

## Sample: Business Case 1

**Value Proposition:** We are offering a website that will link to all major restaurants that provide a home delivery service in Beirut and the surrounding areas, and provide the user with the option to view menus and place orders online. This website will offer unprecedented, one click access to wide array of restaurants to suit all tastes. We want to cut out the middle man and make placing an order faster, easier and more efficient.

**Infrastructure:** Our team will consist of w, x, y and z. w and x will be part time employees, while y and z will be making a full time commitment. w is a graphic designer who will design our website and our advertisements. x is a computer engineer who will maintain and update the website. y will select and negotiate with the restaurants that we will be entering enter into partnership with, and liaise between our team and the restaurants. z is an experienced project manager and will oversee and manage the entire operation.

**Cost Structure:** The overhead expenses required to launch this website will be minimal, as we will be operating out of z's home. We will need \$2000 to hire w and x, and \$3000 to launch an effective advertising campaign.

**Revenue Streams:** Revenue will be generated in two ways: we will charge each restaurant a monthly fee of \$100 to be hosted on our site, in addition to making a commission of 3% on every order placed. This way, we will guarantee a fixed income and a scalable variable income. In order to reach out to customers, we will stage an advertising campaign on the Lebanese airwaves, and reach out to internet users through social networking sites and online advertising.

**Target Customer:** Our target customers are the already existing urban population of Internet users who use home delivery services, and would like the increased efficiency and flexibility our service will provide.