



# NORWESCAP

Creating Opportunities. Changing Lives.

For Immediate Release March 22, 2024

## **Request for Proposals Outreach, Market Research and Business Plan Development for Food Venture**

Norwescap is seeking proposals from qualified firms to develop a comprehensive business plan for a kitchen incubator program to help food entrepreneurs build capacity to open a restaurant or food truck, build a catering company, or sell products online. The program will be integrated into Norwescap's commercial kitchen and restaurant with an existing operator. The primary goal is to identify and develop a roadmap to pursue market opportunities for new food ventures, taking into account local demographics and economic assets. We also aim to analyze the local, low-income labor market and assess how the skills of potential workers align with those needed for the proposed new food ventures.

### **I. Background:**

In 2022, Norwescap, a 55-year-old non-profit community-action agency, purchased an important economic and social asset in downtown Phillipsburg, NJ: the property of "Sullivan's on the Main," a recently closed restaurant. Located in the low-income neighborhood where Norwescap focuses its community revitalization work, the property is 3,000 square feet of commercial real estate that includes commercial kitchen, a main dining area, a bar, a banquet room; and upper-floor office space.

### **II. Scope of Work:**

The selected consultant/firm will be responsible for the following tasks:

#### **1. \*\*Market Research and Economic Asset Mapping:\*\***

- Conduct thorough market research within the food industry, identifying trends, consumer preferences, and potential competitors.
- Assess demand for new food and service opportunities.
- Map economic assets in the target area to pinpoint opportunities and challenges related to the food venture.
- Engage with food service workers, local entrepreneurs, stakeholders, and leadership of the local Phillipsburg community to establish meaningful connections and partnerships.

#### **2. \*\*Labor Market Analysis:\*\***

- Assess the local, low-income labor market to understand the skills and qualifications of potential workers. Highlight the specific type of support workers require to succeed in culinary roles.
- Identify training and support needed for workers to achieve self-sufficiency and contribute effectively to the food venture.
- Map culinary resources and requirements for local food entrepreneurs.

#### **3. \*\*Business Plan Development:\*\***

- Work collaboratively with Norwescap and relevant stakeholders to create a comprehensive business plan for launching and operating the kitchen incubator venture.
- Identify and define the objectives and goals of the program.

- Design a sustainable business model that outlines revenue streams, pricing strategies, and cost structures.
  - Creating a framework for selecting and supporting culinary entrepreneurs.
  - Draft a comprehensive business plan that encompasses all aspects of the kitchen incubator, including operations, marketing, and financial projections.
  - Ensure that the business plan aligns with Norwescap's overall mission and values.
  - Provide recommendations for the successful implementation and management of the kitchen incubator.
4. **\*\*Funding and Capital Assessment:\*\***
- Evaluate potential sources of funding and capital, including private, public, and philanthropic entities.
  - Provide recommendations on securing financial support for the development and sustainability of the food venture.

### **III. Proposal Submission:**

Interested consultants/firms please email (with subject line title: RFP-CULINARY INCUBATOR) a detailed proposal to Susan Ludwig at [ludwigs@norwescap.org](mailto:ludwigs@norwescap.org) by **5:00 PM (EST), April 26, 2024.**

Proposals should include the following:

- Company profile highlighting relevant experience and expertise.
- Approach/methodology for completing the project.
- Proposed timeline and deliverables.
- Detailed budget outlining fees and expenses.
- References from previous clients/projects.

Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

- Experience and expertise in developing business plans for culinary ventures.
- Understanding of the local culinary market and industry trends.
- Creativity and innovation in proposing solutions.
- Proposed timeline and budget feasibility.
- Track record of delivering high-quality results.

Thank you for considering our request. We look forward to reviewing the proposals and potentially working together to bring this exciting food venture to fruition. For more information or questions, you can reach out to Susan M. Ludwig, Sr. Director of Housing and Community Development at [ludwigs@norwescap.org](mailto:ludwigs@norwescap.org).