

УДК 378
ББК 74.58
S81

Редакционная коллегия

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Все статьи прошли проверку в системах Антиплагиат.ВУЗ - на русском языке, Turnitin.com - на английском языке, Advego Plagiatius v.1.2.093 – на казахском языке. Уникальность текстов не ниже 75%.

i – START. Предпринимательство: энергия молодых.

Материалы международной научно-практической конференции студентов и магистрантов 16-17 апреля 2015 г.- Алматы, Алматы Менеджмент Университет, 2015 – 320 с.

ISBN: 978-601-7021-36-8

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“GREEN” BUSINESS: “HEALTHY FAST FOOD”

Summary

Our business is about healthy diet and healthy fast food. The target clientele are people with health problems, people wishing to lose weight, and simply ones who desire to eat healthy. We present our modern solar-powered stalls which will be situated on the streets, in crowded places, near schools, universities, and bus stops, so that people could have a healthy snack. Our menu has a variety of interesting and tasty recipes. Our slogan is “Healthy people – happy people”.

Introduction

How many people in modern time are affected by spread of fast food such as MacDonald’s, KFC, Burger King and many other? Young people are suffering from diseases which were unknown for previous generations. Addicted to fast food they destroy their organisms and leave no opportunity to recover. Young girls, who must be future mothers, kill their health with pills trying to treat gastritis, hypertension, avitaminosis, and other diseases resulted by malnutrition.

But here we have a question “why”? Why do people destroy their future with their own hand? Why do they prefer junk food to healthy one? Here are the reasons.

Firstly, fast food is cheap. Pupils and students who usually do not have a lot of money can afford hotdog rather than a full lunch in canteen. Burgers and sandwiches can be found almost in all small shops and minimarkets.

Secondly, fast food is literally fast. Nowadays, life is so speeded up that we do not even have time for normal eating.

Thirdly, fast food is a part of globalization process. So, KFC and MacDonald’s became a sort of popular brands which everyone wants to have.

Thus, we have a problem and, fortunately, come with a solution. It is “Healthy fast food” which will be affordable and acceptable for everyone. It won’t be costly, maybe even less expensive than our “junk” competitors. We will try to introduce new fashion of healthy eating. We are sure that “Vitaminka” will be popular among youth. According to our research, many students complain about no opportunities to have a healthy snack or even normal lunch at university. Also, people with stomach diseases are not pleased with poor variety of products suitable for them in shops and minimarkets. “It is unfair that my friend can buy a chocolate bar and stay his hunger, but I’m forced to bring food cooked at home” told one student who keeps a strict diet. So, we are going to solve this problem with our stall of healthy fast food – “Vitaminka”.

Description

“Vitaminka” stalls will be situated in crowded places, near schools, universities, and bus stops. So that pupils, students and adults can eat not wasting time on cafes and malls. Each stall will be provided with solar batteries, so they are eco-friendly.

The most important part of this business is menu, of course. The menu will be divided into four types:

1. Healthy sandwiches
2. Healthy confection
3. Complex lunches
4. Healthy drinks.

Interesting feature about sandwiches is that consumer may choose ingredient by himself. It is important in cases of strict diets or allergy. The main rule of Vitaminka is that all products should be cooked in a way they preserve all nutrients. Thus, for example, meat is boiled (not fried), fish is steamed; amount of salt and sugar is regulated, sauces like mayonnaise are not used. All products are fresh and healthful.

People keeping diet now will have an opportunity to enjoy confection, but healthy one. Sweets made of honey and nuts, yogurt with muesli and fruits, and many other sweet snacks will be in the menu.

Complex lunches will be served in disposable tableware. All tableware will be made of biodegradable material.

Our production is nutritious and healthy. Also we will provide you with a guide-magazine about proper nutrition and beneficial properties of different products. Here you can buy books with healthy recipes and nutritionists’ advice.

Near each stall there will be 2-3 tables made of environmentally friendly material –zeoform developed and patented by an Australian company Zeo IP Pt.

We will prove that healthy eating is not boring and unappetizing, but tasty and palatable.

But that’s not all. We offer to our clients a lottery in which they can win discount or free visit to a sport center, swimming pool or dance studio. Agreement with these firms will be made on the base of placement of their

advertising on our stalls. Also our regular customers will have a discount.

Conclusion

To sum up, the main target of our company is to give people an opportunity to find fast food which will be cheap, healthy, and convenient to have as a snack. "Vitaminka" will be competitive enough because young people have already stated their willingness to have a proper nutrition. So, our willingness is to provide them with this nutrition. We will make healthy eating more popular than junk food and assert its full necessity.

Healthy nutrition and sport – these are two things we are lacking in our modern way of life. "Vitaminka" will energize people and motivate them to change in a better side.

With "Vitaminka" we can stop worrying about future generation and their health.

Healthy people are happy people.