

UNIVERSIDAD ESAN



Peruvian-oriental culinary business plan proposal

In collaboration with:



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I. Executive summary

The world is constantly changing and with it, the lifestyles of consumers. As these changes take place, new lifestyles are born causing business models to adapt and innovate. In this new context, there are consumers that highly care about their health, the quality product they consume, future consequences of their diet and have high expectations of their preferable food companies. Wok & Well was born from this new lifestyle and customer mindset, providing a culinary service aimed to keep a healthier life without leaving out customer's tastes and customs.

Wok & Well offers Peruvian-Oriental fusion food in wok and emphasizes on providing more beneficial and high quality options, as well as giving our customers 100% free will on what to eat and how to eat it from a pool of healthy ingredients followed by 4 simple steps.

We chose to innovate and favor our customer's peculiar tastes because we are customer centered. Our solution is a food truck concept that not only allows us to be closer to the customer, learn about their tastes to offer the best personalized service, but to reduce competitive prices and focus entirely on the quality of our products to ensure the welfare of our customers which is our core business driver.

Our business model focuses on two main channels: San Isidro district (the business center of the city of Lima) which concentrates the highest business

activities and 60% of the sales; and food events and festivals on weekends, and corporate events with companies, municipalities, etc.

Moreover, we are a multidisciplinary team from different countries that share the love for food as it is a very important part of our cultures, which guarantees the commitment we will have with the business and its success.

Taking into account everything that is needed for the creation of the company such as investment, operation permits, qualified personnel, inputs required, the capacity of negotiation with suppliers, customers, competition, opportunities and threats, expenses and incomes, we concluded that the business is totally viable.

There will be an initial investment of 100,000 soles which will be completely funded by friends and family.

