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| **My Business Plan**  |
| **Business idea (Description &Name)** | **My business idea is Jordanian healthy food, it is a good and a service. It has a Jordanian taste, an affordable price in addition to delivery options on significant apps like: Talabat. It has a very unique name which is Teta’s recipes.**  |
| **Target market & Demographics** | **Customers will be a variety of people that include men, women, especially people that would like to stay fit and maintain health because the food sold in our business contains vitamins and minerals and also fiber which is vital for the body. . My competitors will be restaurants or online businesses that sell most of our food, because Jordanians are known for eating food like Mansaf, Hummus, etc. And sometimes the food sold in Jordan can be found in different Arabian countries. Our business location would mostly be at different places in Jordan like: Irbid, Karak,etc.**  |
| **Financial Information** | **The finance will be coming from my life savings or maybe taking a loan. I might charge people a little cheaper than my competitors. And I will make food that is unique and has a perfect taste and probably my competitors will charge more than me. Total profit= Total selling-Total cost. The total cost will be 7500 (estimated) , which includes bills, rent, salaries, machinery and equipment. And the total selling would be 10,000 (estimated). So, 10,000-7,500=2,500 dinars profit.**  |
| **Owners Details** |
| Since the business is profitable I will put my 2,500 dinars which came from profit to invest into a new business which may be a football academy or another restaurant.  |