



PROJECT BUSH BABY FOODS

OWNED BY: SENTINEL NEXUS SYSTEMS PBC

EXECUTIVE SUMMARY

BUSH BABY FOODS

Bush Baby Foods is a lean, fast-moving takeaway food brand designed for high-foot-traffic urban environments. The business operates on a single-price menu model, with all items sold at USD \$3, eliminating pricing friction, accelerating service, and simplifying daily operations.

The concept is intentionally minimal. Bush Baby Foods focuses on a small-footprint outlet, a tightly controlled menu of familiar foods, and an execution-first approach that prioritizes cash flow and speed over decorative design in its initial phase.

The first outlet will be launched as a proof-of-concept branch with a strict startup budget cap of USD \$1,500. This budget covers essential cooking equipment, basic branding, opening stock, and minimum regulatory compliance required to operate. The outlet is designed to be owner-operated with one assistant, ensuring disciplined cost control and operational efficiency.



The menu consists of a limited range of universally understood fast foods, including fries, burgers, chicken, and pastry-based sides. These items are selected specifically for fast preparation times, shared ingredients, predictable demand, and strong margins within a fixed-price structure.

All menu items are sold at a flat price of USD \$3. This pricing strategy reduces customer decision fatigue, increases order speed, simplifies cash handling, and supports high transaction volume during peak trading hours.

Bush Baby Foods targets CBD streets, commuter routes, and high-movement zones where convenience is the primary purchasing driver. The business operates strictly as a walk-in, takeaway-only outlet with no dine-in seating.

The model is built for replication rather than reinvention. Once the first branch demonstrates stable daily turnover and margin consistency, additional outlets can be rolled out using the same menu, pricing structure, supplier base, and equipment configuration, significantly reducing expansion risk and capital requirements.

Bush Baby Foods is not positioned as a lifestyle or premium restaurant brand in its initial phase. It is a disciplined street-food operation designed to validate demand quickly, recover startup capital rapidly, and scale pragmatically based on real sales data.