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EasyCourse

-Making meals easy

Business Plan



EasyCourse

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WHO WE ARE

Business summary

EasyCourse is a fresh, ready-to-eat meal delivery service designed specifically for busy professionals who want healthy, convenient meals without the time or stress of cooking. Unlike national competitors that ship meals across the country, EasyCourse prepares all meals locally and delivers them the same day, ensuring unmatched freshness, speed, and quality. Our service offers personalized weekly menus based on dietary preferences and budget, making healthy eating accessible for individuals with demanding work schedules.

The business requires \$60,500 in startup costs and operates with monthly variable expenses of \$60,700, supported by a scalable subscription model. With projected sales of 96,000 units in Year 1, EasyCourse expects \$1,056,000 in revenue and a first-year profit of \$268,600, growing to over \$517,000 by Year 3 as brand awareness and corporate partnerships expand. Marketing efforts will focus on LinkedIn campaigns, influencer collaborations, and corporate wellness partnerships to reach our core audience of working professionals.

Led by the founder/CEO, EasyCourse will initially operate with a lean team and expand to include marketing, finance, operations, and customer service roles as demand grows. With its focus on same-day freshness, personalization, and delivery-first convenience, EasyCourse is positioned to become the most trusted local meal service for professionals seeking a healthier, more efficient lifestyle.

Our mission

To fuel busy professionals with the right meals that are made with the right ingredients, and taste just like home.

Our Vision

To become the most trusted local meal service for busy professionals, known for making healthy living simple, sustainable, and part of everyday life.

Identity

EasyCourse provides fresh, ready-to-eat meals for busy professionals who want healthy food without the time or stress of cooking. We focus on serving working adults ages 25–45 who value convenience, nutrition, and consistency in their daily routines. What makes EasyCourse unique is our same-day preparation and hyper-local delivery model, which ensures meals are fresher and faster than national meal services. Our brand is fresh, reliable, and supportive — designed to make healthy eating effortless.

MARKET ANALYSIS

The Problem

Busy professionals often struggle to maintain healthy eating habits because they don't have the time or energy to cook with their packed schedules. They typically rely on takeout or fast food, which is expensive, inconsistent, and usually unhealthy. Many customer problems with meal kit companies include high costs, excessive packaging waste, and logistical issues like missing ingredients or damaged produce. Customers frequently face subscription fatigue, finding the menu options boring or repetitive over time, coupled with difficult cancellation processes. Meal kits and delivery apps don't solve the core issue — people simply don't have time to cook or wait for long delivery times.

Our Solution

EasyCourse solves the problem of unhealthy eating and expensive takeout by providing fresh, ready-to-eat meals delivered the same day they are prepared. As the meal-prep industry shifts toward high-convenience, zero-prep options like Factor and CookUnity, EasyCourse stands out by offering hyper-local freshness and personalized weekly menus based on each subscriber's budget and dietary preferences. Our approach aligns with major industry trends—such as extreme dietary personalization, sustainable packaging, and smarter food production—while staying more affordable and faster than national competitors. By preparing meals locally and delivering them immediately, we offer a fresher, more convenient, and more customizable solution than anything currently available.

Target Market

EasyCourse primarily serves adults ages 25–45, a group that represents the largest share of meal-kit and ready-to-eat meal buyers. Research shows that Millennials and Gen Xers make up over 63% of all meal-kit customers, and most live in urban or suburban areas where busy work schedules and long commutes reduce time for cooking. These customers also tend to have higher-than-average incomes, with nearly 60% earning over \$80,000 per year, making them financially able to pay for convenient, health-focused meal solutions. This demographic aligns directly with EasyCourse's model, which targets working professionals who value convenience and can afford weekly meal subscriptions.

The EasyCourse customer values convenience, health, and time-saving solutions. According to industry data, meal-kit buyers are 1.2× more likely to seek quick-and-easy meal options and 1.4× more likely to engage in meal planning, showing a desire for structure and efficiency in their daily routines. They often enjoy trying new foods and global flavors, with more than 2 in 5 consumers open to exploring international cuisines, reflecting a preference for variety and culinary exploration. These customers typically lead fast-paced lifestyles, balancing demanding jobs, fitness routines, and personal commitments, and they value products that help them maintain healthy habits without sacrificing time.

EasyCourse's target market struggles with limited time, high stress, and the challenge of maintaining consistent, healthy eating habits. Research shows that the top reasons consumers buy meal kits are to save time meal planning (43%) and save time shopping (36%), highlighting how deeply time pressure affects their food choices. Currently, many rely on takeout, fast-casual restaurants, or delivery apps, but these options are often expensive, unhealthy, and inconsistent. Others try meal kits, but these still require cooking—something busy professionals often don't have time for. This gap creates a strong need for ready-to-eat, healthy meals.

Meal-kit and ready-meal buyers frequently shop at grocery chains like Kroger, Target, Trader Joe's, and Whole Foods, showing a preference for quality and health-oriented food options. They also dine out more often than the average consumer, with 43% eating out 2–5 times per week, indicating a strong reliance on convenience-based food solutions. These customers typically discover new services through social media, online searches, and digital advertising, and they are heavily influenced by convenience, freshness, price, and time savings when making purchase decisions. As the industry shifts toward ready-to-eat meals, personalization, and sustainable packaging, buyers increasingly choose brands that offer speed, customization, and a modern, tech-enabled experience—exactly the strengths EasyCourse is built around.

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COMPETITION ANALYSIS

Our Competitors

Competitor	Strengths (What They Do Well)	Weaknesses (What's Missing)	What You Can Do Differently
1. Factor	National brand with strong reputation; Fully prepared, ready-to-eat meals; Wide variety of dietary options (keto, high-protein, vegan); Nutritionist-designed menus; Convenient, fast (2-minute heat time)	Not local — meals are shipped, not same-day fresh; More expensive than local options; Limited personalization beyond diet type; Packaging waste from shipping; Delivery delays possible due to national logistics	Offer same-day, locally prepared meals; Provide budget-based and preference-based personalization; Reduce waste with local sourcing and sustainable packaging; Build stronger community presence and customer relationships
2. CookUnity	Chef-crafted meals with rotating menus; High variety and restaurant-quality dishes; Strong focus on dietary personalization; Large national presence and strong branding;	Meals are shipped, not made locally; Higher price point; Delivery windows can be inconsistent; Not designed specifically for busy professionals — broader audience;	Focus specifically on busy professionals and their schedules; Deliver meals the same day they are cooked; Offer simpler, more consistent weekly menus tailored to customer budgets; Provide faster customer support and local responsiveness;
3. Lean Kitchen Co.	Fresh, never-frozen meals; Local pickup and delivery options; Health-focused, macro-balanced meals; Strong franchise presence in many cities;	Limited personalization; Menu variety can be repetitive; Pickup-focused model — not always convenient for busy professionals; Not all locations offer same-day delivery;	Provide fully personalized weekly menus based on budget + preferences; Focus on delivery-first convenience; Offer more flexible subscription options;

What we do better

The ready-to-eat meal market is highly competitive, with major national brands like Factor and CookUnity offering convenient, pre-made meals shipped across the country, and regional players like Lean Kitchen Co. providing fresh, health-focused options through local pickup and delivery. These competitors excel in variety, branding, and dietary personalization, but they often lack true freshness, same-day delivery, and meaningful customization beyond preset diet plans. EasyCourse stands out by focusing on our target market of busy professionals and offering meals that are prepared and delivered locally on the same day, ensuring unmatched freshness and speed. We offer different subscription options for customers, allowing subscribers to design how their meals come based on the budget they have. By combining hyper-local production, budget-based personalization, and a delivery-first model, EasyCourse fills the gaps left by national and franchise competitors and provides a more convenient, affordable, and tailored experience for customers.

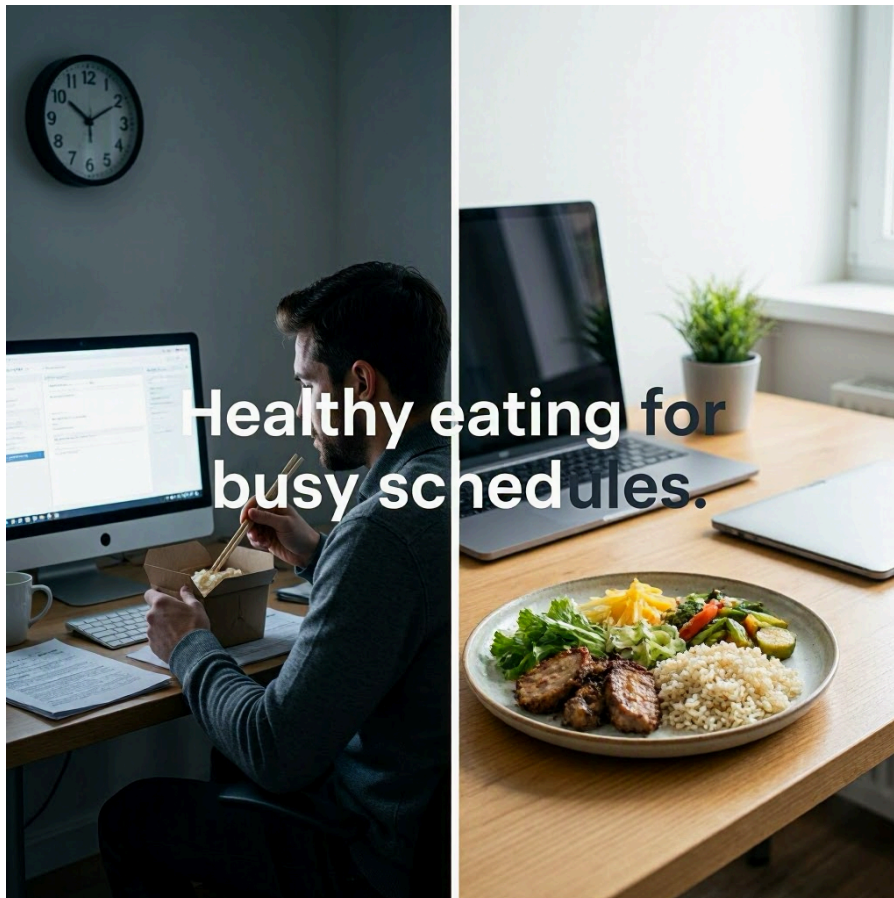
MARKETING PLAN

Activities

EasyCourse will promote through corporate partnerships, influencer affiliate programs to reach audiences through social media, and our own social media campaign to build engagement with our brand. Corporate partnerships can include weekly/monthly coupons to provide employees with a discount to sign up for a subscription plan of their own, promoting EasyCourse by encouraging more customers to sign up. For our influencer promotions we will reach out to influencers of medium to large size, looking for those who focus on nutrition/health based content and those who fall in with business/corporate culture based content; this way we can find our target audience of those who are busy with long hours and difficult work schedules, appealing to their need for time saving products and desire to stay healthy. Our social media campaign will target our primary market through LinkedIn, where more business professionals can be found and engage with our service that is directly suited for them.

Marketing Materials

LinkedIn posts from us:



Caption:

Most professionals want to eat healthier — but long workdays make cooking nearly impossible.

Here's how **EasyCourse** fits into your workweek.



No cooking. No hassle. Just enjoy!

Caption:

No cooking. No grocery shopping. No meal planning.



Influencer post concept:



Caption:

“Long workdays = zero time to cook. That’s why I’ve been trying @EasyCourse — fresh, ready-to-eat meals delivered the *same day* they’re made. No cooking, no prep, no stress. If you’re juggling a busy schedule and still want to eat healthy, this is the move. Use my code **EASYMEALS15** for 15% off your first week.”

Influencer outreach pitch:

Subject: Partnership Opportunity with EasyCourse — Fresh Meals for Busy Professionals

Hi [Influencer Name],

I’m reaching out from **EasyCourse**, a fresh, ready-to-eat meal service designed specifically for busy professionals who want healthy food without the time or stress of cooking. We love your content around [nutrition/fitness/productivity], and we think your audience would connect strongly with our mission. We’d love to send you a week of meals to try, and if you enjoy them, collaborate on a sponsored post or affiliate partnership. Our meals are prepared locally and delivered the same day — a unique angle your followers will appreciate. Let me know if you’re interested, and I’d be happy to share more details!

-EasyCourse Partnerships Team

GOALS AND MILESTONES

Over the next five years, EasyCourse will follow a structured growth plan built around operational expansion, subscriber growth, and technological innovation. In the first year, the company will open its first kitchen, finalize its two-tier menu, launch the website and subscription platform, and run a 30-day pilot program to refine delivery and customer experience. By the end of Year 1, EasyCourse aims to reach 50–70 weekly subscribers, secure three corporate partnerships, launch influencer-driven marketing, achieve high customer satisfaction, optimize production efficiency, and break even on operating costs. By Year 3, the business will expand to multiple production locations, grow to 300–400 weekly subscribers, introduce AI-driven personalization, add new subscription tiers, launch a mobile app, secure 15–20 corporate partnerships, and implement sustainable packaging while achieving consistent profitability. By Year 5, EasyCourse plans to operate in 3–5 cities using a micro-kitchen model, surpass 1,000 weekly subscribers, establish itself as a regional leader in ready-to-eat meals, develop retail partnerships, launch a corporate wellness division, integrate advanced AI forecasting, expand into catering, and reach multi-million-dollar annual revenue with strong margins and high customer retention.

MANAGEMENT

Ownership

EasyCourse is currently led by the founder, who serves as the CEO and oversees the core operations of the business. In the early stages, the founder manages strategic planning, daily decision-making, and shares responsibility for operations management to ensure smooth meal production and delivery.

Our Team

As the business grows, the team will expand to include a marketing manager, finance manager, operations manager, and customer service staff to support scaling. Additional key roles such as kitchen staff, delivery personnel, and a website or subscription platform developer will also be essential to maintain quality and efficiency. Over time, these added team members will allow the founder to focus more on leadership, growth, and long-term strategy while delegating specialized tasks to dedicated professionals.

FINANCIAL PLAN

EasyCourse's financial outlook shows strong early-stage viability supported by scalable revenue growth and manageable operating costs. The business requires an initial startup investment of \$60,500, covering kitchen setup, branding, technology, and licensing. Monthly variable costs total \$60,700, leading to yearly variable expenses of \$726,900, which are offset by projected sales of 96,000 units at an \$11 average price, generating \$1,056,000 in revenue in Year 1. After expenses, EasyCourse is projected to achieve a Year 1 profit of \$268,600, increasing to \$414,810 in Year 2 and \$517,011 in Year 3 as sales grow to \$1.21M and \$1.39M respectively. These projections demonstrate a healthy profit margin, strong demand scalability, and a clear path toward long-term financial sustainability.