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|  | 🌠INSPIRE[▶️](https://www.youtube.com/playlist?list=PLtR_BRboSMy-dU72OMp7MlG_uNJpl3DbM) [link to full series](https://www.youtube.com/playlist?list=PLtR_BRboSMy-dU72OMp7MlG_uNJpl3DbM) |

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| First, [watch the video](https://youtu.be/K_gopTzpBHM) 🔻   |  | | --- | |  |   🎯 Goals of this activity: | *My Activity*  **Planning my food business**  [⏳](https://emojipedia.org/hourglass-not-done/) **This activity will take around 2 hours for part 1, 30 minutes for part 2, and around 4 h for parts 3 to 5.**  💬🗨️ **Format:** This activity can be done in different ways:   * **With a mentor, coach or a friend** ⭐recommended * **On your own** * **In a group: each of you do it & share & give feedback** |

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| * For you to define what is your food market * For you to identify which type of food business you want to build * For you to describe the type of customer that you want to reach | * For you to determine who are your competitors * For you to clarify the brand and story behind your food * For you to discuss your idea with other professionals and build partnerships. |
| ⁉️ How to do the activity (✅tick the checkboxes when you have completed each step) | |
| 1. Decide whether you want to do this activity on your own, with 1-1 support or in a group. 2. Watch [**the video**](https://youtu.be/K_gopTzpBHM) for this activity 3. think for a moment: **What useful tips Fatma shared in the video to start your own food business?** 4. Read & think through and fill each part  of the activity template below 5. Once you have completed **parts 1 - 2** of the activity, **conduct some research** on other food businesses | 1. Once you have **researched and observed** other food businesses, **complete parts 3** 2. After this**, take some time to reflect on how part 4 can inspire** what you want people to see your food business as a brand and how you will communicate with your customers. 3. **Finally, work on activity 5 to discuss** your food business **with potential partners.** What **win-win situation** can you create? |

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| 1 First, define your food market 🍔 | | |
| What makes you  **passionate 🤩 about food?** | I am passionate about food because…✍️ | |
| How would you **describe your type of cuisine**? 🥙 | I would describe my cuisine as…✍️ | |
| What is your 🌟🍳 **best dish**? | My best / my signature dish is…✍️ | |
| What is the **story 🍿  behind your signature dish**? | The story behind my signature dish is…✍️ | |
| 🍽️ What is your **food business type**? 🥡 | Pop up market (street food)  Permanent market (street food)  Take away  Delivery | Catering  Restaurant  Other:... |
| Where would be your **ideal location 🏛️** for your food business? | The ideal location for my food business is…✍️ | |

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| 2 Get to know your customers! 🙋‍♂️🙋‍♀️  How would you describe your ideal customers? | | | | | |
| **My customers are…✍️** | | **My customers are going to my food business for/to…✍️** | | **The most important features for my customers are...** | |
|  | Families |  | An evening out |  | Price |
|  | Children |  | A drink after work |  | Location |
|  | Friends |  | Try new food |  | Quality |
|  | Couples |  | A quick bite |  | Atmosphere |
|  | Communities |  | A special dining experience |  | Service |
|  | Students |  | A business event |  | Experience |
|  | Companies |  | A special event |  | Health |
| Other:... | | Other:... | | Other:... | |
| **How** will your customers be able **to access your food business?** 📲 🚚 | | My customers will access my food business by... | | | |
| How will you **reach out to** **customers** and **get feedback** about your food? 🍝 | | To meet, discuss and reach out to customers, I will…✍️ | | | |
| **What feedback** have you received? 💬 | | I have learned that…✍️ | | | |

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| 3 Now, what about your competitors? 🤼 | | |
| Do you know anyone cooking similar dishes? 🍽️(individuals, restaurants, etc.) | There is some people doing similar type of cuisine. They are…✍️ | |
| What do they do and what makes them your competitor? 🧐 | They are my competitors because…✍️ | |
| How do you plan to test 😋 your competitor's food? | I plan to test their food by…✍️ | |
| What are your competitors’ strengths 👍 and weaknesses 👎? | Strengths:   * …✍️ * …✍️ * …✍️ | Weaknesses:   * …✍️ * …✍️ * …✍️ |
| What have you learned   from your 🧑‍🏫 competitors? | I have learned that…✍️ | |
| What makes your food business unique and different compared to your competitors? 🤩 | My food business is different from my competitors because…✍️ | |

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| 4 Brand and marketing 📰 | | |
| **How** do you want y**our customers** to **feel** **when they eat your food? 🤗** | When customers eat my food, I want them to feel…✍️ | |
| Why do your customers **trust** you? 🙌 | My customers will trust me because…✍️ | |
| What are **5 Words** that **describe** your **food business**? 🧑‍🍳 | * Word 1: ... ✍️ * Word 2: ... ✍️ * Word 3: ... ✍️ * Word 4: ... ✍️ * Word 5: ... ✍️ | |
| Which part of your **story** ✏️ will you **share** with your audience? | The story I will share with my customers is…✍️ | |
| Which **communication channels** 📲 will you use to get in touch with your customers? 📰 | Social media  Website  Flyers  Word of mouth  Emails | Blog  Partnerships / Sponsorships  Advertisements  Other:... |

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| 5 Partnerships 🤝 | |
| Who are your potential  business partners? 🤝 | My potential partners are…✍️  What could they do for you? **🙋‍♂️**  What could you do for them? **🙋‍♀️** |
| How can you **grow 📈 your network to develop your food business** (operational skills, marketing, pricing, etc.) | In order to grow my network, I will…✍️ |

Text

Description automatically generated