

DELIVERY ON BOARD



ABOUT US

EdaNaBort is a service that allows customers to order food and get it in the airport. We offer our customers food from different cuisines such as Russian, Italian, French, Japanese, Chinese. We are situated in all airports in Moscow and in Saint-Petersburg. All you need to get food is to download our app, make an order and choose where and when you have the flight. We will prepare your meal box and deliver it right to your gate.



**TARGET
AUDIENCE**

MALE
&
FEMALE

PEOPLE WHO
PREFER TO EAT
TASTY FOOD
WHEREVER THEY
ARE

FROM 18
TO 55
YEARS

PEOPLE WHO
ARE READY TO
TRY NEW
SERVICES

PEOPLE WITH
INCOME ABOVE
THE AVERAGE

OUR COMPETITIVE ADVANTAGE:

WE WORK BOTH WITH B2C AND B2B SEGMENTS.
BESIDES DELIVERY OF BOXES FOR REGULAR FLIGHTS,
WE OFFER CATERING SERVICE FOR PRIVATE JETS WITH
SPECIAL MENU.

MISTAKES OF OUR COMPETITORS

- Too much colors
- A lot of different fonts
- Not enough information about the process of order
- To much odd information
- All pictures are in a low quality
- There is no concrete information about the menu
- There is no information about the delivery



ПИТАНИЕ НА БОРТ

Ресторан на борту самолета

Мы предлагаем полный спектр услуг кейтеринга для бизнес авиации. Помимо блюд из узбекского, арабского, азербайджанского или китайского меню мы можем приготовить любые другие блюда по желанию заказчика.

Технологии приготовления всех блюд разработаны особо с учетом всех тонкостей бортового питания. При доставке и подаче на борту самолета эти блюда сохраняют все вкусовые качества и ароматы.

Мы также предлагаем специальное питание для экипажей воздушных судов. И готовы предложить варианты питания, рассчитанные на любой бюджет.

Менеджеры ресторана всегда рады проконсультировать Вас по телефону: +7 (925) 518-72-68
E-mail: INFO@UZBEK-REST.RU



РЕСТОРАН
МОЕ СОЛНЦЕ
ПУСТЫНИ

+7 (495) 625-25-96
МОСКВА, УЛ. НЕГЛИННАЯ, ДОМ 29

Праздник на любой вкус
от ресторана
«УЗБЕКИСТАН»

ПРИ ЗАКАЗЕ БАННЕТА – ТОРТ ОТ ШЕФ-ПОВАРА В ПОДАРОК!

О РЕСТОРАНЕ ЕДА+НАПИТКИ ФИЛЬМ ПИТАНИЕ НА БОРТ КЕЙТЕРИНГ КОНТАКТЫ



- As our domain name we have chosen **edanabort.ru**;
- Navigation of our website consists of about us, menu, features, contacts, about delivery, documentary and contacts;
- Our website will be colored in light-blue and blue colors like a sky and will have white lettering on it;
- As a special solution we will develop application for AppStore and GoogleMarket where our customers can make an order in 5 minutes.

The screenshot displays a domain selection interface. At the top, 'edanabort.ru' is listed with a price of 199 p. and a 'Выбран' (Selected) button. Below it, 'edanabort.online' is shown with a -84% discount and a 'Выбрать' (Select) button. A promotional message states: 'Сэкономьте еще 33% при покупке с доменом-близнецом RU' (Save even 33% when buying with a twin-domain RU). Below this, a section titled 'Защитите свой бизнес' (Protect your business) offers similar domains: 'еданаборт.рф' (199 p.), 'edanabort.ru.com' (-89%, 149 p.), 'edanabort.moscow' (850 p.), and 'edanabort.ru' (-84%, 199 p.). A summary bar at the bottom indicates 'Выбран 1 домен на сумму: 199 p.' (1 domain selected for a total of 199 p.) and a 'Зарегистрировать' (Register) button.

Domain	Price	Status
edanabort.ru	199 p.	Выбран
edanabort.online	4 850 p. → 299 p.	Выбрать
еданаборт.рф	199 p.	Выбрать
edanabort.ru.com	4 413 p. → 149 p.	Выбрать
edanabort.moscow	850 p.	Выбрать
edanabort.ru	1 036 p. → 199 p.	Выбрать

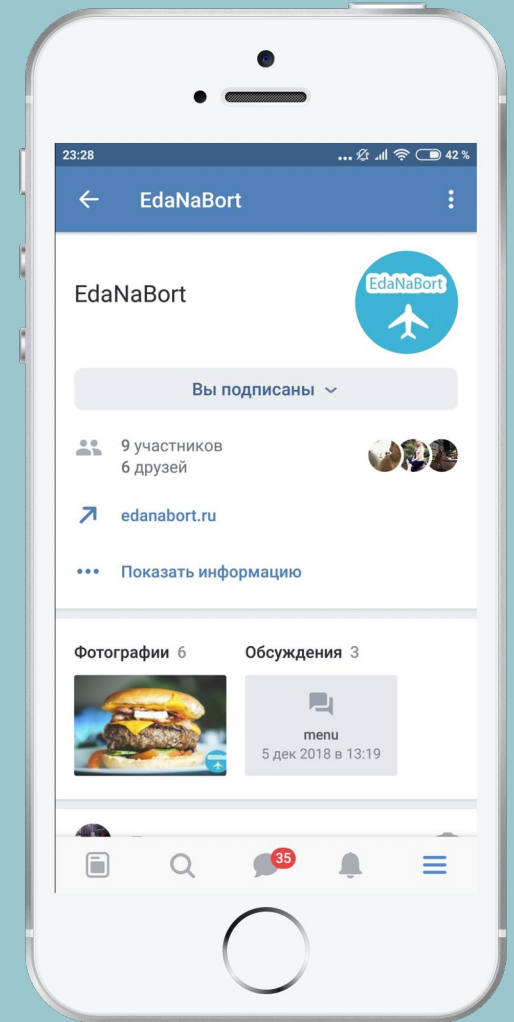
Выбран 1 домен на сумму: 199 p. [Зарегистрировать](#)

SMM- STRATEGY

Our company will be presented in 3 social media:
Instagram, Vkontakte and FaceBook.

We will create 3 types of content:

- Informational with information about our service, menu, flight industry
- Entertainment content with jokes, demotivators, beautiful pictures from airplanes and songs about trips, tests and quizzes dedicated to themes connected with traveling
- Advertising content about our special offers, feedback of our customers



Make A Feast And We'll Give You A City To Spend The Holidays In This Year



Airplanes
Eminem

SEO STRATEGY

еда +в самолете	6 971
питание +в самолете	3 583
питание +на борту самолета	914
продукты питания +в самолет	679
детское питание +в самолет	431
питание самолет	5 379
заказать еду в самолет,	1200
еда +на борту	1 382
еда +на борту самолета	398
победа еда +на борту	235
заказать питание +на борт	122
аэрофлот заказать питание +на борту через интернет	24

If we launch our service, we will be one of the first services that offer delivery on board. So the competition in that niche is very low. According to Yandex calculations we will spend only 2384, 30 rubles to show our advertisement for 11 997 people in a month.



Реклама

Доставим еду к выходу к самолету

7 наборов из разных кухонь мира. Выбери свой прямо сейчас!

[Узнать больше](#)

The advertisement features a photograph of an airplane galley with several food trays. One tray contains a salad with tomatoes and green onions, another has a red sauce dish, and a third has a green salad. A blue circular logo with a white airplane icon is overlaid on the image. The text is in Russian and promotes a service that delivers food to the airplane cabin before departure.

BUDGET

- Traffic * Conversion 1 = Calls / Requests | $98 * 0.1 = 9.8$
- Calls / Requests * Conversion 2 = Orders | $9.8 * 0.5 = 4.9$ (5 orders from Ya.Direct)
- Orders * Average check = Revenue | $5 * 3900 = 19500$
- Revenue - (variable costs per 1 product unit * number of product units) = Gross profit | $19500 - (15 * 300) = 15000$
- Gross profit - fixed cost = Profit $15000 - 3000 = 12000$



RESULTS OF OUR POLL

- Most of people from our target audience prefer eating Japanese and Italian food;
- The results of our poll shown that 90% of respondents don't like default meal
- 60% of respondents eat during the flight;
- The most important criteria for respondents is speed of delivery

**THANK YOU FOR ATTENTION!
HAVE A TASTY FLIGHT!**

