



Cooking Story

Customer

The Problem:

- People eat boring food
- They don't have enough options or knowledge to make their food better

Target Customer:

- Teenager and adults who want to learn how to cook
- Families and friends who want to experience new cultures

Plant to Build Customer Relations:

- Create a website that includes booking systems and discounts
- Email newsletters as a way for advertising



Customer cont.

Sales Tactics:

- Discounts for bigger classes and first time customers
- Monthly or yearly subscriptions

Research Findings:

- People want to know how to cook to build independence
- People want a variety on their life that they look forward to

Marketing:

- Social media
- Partnering with influencers



Customer KPIs

- Class attendance
- Customer satisfaction rate
- # of review that are above four stars within six months
- # of referrals to possible customer per thirty customers
- # of customers that come from referrals per month
- # of reoccurring customers per class



Product

A website and in-person service that provides cultural recipes to elevate food.
MVP:

- Basic online cooking class
- Short recorded lessons

Value Prop:

- Affordable hands on cooking
- Learn to cook quickly

Branding:

- Cooking Story
- Cook like your grandma



Market



PESTEL:

- P - food safety regulations and health codes shape how we operate and handle ingredients
- E - rising food prices shifts in disposable income and can affect class demand and supply costs
- S - increasing interest in healthy eating, cultural food expectations, and cooking at home boosts demands for classes
- T - online platforms and video tools are easy for virtual classes
- E - sustainable sourcing and reducing food waste appeal to eco-friending learners
- L - compliance with liability insurance, kitchen safety laws, and instructor certifications

Market Cont

Plan to seek competitive advantage:

- Offer low prices and quality products

Research findings/ Hypothesis:

- 90% of people surveyed said that not knowing how to make food results in them eating unhealthy and costs a lot of money
- 78% of people surveyed have trouble learning how to cook without someone personally teaching them.

Porter's Five Forces:

- Competitive rivalry
- Threat of new entrant
- Bargaining power of customers
- Threat of substitutes



Market KPIs and SWOT

KPIs:

- # of likes on social media
- # of followers on social media
- At least three advertisements released per month



SWOT:

- Hands on learning experience that online videos can't replace
- Personalized teaching and feedback
- Builds a strong relationship with students



Hypothesis, Research and Skill assessmer

Hypothesis and Research

- If cooking instructors are skilled in both cooking and communication, students will report higher success and satisfaction rates and return to future classes.
- Research through surveys, observations and customer return data.

Skill assessment- how will we choose our employees(cooking teachers):

- Knife skills
- Communication skills
- Patience with students
- Professionalism



Organization

Vision Statement:

- To inspire a world where everyone feels confident, creative, and connected through the joy of cooking

Missions Statement:

- To empower people to make food by teaching practice cooking skills, sharing culinary knowledge, and fostering a welcoming environment where learners of all levels and discover the joy of preparing meals

Skills assessment:

- Cooking expertise
- Ability to understand and teach basic techniques
- Food safety
- Cooking skills



Organization PACED

- P - how can we efficiently teach cooking skills to beginners in a way that is affordable and easy to access
- A - in person cooking classes, online video courses, one on one tutoring, subscription based cooking lessons
- C - cost, ease of access, engagement, profit potential
- E - in person classes (high engagement but limited reach), online video (cheap and accessible but less interaction)
- D - choose a hybrid model because it balances hands on learning with scalability

Operations

Production process:

- We design and deliver hands-on cooking classes, workshops, and demonstrations where participants learn step-by-step techniques, recipes, and food preparation skills in a structured and engaging environment

Supply chain plan:

- We source fresh ingredient, cooking tools, and class materials from trusted local suppliers to ensure quality while maintains flexibility to adapt to seasonal availability and participant needs

Marketing channel:

- Instagram/tik tok
- Advertisements/billboards

Operations KPIs

- Amount of customers per class
- Amount of customers satisfied per class
- # of supplies used per class
- # of ingredients used per class



Finance/Accounting

Pricing strategy

- \$40-60 per person per class - varies on the cuisine and materials required
- An average of 12 students per class and 4 classes per week - revenue \$10,000

Startup costs:

- Kitchen equipment and tools - \$8,000-12,000
- Initial ingredient inventory and materials - \$2,000-3,000
- Marketing, website, and space rental - \$3,000-5,000

Potential sources of funding:

- Personal savings of family contributions
- Small business loans/grants
- Investors or crowdfunding platforms



Finance/Accounting Cont.

Investors pitch:

- Our business offers a cultural experience, not just cooking, customers learn authentic recipes from around the world
- Growing interest in experimental experience (people want experience, not just products) makes this highly marketable
- With low overhead and repeat customers, we have strong potential for consistent profit and expansion to private events

Income statements:

- Revenue \$8,000 per month
- Expenses \$5,000 per month
- Net profit \$3,5000 per month



Finance/Accounting KPIs

- Within 5% of the budget
- At least 60% boost in revenue
- \$50,000 in investments
- 70% of loans paid off within 1 year

