incorporate the best marketing strategies, and further analyze what brings its customer in.

Conclusion

In conclusion, global data indicates that interest in meat substitute products in the UAE increased from \$8.2 million to \$12 million in 2019 and is estimated to reach \$15 million in 2023 (Grahame, 2022). UAE bears a very multicultural community , with around 90% being expats with diverse food preferences, meat lovers, vegan, vegetarians and more. Moreover Dubai is a well known destination for foodies. Opening an affordable vegan food truck/ drive-thru that isn't

only a solution to busy vegan consumers but also appealing to non vegan healthy food seeking consumers is the primary goal of The Vegan House. This is Highly feasible since there is often a stigma around vegan food that it's costly, luxurious and time consuming to make or order but the aim of our business is to make it easy and affordable for our customers to embrace veganism and lead themselves to healthy fast food. Based on our research and competitive analysis, The Vegan House holds the competitive advantage of being cheaper, more convenient and time efficient compared to Just Vegan, Neat Burger and Green Earth Cafe. being located in the last exit, with limited competitors and our visibility on talabat and zomato, along with presence on social media is likely to attract a great number of customers. With the efficient marketing and advertising plans as well as logical and promising pricing policies and strategies of using penetration method and competitive pricing as well as generous offers and coupons to be shared , consumers are predicted to be drawn to The Vegan House; All of which are good indicators and estimations of how successful our business can be. Although the start of our business will be small, with limited employees, market share and physical presence in the UAE; we have high hopes of potentially expanding our business to more locations such as Jumeirah, JBR, etc. and securing a valuable and well known spot in the vegan market of the UAE.

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