

FOODIE.ng

Uchenna Ozuruigbo

Restaurant Concept

Restaurant Name & URL

Foodie.ng

Foodie.ng.com

Food & drink

Food:

- *Jollof rice and Fried rice*

Swallow:

- *Egusi (with Fufu, Eba, or Pounded yam) and vegetable soup (with Fufu, Eba, or Pounded yam)*

Side:

- *Plantain, Salad, and Moi Moi*

Snacks:

- *Shawarma, Meat pie, and Sausage rolls*

Drinks:

- *Zobo, Juice, Smoothies, and water*

Location

Nigeria, Surulere Lagos State.

Main target audience

- *Busy working folks*
- *Young parents*

Cost

Affordable

Elevator pitch

Foodie is a fast, affordable and reliable food delivery service, designed for busy Nigerians. Whether you are at the office or just relaxing at home, we bring your favorite meals and drinks right to your door step Fresh, tasty and always on time.

Strategy

Target Audience

The website/app will focus on the following target audiences:

Roles (groups of people with similar goals)

- **Corporate worker:**
A young corporate worker in Banking, manufacturing, and Tech.
- **Young Parent:**
Newly young parent who just gave birth trying to fit into parenthood, and managing responsibilities.

Demographics

- **Gender** – both Male and Female (more female)
- **Education** – Hnd, Bachelor Degree and higher
- **Occupations** – Bankers, Tech guru, manufacturing officer
- **Age** – 25 – 35 years
- **Location** – Urban area (Surulere lagos)
- **Marital status** – more of Singles and few young couples
- **Income** – medium and high income earners (earning 200k-500k)

Psychographics (personality, values, attitudes, interests, lifestyles)

Think of at least 5 details among the categories below.

- **Personality & Attitudes:**
Positive, strong attitude towards quality, ambitious
- **Values:**
Family oriented, Planner, value in financial security, believes in professionalism
- **Interest & lifestyle:**
Busy weekdays, time with family, occasional parties and hangouts, Fitness and wellness, Tech savvy,

User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area
- Order food online
- To find out delivery time is swift
- If they can make customized food combo of their choice
- If restaurant makes special orders
- If food can maintain its quality (hot, fresh, tasty) upon delivery

Client Needs

The website needs to enable the client to:

- To sell food online that will be delivered
- Provide a system for order customization
- Receive, track and confirm orders easily in real time
- Provide multiple payment options
- Get customers feedback, rating and reviews to build reputation and increase social presence

Outline of Scope

Content Requirements

Content (text, images, video) that the user will need.

"The user will be looking for..."

- Hero section with catchy image that gives a brief view of what the website is about
- Contact info
- About us
- Product description and price tag
- FAQs

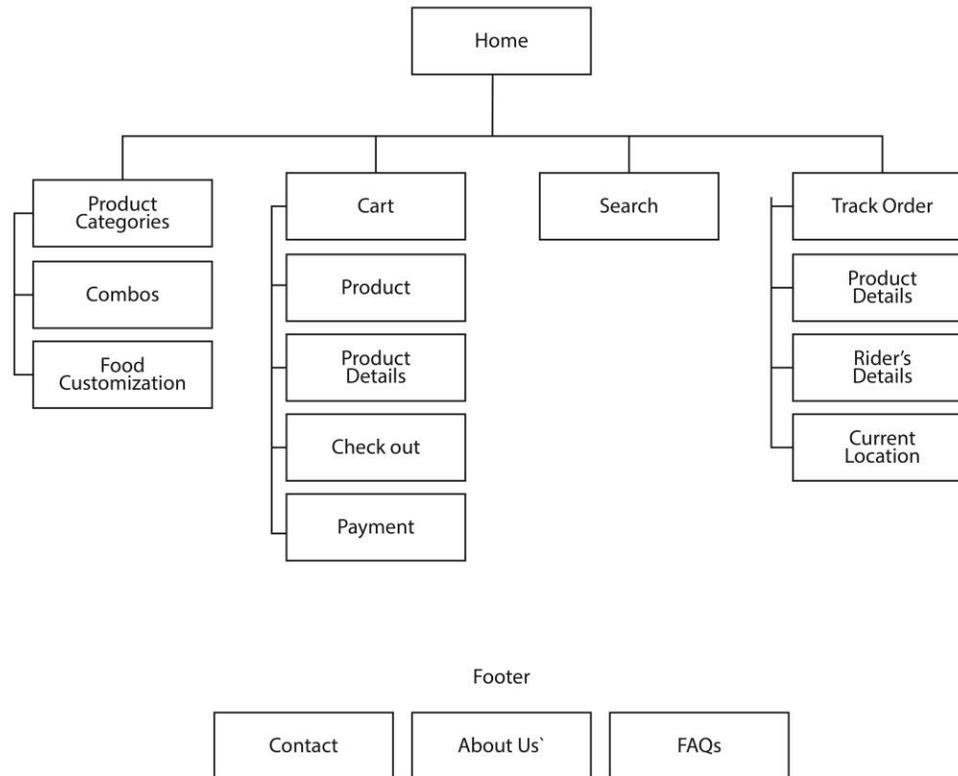
Functionality Requirements

Systems that will allow the user accomplish tasks.

"The user will be able to..."

- Check out, for payment and address
- Shopping cart
- Food combo customization for choosing different varieties of food combo
- Search and favorite
- Real time tracking or their food

Sitemap

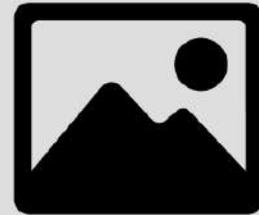


Your Go To Spot

For Quick, Tasty and fresh food

VIEW FOOD

ORDER NOW



Our Food

[Combo](#) [Snacks](#) [My Plate](#) [My Favorites](#)



Jollof Rice & Chicken

2 portion of hot smoked Jollof rice
1 big chicken and a drink

N2,500

[Add](#)



Jollof Rice & Chicken

2 portion of hot smoked Jollof rice
1 big chicken and a drink

N2,500

[Add](#)



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[Add](#)



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2 portion of hot smoked Jollof rice
1 big chicken and a drink

N2,500

[Add](#)

About Us

At Foodie.ng, we believe good food should be fast, fresh, and full of flavor. We are more than just a restaurant, we are your trusted food companion, delivering authentic Nigerian meals and modern favorites right to your table (or doorstep). Whether you're a busy professional rushing between meetings and work, or someone simply craving a taste of home, we've got you covered.

Our menu is inspired by the rich flavors of Nigeria, featuring everything from jollof rice to soups & swallows, street snacks, and refreshing drinks. Every dish is prepared with care, quality ingredients, and a touch of love, so you can enjoy the taste of home, no matter where you are.

We are here to make food delivery simple, affordable, and satisfying, because great meals should fit seamlessly into your lifestyle.

Eat well. Live well. Anywhere, Anytime.

[VIEW FOOD](#)[ORDER NOW](#)

Your Cart (2 items)



Jollof Rice & Chicken Edit item
2 portion of hot smoked Jollof rice
1 big chicken and a drink **N3,500** 



Jollof Rice & Chicken Edit item
2 portion of hot smoked Jollof rice
1 big chicken and a drink **N3,500** 

Order Summary

Item	N7,000
Delivery	Free

TOTAL N7,000

Pay to order

 Enter Address

 Enter Phone no  Time Duration 15 - 25mins

Payment method

Cash  Cash 

Contact

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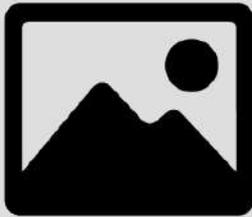
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Item description



Jollof Rice & Chicken

2 portion of hot smoked Jollof rice
1 big chicken and a drink

Do You want Extra
Chicken (N2,000)?

YES NO

What Drinks do Yo
want?

Pepsi Water

How many packs do you want? - +

Total

N3,500

Add to Cart

Track your order

Order Summary

Item	N7,000
Delivery	Free

TOTAL **N7,000**

Pay to order

Rider Details

Name:	Uche
Phone no:	+234 9151627609
Current Location:	In transit

 Yaba Lagos

 +234 44994499

 Time Duration 15 - 25mins

Payment method

Cash 



Type Face: **Montserrat**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



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Trusted by 300+ users



15k **5+** **10+**
 Satisfied customer Years of mastery Worldwide Presence

What set us apart
 Discover the difference when passion is on the menu

Quick Online Ordering
 Order your favorite meals for delivery or pickup in just a few clicks

24/7 Online Presence
 Place orders, view menus anytime, even when restaurants are closed

Transparent Pricing
 What you see is what you pay, no hidden fees

Personalized Experience
 Save your favorite meals or combos to reorder quickly



How it works
 We handle the details so you can enjoy the food

Find what you want
Place orders and view menus from your mobile device

Get us where you are
We'll get you wherever you're at. 24/7. No. 011-234-5678

Order for delivery or collection
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Our menu is inspired by the rich flavors of Nigeria, featuring everything from jollof rice to soups & swallows, street snacks, and refreshing drinks. Every dish is prepared with a touch of love, so you can enjoy the taste of home, no matter where you are.

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Got Questions? We've Got Answers

- [Do you offer delivery outside your area?](#)
- [What are your delivery hours?](#)
- [Can I cancel or change my order after placing it?](#)
- [How can I give feedback or make a complaint?](#)

Couldn't find the answer you're looking for? Get in touch with us directly [Contact Us](#)

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9:43 Foodking

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 and fresh food**

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10k 5+ 10+

What set us apart
 Discover the difference when you look at our menu

Quick Online Ordering
 Order your food for home or delivery at just a tap. It's just a few clicks away.



How it works
 We made it so easy to use you can enjoy the food

Find what you want
 Place orders, view menu anytime, even when restaurant is closed

Tell us where you are
 We'll locate you, anywhere you are, so you can place orders. Fast and reliable.

Order for delivery or collection
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STEP 1 - STEP 3

(Home page to Cart)

Foodie.ng

Home Our Food About Us Contact Cart Search Item Track Order

Your Go To Spot
**For Quick, Tasty
and fresh food**

Sign Up ORDER NOW



Our Food



Foodie.ng

Home Our Food About Us Contact Cart Search Item Track Order

Combo Snacks My Plate My Favorites



Jollof Rice & Chicken **N2,500**
2 portions of hot smoked Jollof rice
1 big chicken, 1 mal med and a drink
★ 5.0 [Add to cart](#)



Fried Rice & Chicken **N2,500**
2 portion of hot Fried rice
1 big chicken and a drink
★ 5.0 [Add to cart](#)



Egusi & Fufu **N2,500**
Two wraps of Fufu with hot Tasty Egusi soup
1 big chicken and a drink
★ 5.0 [Add to cart](#)



Ofada Rice and source **N2,500**
2 portions of hot Ofada rice
1 big chicken and a drink
★ 5.0 [Add to cart](#)



Vegetable soup and Fufu **N2,500**
Tasty, spicy vegetable soup,
1 wrap of Fufu
★ 5.0 [Add to cart](#)



Amala and Ewedu **N2,500**
2 wraps of hot Amala and ewedu
1 big cow leg and a drink
★ 5.0 [Add to cart](#)

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Vegetable soup and Fufu **N2,500**
Tasty, spicy vegetable soup,
1 wrap of Fufu
★ 5.0 [Add to cart](#)



Amala **N2,500**
2 wraps c
1 big cow
★ 5.0 [Add to cart](#)

Cart [1 Items] X



Jollof Rice & Chicken
N3,500 [x1] [Remove](#)

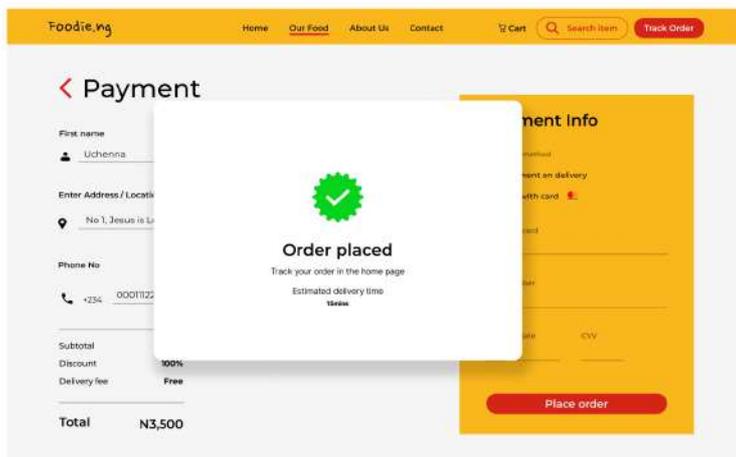
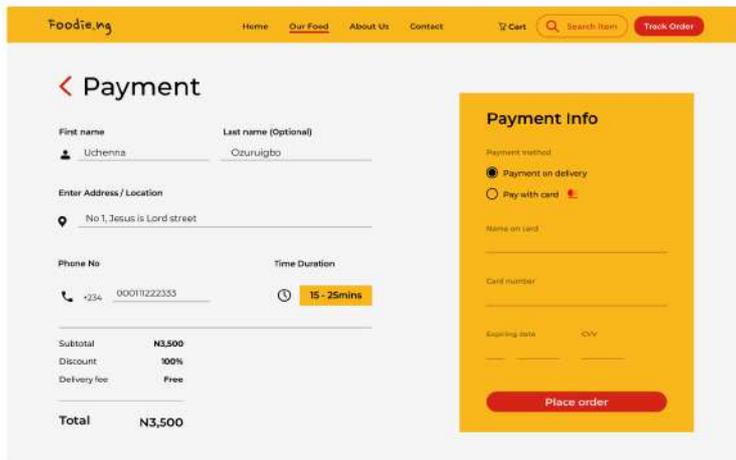
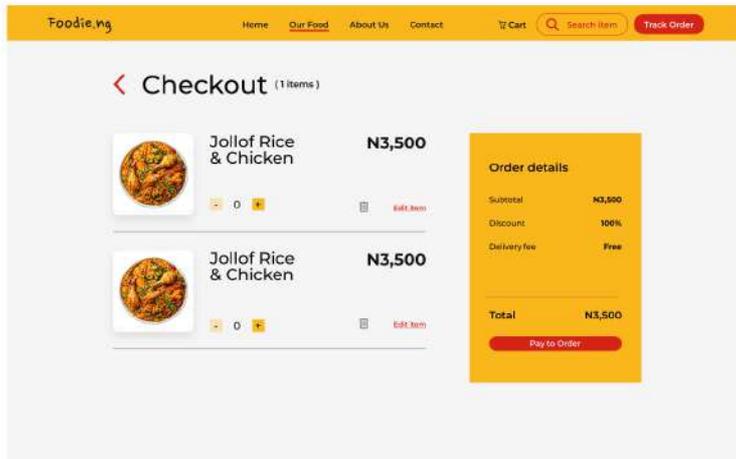


Jollof Rice & Chicken
N3,500 [x1] [Remove](#)

Subtotal: N3,500

[Checkout](#)

STEP 1 - STEP 3 (Checkout to Completion)



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 Save your favorite meals or combos to reorder quickly



How it works
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Find what you want
Place orders and view menus from your mobile device


Get us where you are
We'll bring you whatever you want, 24/7, 365 days a year


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Satisfied customer Years of mastery Worldwide Honors

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Combo **Snacks** My Plate My Favorites



Jollof Rice & Chicken N2,500

[Add to cart](#)



Fried Rice & Chicken N2,500

[Add to cart](#)



Egusi & Fufu N2,500

[Add to cart](#)



Ofada Rice and source N2,500

[Add to cart](#)



Vegetable soup and Fufu N2,500

[Add to cart](#)



Amala and Ewedu N2,500

[Add to cart](#)

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Egg Roll N2,500

[Add to cart](#)



Doughnut N2,500

[Add to cart](#)



Cake bread N2,500

[Add to cart](#)



Meat Pie N2,500

[Add to cart](#)



Burger N2,500

[Add to cart](#)



Shawarma N2,500

[Add to cart](#)

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Combo Snacks **My Plate** My Favorites



[Dish Plate Of Rice](#)



[Dish Plate Of Swallow](#)

Main meal

Swallow

Soup

Swallow type

Wraps

Protein

No

Drinks

Number of Plate - 0 +

Order details

Subtotal **N3,500**

Discount **100%**

Delivery fee **Free**

Total N3,500

[Add to Cart](#)

[Proceed to Payment](#)

Main meal

Rice

Type

Portion

Protein

No

Side meal

Drinks

Number of Plate - 0 +

Order details

Subtotal **N3,500**

Discount **100%**

Delivery fee **Free**

Total N3,500

[Add to Cart](#)

[Proceed to Payment](#)

Cart (1 items) ×

 **Jollof Rice & Chicken**
N3,500 (x1) [Add item](#)

 **Jollof Rice & Chicken**
N3,500 (x1) [Add item](#)

Subtotal: N3,500

[Checkout](#)

Item description ×



Jollof Rice & Chicken
2 portion of hot smoked Jollof rice
1 big chicken and a drink

Select Your Drink (Choose 1 item)

- Pepsi
- Water

Ready in 20 - 30 min

- 0 +

N3,500

[Add to Favourite](#)

[Add to Cart](#)

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< Checkout (1 items)

	Jollof Rice & Chicken	N3,500	<input type="text" value="0"/> <input type="text" value="0"/>	<input type="text" value="Edit Item"/>
	Your Swallow	N3,500	<input type="text" value="0"/> <input type="text" value="0"/>	<input type="text" value="Edit Item"/>

Order details

Subtotal	N3,500
Discount	100%
Delivery fee	Free
<hr/>	
Total	N3,500

[Pay to Order](#)

Foodie.ng Home Our Food About Us Contact [Cart](#) [Track Order](#)

< Payment

First name

Last name (Optional)

Enter Address / Location

Phone No

Time Duration

Subtotal	N3,500
Discount	100%
Delivery fee	Free
<hr/>	
Total	N3,500

Payment Info

Payment method

Payment on delivery

Pay with card 

Name on card

Card number

Expiring date CVV

[Place order](#)

