



foodcloud.in[®]
Happiness is Homemade

HOME CHEF ACADEMY

Launch Your Home Food Business

A beginners guide
to a home food business



ABOUT FOODCLOUD

Creating Wellbeing; Via Homemade Food!

Around 80% of our home chefs are women and we empower them to become entrepreneurs from within their homes. FoodCloud, is a marketplace for home food, connecting verified home chefs with customers. We believe that #HappinessIsHomemade!

AWARDS AND RECOGNITIONS



Winner,
Community
Outreach and
Engagement, Eat
Right India Start-
up Awards



"The explosion of
homewhisked
culinary
creativity is being
harnessed by
foodcloud.in."



"FoodCloud
connects
customers with
local chefs from
their
neighborhood"



"Since the food ...
on FoodCloud.in
is cooked at
home, it's
absolutely
delicious & can be
customized..."



"Our interactions with numerous home chefs over the years have given us a unique insight into the questions that sometimes deter talented cooks from attempting a home food business."

- Vedant Kanoj, Co Founder

We have systematically covered all the major topics that an aspiring home food entrepreneur should consider before launching. We hope this will help many more women gain the confidence to take the plunge."

- Sanjhi Rajgarhia, Co Founder

INVESTOR SPEAK

“For a while now, I have been keen to invest in a promising start-up that can impact positive social change towards gender parity.

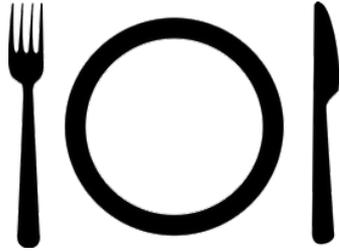
So, foodcloud.in ticked all boxes for me as it provides a unique service of delivering fresh, home cooked cuisine prepared by some of the most brilliant, amateur, stay-at-home women at your doorstep. My aim of investing in this set-up is to contribute towards a larger societal purpose — of empowering homemakers to contribute towards their family income.”



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1. CHOOSE YOUR FOOD



Do a deep dive into your cooking story.

1. What do you love and are passionate about cooking?
2. What is the food experience you want your customers to have.
3. Is your cooking inspired by a family member? Did you go to culinary school? Or are you inspired by a food celebrity!



Treat the people who eat your food often, your friends & family, as are your **focus group!** Use their feedback to assess the hero dishes on your menu!



1. Keep an eye out on social media to track food trends.
2. Read about what is selling most on food delivery apps.
3. See what's popular in your neighbourhood and how it's priced.
4. Try to understand the demographics of people who live near you.

2. CHOOSE YOUR SCALE OF OPERATIONS

If you're thinking of starting a home food business, you must love cooking! But before you take the leap, there are some things to think about!

ASK YOURSELF THESE QUESTIONS

A. How many hours can you dedicate to your home food business?

B. What quantities of food are you comfortable cooking?

C. Do you specialise in everyday meals or party food and desserts?

D. Will you be able to handle daily recurring business?



Smaller, more frequent orders?

- Choose a menu that people will order from daily.
- Must have thali and combo meals.



Fewer but larger orders?

- Choose a menu that's fit for entertaining.
- Must have festive specials.



Contracted corporate orders?

- Choose a menu of both, everyday meals & festive specials.
- Be prepared to visit corporate offices if need be

FoodCloud is flexible. You are in charge of your menu, pricing, timings and can put yourself on leave.

3. MAKE A BUSINESS PLAN

Do the simple math.



Costs

1. Ingredients
2. Fuel
3. Packaging etc

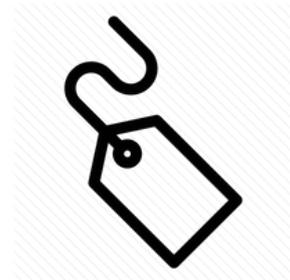
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Margin

Money you
deserve for your
effort

=



Selling Price

What the
customer will pay
for the product

Keep in mind:

1. *What restaurants and other home chefs on FoodCloud are charging for the same dishes*
2. *FoodCloud service fee for all the value added services including but not limited to delivery, payment collection, marketing etc.*



Build contacts with vendors for:

- A. High quality Ingredients
- B. High quality Packaging

FoodCloud offers a wide variety of services including but not limited to Marketing, Delivery, Payment collection.

4. GOVERNMENT COMPLAINE

Identify & follow relevant guidelines for taxation & statutory compliances as laid down by the Government or any other applicable food law for food businesses.



Food Safety and Standards Authority of India (FSSAI) is an autonomous body established under the Ministry of Health & Family Welfare, Government of India. FSSAI is responsible for protecting and promoting public health through the regulation and supervision of food safety. *It is mandatory to be registered with FSSAI to sell via FoodCloud.*

Goods and Services Tax (GST) is an indirect tax (or consumption tax) imposed in India on the supply of goods and services. Goods and services are divided into five different tax slabs for collection of tax - 0%, 5%, 12%, 18% and 28% and HSN is an 8-digit code for identifying the applicable rate of GST on different products as per CGST rules.

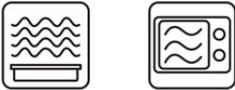


GST may not apply to you. Please ask your Chartered Accountant for further information.

FoodCloud can help you register with FSSAI.

5. CHOOSE YOUR PACKAGING

How your product is packaged will impact its flavours, hygiene and presentation. It is as important as your recipe & ingredients!

FOOD GRADE PACKAGING	LABELLING	DO'S & DON'TS
<p>It is <i>mandatory</i> to use containers that are food grade, i.e. meant for food packaging. You can identify them with these symbols.</p>	<p>Some best practices to follow:</p>	<p>1. Do not pack food when it's very hot.</p>
	<p>1. Label each box with the dish inside.</p>	<p>2. Do not use foil packaging as it tends to lose shape and cause spillage during transportation.</p>
<p>Food Grade</p>	<p>2. Give heating & storing instructions</p>	<p>3. Use tape to seal the boxes thoroughly.</p>
	<p>3. Declare each dish as Veg or Non Veg (including egg) with these symbols</p>	<p>4. Do not use single use plastic.</p>
<p>Microwave Friendly</p>	 	<p>5. Choose recyclable containers.</p>
	<p>4. Put your FSSAI number on your sticker</p>	
<p>Deep Freeze Friendly</p>		

6. BUILD YOUR BRAND



Define your target market

Your product will determine your target customer

Your target customer will determine your brand.

Think of what your customer will be attracted towards.



Define your USPs

What makes your food better than what's in the market already?



Define your brand

1. Write your brand story with your background, your motivation to start your home food business and what separates your food

2 Take a nice photo of yourself in your kitchen.



Food Photography

We eat with our eyes as much as we do with our mouths!

Good quality photos will help you attract more customers.

FoodCloud can assist you with photography

7. PROMOTE YOURSELF

Choose a multipronged strategy



Tie up with **FoodCloud** which is a platform made for home chefs to launch and grow their food business.

- **FoodCloud promotes you.** You are the stars on FoodCloud and are given due credit in all promotions.

- **FoodCloud makes you a SuperChef.** As a SuperChef, you will get preference in press, promotions & the website.

- **FoodCloud provides delivery.** Even for your personal orders.

- **FoodCloud is free to sign up.** There is no signup cost or deposit. Only a commission on order.



Use **Social Media** to promote yourself.

Make your brand page, tag your partners and give call to actions like links to your FoodCloud profile to enable e-commerce transactions. You can tie up with influencers to promote you.



Use **Whatsapp** to engage your friends and family and customers. Make your network your champions to get more orders!

8. FOOD WASTE DISPOSAL

You can be a super hero!



SELL YOUR USED OIL!

FSSAI mandates you to sell your used oil to companies that are recycling it to make biofuel and other such things! Not only will you be saving the environment, you will also be making some money!

COMPOSTING

Vegetable and fruit waste can be collected in buckets and left over time to make manure which you can use for the plants in your homes.

DONATION

In the unfortunate event that you have leftovers or extra food, you must tie up with organisations that collect and distribute it amongst the needy. This also works for ingredients that might expire soon.

FoodCloud can buy your used cooking oil from you!

Go confidently in the direction of your dreams. Live the life you have imagined.

- Henry David Thoreau

Following your food dreams may bring you financial independence, creative satisfaction and in general, give you experiences that will be memorable.

You will only know exactly what it will bring you, if you try.