

Bai Box

Fresh Khmer meals delivered to your desk by 11:30am.

Fresh Meal Delivery — Food Service Business

Phnom Penh, Cambodia

[Your Name] — Founder | [email] | [Date]

[INSERT LOGO OR BRAND IMAGE]

About the Business

What We Do

- Daily fresh Khmer lunch box delivery to offices and apartments
- Pre-order by 10am via Telegram or WhatsApp — delivered by 11:30am
- Rotating 3-option daily menu — all meals cooked fresh each morning
- Operating in BKK1 and Tonle Bassac districts, Phnom Penh
- Mission: Give office workers a fresh, affordable, fuss-free lunch every day

[INSERT IMAGE: Business in operation]

Mission: "Fresh Khmer meals delivered to your desk by 11:30am."

The Problem

45 minutes

lost by office workers every day searching for lunch

The Challenge

- Few affordable restaurants within walking distance of most offices
- Street food hygiene is inconsistent — workers worry about getting sick
- Workers queue 15–30 minutes when they do find food nearby
- Teams cannot easily order together — everyone goes separately

[INSERT IMAGE: Showing the problem customers face]

Our Solution

Pre-ordered fresh Khmer meals — delivered to your desk by 11:30am

- 3 fresh Khmer meal options published every morning by 8am
- Order on Telegram by 10am — paid via Wing or cash on delivery
- Meal delivered in an eco-friendly box to your office door by 11:30am
- No queue, no travel, no guessing — same quality every day
- Starting at \$3.50 per meal — less than most nearby restaurants



Connect back to slide 3: "Remember the problem? Here is how we solve it."

Market Opportunity

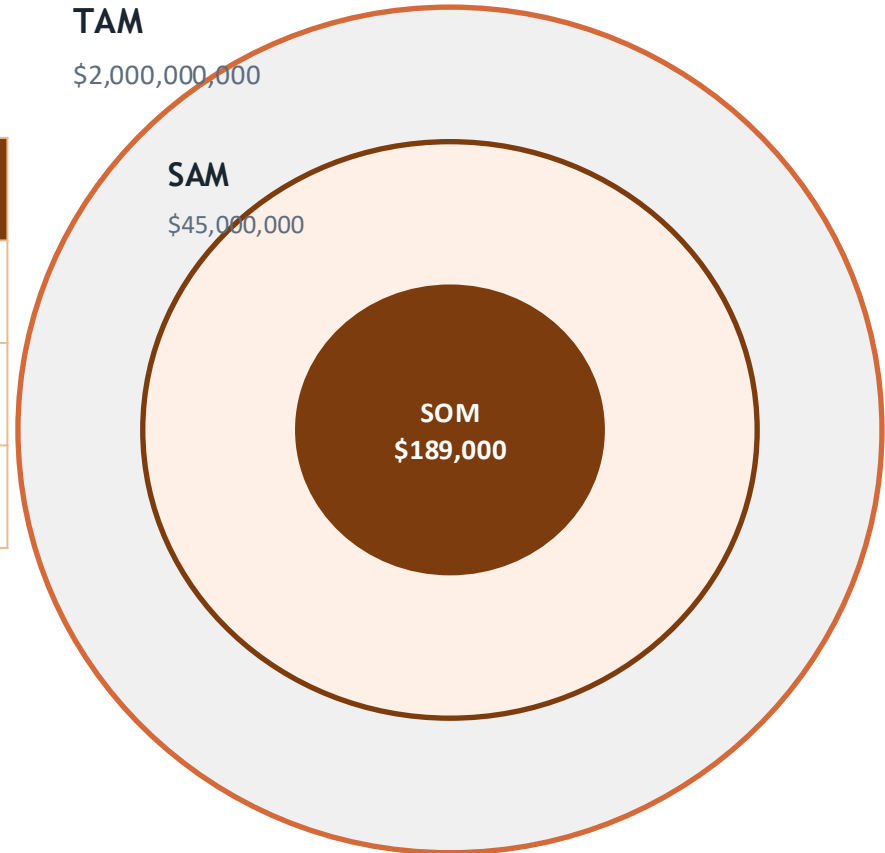
TAM — Total Addressable Market

Market	Value	Description
TAM	\$2,000,000,000	Total food service market — Cambodia
SAM	\$45,000,000	Office worker lunch market, Phnom Penh
SOM	\$189,000	200 daily orders by Year 2 in target districts

Market Growth: Cambodia food delivery sector growing 12% annually

Year 1: 0.5–1% Year 2: 1–3% Year 3: 3–6%

Realistic market capture benchmarks for a new sole proprietor



Revenue Model

Key Financial Elements

- Selling price: \$3.50 per meal box | Average daily order: 30 boxes
- COGS per box: \$1.40 (food \$1.00, packaging \$0.20, delivery supplies \$0.20)
- Gross profit per box: \$2.10 | Gross margin: 60%
- Revenue stream: Pre-payment via Wing mobile or cash on delivery
- Monthly target: $30 \text{ boxes/day} \times \$3.50 \times 26 \text{ days} = \$2,730$
- Break-even: 18 daily orders covers all operating costs

Revenue Model Worksheet

Financial Item	Per Meal Box	Daily (30 boxes)	Monthly (26 days)
Selling Price	\$3.50	\$105.00	\$2,730
COGS (food + pack)	\$1.40	\$42.00	\$1,092
Gross Profit	\$2.10	\$63.00	\$1,638
Gross Margin	60%	60%	60%
Operating Costs	—	~\$25	~\$650
Est. Net Profit	—	~\$38	~\$988

Competitive Advantage

The only pre-order lunch delivery designed for Phnom Penh office workers

Bai Box is the **ONLY** service offering pre-ordered fresh Khmer meals delivered to offices in BKK1 and Tonle Bassac by 11:30am daily.

Option	Price/meal	Delivered	Pre-order	Reliable
Street food stall	\$1–\$2	No	No	Varies
Nearby restaurant	\$4–\$8	No	No	Yes
Food delivery app	\$5–\$9	Yes	No	Varies
Bai Box	\$3.50	Yes ✓	Yes ✓	Yes ✓

Reminder: Never say you have no competition. Every customer uses something today.

Our Customers

1

Sreynich

25 | Office administrator, BKK1

Problem:

No time to leave the office. Street food options are crowded and inconsistent.

Why us:

Pre-orders Bai Box on Telegram every morning — meal arrives at her desk without leaving her chair.

2

James

38 | NGO programme officer, Tonle Bassac

Problem:

Wants local Khmer food but needs reliable hygiene and quality.

Why us:

Bai Box is fresh, consistent, and affordable — he orders for himself and two colleagues daily.

3

Dara

32 | Team leader, 8 staff members

Problem:

Coordinating team lunch is a daily distraction — takes 20 minutes of his time.

Why us:

Orders for his whole team in one Telegram message — everyone gets the same great meal.

The Team

[INSERT FOUNDER PHOTO]

[Your Name]

Founder & Head Chef — Bai Box

Experience & Credentials

- 8 years cooking experience — ran food stall at Phsar Thmei market for 3 years
- Catered for community events of up to 80 people on multiple occasions
- Completed food hygiene and basic business training with [organisation]
- Advisor: [Name] — experienced food business owner in Phnom Penh

Skill gap I am addressing:

Next hire: Dedicated delivery partner once daily orders reach 50+

"I am the right person for this business because [your specific reason]."

The Ask

\$3,000

To launch Bai Box's first full delivery month in BKK1 and Tonle Bassac

Use of Funds	%	Amount
Cooking equipment (pots, burners, tools)	30%	\$900
Eco-friendly meal boxes & packaging (3 months)	20%	\$600
Ingredients — first month of operations	20%	\$600
Telegram marketing & local promotion	13%	\$400
Business registration & food permit	10%	\$300
Working capital — first month buffer	7%	\$200

Our Goal

Goal: 30 daily orders by Month 2 →
\$2,730/month revenue

Our Closing Statement

"Fresh food on your desk. Every day. For \$3.50."