



BRINGO

Easy, Fresh, Right to you



# EXECUTIVE SUMMARY

- People that work in remote industrial areas might have trouble sourcing meals unless they are offered a canteen service.
- BRINGO offers a food truck service to bring breakfast and lunch to employees
- Initial investement is around 400.000€
- NPV is expected to be 331.120 €
- IRR is expected to be 11%
- Total revenues in a 5-year span are expected to be 5.024.448 €
- Operational cash flow is expected to be positive from year II
- Break-even point is expected to be reached in January year III



# AGENDA

1. Business idea
2. Mission and objectives
3. Market analysis
4. Business model
5. SWOT analysis
6. Timeline
7. Financials
8. Funding



# PROBLEM

- Not all companies offer canteen services to their employees
- Employees who work in remote industrial areas have difficulties finding quality meals and refreshments



Bring quality food at affordable prices directly to those who don't have the chance to go to a bar or a restaurant

# SOLUTION



# PRODUCT

BRINGO offers a food truck service featuring:

- Multiple industrial areas stops
- Double service during the day (breakfast and lunch)
- Takeaway service and tables are available
- Available 5 days a week
- High-quality fresh food





# MISSION AND OBJECTIVES



Helping people save time by bringing high-quality food right in front of their workplace



Expand the service to multiple industrial areas, even outside Bologna



# MARKET ANALYSIS

In che zona si trova il tuo ufficio? (Comune e/o quartiere)

La tua risposta \_\_\_\_\_

Quanti bar / punti ristoro ci sono entro 500 metri dal tuo ufficio

- 1 solo
- Meno di 3
- Meno di 5
- Più di 5
- Nessuno

È presente una mensa nell'azienda in cui lavori?

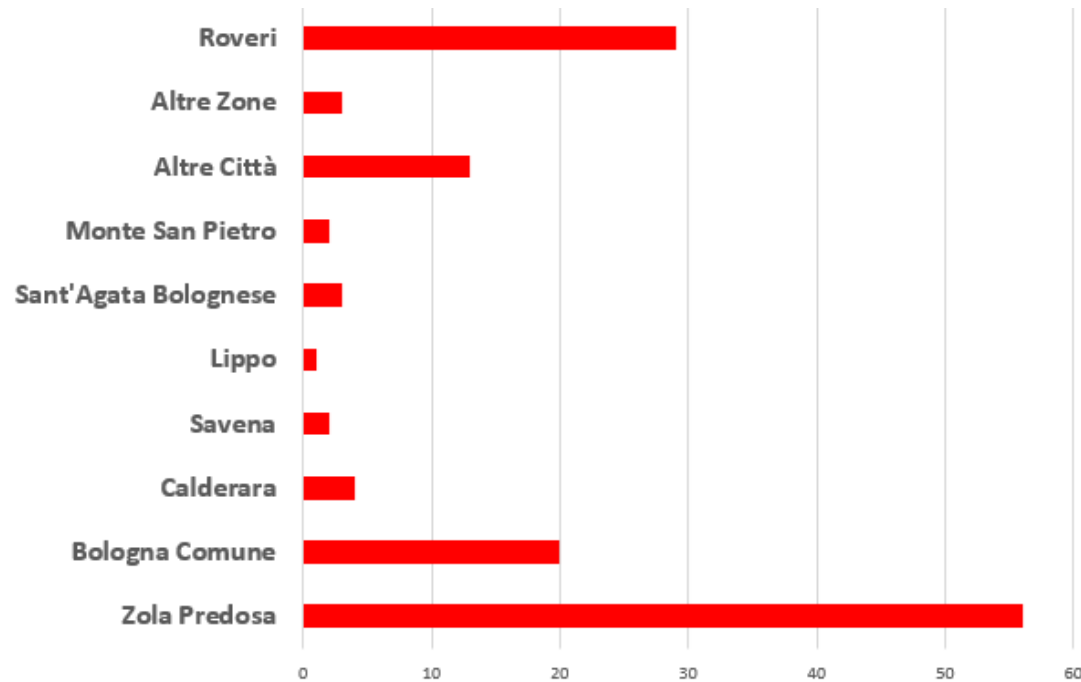
- Sì
- No

- We used a survey to investigate market's general interest:
  - Employees from different companies
  - Multiple industrial areas
    - > create the menu and choose target areas
- We have analyzed our competitors to highlight strengths and weaknesses



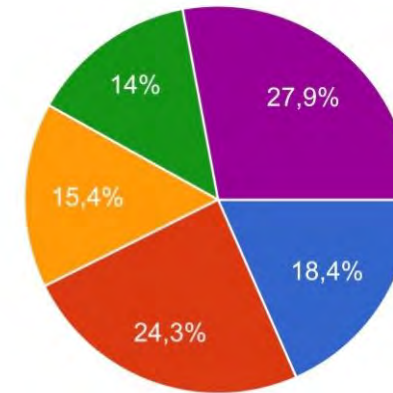
# MARKET ANALYSIS

## Location Analysis



Quanti bar / punti ristoro ci sono entro 500 metri dal tuo ufficio

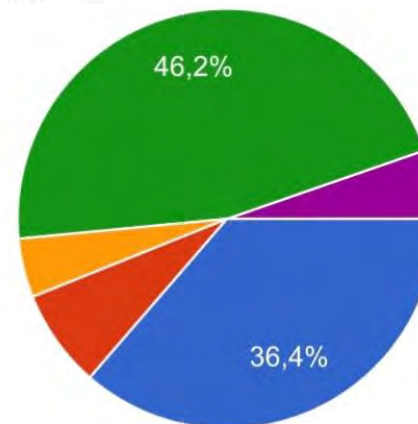
136 risposte



- 1 solo
- Meno di 3
- Meno di 5
- Più di 5
- Nessuno

Se ci fosse, quante volte ci andresti a settimana?

132 risposte

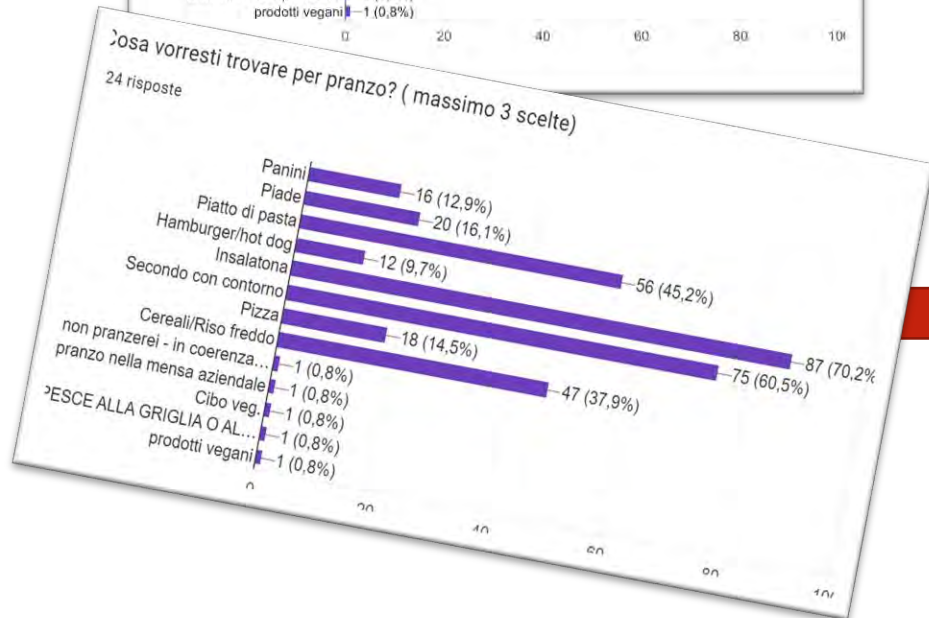
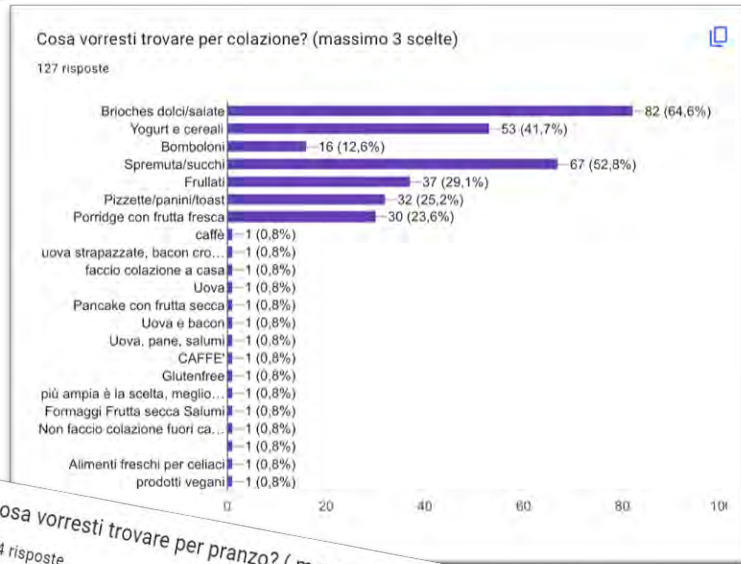


- 1/2
- 2/3
- 3/4
- Mai
- Tutti i giorni lavorativi





# MENU





# TARGET SEGMENTS



People that work in remote industrial areas:

- Zola Predosa
- Roveri (BO)

Companies that do not offer canteen services





# COMPETITORS VIEWED BY THEIR CUSTOMERS

Zola Predosa industrial area

Source: Tripadvisor

Mensa CAMST	B+	Shopville Gran Reno	Roadhouse	IKEA
<ul style="list-style-type: none"> <li>+ Low prices</li> <li>+ Fast service</li> <li>- Low quality</li> <li>- Dirtiness of the location</li> </ul>	<ul style="list-style-type: none"> <li>+ Nice location</li> <li>+ Convinient location</li> <li>+ very good food</li> <li>+ Healthy menù</li> <li>- Very expensive</li> <li>- Lack of variety in the menu</li> </ul>	<ul style="list-style-type: none"> <li>+ Many venues</li> <li>+ Wide offer</li> <li>- Not very close</li> <li>- Crowded</li> </ul>	<ul style="list-style-type: none"> <li>+ High quality</li> <li>+ Convient location</li> <li>- Lack of variety</li> <li>- Slow service</li> <li>- High prices</li> </ul>	<ul style="list-style-type: none"> <li>+ nice location</li> <li>+ swedish menu</li> <li>+ low prices</li> <li>- Low quality</li> <li>- Crowded</li> <li>- Unconvenient location</li> </ul>





# COMPETITORS VIEWED BY THEIR CUSTOMERS

Zola Predosa Industrial area

Source: Tripadvisor

Lounge Cuvè	Calavera	Pizzikotto
<ul style="list-style-type: none"><li>+ Convenient location</li><li>+ Fair prices</li><li>- Long waiting times</li><li>- Unfriendly staff</li></ul>	<ul style="list-style-type: none"><li>+ Nice location</li><li>+ Convenient location</li><li>- Long/unpredictable waiting times</li><li>- Small portions</li><li>- Heavy menu</li><li>- Lack of variety</li></ul>	<ul style="list-style-type: none"><li>+ Good offer</li><li>+ Affordable prices</li><li>- Crowded</li><li>- Long waiting times</li></ul>





# COMPETITORS VIEWED BY THEIR CUSTOMERS

Zona Roveri

Source: Tripadvisor

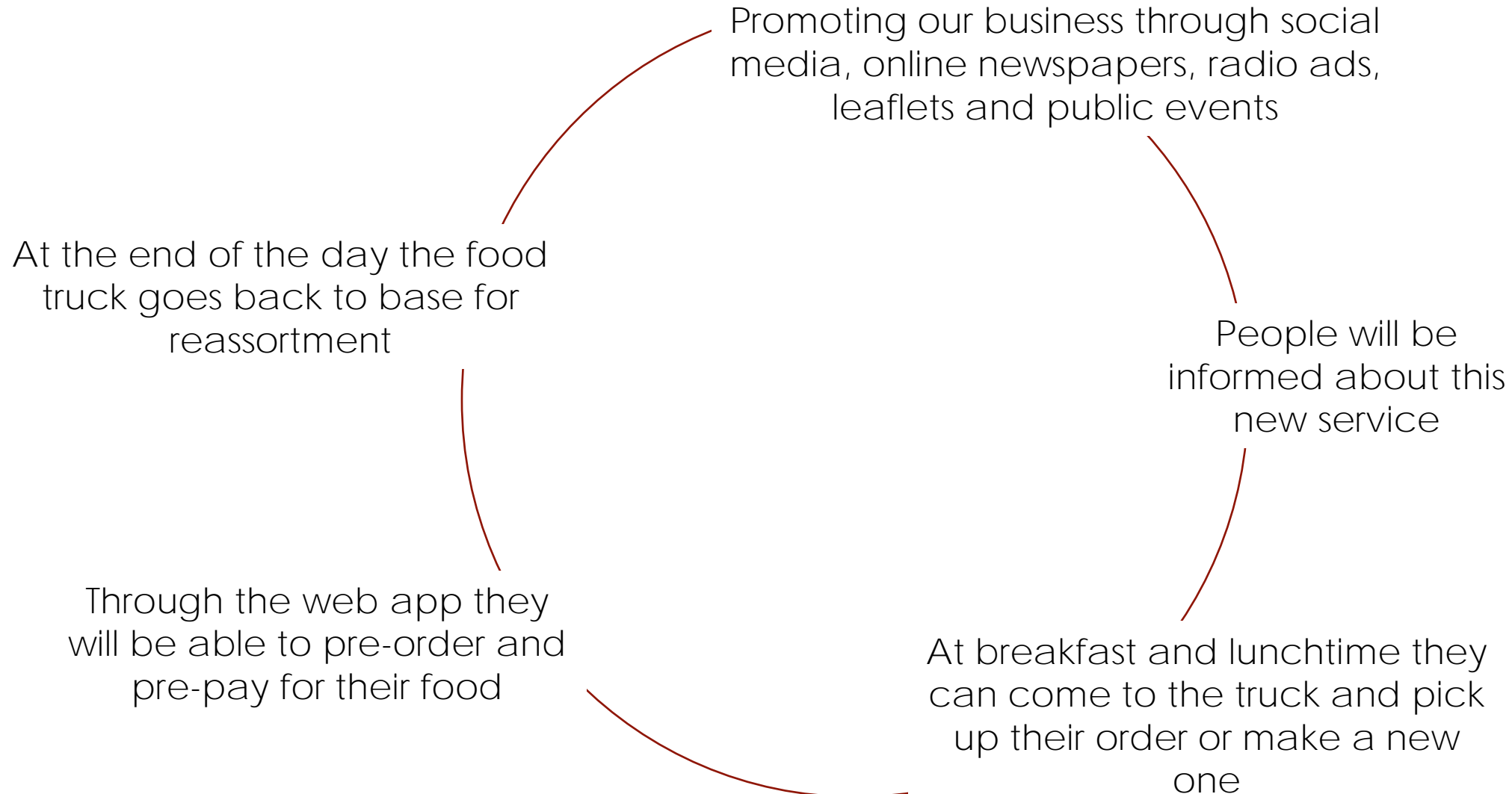
Löwengrube Bologna	Pizzeria Dal Ciuchino	Torrebo	Vialarga Arisbar	Toto e Peppino
<ul style="list-style-type: none"> <li>+ Convenient location</li> <li>+ Nice set up</li> <li>- Low quality</li> <li>- High prices.</li> </ul>	<ul style="list-style-type: none"> <li>+ Very good food</li> <li>- High prices</li> <li>- Crowded</li> <li>- Slow service</li> </ul>	<ul style="list-style-type: none"> <li>- Limited offer (mainly breakfast)</li> <li>- Unfriendly staff</li> <li>- Low quality</li> <li>- Difficulty in assortment</li> </ul>	<ul style="list-style-type: none"> <li>+ Wide offer</li> <li>- Low-quality food</li> <li>- High prices</li> </ul>	<ul style="list-style-type: none"> <li>+ very famous</li> <li>+ loyal customers</li> <li>- low quality ingredients</li> <li>- high prices</li> </ul>





# BUSINESS MODEL

How we deliver our service





# SERVICE MOCK-UP

BRINGO is available via web app to offer:

- Full menu preview
- Online pre-orders
- Pre-payment via Satispay, credit card, Apple Pay and Pay Pal
- Stops and timetables
- Client service via chat



Now available!  
Just with a click





# MARKETING PLAN



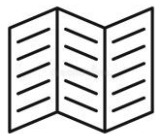
Promotion through businesses



Online newspapers (Resto del Carlino, ...)



Radio stations (RTL 102.5, RDS, radio BRUNO, radio NETTUNO)



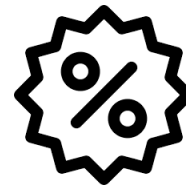
Leaflets



Social media (Facebook, Instagram)



Launch event with sampling



Special offers (coupons, discounts)





# ORGANIZATION CHART



Martina Minelli  
CEO

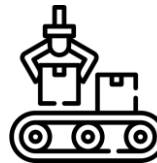
Giovanni Scarabelli  
Chief Financial Officer



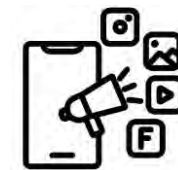
Silvio Carvelli  
Talent Leader



Matteo Zanda  
Operation Manager



Sofia Guerzoni  
Marketing &  
Communication



Francesco Fusconi  
Purchasing Manager

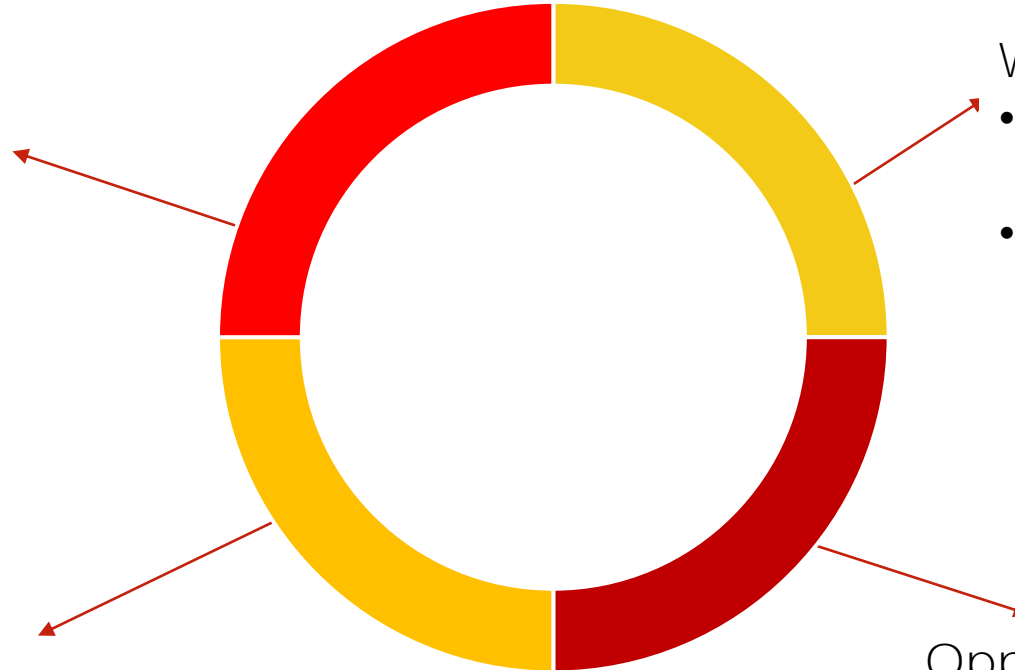




# SWOT ANALYSIS

## Strengths

- Easy to reach
- High-quality
- Time saving



## Weaknesses

- Limited capacity to serve
- Hard-to-predict assortment request

Survey  
Web-app  
Data analysis

Increasing the number of trucks

## Threats

- Similar types of businesses might choose to establish their activity to simulate BRINGO
- Changes in the sanitary normatives

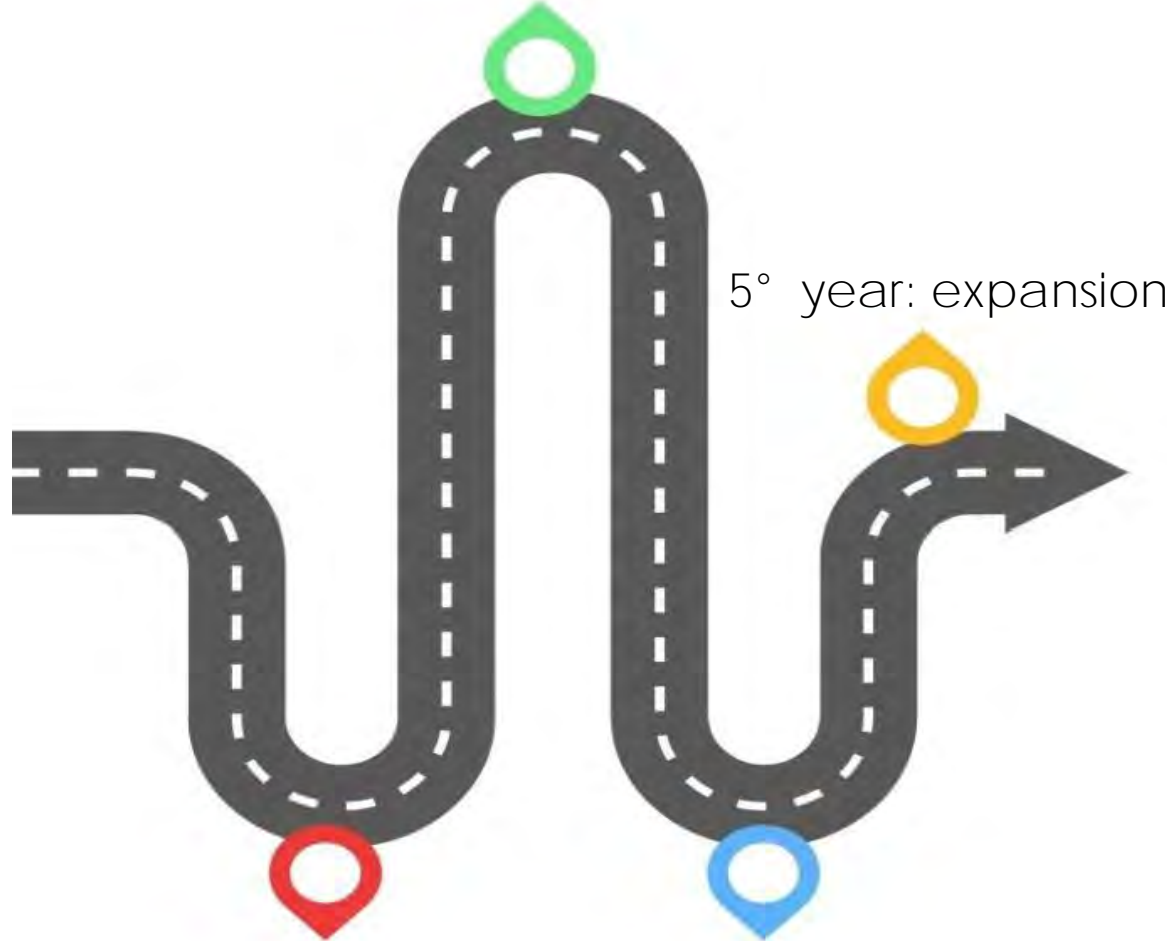
## Opportunities

- Expanding the service to a national level (franchising)
- Adding a snack time to the service



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O  
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8° month : trucks available



5° year: expansion

4° month:  
Establishment

3 year +1 month:  
Break-even point

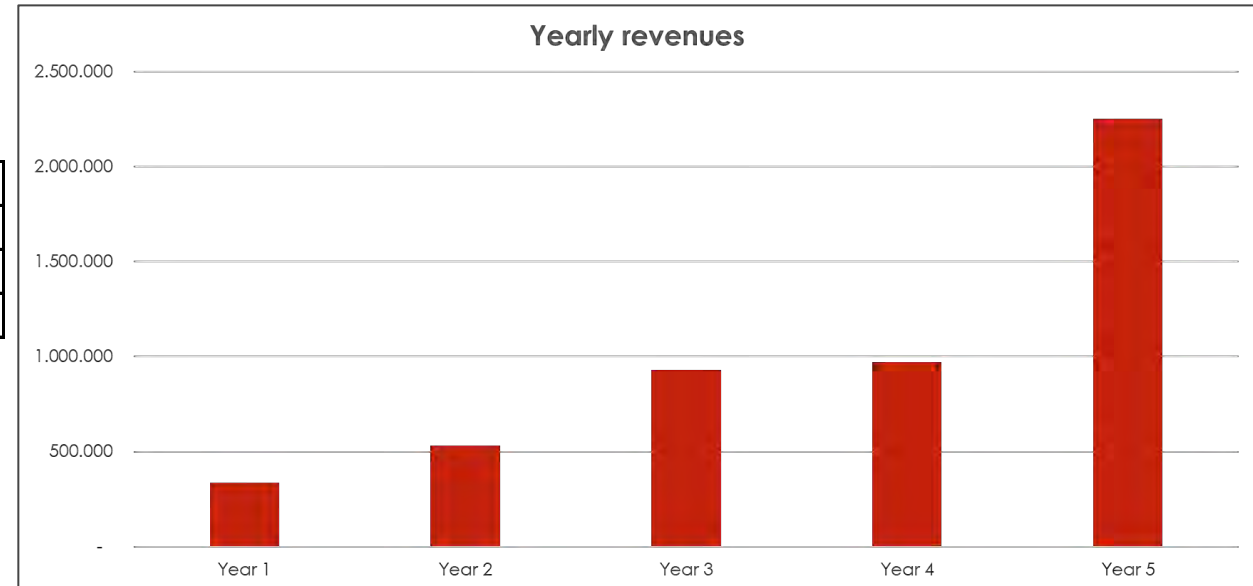
● ● ● Franchising

# TIMELINE



# REVENUES STRUCTURE

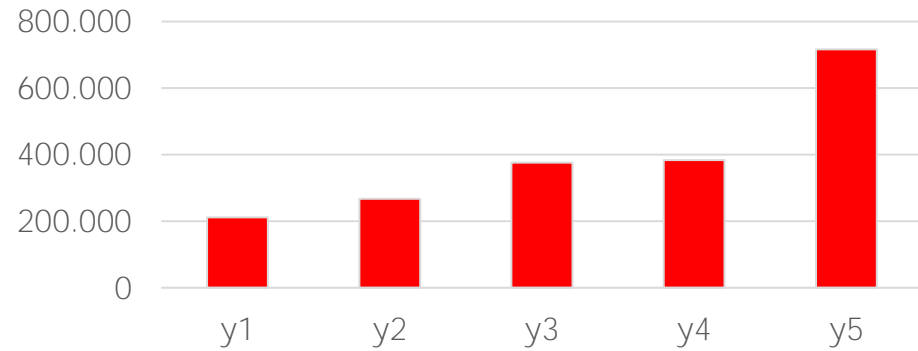
Anno	1	2	3	4	5
Trucks/Zones	2	3	5	5	11
Pasti al giorno	80	84	88	92	97
Ricavi	337.920	532.224	929.280	971.520	2.253.504



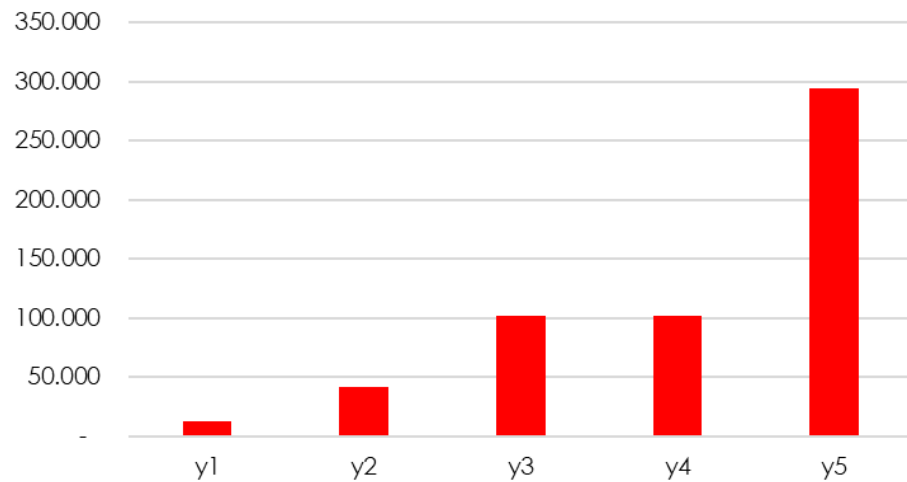


# COSTS STRUCTURE

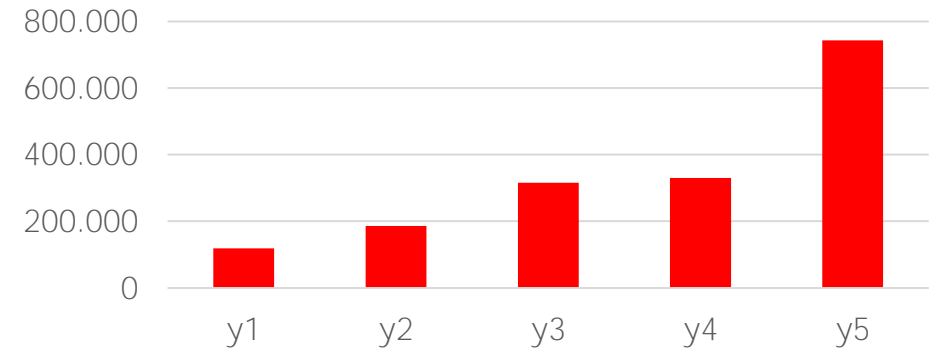
## Payroll cost



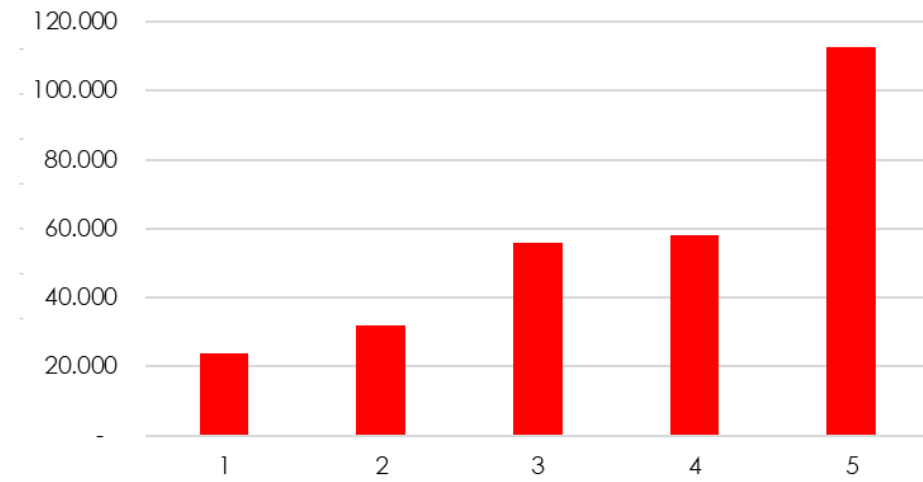
## Rentals



## Raw materials



## Production other fixed costs



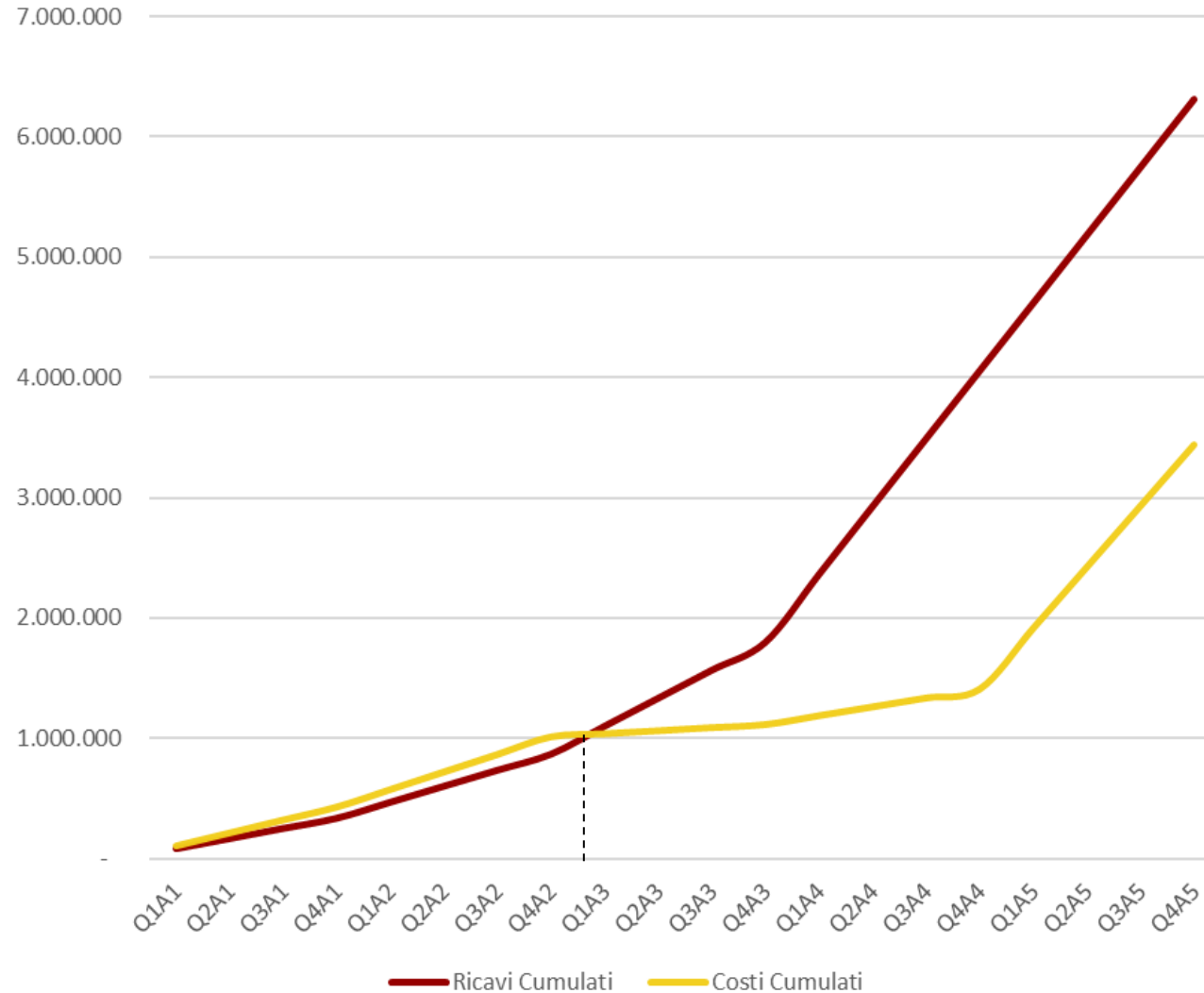


# P&L

Conto economico	Anno 1	Inc	Anno 2	Inc	Anno 3	Inc	Anno 4	Inc	Anno 5	Inc
Ricavi di vendita	337.920		532.224	58%	929.280	75%	971.520	5%	2.253.504	132%
Costo del materiale	118.272	35%	186.278	35%	316.155	34%	330.517	34%	743.656	33%
Costi per lavorazioni	24.004	7%	32.133	6%	55.757	6%	58.291	6%	112.675	5%
Variazione rimanenze	(4.599)	-1%	(2.645)	0%	5.051	1%	559	0%	16.067	1%
Margine lordo industriale	200.243	59%	316.457	59%	552.317	59%	582.153	60%	1.381.106	61%
Costo del personale	198.000	59%	252.960	48%	362.059	39%	369.300	38%	701.416	31%
Spese godimento beni di terzi (affitti e noleggi)	12.000	4%	42.000	8%	102.000	11%	102.000	10%	294.000	13%
Altri ricavi operativi			-	0%	-	0%	-	0%	-	0%
Altri costi operativi	58.000	17%	33.600	6%	37.702	4%	39.806	4%	46.412	2%
EBITDA	(67.757)	-20%	(12.103)	-2%	50.556	5%	71.047	7%	339.278	15%
Ammortamenti immobilizzazioni immateriali	1.000	0%	1.000	0%	1.000	0%	1.000	0%	1.000	0%
Ammortamento immobilizzazioni materiali	49.200	15%	49.260	9%	49.380	5%	49.380	5%	47.240	2%
EBIT	(117.957)	-35%	(62.363)	-12%	176	0%	20.667	2%	291.038	13%
Interessi passivi	4.489	1%	3.785	1%	3.037	0%	2.243	0%	1.400	0%
EBT	(122.446)	-36%	(66.148)	-12%	(2.861)	0%	18.424	2%	289.638	13%
IRES (24%)	(29.387)	-9%	(15.876)	-3%	(687)	0%	4.422	0%	69.513	3%
IRAP (3,9%)	(4.600)	-1%	(2.432)	0%	7	0%	806	0%	11.350	1%
Utile netto	(88.459)	-26%	(47.840)	-9%	(2.181)	0%	13.196	1%	208.774	9%



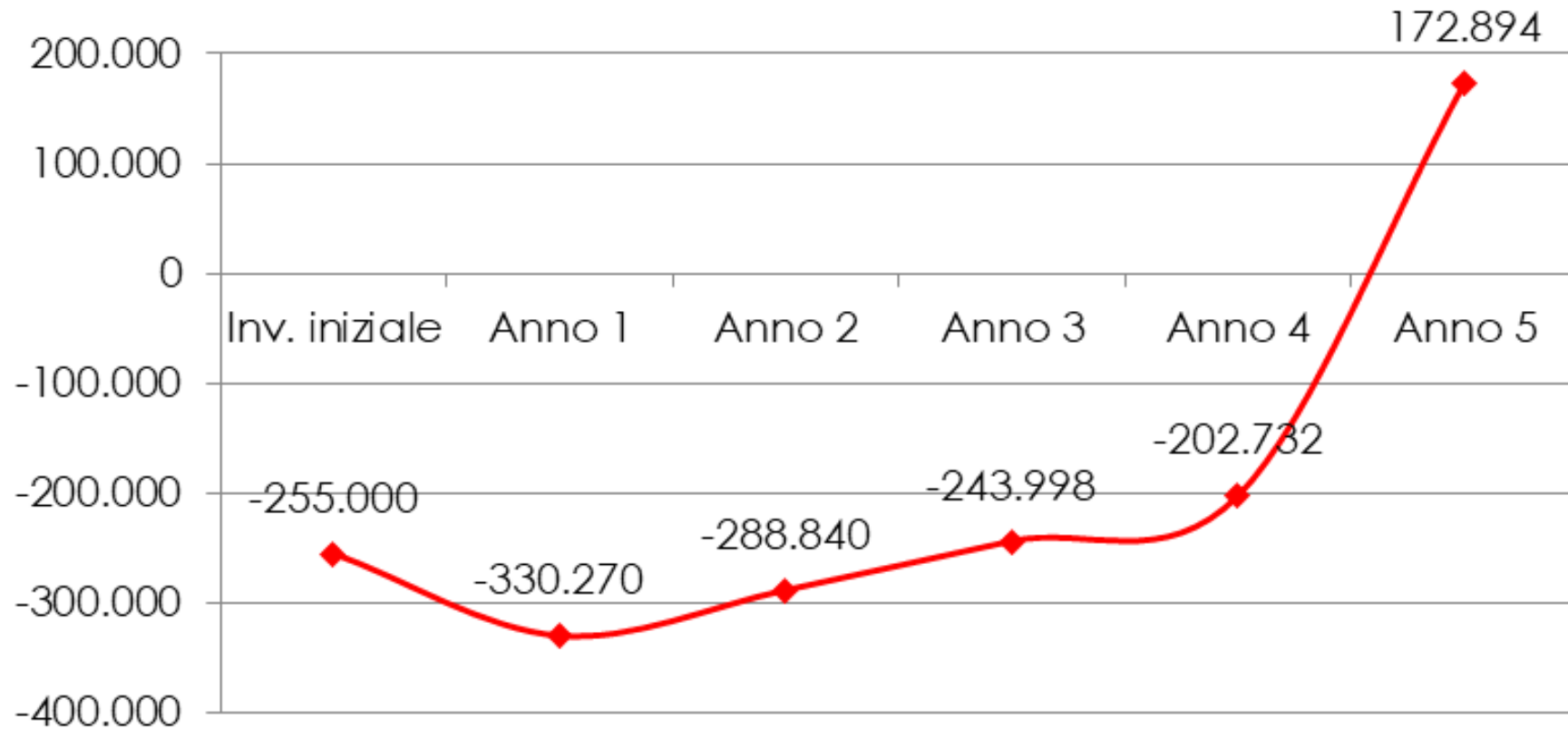
# BREAK-EVEN POINT ANALYSIS





# CASH-FLOW ANALYSIS

## Cashflow







# SENSITIVITY ANALYSIS

Neutral:

- NPV: 316.190 €
- IRR: 10%
- BREAK-EVEN: January year III
- TOTAL REVENUES: 5.024.448€

Pessimistic:

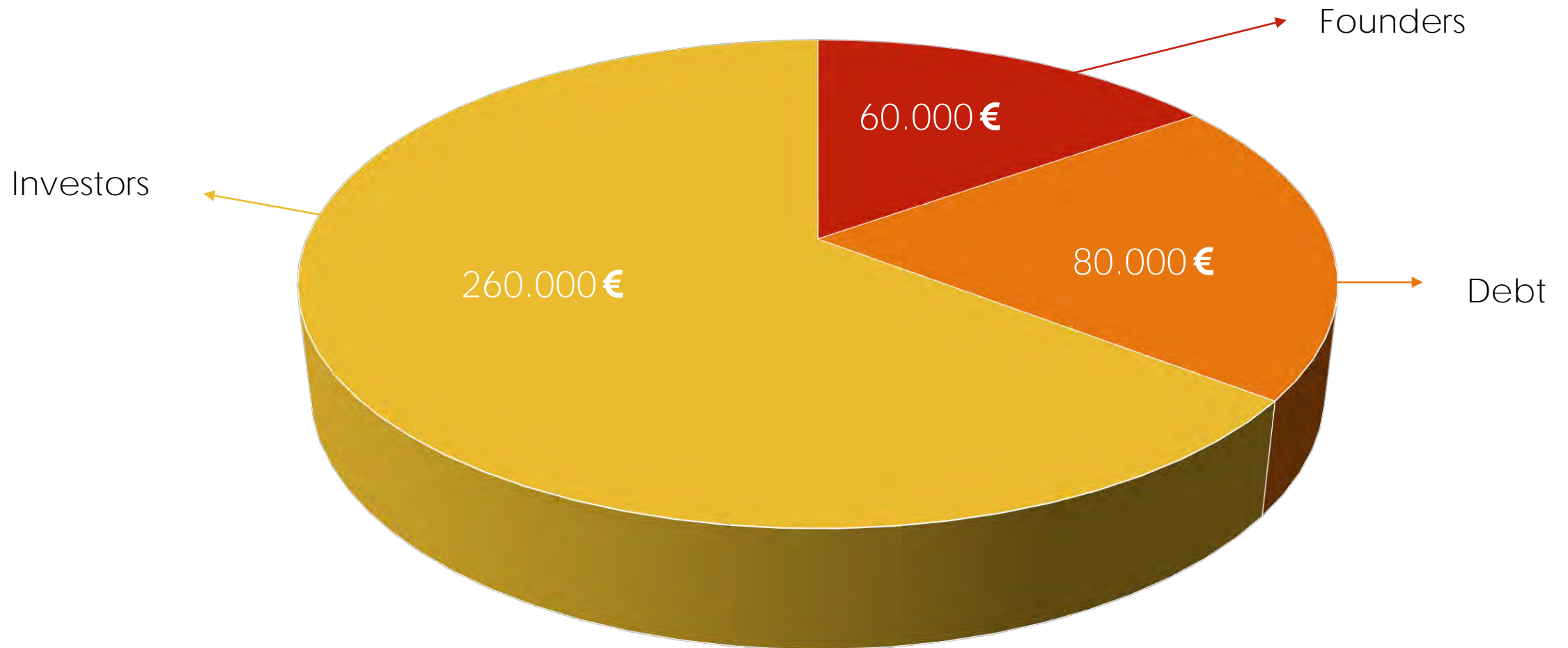
- NPV: 190.200 €
- IRR: 1%
- BREAK-EVEN: April year III
- TOTAL REVENUES: 4.616.832 €

Optimistic:

- NPV: 799.446 €
- IRR: 38%
- BREAK-EVEN: December year II
- TOTAL REVENUES: 5'832'000€



# FUNDING STRATEGIES





LET'S  
BRINGO!

