



# Grill To Go

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Vinmar INC

Date

Economics

The Future of food

# Overview

The grill to go includes a Grill and Warmer, Refrigerated/cold storage, dry goods storage and prep board. The grill comes in Propane Gas or Regular Gas, Electric, Wood/and or coal powered. The refrigerated comes like a mini fridge or blank if you want to use ice.

My product is unique because you can have fresh hot dogs and churros without having to walk to the concession stand to get fresher hotdogs or try and find churros.

## **Business Philosophy**

Vinmar Inc the company that creates ADA,IDEA,and Fan/Audience Accessible Products. We also want to help the people who don't want to leave there seat, and all the ball hogs like youtuber Zack Hample.

# Target Consumers

- Region/State: United States and Canada
- Age: 16+
- Gender: Any
- Income Level/Social Class: Any

# Competition (based on your research from hw)

My Competition is restaurant supply stores like restaurantwebstore.com restaurant depot, also appliance companies and grill companies like weber, and frigidaire. My competition is insulated bags, grills, and warming drawers. My main competition is insulated bags because that's what the concession companies use.

My product is better because it can makes fresh hot dogs, stores the meat,buns,condiments, and its portable.

# Costs

Price of Product: \$80.00

- Startup costs:\$20,000
- Cost to manufacture:
  - \$5,000 Office space/warehouse/factory rental
  - Product costs(how much you spent to buy materials):\$ 532.29 total without ice, heating element 15.99 controller \$34.99, cooking grate 9.99 stainless steel \$57.33 per box battery \$413.99 Ice \$ 5,835.50. Total with ice \$6,761.45
  - Labor costs: 20 hours X \$13= \$260 per week
  - Advertising (look up numbers): Youtube and Newspaper ad \$1,200
- Revenues per product (price of product- costs to make product)
- How much money are you asking for from the sharks? ( how much money and what % stake)\$500,000 and 30% stake

# Explanation

- How will your company advertise/sell your product? (marketing strategy) I will advertise my product on,youtube, news papers, and send flyers in the mail to the concession comapnies like delaware north.
- How many products do you hope to sell in a year? I hope t sell 2400
- Where do you see your company in five years? (EX: Selling\_\_\_# of products and making revenues up to \$\_\_\_\_\_, making a new model of the product) i see my company selling
- Where do you see your company in ten years? (EX: Selling\_\_\_# of products and making revenues up to \$\_\_\_\_\_, making a new model of the product)
- Why should the sharks invest in your product? (what makes your product unique?)

# Resources

[https://www.zoro.com/tablecraft-products-company-tote-box-frame-ss-22d-16w-8h-rs1537/i/G0979167/feature-product?gclid=Cj0KCQjw2PP1BRCiARIsAEqv-pTL4nHY0pUM5fRYdTAg4GqVal8hXuEyT1Fo8mnM6kwM0w4xqfL4D88aAvyREALw\\_wcB](https://www.zoro.com/tablecraft-products-company-tote-box-frame-ss-22d-16w-8h-rs1537/i/G0979167/feature-product?gclid=Cj0KCQjw2PP1BRCiARIsAEqv-pTL4nHY0pUM5fRYdTAg4GqVal8hXuEyT1Fo8mnM6kwM0w4xqfL4D88aAvyREALw_wcB)

[https://www.charbroil.com/parts-accessories/replacement-parts/electric-grill-parts/#idx=magento\\_default\\_products&q=&hFR\[categories.level0\]\[0\]=Parts%20%26%20Accessories%20%2F%2F%2F%20Replacement%20Parts%20%2F%2F%2F%20Electric%20Grill%20Parts](https://www.charbroil.com/parts-accessories/replacement-parts/electric-grill-parts/#idx=magento_default_products&q=&hFR[categories.level0][0]=Parts%20%26%20Accessories%20%2F%2F%2F%20Replacement%20Parts%20%2F%2F%2F%20Electric%20Grill%20Parts)

<https://www.amazon.com/17000mah-Lithium-Capacity-Explosion-Proof-Batteries/dp/B01M0MAXLO>

