

KIKWETU
KITCHEN

A wooden spoon is shown at the bottom right, tilted upwards. From the spoon, a variety of colorful beans and vegetables are spilling out. The items include red kidney beans, yellow beans, green beans, and small pieces of vegetables like onions and carrots. The overall theme is fresh, healthy ingredients.

Kikwetu aims to offer the best of authentic African cuisine. The menu stays true to natural flavours while allowing people to experience the best of the local food culture at the comfort of their homes

The long term goal is to be a fully fledged restaurant



Target Audience

- *Birthday parties*
- *Family get together*
- *Baby showers*
- *Small gatherings*
- *Any family style meal occasion*
- *Weekly meal plans*

Menu

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Office Lunch at affordable prices.

Transport, Container and Fork Included

MENU

MONDAY

Rice/Beef Stew/Veg.

TUESDAY

Chapati /Beans & Ndengu/Veg.

WEDNESDAY

Ugali/Stir Fry Beef/Veg

THURSDAY

Pilau/Veg Mix/Gravy


FRIDAY

Potatoes/Chicken/Veg..

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 Kikwetu Kitchen

 0722-296280

Competition

- Orna's kitchen
- Amara's caterers
- Katie's kitchen

Tactics

- Facebook Ads
- Instagram
- Pinterest
- Email Marketing
- Reviews on blogs

Resources

Chef

Serving Assistant

Social media manager to
oversee online activity

Videographer

Food tasters to ensure
palatable and visually
appealing dishes



Budget

Utensils	Ksh. 50,000
Facebook	Ksh. 2,000
Instagram	Ksh. 2,000
Miscellaneous	Ksh. 10,000

Total Ksh. 62,000

Content calendar

