



Chef Danzig
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Personal Chef & Consultant

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Executive Summary

Chef Danzig offers curated, culinary experiences to clients and small businesses that fit any budget. Our lean business model allows us to travel within the boundaries of Rwanda to meet your dining needs while offering the freshest ingredients for a fair price.

Our flavors and ideas are limited only by your imagination. We have a combined total of 20+ years experience in the food & beverage + hospitality industries. Some of our favorites tasks include:

- *Pairing Flavors in Your Favorite Cuisine*
- *Menu Design*
- *Event Management*
- *Hygiene & Sanitation Training*
- *Private Cooking Classes*
- *Costing & Interim Management*

Our competition is limited to the capital, Kigali City. We travel to you, regardless of location. We love the rural communities and their unique dining opportunities, but we are comfortable working in urban areas, like Kigali and Musanze. We have a desire to share our talents, flavors, and experiences with everyone in Rwanda so we hustle to ensure your taste buds are satisfied anywhere in this beautiful country.

We are seeking investors to develop Chef Danzig by pairing technology & funding with our cultural awareness & executive chef skills.

Company & Business Description

Company Purpose

Chef Danzig - Private Chef & Consultant brings over 5 years of culinary experience to the table. We can provide curated dining experiences that are driven by our clients' tastes and dreams. We specialize in consulting for food & beverage startups while providing a recipe for long-term business sustainability. We offer menu planning with locally-sourced ingredients, negotiated at the best prices, and a palate that develops delicious flavors regardless of cuisine. Our target client craves good business sense with details like inventory management and costing. Additionally, we offer private chef services for your next event.

Next Step Rwanda - Social enterprise dedicated to providing professional development opportunities to Rwandans with over 20 years experience in food & beverage, hospitality, event management, and administration in the USA and Rwanda.

Mission/Vision Statement

Providing innovative & delicious culinary experiences

Core Values

We value the talents and gifts of the umudugudu (village), from the procurement of fresh herbs to sourcing the finest meats. We support home-grown initiatives and the flavors of locally-grown products. Our services are offered with strict confidentiality and professionalism. Costing and budgeting is key to our success, so we actively seek opportunities to pair deliciousness with practical cost-effectiveness.

Team & Organizational Structure

We are a lean, start up business that is managed by our Founder, TWAGIRAMUNGU Anastase aka Chef Danzig. He is supported by the management team at Next Step Rwanda who collaborate with efficient business acumen. Chef Danzig pairs interim highly trained kitchen staff who share his core values with each assignment and task to produce the experiences his clients savor. Next Step Rwanda offers administrative and food & beverage oversight.

Products and Services Line

Product Offerings

Food & Beverage Consulting

Startup Restaurant Consulting, Inventory Management, Staff Hiring & Training, Menu Design & Development, Interim Management, Executive Chef Services, Meal Preparation, Product Procurement, Kitchen Operations Streamlining, Costing & Budgeting, Hygiene & Safety, Kitchen Flow Design, Bar & Front of the House Recommendations, Customer Service

Private Chef

Menu design & preparation, Bringing a client's vision to life, Coordinating events with client's representative, Procurement of specialized ingredients, Hiring & collaborating with onsite staff, Maintaining hygiene & safety of work station

Pricing Model

Chef Danzig works within the clients' budgets to marinate long-term sustainability with short-term goals. He maximizes any budget by setting achievable goals & using best practices to provide transparent follow up at every stage of planning. We can work with every budget, large or small, because we understand the value of the return on your investment - including guest satisfaction.

Our fees are included in the overall budget and are negotiable. We respect the high value you place on our services and charge accordingly.

Market Analysis

Target Market

Personalized & Experiential Events

- ❖ *Dinner Parties*
- ❖ *Offsite Events*
- ❖ *Diet Restrictions & Special Needs*

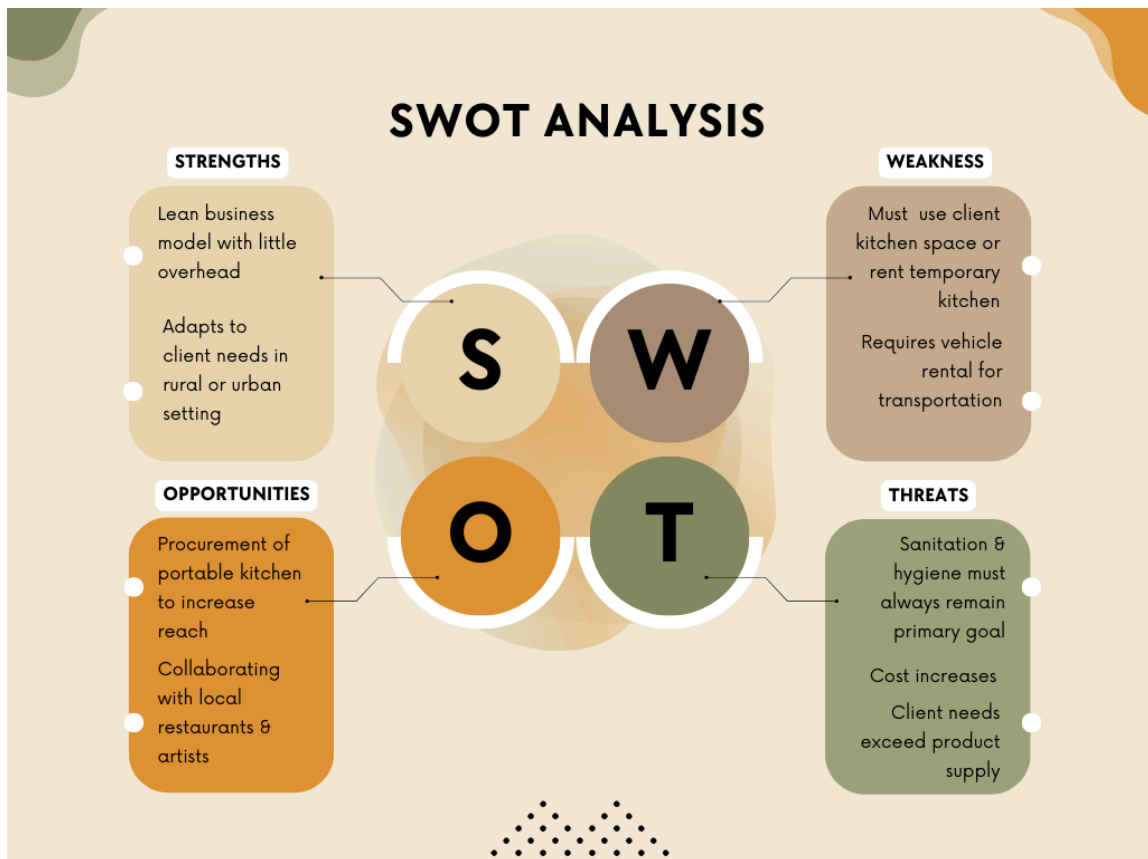
Startup & Interim Management

- ❖ *New & Transitioning Restaurants*
- ❖ *Staff Training*
- ❖ *Kitchen Design*

Location Analysis

We work within Kigali City Province and rural Rwanda. We offer unique, one-of-a-kind experiences, regardless of location.

SWOT Analysis



Marketing Plan

Food & Beverage Consulting

- ❖ *Price - Depends on scale & scope of project*
- ❖ *Promotion - App; Word-of Mouth referrals; Cold-calling business owners; Collaboration*
- ❖ *Place - Restaurants & Cafes; Hotels & Guesthouses; Front & Back-of-the House; Rural & Urban*
- ❖ *People - Developing new & existing relationships with vendors, business owners, & staff*

Private Chef

- ❖ *Price - Depends on scale & scope of project*
- ❖ *Promotion - App; Word-of Mouth referrals; Social Media; Print Media; Tastings; Menu Examples; Trade Shows & Community Events*
- ❖ *Place - Depends on client needs*
- ❖ *People - Expat Community; NGOs & Schools; Private Businesses; Guesthouses; Rural & Urban*

Sales Plan

Sales Methodology

See Marketing Plan.

Sales Organization Structure

TBD

Sales Channels

App; Word-of-Mouth; Expat Community; SME; NGOs; Collaboration

Tools and Technology

- *Currently using Google Drive to manage administrative functions*
- *Using Word-of-Mouth & Facebook to solicit new and repeat business*
- *Desired: App-based functions for marketing, booking, & administration*

Legal Notes

Legal Structure

Rwanda LTD under the administrative auspices of Next Step Rwanda, a US 501c3, that operates in California & Rwanda

Legal Considerations

Chef Danzig can operate independently in Rwanda according to national government mandates and regulations for taxation.

App design & development to align with US and state-specific technology laws.

Financial Considerations

Startup Costs

Costs are significantly reduced because Chef Danzig operates within the borders of Rwanda, East Africa. Ghost Kitchen and mobile kitchen (modified food truck design) total less than \$10,000 USD and will include appliances, cooking fuels, and basic supplies. Development of high-quality, easy-to-use app for both customer interface & administration will be the largest expense (TBD).

Other startup costs (fixed expenses) to include, but not limited to: uniforms, marketing materials, specialized tools & supplies, linens, food photography equipment & technology, and storage unit.

Sales Forecasts

TBD

Break-Even Analysis

TBD

Projected P&L

TBD

Funding Requirements

- *\$25,000 USD to fully source supplies and to design & construct a mobile kitchen.*
- *TBD - Development of app to improve customer relations & administration*