

WOW: (Women on Wheels):
social enterprise in Karantina (Beirut);
main activity: food truck service organized by women; four founders, 3 employees



Mission Statement: With "Women on Wheels" we provide citizens and tourists in Beirut with high-quality and diverse food from the region, which we prepare with love and passion. In doing so, we empower women through entrepreneurship and create employment opportunities in Karantina.

Key Partners	Key Processes	Value Proposition	Products / Services	Customers
financial support: privat donors, corporate sponsors, funding agencies rights for parking the truck: landowners (private/public) public awareness: press, municipality ensuring the supply of ingredients: suppliers	management: financing / funding core: marketing, buy ingredients, prepare& sell food, conducting cooking classes support: recruitment, education, operation & maintenance truck	Customers: We are the only food truck service with high quality food from different cultural areas of the Middle East. Citizens & tourists can choose from a wide selection of affordable food at different locations. Beneficiaries: Women from Karantina are qualified and employed on a long-term basis. Jobs are created and additional tax revenue is generated for the community. We are a hope-giving example for other actors in Karantina and communities in the region.	<ul style="list-style-type: none"> • Sixteen authentic ethnic dishes of high quality • Assortment of preserved products • Cooking classes • Catering services 	<ul style="list-style-type: none"> • residents / workers of Beirut • tourists • people looking for authentic ethnic food
	Key Resources human: entrepreneurs, educated employees tangible: food truck store, kitchen intangible: cooking know-how, recipes, creativity, intercultural mindset, rights to use stands		Channels communication: Web-Site, Online-Marketing, Social Media, Flyer, Poster sales: Food Truck, WOW-Shop, Farmers Market, Community Kitchen	Beneficiaries <ul style="list-style-type: none"> • Women in Karantina • Community of Karantina
Cost-Driver personnel (incl. contractor wages), ingredients for cooking, truck (depreciation and maintenance), rent for the store, online marketing			Income-Driver sale of food (fresh and prepared dishes to take away), fees for cooking classes and for renting the community kitchen	

Economical Key Performance Indicators (KPI) Resources & Partners: local farmers, editorial articles in local press, trained employees, employee satisfaction,, stand locations in Beirut. Processes: number of new recipes, waiting time of customers, quality of recruitment, number of followers in social media Value Proposition: customer satisfaction, meals sold, number of cooking courses held, number of customers in the retail store, turnover Finances: profit, EBIT, equity ratio, liquidity	Social & Environmental Impact (SDG 5, 8 12) Input: funding, time and trust of the beneficiaries to walk the path together, food truck; Output: menus been created, trainings have been designed, awareness of the offer, applications, number of customers or dishes sold, participants in cooking courses; Outcome: attitudes towards gender equality open up, more job offers for women, higher income, more life satisfaction; Impact: society is changing: unemployment of women decreases, share of female entrepreneurs
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