

Course: Fundamentals of Innovation and Entrepreneurship
General University Requirement Course
Project
Code: 0501170
Semester: 20251



Tawfeer Business plan



TAWFEER TECHNOLOGIES LLC :

Smart Food Waste Reduction & Donation Platform

Prepared By:

Student Name	ID #
Mahmoud Husam Abdeen	202211625

Contact Information:

Company: Tawfeer Technologies LLC	
address:	- Ain-Ain, United Arab Emirates
Phone:	+971 566091656
Email:	Tawferr@gmail.com
Website:	www.tawfeer.ae

Table of Contents

1-EXECUTIVE SUMMARY:	3
2-COMPANY DESCRIPTION	4
2.1 Introduction.....	4
2.2 Vision & Mission Statements	4
2.3 Products and Services	4
2.4 Legal Status and Ownership.....	5
2.5 Key Partnerships	6
3-INDUSTRY ANALYSIS	7
3.1 Industry Size, Growth Rate, and Sales Projections	7
3.2 Industry Structure	8
3.3 Nature of Participants.....	8
3.4 Key Success Factors.....	9
3.5 Industry Trends	10
3.6 Long-Term Prospects	10
4-MARKET ANALYSIS	10
4.1 Market Segmentation and Target Market Selection.....	11
4.2 Buyer Behavior.....	13
4.3 Competitor Analysis	13
5. THE ECONOMICS OF THE BUSINESS	16
5.1 Revenue Drivers and Profit Margins.....	16
5.2 Fixed and Variable Costs.....	17
5.3 Operating Leverage and Its Implications	18
5.4 Start-Up Costs	18
5.5 Overall Economic Model.....	19
5.6 Breakeven Chart and Calculations	20
5.7 Profit Durability	21
6- MARKETING PLAN	22
6.1 Overall Marketing Strategy	22

6.2 Product Strategy	23
6.3 Pricing Strategy	23
6.4 Promotional Strategy	24
6.5 Distribution Strategy	24
6.6 Sales Strategy and Sales Cycle	25
7-PRODUCT (OR SERVICE) DESIGN AND DEVELOPMENT PLAN	26
7.1 Development Status and Tasks	26
7.2 Challenges and Risks	27
7.3 Intellectual Property (IP)	28
8-OPERATIONS PLAN	29
8.1 General Approach to Operations	29
8.2 Front-Stage Operations	29
8.3 Back-Stage (Behind-the-Scenes) Operations	30
8.4 Business Location	31
8.5 Facilities.....	31
8.6 Equipment.....	32
9-MANAGEMENT TEAM AND COMPANY STRUCTURE.....	32
9.1 Management Team	32
9.2 Board of Directors	33
9.3 Board of Advisors	34
9.4 Company Structure	34
10- OVERALL SCHEDULE.....	36
11- APPENDIX.....	38
11.1 Technical Diagrams	38
11.2 Sample Screenshots/ UI Wireframes.	39
11.3 Food Safety and Quality Control Documentation.	46
References:	47

1-EXECUTIVE SUMMARY:

Tawfeer A mobile app to reduce food waste and improve food security through donating, requesting, or reusing food by households, restaurants, supermarkets, and institutions. With the assistance of artificial intelligence, Tawfeer allows users to reuse leftover or almost expired food products, as well as facilitate a systematic approach to redistributing safe food.

Tawfeer addresses three serious issues at the same time:

1. Excessive amounts of domestic, restaurant, and supermarket food waste.
2. Food insecurity in vulnerable individuals and families.
3. The absence of a unified, safe, and effective ecosystem of managing donations and repurposing food.

The platform consists of three services:

- **Food Donations:** Food info is uploaded by users to be approved by the administrators. Safety is ensured by verifying, wrapping and dispatching safe food, unsafe food is diverted to compost, energy or animal feed. Donors gain points that can be used to get discounts.
- **Food Requests:** Users provide requests along with explanations (e.g. job loss), and dietary limitations. Denied requests are compared to any available donation and delivered by the designated drivers.
- **AI-Driven Food Reuse:** This application allows users to input leftover or uncooked food, and the AI Chat provides them with specific recipes, which will allow minimizing wastage and make cooking more accessible.

Tawfeer uses four interfaces that are interrelated:

- **User Interface:** Donation, requesting and reusing food.
- **Administrator Interface:** approvals, quality control coordination and assigning drivers.
- **Driver Interface:** in the case of pickups, deliveries and communication with user.
- **Government Interface:** to monitor the food-saving statistics and work on national sustainability.

The platform is based on a hybrid sustainability approach that targets social contribution, waste management, and resources optimization that would create a food-sharing ecosystem to the benefit of the people, businesses, and the environment. Tawfeer will be monetized at an initial stage basing on collaboration with supermarkets, sponsored discounts, governmental assistance, and value-added services that will make it one of the powerful and sustainable solutions to food redistribution in the context of increasing global food waste and insecurity.

2-COMPANY DESCRIPTION

2.1 Introduction

Tawfeer is a mobile-based application that will help minimize food waste and increase the access to food by linking the people and organizations that have surplus foods to those in need. Constructed on the premises of sustainability, community involvement, and skilled technology, Tawfeer helps users donate, request, or reuse food with the help of a highly coordinated system that is safe and secure. The platform incorporates AI recipe generation, quality control processes, and real-time logistics to make sure that food redistribution is safe and efficient and makes a difference.

The Tawfeer concept was developed due to the increasing international awareness of food waste, the increasing population of individuals with food insecurity, and the lack of a centralized digital platform that ensures the safety, dignity, and order in food sharing. Tawfeer converts the excess food into the social value with minimum environmental harm.

2.2 Vision & Mission Statements

Vision Statement

In order to build the best digital food redistribution-reuse ecosystem with the purpose of creating a sustainable environment, the community where every person has access to safe and nutritious meals and where no edible food is wasted at all.

Mission Statement

To decrease food waste by providing technology-based solutions to the problem, which would be connecting the donors, recipients, government organizations, and food institutions through safe, transparent, and efficient food-sharing network.

2.3 Products and Services

Core Services

1. Food Donation System

- Users donate cooked or not cooked food, providing detailed information, safety assurances, a picture of the food and location.
- The donations are reviewed by the administrators, checked on quality and delivered safely to the recipients.

- Donators are rewarded with discount vouchers that they can use in allied supermarkets and stores.

2. Food Request System

- Those in need are allowed to order food by giving reasons (e.g., joblessness) and dietary limitations like allergies.
- All requests are checked to approve them and are compared with the available donations.

3. AI-Powered Recipe Generator

- Users input leftover or near-expiry ingredients.
- The AI creates specific step-by-step recipes to cooked or uncooked foods.
- Helps households to minimize food waste through food reuse.

2.4 Legal Status and Ownership

Legal Status:

Tawfeer will be registered as a Limited Liability Company (LLC).

Ownership Structure:

- Founder: Mahmoud Abdeen
- Partners:
 - mahmoud – Co-Founder / Partner
 - mahmoud – Co-Founder / Partner
 - mahmoud – Co-Founder / Partner
- Future Team: (Not Hired Yet)
 - Developers
 - Operations Manager
 - Marketing Team

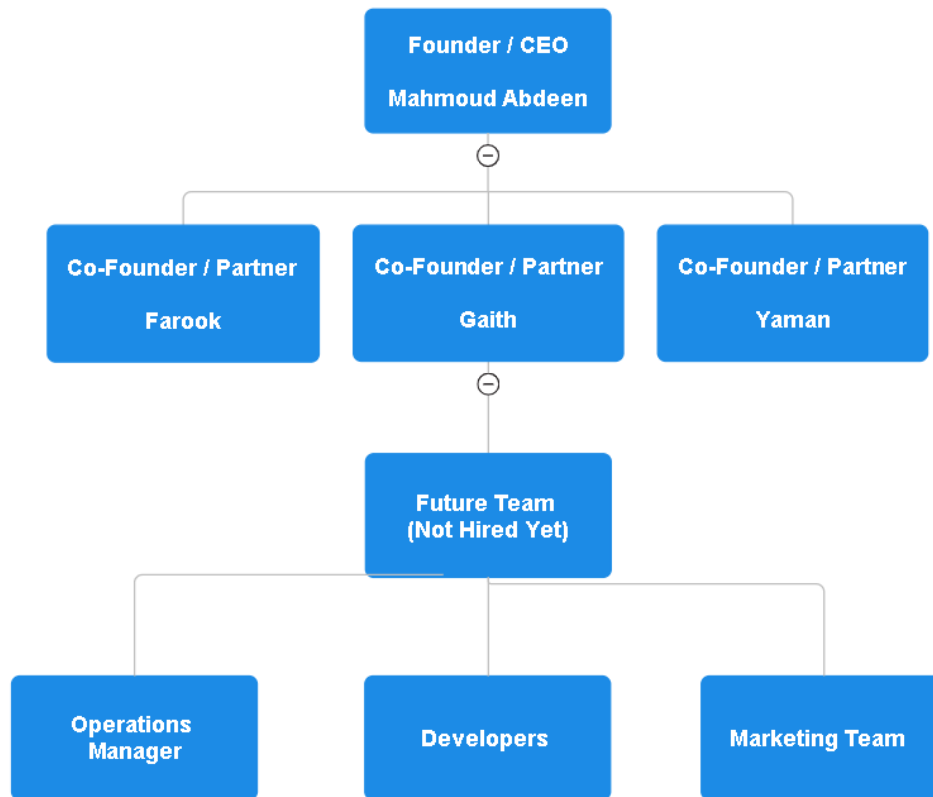


Figure 1: Tawfeer Organizational Chart (SmartDraw).

• **Headquarters:**

Al Ain, United Arab Emirates (UAE)

• **Notes:**

This LLC structure provides Tawfeer with:

- *Operational flexibility*
- *All founders have limited liability.*
- *Well-defined equity and ownership structure.*
- *Good legal standing to collaborate with the government, supermarkets and non-governmental organizations.*

2.5 Key Partnerships

The operation of Tawfeer is based on strategic collaborations including:

- Restaurants, cafes and bakeries to donate surplus food.
- Supermarkets and grocery chains donating unwanted and yet appropriate food stuffs and providing discount benefits.

- Local NGOs and charity organizations use to reach out and deliver food.
- Government bodies tracking sustainability indicators and assisting the country with waste-reduction efforts.
- Waste management firms to process safe compost, bioenergy or animal feed of non-consumable food.
- Delivery partners and logistics providers to support drivers in the areas of high demand.

These alliances give Tawfeer greater operational security, as well as solidify its social and environmental contribution.

3-INDUSTRY ANALYSIS

Tawfeer is being in the nexus of a variety of fast-evolving sectors: food waste management, food donation / redistribution, AI-based consumer applications and social impact technology. It is critical to understand this ecosystem to place Tawfeer in the right position and see the growth opportunities.

3.1 Industry Size, Growth Rate, and Sales Projections

Food Waste Management Industry

A significant portion of food is lost or wasted in the world, up to one-third, approximately 1.3 billion tons per year, costing economies some US \$1 trillion per year, and contributing to 8-10 per cent of greenhouse-gas emissions worldwide. To reduce the amount of waste and improve the efficiency of redistribution, governments and organizations have been increasingly investing in digital solutions (e.g. smart packaging, redistribution platform, consumer food-waste application). (Food and Agriculture Organization of the United Nations, 2011; United Nations Environment Program, 2021).

Food Redistribution & Donation Sector

Demand is driven by:

- Increased food insecurity in the world.
- A greater understanding of sustainability.
- Corporate social responsibility activities.

- Waste minimization of government regulations.

The growth of the industry has been high due to the emergence of food-sharing applications, community food banks, and intelligent logistics solutions.

AI in Food Services

The use of AI in planning meals, keeping track of stocks, and sustainability activities is becoming increasingly more common. It is estimated that AI-driven solutions will keep growing because of:

- Improved consumer adoption
- Increased dependence on digitization.
- Retailers who would like more effective means of coping with surplus.
- Growing reliance on digital tools
- Retailers seeking better ways to manage surplus

All these trends provide a positive space in which Tawfeer will be able to enter and thrive in the long run.

3.2 Industry Structure

The industry is fragmented, that is to say there is:

- No single dominant player.
- Several small scale food rescue organizations.
- Single applications or social projects.
- NGOs that engage in redistribution of food manually.

Such an industry is highly fragmented and therefore full of innovation and entry. The complementary strategy of Tawfeer (AI recipes + donation + request + logistics + government interface) gives the company a competitive edge compared to the market where there are no unified solutions.

3.3 Nature of Participants

The principal participants will be:

1. Donors

They may be households, restaurants and cafes, supermarkets and retailers, event halls and caterers, and institutions, including hotels, schools, and hospitals. They offer excess food which can be re-distributed rather than being wasted.

2. Recipients

The beneficiaries include low-income families, the unemployed, students, refugees, and other vulnerable groups benefiting by getting the donated food.

3. Intermediaries

Intermediaries include the NGOs, charity groups, government waste-cutting agencies, and environmental agencies who assist in organizing, controlling, and facilitating the food-redistribution process.

4. Tech-Based Facilitators

Food-sharing applications, waste-collection organizations, and AI-based recipe services are tech-based facilitators which simplify matching, collecting and using surplus food effectively.

Tawfeer is all these parties united into one centralized digital ecosystem, which will allow the effective and sustainable redistribution of foods.

3.4 Key Success Factors

To succeed in this business, it is based on:

- **Reliable Technology**
An easy and safe application with reliable AI and real-time monitoring.
- **Effective Food Safety Procedures.**
All food that is donated has to be inspected, cleaned and safe to consume.
- **Effective Partnerships**
Collaboration with government agencies, restaurants, NGOs, and supermarkets.
- **Efficient Logistics.**
Quick collection and delivery services that are well trained with proper route planning.
- **Trust and Compliance**
Honest, trustworthy and adhering to food safety laws.

- **User Incentives**

Discounts and reward points which encourage continued use.

3.5 Industry Trends

This is the most crucial section since Tawfeer is constructed in tandem with such trends.

- **Environmental Trends**

More regulations to lessen the food waste are being implemented by governments, and international objectives such as the UN SDGs promote sustainable activities. The population has been increasingly concerned about environmental concerns, and the growing price of food makes waste disposal more significant.

- **Business Trends**

Companies are shifting towards the online system of donations and food management. The use of AI food apps is increasing, and numerous enterprises are interested in matching ESG requirements, which puts pressure on such enterprises to minimize waste.

- **Consumer Trends**

Consumers are more open to green solutions and resort to mobile applications that help them in their everyday life. They are more concerned about household food waste and will be willing to share food in the community.

These trends support the topicality and possible implementation of Tawfeer.

3.6 Long-Term Prospects

Tawfeer has a great future in the long run. There is an increased concern in society with minimizing food wastes, and more support is being given to sustainability projects by the governments. There is also increased willingness of people in using community-based apps. Tawfeer has an opportunity to expand to collaborate with national waste programs, enter other countries in the region, and introduce new advanced AI and smart analytics. The demand of Tawfeer will be on the rise as the food insecurity and environmental challenges continue to escalate.

4-MARKET ANALYSIS

Tawfeer is a diversified company that functions in a fast-changing environment which is comprised of households, food companies, charities and food insecure individuals. The

site is also targeting consumers and institutions that are environmentally friendly and willing to use sustainable waste-reduction solutions.

In this part, the market is segmented into definite segments, target customers are identified, buyer behavior is analyzed according to the demand, and competitors are evaluated in the field of food-sharing and sustainability.

4.1 Market Segmentation and Target Market Selection

❖ Market Segmentation

The market of Tawfeer can be segmented in a number of aspects such as geography, demographics, psychographics and user behavior.

A. Geographic Segmentation

Tawfeer is mainly focused on cities where food waste is the greatest and where society needs it the most. It also targets suburban communities, areas where there is food waste and those areas that have a great number of restaurants, and areas where there is high food insecurity.

B. Demographic Segmentation

1- Donors

Some of the donors are households that usually do not waste food, restaurants, cafes, bakeries, supermarkets, and food retailers. Hotels, event halls, catering companies, and educational institutions are also representatives of this category of frequent food surplus contributors.

2- Recipients

Food donations are received by low-income families, unemployed or financially struggling individuals, students and refugees among other vulnerable groups.

C. Psychographic Segmentation

Tawfeer will appeal to those people who are concerned about the environment and wish to contribute to sustainability programs. It also appeals to volunteers and people who are community-oriented, businesses that are also focused on corporate social responsibility and also those users who love cooking and re-using leftover food in a creative manner.

D. Behavioral Segmentation

Tawfeer is behaviorally targeted at users who get encouraged to save money by earning discounts, ones who tend to find recipes to use leftovers, and those who are interested in

being convenient and making a difference. It also assists those that habitually require food donations and those individuals who like engaging in communities online.

❖ Target Market Selection

Tawfeer will strategically target two major segments:

1. Primary Target Market

The main target market will consist of the households that produce excess food on a regular basis, restaurants and supermarkets that produce excess food in large quantities and individuals who are financially needy and may depend on food assistance.

2. Secondary Target Market

The second target market is the group of environmental consumers, who are volunteers and NGOs engaged in community support, governmental agencies monitoring the level of food waste, and food brands interested in reinforcing their ESG pledges. This will form a healthy ecosystem of donors, recipients, and enabling institutional partners.

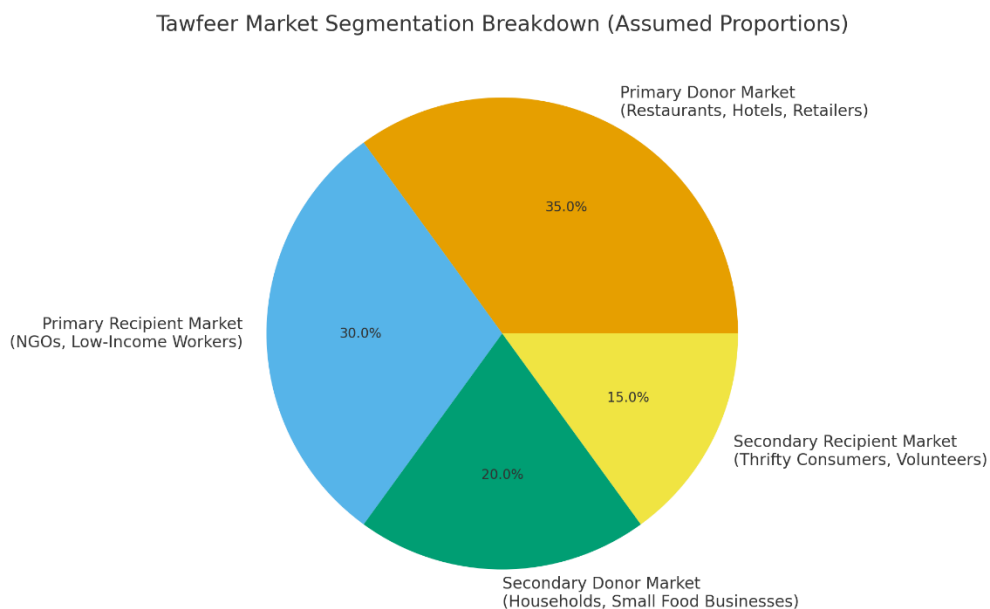


Figure 1 market segmentation chart

4.2 Buyer Behavior

To adopt Tawfeer, it is important to understand the motivations and decision patterns of the users.

1. Donor Behavior Patterns

The donors want to use fast, convenient and low-effort systems. They appreciate security, confidence in logistics and transparency. The factors that particularly encourage restaurants and supermarkets include waste reduction, cost reduction, positive image, and sustainability rules. Rewards boost the involvement of donors, and this is the reason why Tawfeer has a points and discount system.

2. Recipient Behavior Patterns

The recipients are concerned about food safety, quality, and privacy. They seek consistency, dependability, and clear and honest communication and a respectful process that maintains dignity. There are also a significant number who need dietary needs to be accommodated like allergies. The built in approval features and dietary filters make tawfeer develop trust and comfort to these users.

3. AI Recipe Generator Users

These customers are generally interested in preparing food and need affordable food ideas. They desire to minimize what they waste at home and enjoy creative ideas of recipes made with convenience. The AI aspect is particularly attractive to younger customers and digital natives who love smart interactive applications.

4.3 Competitor Analysis

Even though there are numerous organizations that engage in food rescue, the market is diverse, and not many platforms provide the all-in-one model of Tawfeer.

A. Direct Competitors

Direct competitors would be mobile apps or platforms that facilitate food sharing or donation like those that help restaurants with charities, community food-sharing networks, and household food-sharing networks. Yet, the majority of them do not provide AI recipe generation, do not have powerful quality-control systems, no or limited logistics integration, and do not cooperate with governmental organizations, with most of them serving only one target audience, like restaurants.

B. Indirect Competitors

The traditional food banks, NGOs that manually distribute excess food, the discount part of the supermarket where near-expired foods can be found and waste-management companies are the indirect competitors. Such systems are often not as digital, transparent, and expansive as a contemporary unified mobile application such as Tawfeer can be.

Competitor/Aspect	Focus Area	Main Features	Strengths	Weaknesses
Neama App (نعمة)	Food waste reduction & donation in UAE	Donation pickup, awareness, NGO coordination	Government-backed, strong credibility, existing network	Limited AI, limited user rewards, less automation
Barakah App	Marketplace for surplus food meals	Discounted meals, dynamic pricing	Clear business model, restaurants love it	Not focused on donations, no social impact element
Wajba App	Leftover meal sharing (community-based)	Community meals, homemade food	Strong community feel	Weak safety control, not suitable for large-scale food rescue
Platable App	Surplus restaurant meals at discount	Restaurant-only platform	Very simple, easy UX	No donation, no AI, limited differentiation

Table 1 competitor table analysis

Feature	Tawfeer	Neama	Barakah	Wajba	Platable
Food Donations	✓	✓	✗	✓	✗
Food Requests	✓	✗	✗	✗	✗
AI Recipe Generator	✓	✗	✗	✗	✗
Supermarket Partnerships	✓	Partial	✗	✗	✓
Restaurant Integration	✓	Partial	✓	✗	✓
Government Dashboard	✓	Partial	✗	✗	✗
Quality Control System	✓	Basic	✗	✗	✗
Driver Interface	✓	✗	✗	✗	✗
Reward Points System	✓	✗	✗	✗	✗
Food Safety Dynamic (compost/ bio-energy).	✓	✗	✗	✗	✗
Community Sharing	Moderate	Moderate	✗	✓	✗
Analytics & AI Matching	✓	✗	✗	✗	✗

Table 2 competitor table

C. Tawfeer's Competitive Advantages

1. **AI-powered recipe generator**
2. Incentive system based on rewards.
3. Extensive safety inspection and quality control.
4. User, admin, driver and government interfaces.
5. Live-tracking and communication systems.
6. Distinct differentiation of safe and unsafe food.
7. Sustainability and environmental goals, integration.

The many features of Tawfeer make it unique in terms of value. incomparable to the conventional or online competitors.

5. THE ECONOMICS OF THE BUSINESS

The financial model of Tawfeer is aimed to be balanced between the social impact and sustainable revenue. The platform is a source of value in terms of food waste reduction, effective redistribution, artificial intelligence-based services, and collaboration with commercial and governmental organizations. This part describes how Tawfeer is gaining revenue, how it is controlling its expenses, and how it is gaining financial stability.

5.1 Revenue Drivers and Profit Margins

Tawfeer is a multi-stream revenue model, which is expected to grow with the number of users.

Primary Revenue Streams

1- Business Partnerships (Supermarkets, Restaurants, Food Chains)

- Businesses pay monthly subscriptions, access to analytics, visualization of the brand, and CSR certification tools.
- Expected Margin: High
- Reason: Electronic service at little variability cost.

2- Government Contracts and Sustainability Programs.

- Governments fund analytics dashboards on food-waste, national support on sustainability, systems on tracking.
- Expected Margin: High
- Reason: Government contracts will offer consistent, predictable income.

3- Sponsored Placements and Advertising.

- Partners will pay for featuring listings, sponsoring recipes, and sponsored promotional banners or content.
- Expected Margin: High
- Reason: Advertising is wholly online, and the cost of operation is low.

4- Redemption Partnerships (Reward System)

- Partners cover redeemed-discount commission rates and promotion to the users of the traffic.
- Expected Margin: Medium to high
- Reason: The more people use it, the more revenue one gains.

5- Reporting (Data Only) Ethical and Aggregated.

- Tawfeer has the opportunity to sell trend reports, food-waste heatmaps, consumer behavior analytics to governments, NGOs, retailers, and sustainability researchers.
- Expected Margin: Very high

- Reason: Data products are expanded and demand low cost to generate them.

6- Delivery Fees (Future Option)

- Payments may be made to small delivery charges to the recipients or to pick up charges to the donors (depending on regulations)
- Expected Margin: Low to medium
- Reason: The cost of driving and logistics diminishes profit margins.

Revenue Stream	Expected Margin	Frequency	Notes
Business subscriptions	High	Monthly	Stable recurring revenue
Government contracts	High	Yearly	High-value partnerships
Sponsored ads	High	Continuous	Very low cost
Reward redemption	Medium	Continuous	Depends on partner engagement
Delivery fees	Low–Medium	Per order	Operational cost influence

Table 3 revenue table

Weighted Average Contribution Margin

Tawfeer has a heavy revenue mix on high-margin digital streams which present the business with a solid long-term financial direction.

5.2 Fixed and Variable Costs

Fixed costs:

The fixed costs are app development, salaries of the administration and developers, hosting of the server, marketing/customer support costs, office rent, insurance, business licenses, and any quality-control equipment and partnerships.

Estimated Fixed Costs per Month

- Salaries: USD 12,000
- Hosting & Servers: USD 2,000
- Office Rent & Utilities: USD 3,000

- Marketing: USD 5,000

Total Fixed Costs: ~USD 22,000 per month

Variable costs:

Variable costs are the delivery fees billed to drivers, the fee charged by payment gateway, the extra demand on the customer service during peak time, the costs associated with shared discount-reward and food-safety testing materials and the packaging materials utilized in the quality-control centers.

Estimated Variable Cost per Transaction

- Driver Payout: USD 1–3 per delivery or pickup
- Packaging & QC Materials: ~USD 0.30
- Payment Gateway Fee: 2–3% per transaction

Cost Type	Items Included	Estimated Cost
Fixed Costs	Development, salaries, rent, servers	Medium–High
Variable Costs	Driver payments, packaging, QC materials	Medium
Startup Costs	Legal setup, branding, initial marketing	High

Table 4 cost estimated table

5.3 Operating Leverage and Its Implications

Tawfeer is a company with high operating leverage:

- Most of the expenses are fixed (app development, servers, administrators)
- Variable costs increase at a moderate rate.

Implication:

High operating leverage implies that profitability is high as the number of users increases, but initial losses of the stage may be great until the volume processes increase.

5.4 Start-Up Costs

Start-up costs are the fixed cost that is necessary to start Tawfeer. These are the development of mobile apps and the back end, the development of the AI recipe system, and the arrangement of the initial branding and marketing. Others include registration and trademarking in the courts, the establishment of the system of quality control, the

development of the driver onboarding system, the government interface, and the selection of the initial staff team. These expenses are huge initially but reduce significantly as Tawfeer expands and increases in size.

Category	Estimated Cost (USD)
App & backend development	150,000
AI engine	40,000
Marketing pre-launch	25,000
Legal & registration	10,000
QC setup	20,000
Operations & staffing (initial)	60,000
TOTAL	305,000 USD

Table 5 startup cost table

5.5 Overall Economic Model

The economic model of Tawfeer is based on the fact that the platform gains more profit with the increase in the number of users, digital scaling.

- **How Tawfeer Makes Money**
Tawfeer derives revenue on high-margin subscriptions, government contracts, sponsored alliances, advertising, and data insights, and optional delivery charges.
- **How Tawfeer Controls Costs**
Tawfeer maintains low costs by using fixed technology infrastructure, variable costs which are pay per use, staffing requirements are minimized by automation and government partnerships assist in minimizing marketing costs.
- **Why the Model Is Attractive**
The model is attractive in that it is associated with low inventory expenditures, low wastage expenses, high scalability and numerous recurring revenues.

5.6 Breakeven Chart and Calculations

To determine when Tawfeer becomes financially self-sustaining, the breakeven point is calculated using fixed costs, variable costs, and average revenue per transaction.

Monthly Fixed Costs

- Salaries: \$12,000
 - Hosting & servers: \$2,000
 - Office & utilities: \$3,000
 - Marketing: \$5,000
- Total Fixed Costs = \$22,000 per month

Variable Cost per Transaction

- Driver payout: \$1–\$3 (average = \$2)
 - Packaging & QC: \$0.30
 - Payment gateway fee: 2–3% (average = \$0.03)
- Total Variable Cost per Transaction $\approx$ \$2.33

Average Revenue per Transaction

- Estimated revenue per order: \$3.50

Breakeven Formula

Breakeven Point = Fixed Costs / (Revenue per Unit – Variable Cost per Unit)

Contribution Margin Calculation

Revenue per unit: 3.50

Variable cost per unit: 2.33

Contribution margin = $3.50 - 2.33 = 1.17$

Breakeven Transactions per Month

Breakeven = $22,000 / 1.17 \approx 18,800$ transactions per month

To maintain all operating expenses, Tawfeer will need to do Gap 18,800 transactions per month (about 630 per day) to use only transaction-based revenue.

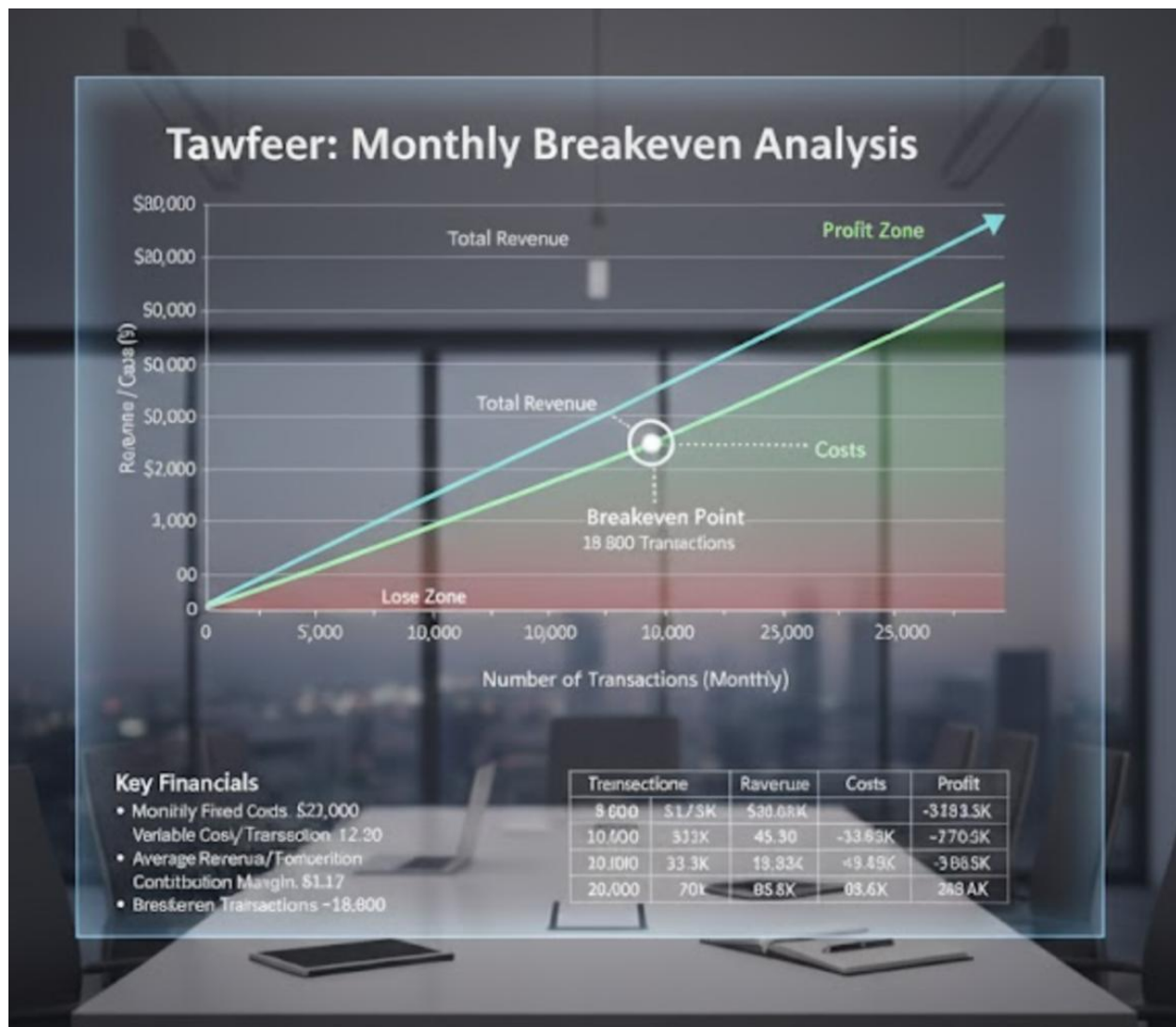


Figure 3. Tawfeer Breakeven Point

5.7 Profit Durability

The business model of Tawfeer proves great profitability in the long-term as it is characterized by a combination of scalable technology, recurring revenue streams, growth in market demand, and structural competitive advantages. The reasons that Tawfeer has a high potential of making profits in the short-term as well as in the long-term are as follows:

Tawfeer has a high profit durability that is underpinned by:

- **Strong Barriers to Entry:**

Tawfeer has good barriers to entry because it has a multi-interface system with

complexities, integrations with the government, AI-driven recipe engine, reward-based ecosystem, and established quality-control infrastructure.

- **Recurring Revenue Streams:**

Recurring revenue streams like partner subscriptions, government contracts, advertising and promotional placements and data insights sales help to strengthen profit durability.

- **Growing Market Need:**

The site is underpinned by a market need, which is growing due to rising food insecurity, food waste concern, and sustainability movement that tends to be on the rise across the world.

- **Network Effect:**

Network effect works to Target Tawfeer advantage: the more the donors, the more the recipients; the more the recipients, the more the donors. The more businesses are added, the higher incentives become and this acts to attract more users in all groups.

6- MARKETING PLAN

6.1 Overall Marketing Strategy

The marketing plan of Tawfeer aims at raising awareness of sustainability, community, lessening food-waste, and maintaining convenience in general. The platform identifies itself as a smart, safe, and rewarding food donating, requesting and reusing ecosystem.

- **Positioning Strategy:**

Tawfeer is placed as a food-sharing application with the most complete functionality, including donation, request, AI-cooking recipes, and quality control. It identifies itself as a socially influencing platform that will help households, as well as businesses, to be sustainable. In addition, Tawfeer will strive to become a reliable collaborator with governments and non-governmental organizations engaged in the process of food-waste minimization.

- **Differentiation Strategy:**

Tawfeer stands out with the help of the AI-based recipe generator, four specialized interfaces (User, Admin, Driver, Government) and the quality-control system that can be trusted. It also provides a reward system that is based on points and is run on a hybrid system which is based on donation, reuse, and sustainability tracking. Clear tracking and

immediate communication are also other characteristics of Tawfeer that distinguishes it among competitors. There is no other platform that has such a set of features.

6.2 Product Strategy

Tawfeer has three significant products/services:

1. Food Donation System

The food donation network offers a convenient user interface where the donors are able to input excess food with safety assurances and images. It provides up-to-date information about a driver, has quality control to make sure that the delivery is safe, and provides donors with points per successful donation.

2. Food Request System

The food request system is a respectful, verified and transparent system to the recipients. It enables them to filter by dietary limitations, easily interact with drivers, and enjoy the advantages of prioritization rules in favour of those with the greatest need.

3. AI-Powered Recipe Generator

The AI-based recipe generator generates recipes with the help of left-over or raw foodstuff. It identifies cooked and uncooked food, assists households to cut down on food waste, and stimulates regular interaction with the application through providing handy and innovative food concepts.

Tawfeer is a combination of these services that constitute its core value proposition.

6.3 Pricing Strategy

Free Services (For Users)

Tawfeer offers free account creation, donation of free food, request of free food and AI-generated recipes. Such free services will promote as many users as possible and community involvement.

Premium / Business / Commercial Pricing (Businesses and Partners).

The revenue generated by Tawfeer comes in the form of subscription fee of supermarkets, restaurants and retailers, government contract packages, sponsors and advertising placements, loyalty-program commission-based fee and data-analytics package that is partner-specific.

Pricing Goals

The pricing plan is set to be affordable to the partners, bring high margin money to Tawfeer, and scale well depending on the size and requirements of individual partners.

6.4 Promotional Strategy

Tawfeer will employ several channels to gain users:

A. Digital Marketing

Tawfeer shall adopt online marketing platforms including social media campaigns on Instagram, Tik Tok, Facebook, and Twitter, and online environmental awareness advertisements. The platform will cooperate with food influencers, sustainability content creators, maximize its positions in the App Store and Google Play, and implement specific advertisements targeted at households and restaurants.

B. Community Engagement

The involvement of the community will be based on collaborations with local NGOs, awareness campaigns aimed at minimizing food waste, school and university educational workshops, and volunteering campaigns, as well as cooperation with the municipalities in order to enhance community outreach.

C. Business Partnerships

To minimize the effects, Tawfeer will apply co-marketing with the supermarkets and restaurants, issue stickers to the firms participating in the change as Tawfeer Partner, issue the press releases declaring the new partnership, and conduct the eco-friendly branding campaigns to establish the credibility.

D. Government Support

The platform will cooperate with government waste-reduction programs to conduct supported or sponsored campaigns. It will provide sustainability reporting to government ministries and foster publicity programs on active donors and business partners.

E. Referral Programs

Tawfeer will also promote growth by using referral programs in which the donors are provided with additional points upon inviting new users. Gamified community challenges will also be implemented through an app like the Zero Waste Month to increase involvement and participation.

6.5 Distribution Strategy

Tawfeer is fully distributed on the digital platform, backed by physical logistics in order to collect and deliver the donations.

A. App Distribution

- Available on iOS and Android

- Get downloads through App Store, Google Play, and through websites.

B. Logistics Distribution

- Assignments made by administration interface.
- Real time tracking and communication.
- It is covered in large urban centers, and it grows slowly.

C. Partnership Distribution

- Businesses post surplus food in the system.
- Government interface allocates sustainability reports.

This digital physical hybrid system will guarantee effective delivery and reach a wide market.

6.6 Sales Strategy and Sales Cycle

Sales Strategy

The sales approach of Tawfeer is onboarding the key partners such as restaurants, supermarkets, food manufacturers, government agencies, and charitable organizations or Non-Governmental Organization. It aims at establishing good working relationships that will assist in food donation, sustainability reporting, and long-term engagement of the platform.

Sales Cycle

1. Awareness: Tawfeer will launch the platform using marketing campaigns, presentations, and social events.
2. Interest: Companies and institutions are researching the benefits as there are cost reductions, waste minimization and CSR value.
3. Demonstration: Sales team will offer a real-time demonstration of the app, the system of donations, and the government dashboard.
4. Negotiation: The packages of subscription, partnership terms or details of government contracts are negotiated and agreed upon.
5. Onboarding: The staff is trained, categories of food are registered, dashboards and tools configured.
6. Retention: Tawfeer retains long-term customers by making monthly reports, frequent updates, and renewal incentives.

The Tawfeer selling model focuses on lasting collaborations and repeat income.

7-PRODUCT (OR SERVICE) DESIGN AND DEVELOPMENT PLAN

The development and design of Tawfeer is a complex and interdependent system that requires mobile applications, integration of AI, quality control processes, and communication through multi-interfaces. This segment will describe the development status, tasks to be done, risks, and intellectual property.

7.1 Development Status and Tasks

Current Development Status

Tawfeer is in the concept phase and the initial development stage (you can modify this depending on your actual position). The main characteristics are designed completely and the development is separated into four parts:

1. **User Interface (UI/UX)**
2. **Admin interface**
3. **Driver Interface**
4. **Government Dashboard Interface**
5. **AI Recipe Generation Engine**

Each of the components is interconnected to the central system to facilitate smooth flow of data, tracking, and decision making.

Development Tasks Breakdown

A. User Interface Development

This involves the construction of user registration and authentication, flow of donation submission, and photo uploading and safety checks. It also has food request submission with reasons and allergy information, live chat with drivers, a points wallet, AI recipe input and results page, and map integration page to identify the whereabouts of a user.

B. Administrator Interface Development

The administration interface will enable employees to accept or decline donations and requests, assign drivers, and track the ongoing deliveries. It will contain quality-control check-lists tools, notification systems, reward-points management, partner campaign

controls, and the opportunity of labeling unsafe food as compostable or bio-energy middle ground.

C. Driver Interface Development

The driver interface will have an assignment page, understandable instructions on picking up and delivery, in-built navigation and share live location features. It will also contain delivery status (On the way to Delivered) and personal communication with users.

D. Government Interface Development

This interface will also contain sustainability metrics dashboards, which will monitor food saved, reused, donated or composted. It will offer regional heatmaps, policy compliance reports, trend analysis tools and exportable data reports.

E. AI Recipe Generator Development

The AI will deal with the recognition of ingredients, analysis of cooked and uncooked products, recipe matching, and stepwise instructions. It will also contain safety tips and custom optimization depending on the dietary preferences.

F. Backend and Infrastructure

The backend operations are cloud hosting and scalable databases, all the interfaces have secure APIs, real-time communication servers, and complete data encryption with secure storage.

7.2 Challenges and Risks

1. Food Safety Risks

Challenge: Making sure that all donated food is safe to eat. Mitigation: Tawfeer will put strict quality control measures, food safety training for drivers and mandatory safety questionnaire for donors, and food safety at every step of the food donation process and also ensure that they have the admin approval at every step of the process.

2. Logistics Complexity

Challenge: Efficiently managing pick-ups, deliveries and real-time tracking. Mitigation: The use of smart routing algorithms, driver availability monitoring, and a city-by-city expansion approach will be used to ensure that operations remain manageable.

3. Regulatory Compliance

Challenge: Adhering to food safety requirements and donation laws of every region. Mitigation: Tawfeer will collaborate closely with government agencies, keep detailed documentation for all processes and integrate with official sustainability frameworks.

4. User Adoption

Challenge: Developing a trust and call to consistency for both donors and recipients.

Mitigation: Effective marketing campaigns and reward-based incentives as well as easy-to-use and understand user interface will facilitate adoption and engagement.

5. AI Accuracy

Challenge: Making sure that A.I-generated recipes are accurate, safe and practical.

Mitigation: Tawfeer will continually work on the machine-learning model, involve nutrition experts and update the system based on user feedback.

6. Technical Risks

Challenge: Keeping the system to perform seamlessly in a case of high traffic. Mitigation: The platform will be based on scalable cloud infrastructure, perform load balancing and perform regular performance testing.

7.3 Intellectual Property (IP)

1. Software and Code

Code, backend systems and algorithms created by proprietors of Tawfeer must be trademarked or copyrighted under the company.

2. AI Recipe Engine

Special datasets, powerful algorithms, and machine learning models are intellectual property and may be patented in case they are innovative enough.

3. Branding and Designs

- Name “Tawfeer”
- Logo
- App design and UI/UX
- Reward system design

These should be trademarked to prevent duplication.

4. Data and Reports

Aggregated and anonymous data can be stored and utilized to provide commercial insights but should not be against privacy laws.

8-OPERATIONS PLAN

8.1 General Approach to Operations

The operations of Tawfeer are designed on the basis of safety, efficiency, reliability, and transparency. It is aimed at developing a flow of work between the donation and the delivery process and the use of high-level technologies and organized human resources.

The operation is divided into two major components:

1. Front-Stage Operations

(What users, donors, recipients and partners see and interact with)

2. Back-Stage Operations

(Internal operations such as administration check, logistics, quality control and reporting)

With this structure, Tawfeer will have the opportunity to enjoy a professional, secure and trustworthy experience at any time.

8.2 Front-Stage Operations

(Visible to users)

Front-stage operations consist of all those activities involving front stage with the customers interacting directly with the Tawfeer app.

A. User Interaction

The users interact with the site by placing donations with pictures, descriptions, safety assurances and locations. Recipients make food requests, which would contain their reasons and the dietary restrictions. The AI recipe generator is accessible to all users, and real-time updates displayed to the drivers and the in-app chat system allow communicating.

B. Driver Interaction

The users of the app can communicate with drivers by sending them pickup and delivery jobs. To keep their status updated, they communicate with users and administrators anytime they have to coordinate with them, they use each of the steps, On the way, picked up and Delivered.

C. Reward System

Donors get points on every approved donation, and such points can be used to get

discounts in partner supermarkets as well as businesses. The app allows the user to monitor their points, rewards, and redemption history without much effort.

D. Government Dashboard (Front-Facing Reports)

Governments can have dashboards giving publicly accessible statistics on food saved, reused, donated, and composted. They are also able to see the maps of geographic distribution of donations and requests, as well as all the major sustainability measures towards transparency and planning.

8.3 Back-Stage (Behind-the-Scenes) Operations

(Not visible to users)

These in-house processes are safely assured, reliable, and compliant as well as the overall operations running smoothly.

A. Administrator Operations

The administrators are the key coordinators of the system of Tawfeer. They are charged with the role of examining and accepting the donation requests, accepting food requests, dispatching drivers, and organizing how the unsafe food may be delivered to composting, bioenergy, or animal feed options. They also watch over quality control, computation of reward-points, user problems or controversies, clearance of support tickets, and performance tracking of the systems via internal reporting.

B. Quality Control Operations

Quality control is aimed at attaining food safety throughout the process. It starts with the donors filling a safety questionnaire. The administrators then check the type, status and pictures of the food. The food is visually inspected by the drivers during pickup, and the food is, in some instances, delivered to a quality-control station. It is tested there, whether it is clean, whether the packaging is good, whether the temperature of the goods is suitable (in the case of cooked goods), and whether they are spoiled. Approved food is packaged to be delivered, and unsafe food is sent to compost partners, bioenergy plants or made into animal feed. This system will guarantee no risk to recipients and keep within the regulatory standards.

C. Logistics Operations

Tawfeer adheres to hub-and-spoke logistics concept. Logistics operations also involve organization of pickups, control of deliveries, control of driver availability and optimization of routes. The process also includes real-time monitoring of the location of drivers and delivery verification (with photos or signatures). The drivers are trained to be safe and hygienic in handling food.

D. AI Operations

The AI engine works in the background to improve the interaction with the user and minimize wastages. It takes the ingredient inputs and makes a comparison with the recipe database and creates step by step recipes. It recognizes the cooked and uncooked ingredients and works in a continuous learning mode based on the comments left by the user.

E. Government Reporting Operations

Tawfeer will automatically tabulate information to present to government. These reports consist of total tons of food saved, redistributed or composted or reused, number of active donors and recipients, maps of activity regionally and measures of environmental impact like carbon saved. Such insights are used by governments to develop national plans on sustainability.

8.4 Business Location

Tawfeer has the option of starting with a centralized administrative office and expanding to various regions.

Location Requirements:

- Small administrative and operations office.
- space Quality control (unless outsourced)
- Data is safeguarded through hosting (through cloud providers).

Location is dependent on the city of launch. The office will have an opportunity to grow into various regional offices.

8.5 Facilities

Facilities include:

- Admin office
- Meeting/training room
- Server management (cloud-based) tools.
- Minor quality control plant (with or without outsourcing)
- Driver coordination room

With Tawfeer being predominantly digital, the requirements of physical facilities are moderate.

8.6 Equipment

Essential Equipment

Tawfeer will need such essential equipment as computers belonging to the administrative and development team, smartphones to drivers (or a bring-your-own-device model). It should also have food-safety testing equipment in the form of temperature probes, pH strips, gloves, and sanitizers. There is approved food, which is packaged and there is simple office equipment, which is used in running everyday activities.

Cloud and Digital Infrastructure.

Tawfeer uses cloud solutions like AWS, Google Cloud, or Azure, as well as secure database storage. The system employs secured APIs, real-time communication system and data analytics to maintain the system to work smoothly and provide a correct report.

9-MANAGEMENT TEAM AND COMPANY STRUCTURE

The management team of Tawfeer needs to be a strong and experienced team since it is a hybrid operation consisting of technology platform, logistic system, social impact project, and food safety activity. This section will attract close attention of investors, partners and any government stakeholder who wants to know whether the founders have the capacity to deliver and scale the platform.

9.1 Management Team

<i>Name</i>	<i>Position</i>	<i>Key Responsibilities</i>
<i>Mahmoud Abdeen</i>	<i>Founder & Chief Executive Officer (CEO)</i>	• Spells out company vision and strategic path. • Chairs alliances, government affairs and investor relationships. • Leads over the long term, long-term goals, and long-term sustainability.
-	<i>Chief Technology Officer (CTO)</i>	• Head of all Tawfeer platform interfaces development. • monitors AI systems and engine of generated recipes. • Operates cloud architecture, backend, and cybersecurity. • Guarantees scalability and reliability of platform.
-	<i>Chief Operations Officer (COO)</i>	• Deals with day-to-day operations and logistics. • Manages route network of drivers, food pickup and delivery. • Assures compliance and QC of food safety. • Leads donor-recipient workflow and work teams.

-	<i>Head of Partnerships & Business Development</i>	• Builds relationships with government, restaurants, NGOs and supermarkets. • Works out business contracts and subscription packages. • Chairs CSR and corporate engagement. • Advertises Tawfeer in events and business forums.
---	--	---

Table 6 — Founding Management Team

<i>Name</i>	<i>Position</i>	<i>Key Responsibilities</i>
<i>Operations Manager (To Be Hired)</i>	<i>Operations</i>	• Oversees logistics, coordination of drivers and delivery. • Fuels compliance and food safety. • Manages day to day operations and performance monitoring.
<i>Developers (Tech Team) (To Be Hired)</i>	<i>Technology</i>	• Develop and support app capabilities, server infrastructure and artificial intelligence. • Performance, security and scaling of support platform.
<i>Marketing Team (To Be Hired)</i>	<i>Marketing & Growth</i>	• creates promotion and brand strategy. • leads social media, user acquisition, and engagement. • Favors any kind of awareness on sustainability and food waste reduction.

Table 7 — Future Hiring Plan

9.2 Board of Directors

(Only when Tawfeer is a registered corporation)

Board of Directors has the role of giving governance, control and strategic decision-making at the top level to Tawfeer.

Recommended Board Members

The board members are expected to be the Founder/CEO, the representatives of the investors, an expert in sustainability, a legal expert with a specialization in food and health regulations, and a technology advisor.

Board Responsibilities

Approving significance strategic decisions, monitor the performance of the company,

ethical and legal compliance, and investor relations are the major aspects of work of the board.

9.3 Board of Advisors

The management team is assisted by the Board of Advisors who provides expertise advice. They do not make formal decisions, but they assist in formulating strategy.

Recommended Advisors

1. Food Safety Specialist- Food safety and quality inspection.
2. Environmental Expert - The expert provides advice in the reduction of waste and enhancement of sustainability.
3. AI/Technology Expert- Manages the development and advancement of technology of the app.
4. Restaurant Industry Representative - Provides knowledge regarding food operation and needs of the donors.
5. Government Policy Advisor -Assists in developing connections with governmental bodies.
6. NGO Leader- Assists in community outreach and assists in verifying recipients.

9.4 Company Structure

Tawfeer has a well-structured transparent framework that determines efficiency in all segments.

Organizational Structure Overview

Organizational Chart

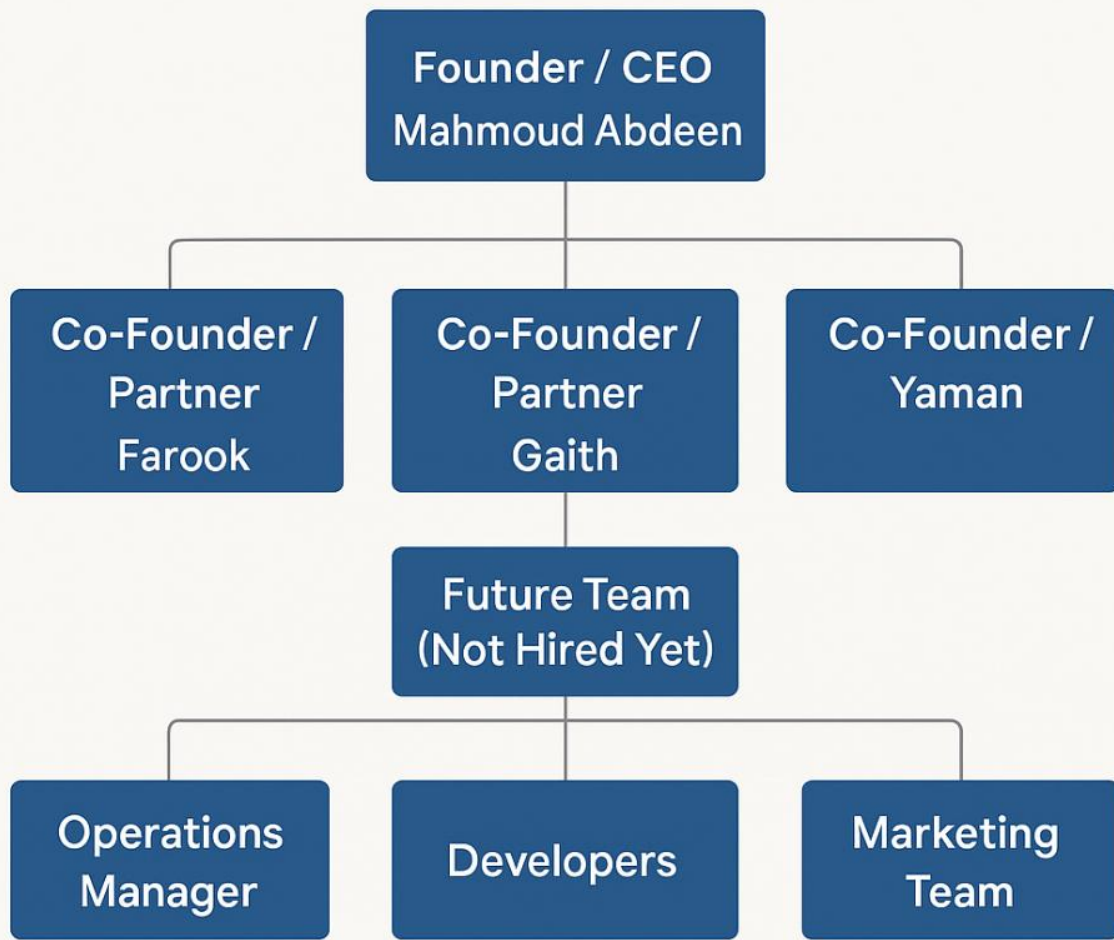


Figure 9.1: Tawfeer Organizational Chart

10- OVERALL SCHEDULE

The following is a proposed 12-month launch plan, tasked into important phases. This timeline can be changed in accordance with your resources, funding, and development rate.

A	B	C
Phase	Timeline	Milestones
Phase 1 — Pre-Development	Month 1–2	Finalize business model Establish legal structure Assemble management team Secure initial funding Sign partnerships with supermarkets, restaurants, NGOs Draft technical specifications Design UI/UX wireframes
Phase 2 — Core Development	Month 3–6	User App: Donation system, Request system, AI input page, Reward system Admin Dashboard: Approvals, Driver assignments, QC flags, Notifications Driver App: Task list, Real-time tracking, Communication tools Government Dashboard: Food waste analytics, Sustainability dashboards, Reports Backend: Cloud DB, APIs, Security protocols
Phase 3 — AI Recipe Engine	Month 5–7	Ingredient recognition Cooked/uncooked classification Recipe generation engine AI dataset integration Internal testing & refinement
Phase 4 — QC & Logistics Setup	Month 6–8	Food safety protocols QC checklist QC facility setup/partnership Driver hygiene training Composting/bioenergy/animal feed partners Route planning tests
Phase 5 — Testing & Pilot Launch	Month 8–10	Alpha testing Bug fixing Load & security tests Pilot in one city Onboard 20–30 businesses, 200–300 users Test donation→QC→delivery cycle Collect feedback
Phase 6 — Marketing Preparation	Month 9–11	Marketing campaigns Branding, website, social media Video ads Partnership announcements Influencer strategy NGO workshops
Phase 7 — Full Launch	Month 12	App Store + Google Play release Press release & campaigns Large-scale onboarding Activate reward program Deploy government dashboard
Phase 8 — Post-Launch Optimization	Month 12+	Continuous updates New features (AI routing, heatmaps) Expand to new regions Grow partnerships Improve AI models Monitor KPIs

Figure 4: Tawfeer Development Timeline and Milestones (created in MS Excel)

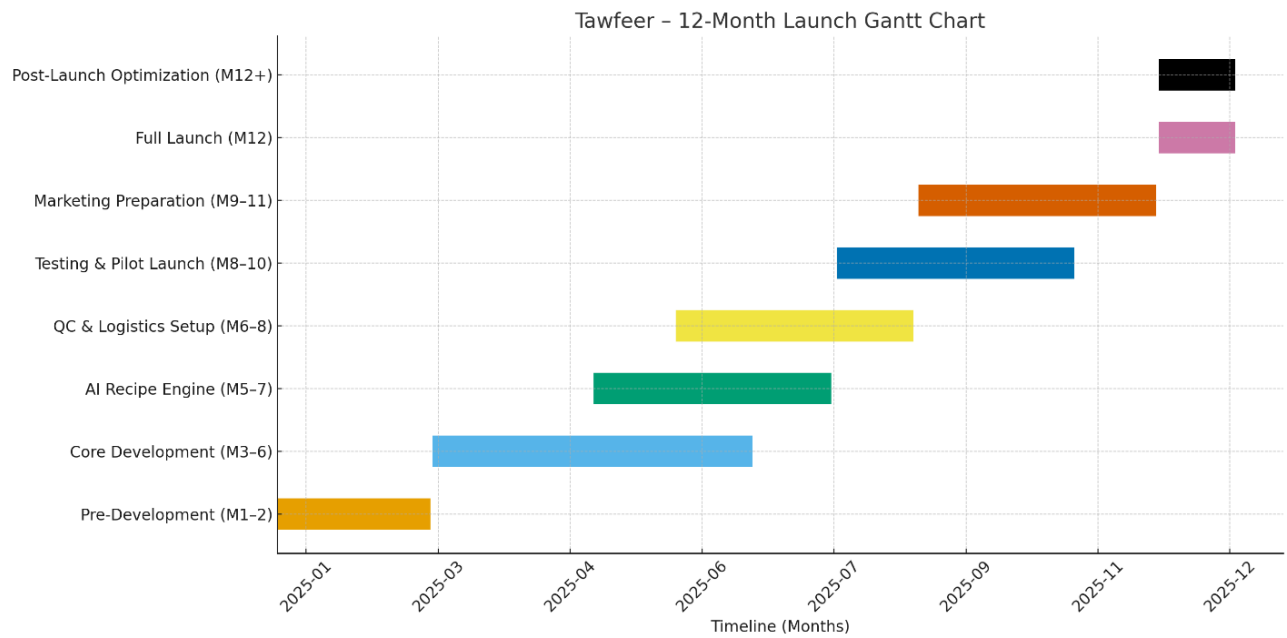


Figure 5: Tawfeer 12-Month Launch Gantt Chart

11- APPENDIX

11.1 Technical Diagrams

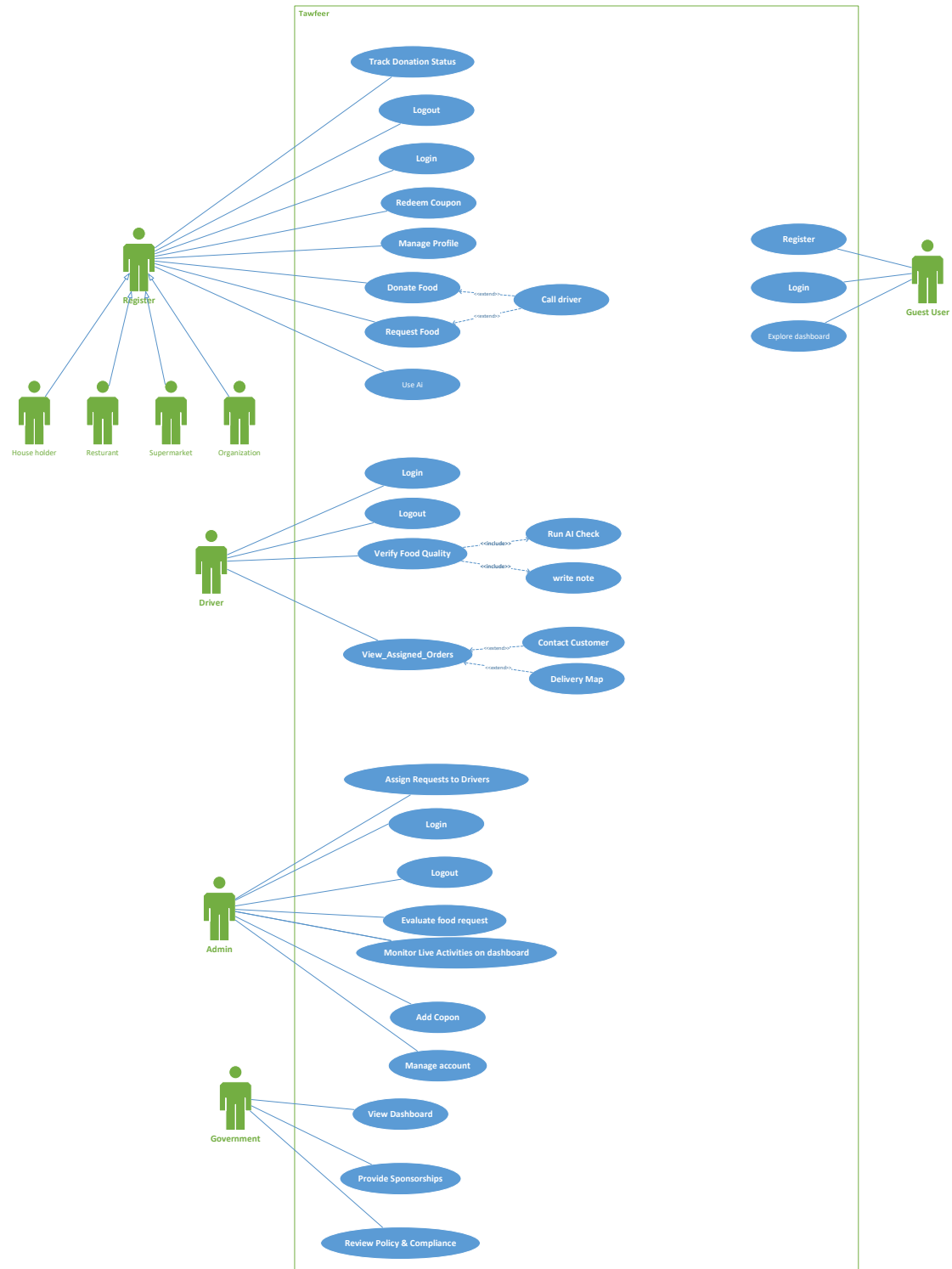


Figure 6. Use Case Diagram

11.2 Sample Screenshots/ UI Wireframes.

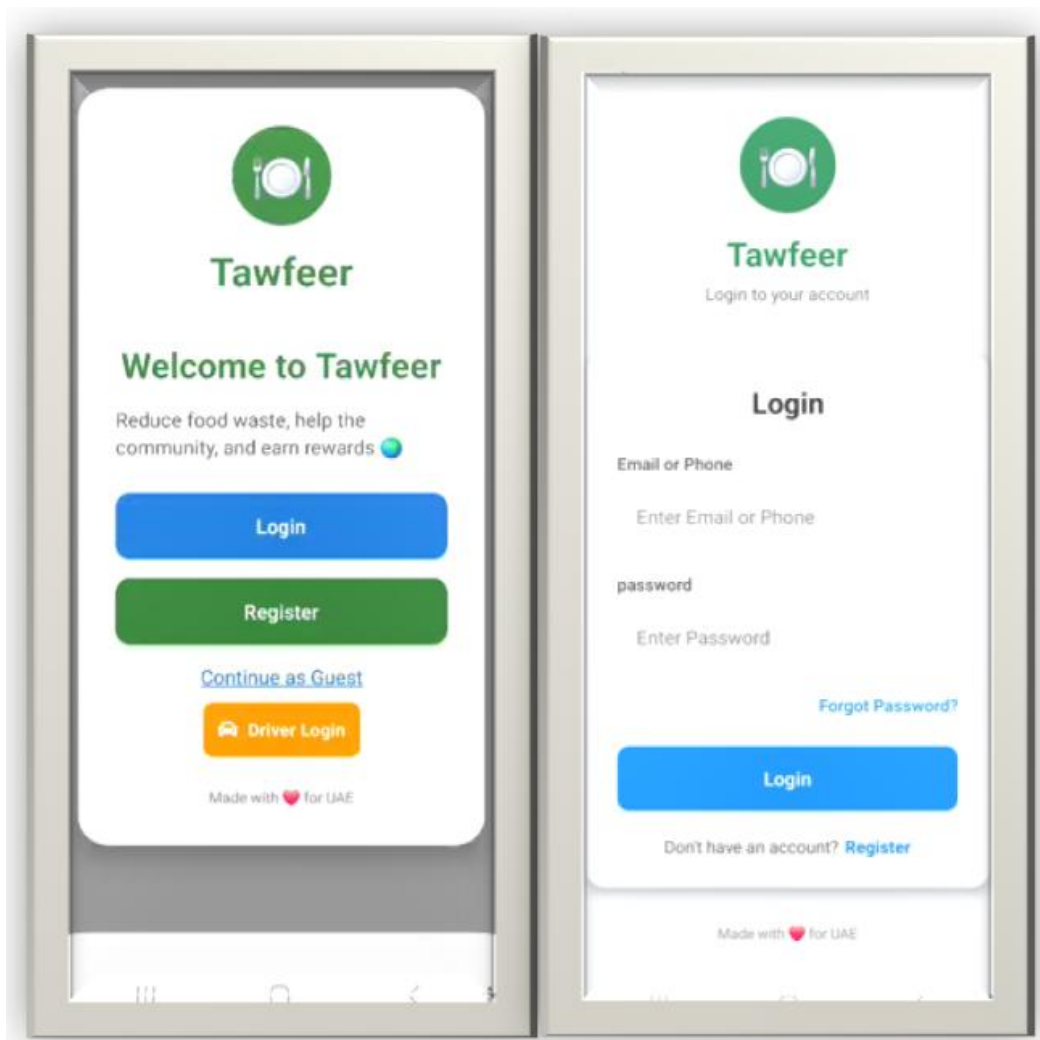


Figure 7 login UI

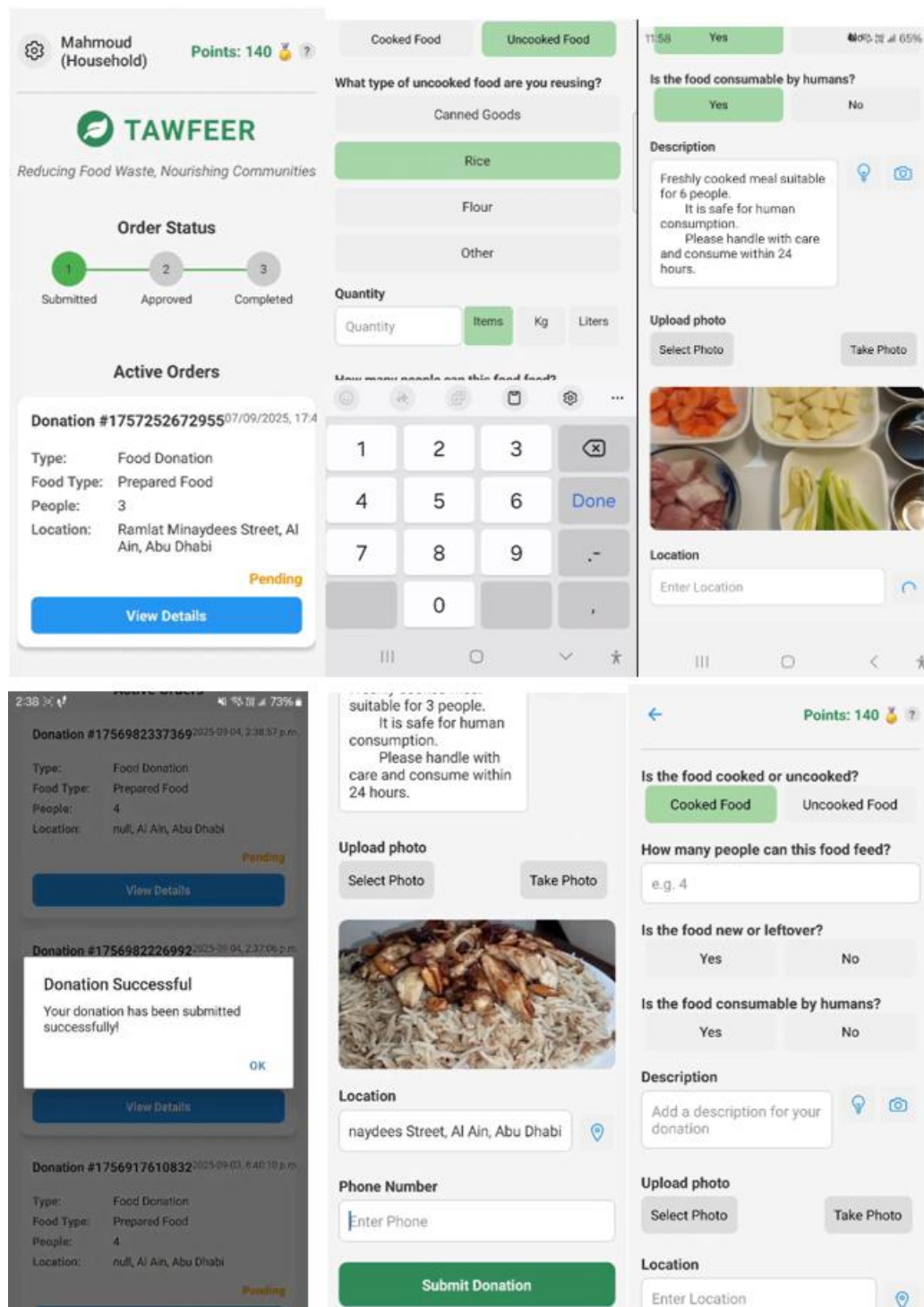


Figure 8 Donation UI

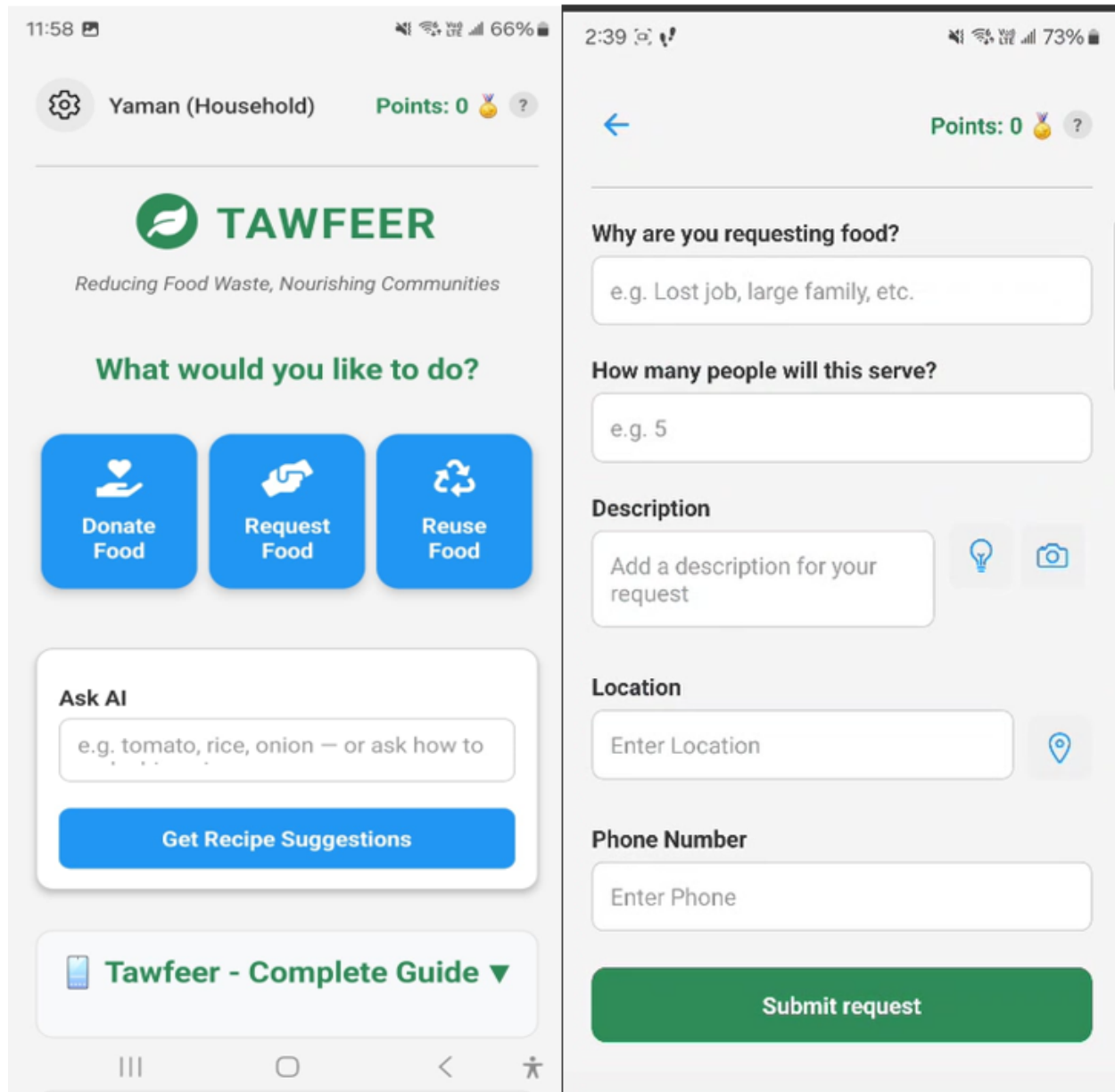


Figure 9 Request food UI

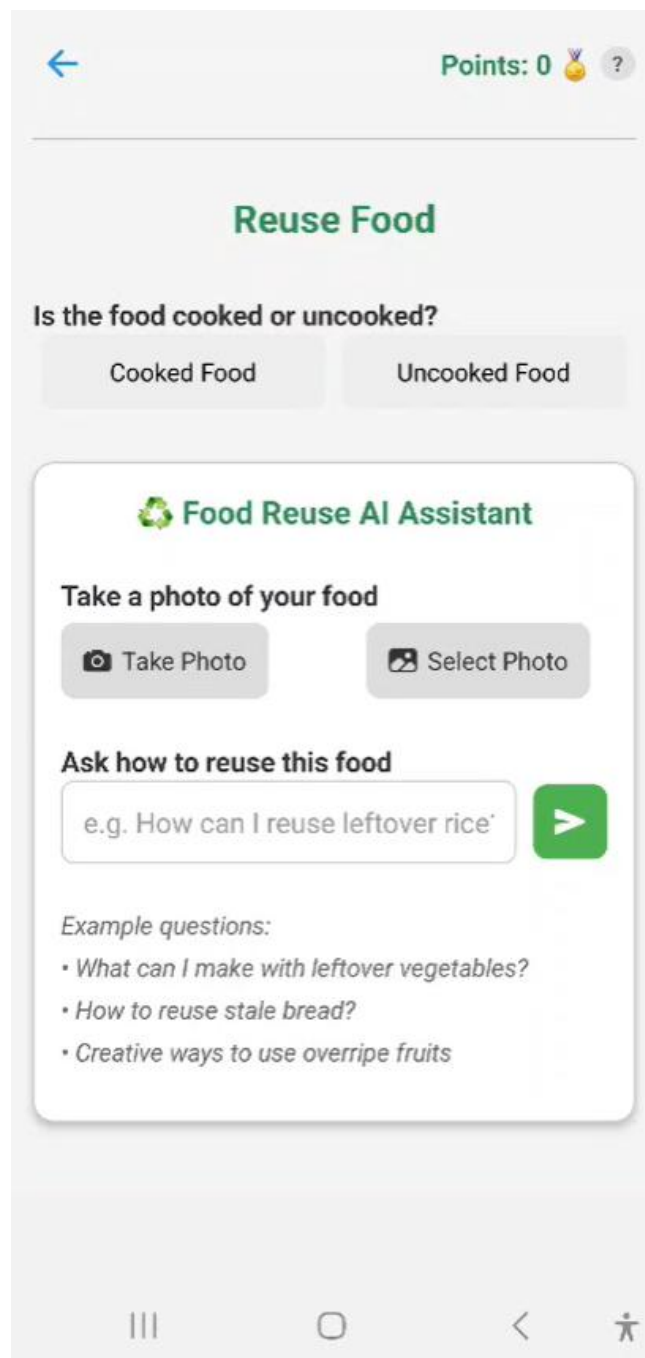


Figure 10 Reuse food Using Ai UI

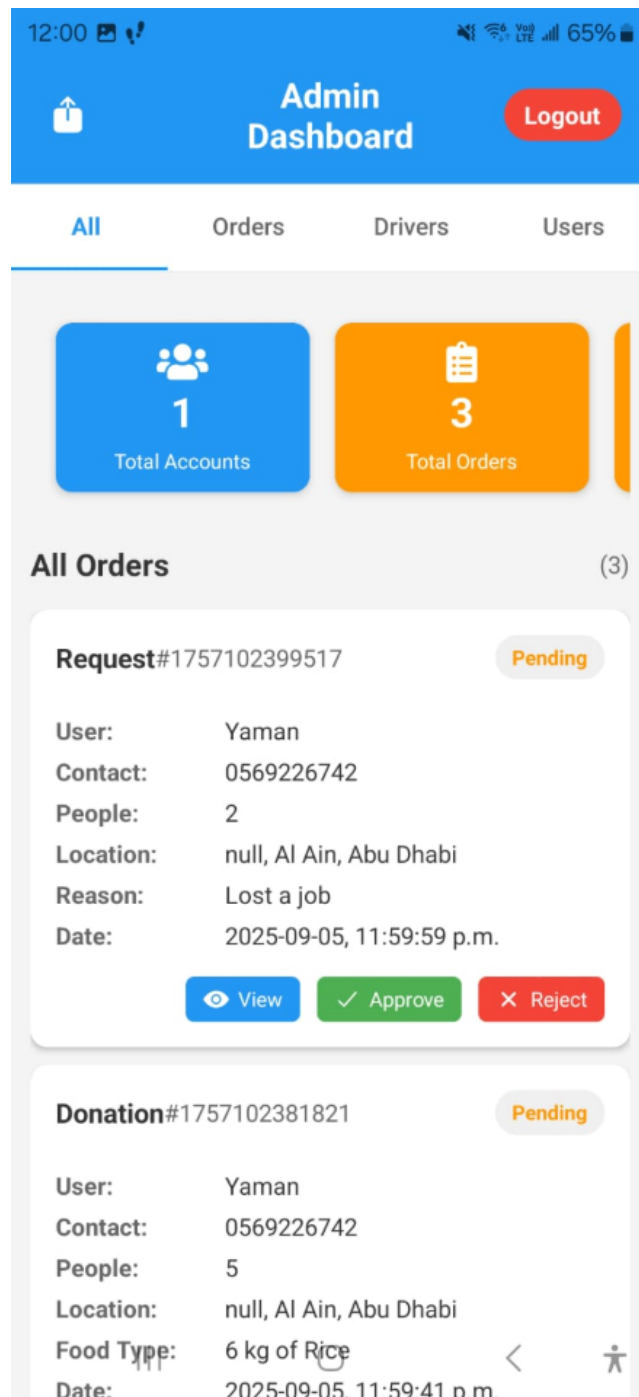


Figure 11 Admin UI

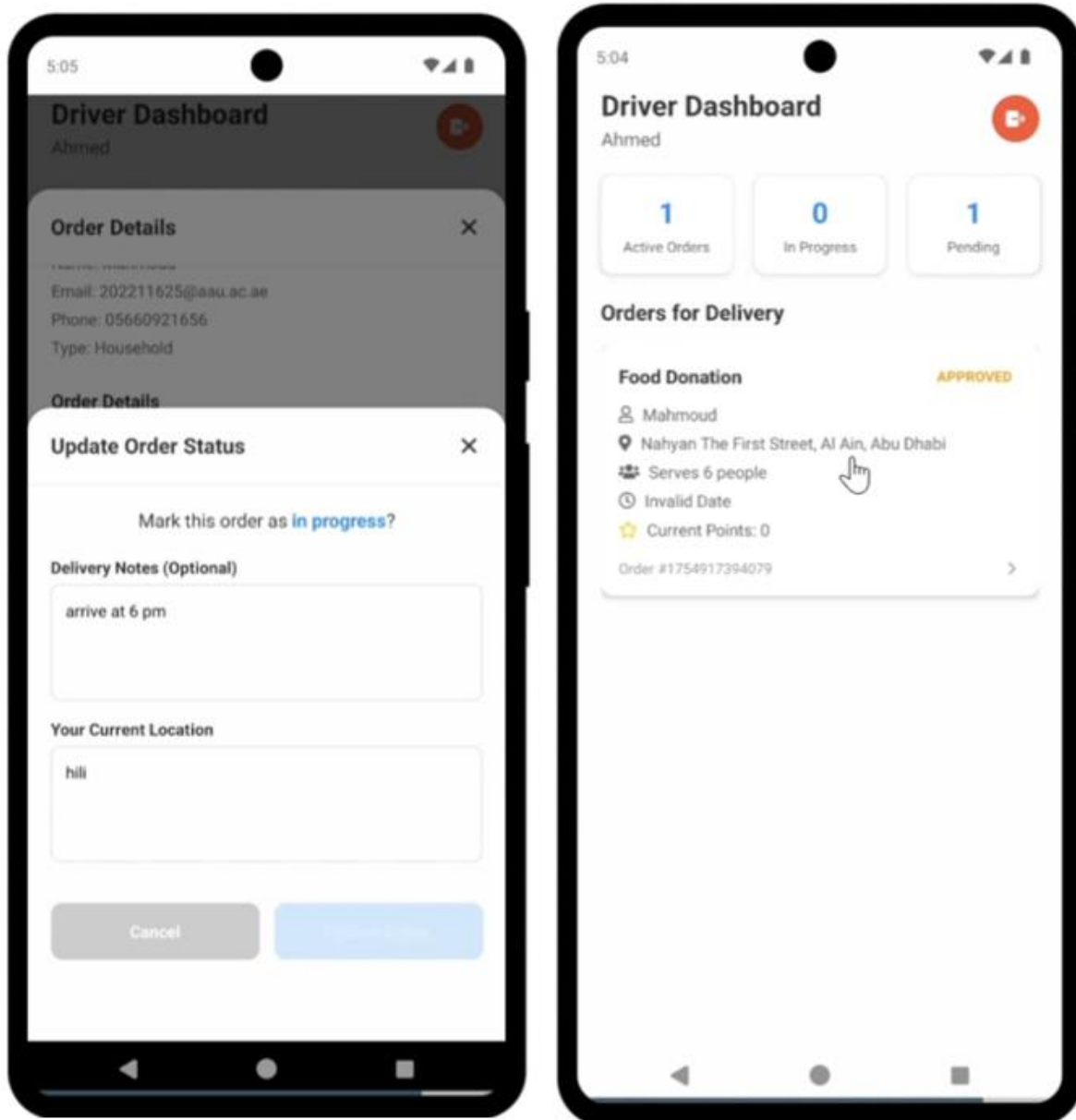


Figure 12 driver UI

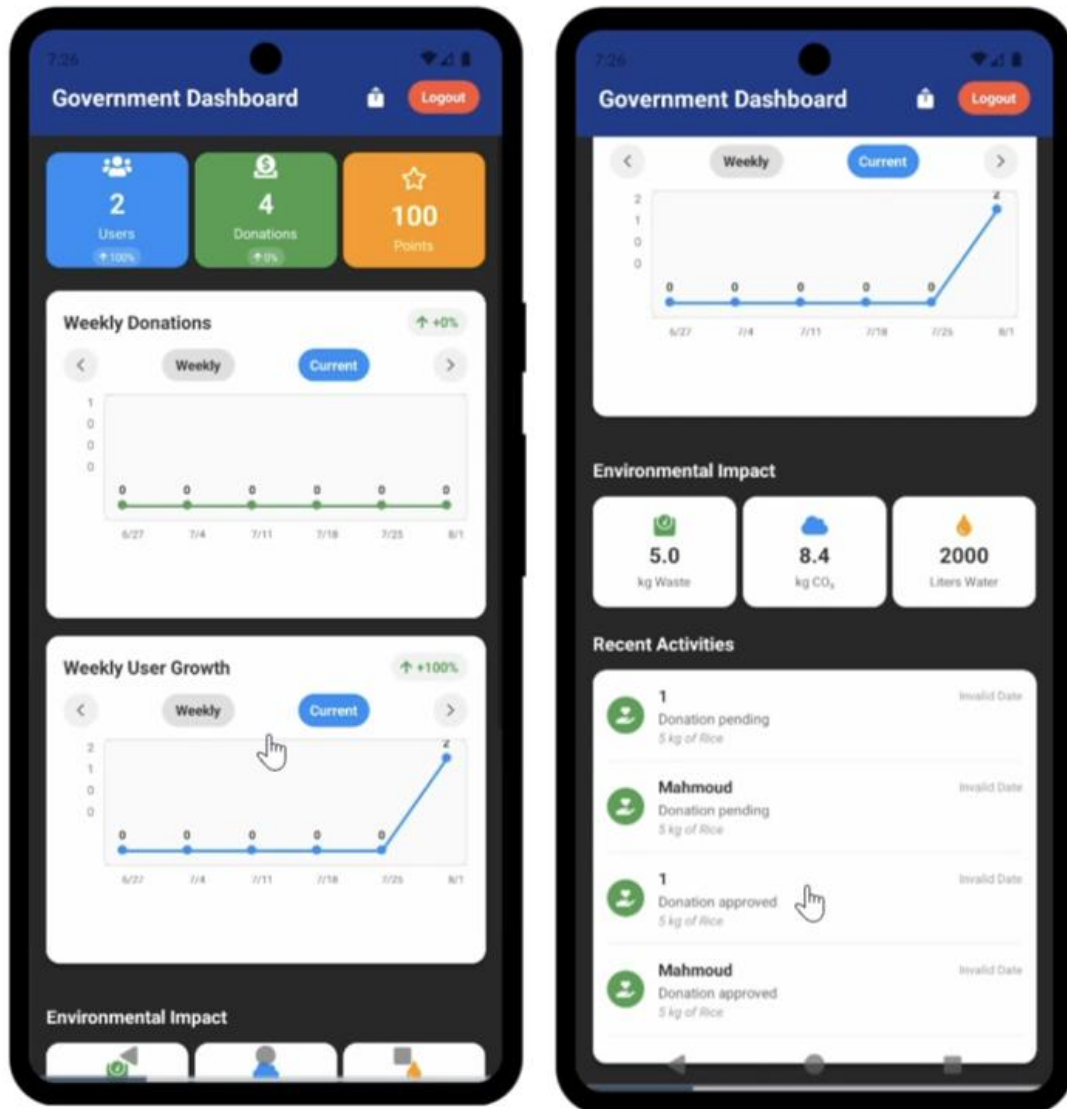


Figure 13 Government Ui

11.3 Food Safety and Quality Control Documentation.

A. Food Safety Checklist

- Freshness evaluation
- Temperature checks
- Packaging suitability
- Allergen identification
- Contamination risks

B. Standard Operating Procedures (SOPs)

- Handling cooked food
- Handling uncooked/raw food
- Provision of hygiene guidelines.
- Sanitization, safety, and driver gloves.

C. Certifications (if any)

- Food handling and food safety certificates.
- Local food regulations documents of compliance.

References:

1. Food and Agriculture Organization of the United Nations (FAO). *Global Food Losses and Food Waste: Extent, Causes and Prevention*. (2011). PDF: https://www.fao.org/fileadmin/user_upload/sustainability/pdf/Global_Food_Losses_and_Food_Waste.pdf FAOHome+1
2. United Nations Environment Programme & UNEP DTU Partnership. *Reducing Consumer Food Waste Using Green and Digital Technologies*. (2021). Web page / PDF: <https://www.unep.org/resources/publication/reducing-consumer-food-waste-using-green-and-digital-technologies>