Executive summary

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Abstract

There is need to inform the potential investors, customers and other interested parties about a company. This is an executive summary of Fast food services company including its products, location, and the type of service offered by our company. Fast food services company is determined to achieve its objectives globally and internationally. Due to the increasing demand of luxurious life, there is need for comfortability in food products consumption. We will show you some of the issues and trends in the food industry we are dealing with to reach all our potential customers.

Fat food service company deals with delivery of high quality food items prepared by highly qualified staff to households and business premises upon order. It is true that many individuals require food at their homes when they cannot afford to make because of time. Majority of the people also require quality food made by qualified stuff. Customers can choose to purchase food in our stores or order online for delivery by dialing a direct line(*Executive summary*, 2001).

The business was formed onApril2016 by Michael Ronald who currently the CEO of the business. Joseph and Mathew later joined and are the directors of the business. Currently there is one branch in Liverpool which is also the main office. There is need to expand to some other major towns to enhance our business. There are 15 employees working in the business in shifts because the business is operating 16 hours in a day(Workshop Report Writing Group, 2011).

Since the launch of the business has seen a growth of revenue month by month. In the first financial year the net income was $85,049. This year we are expecting an increase for up to $120,000. The number of shares bought have increased to 100,000 going at $12 per share.

The main products provided by the company are chicken Pot Pie, black & white coffee, Cinnabon Delights, Dave's double,Sandwich,fried Meat, Pizza, Chicken Club and milk cheese. The products are available for purchase of the store or order for delivery. There is no extra cost charged on delivery(Adebanjo, 1999).

The business is expected to grow and serve a big range of customers. Also, the business is expected to be highly competitive so as to keep up with other big and established companies offering the same services. The company also wants to transform and enter deeper into the digital market to cope up with the digital world.

# References

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