

1. Executive summary

1.1 Nature of business

Dhergiye food trailer is a street business vendor in a form of a moving vehicle which works in the food industry where we serve and make food, especially fast food. These foods include the traditional daily like sambuusa, slice cakes, and qurac. Also, we will give out some modern dishes that are trending these days like shawarma, burgers, sandwiches, chips. In addition to that, we are also selling different types of juices that are freshly made along the lines of fruits like mango juice, banana, papaya, orange, cocktail fruit juice.

1.2 Target market, costumer, and the competition

The market segment for our business is the fast-food market which is becoming a booming market these days were also a lot of competition going on, because of the many fast-food restaurants joining the market. As food business we are concerning the population as whole, but as we know the most number fall in the two categories which are the young and middle age who consume most these types of foods, so as we are seeking profit our most concern will be serving them, but this does not actively demonstrate that we are ignoring the rest of the population but it only means as targeted consumers or customers. In the matters of competition, we found out only one trailer car called *Younes Kabab* that could be a rival business vendor to us.

1.3 Competitive advantage

Our idea is based on serving food on an auto mobile that is equipped with the various equipment that a moving kitchen needs, and that will help people to change their previous habit of buying food from a place to a one with a little faster in service that we provide it to our customers. Also by using the new technological platforms like social media, we will prevent the delay that can occur because of a misunderstanding of location that can happen between our customers and us by posting the location that we are in our social media pages, so that every customer in the different neighborhoods in the city can actually know where we are going to be. Even though we are not employing at the moment but we are ready to support our local community by the means of employment generation to the youth and also supporting the local farmers by buying their commodities.

5. Economic impact of our business

As a small business vendor, we are assuming that our contribution to the economy will have great effects by the means of becoming a loyal tax payer to government, also by willing to employ youth in the near future to impart the reduction of the unemployment problems, these areas will be our schemes to take part in the economic development that this nation is going on.

6. Management and human resource

As we know in every entity or an organization there must be management in order the company to achieve its goals and objectives. In that case, as our business is partnership the duties and the roles will also become shared and doing it together, so we managed to organize as business owners our responsibilities. Firstly, we made general manager in which [Abdul-Aziz] will take control all the business's management supervision, over all business's performance, and the accountability of the work that all parties contributed to be done. Secondly, the next manager will be the sales and production manager [Mahad] who's duty is to receipt cash from the customers, process their payment method, doing all accounting procedures in order the business to be updated and easily to know the performance. Also he is responsible to do all the material and inventory management including to know what items that are part of the production need to be ordered and refilled as they are about to finish because any delays of not knowing it could cause a major issue in sales and also in customer satisfaction. The third manager is the marketing manager [Nadira], to do all the marketing and the promotion of the products by using digital advertisement. The other remaining are the chef or the cook [Ahmed], the associate chef [Zakariya] and the lastly the who got the skills of driving which is [Mukhtar].