

Crossroads Accelerated Academy at Elverson  
Computer Science (SCRIBNER – RM 307)

**Business Proposal Planning Worksheet**

1. **What skills, abilities, or interests are you going to use to start a business in the Philadelphia area?**

I love to cook, I enjoy sales and marketing, and I am interested in working with people.

2. **Describe your BIG IDEA for a business using your answer from question #1:**

I want to bring a healthy alternative to the Dauphin/Broad Street corner of North Philadelphia. Salads and Falafel Gyro's will provide a healthy alternative to fast food and greasy diner food.

3. **List each of your MAIN Products. Describe the connection of each Product/Service to the BIG IDEA.  
(Use back of page / another page for more than 4 points)**

**Product/Service 1:** Falafel/Lamb/Chicken/Vegetable Gyro's and Salads

**Connection 1:** These will be the primary product for the restaurant

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**Product/Service 2:** Health drinks, smoothies, and filtered water and coffee/tea's

**Connection 2:** Alternative drink menus will allow a break from over-sugared and carbonated choices.

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**Product/Service 3:** Local Delivery

**Connection 3:** Customers will be able to take advantage of online ordering, catering menu's and delivery.

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4. **Who is your TARGET CUSTOMER? What age, background, income level, lifestyle, and why?**

**Temple Students:** College Students need healthy alternative and late hours delivery. Close to campus

**Urban Professionals:** North Philadelphia is revitalizing and we will cater to an upscale clientele.

**Healthy Lifestyles:** There are many gyms, health services, and Hospitals/Doctor's Offices in the area.

**Dietary Conscious People:** We will seek out health clinics, schools, and other dietary conscious people.

5. **Describe your two main competitors (Why?):**

a. **Fast Food/Local Diners:** Faster service, currently operating and known brands. Lower prices and faster service to start out with.

b. **Temple Lunch Trucks:** Some have similar products already and are in closer proximity to dorms. Lower prices and overhead.