

# Frequently Asked Questions (FAQ)

## 1. Pricing Strategy & Profitability:

Competitive pricing with premium quality.  
Bulk sourcing and combo deals for cost management.

## 2. Target Market & First Nation Communities:

Farmers market visitors in Terrace, BC.  
Local communities value fresh, local food.

## 3. Fresh or Pre-Packaged Meals:

Freshly prepared meals.

## 4. Customer Attraction & Retention:

Free samples, social media promotions.  
Aim for 30% repeat customers.

## 5. Marketing Channels:

**Digital:** Social ads, Instagram orders, influencer collabs.

**Community:** Partnerships & cultural events.

**Offline:** Stall decor, samples, flyers.

## 6. Food Truck or Market Stand:

Operate a stand at the farmer's market.

## 7. What Makes Us Unique:

Authentic South Indian flavors, seasonal menu, catering.  
Cross-promotions with vendors, restaurant-grade kitchen.

## 8. Online Ordering & Delivery:

**Currently:** In-person

**Future:** Exploring delivery options.

