

NOODLE HUB – BUSINESS PLAN & INVESTOR PITCH (2025)

Presented by: AMJ CASHFLOW Company

Sector: Quick Service Restaurant (QSR)

Funding Sought: GHS 50,000 | **Equity:** 20%

Executive Summary

Noodle Hub is a modern youth-focused food brand specializing in Indomie-based meals, local & continental dishes, snacks, and fresh fruit juices. Starting in Takoradi, the brand aims to scale across major Ghanaian cities and campuses.

Market Opportunity

Targeting students, young professionals, and working-class consumers. Ghana's fast-food market exceeds GHS 2.8 billion with strong youth demand and urban growth.

Business Model

Revenue streams include dine-in & takeaway, campus kiosks, delivery services, catering, and franchising from Year 3.

Use of Funds

Investment will be allocated to equipment, supplies, marketing, staffing, and campus expansion initiatives.

Competitive Advantage

Unique noodle fusion menu, affordable pricing, strong branding, hygiene standards, and efficient delivery operations.

Financial Snapshot

Current monthly revenue: GHS 6,000–8,000 with ~22% margins. Projected growth to 10 outlets and GHS 2.16M revenue by Year 3.

Investment Offer

GHS 50,000 for 20% equity with projected annual returns of 18–22% and exit via buy-back or franchising.

Management

Founder & CEO: Awiah Morkeh Josiah (AMJ). Operations and Marketing leads to be appointed.

Contact

Awiah Morkeh Josiah – CEO, Noodle Hub

Phone: +233 504 572 814 / +233 247 930 752

Email: jmorkehawiah@gmail.com