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*Social Business
Plan Summary
"Feed Hunger"*



Introduction

The case being discussed in this paper, “Feed Hunger” is a great example of social enterprise that fights hungry by using new methods. This social business proposal is for distribution of food to the needy persons in the society, hence catering for the problem of hunger with a business that is also financially sustainable.



Business Model

The principal of the "Feed Hunger" program rests on the development of project cooperation with farmers, food stores and suppliers to gather uneaten food products. He revealed that this food is again packed and taken to families as well as individuals in need.



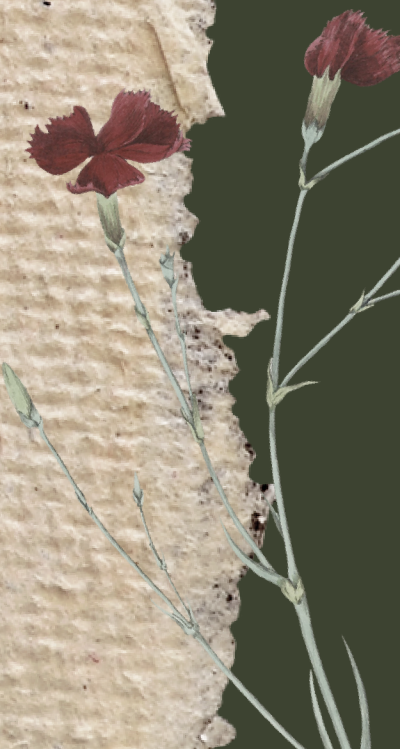
Financial Sustainability

Although the mission of the program “Feed Hunger is socio-centric, the viability of the business is crucial. Fund sources include individuals through donation, local businesses through sponsorship, and self-generated from those few wealthy enough to pay a token amount.



Conclusion

The Feed Hunger case provides insights about how social businesses can utilize new management methods and structures to solve major social problems such as hunger. Implementing its social responsibility aspect while formulating strategies to achieve financial sustainability, "Feed Hunger" is a model for creating sustainable and successful social programs and feeds the hungry, without undermining the organization's future objectives.



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