Contact

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Top Skills

Entrepreneurship
Small Business
Managerial Finance

Publications

Bosses By Necessity
A New Vogue in Cooking
What Exactly is a Broth Bomb?

Andrew Dundas

Entrepreneur and Economic Researcher - Currently Managing Broth Bomb and Researching the Social Wage: A Floor for Labor, A Tax for Robots
United States

Summary

Bean stew expert. Formerly owned and operated the top restaurant delivery service in Tampa Bay, only to be struck down with gastric disease and physical disability. 13 years ago, I turned to plants and self-care for survival. With limited resources and mobility, I found a way. I've lived the food desert life, reversed several diseases, and then returned with a product to help make the transition easier for those most in need.

Ultimately, using my economics degree and real-world experience, I was able to create a solution to the world's biggest problem: how human labor can survive an automated future. My Robot Tax Labor Defense Project proposes a novel mechanism: a multiplier applied to the corporate tax rate based on the ratio of profit/labor for the individual business. I've had this solution for 10 years; I hope the world is ready to hear me now.

Experience

Broth Bomb™
CEO
February 2019 - Present (7 years 10 months)
Greater Tampa Bay Area

We sell fizzy seasoning mixes for delicious one-pot no-chop plant-based stews. They were invented to better marry flavors and break down beans.

Andrew Dundas Business and Marketing Consulting
Self-employed
September 2012 - November 2016 (4 years 3 months)
Tampa/St. Petersburg, Florida Area

I offer a full range of consulting services for small business owners. I give them the technical training needed to improve operational efficiency and utilize the internet to their fullest potential, which can help businesses find the lowest cost

goods and services, including how to research the local market in order to find their niche.

For five years while running my own small business that serviced both consumers and businesses I helped local Tampa Bay area restaurants grow their sales and manage their operations efficiently. It's well known the restaurant industry has the highest risk and lowest survival rate, but my affiliated restaurants outlasted even some corporate franchises during the recession.

Since then, across the last three years I have developed a knowledge for a wide range of industries and markets, primarily developing marketing strategies and websites. My experience in finance, marketing, and operations, with a strong foundation in economics, gives me an edge over other business consultants. I don't rely on my expertise alone; I have great relationships with affordable local SEM, PPC, Payroll, Bookkeeping, and Tax companies. I can show businesses how to manage their business themselves and/or find trusting people to free up extra time to focus on more vital parts of the business.

I was able to grow a business with an initial investment of only $3,000. Most franchises require at least $100,000 start up, but still struggled to survive. I show businesses how to save money while attracting new customers with a cohesive and powerful Internet marketing and website design plan.

Delivery King & Feed-a-Bull Delivery, LLC

Owner and Operator

September 2007 - September 2012 (5 years 1 month)

Greater Tampa Bay Area

Also doing business as Delivery King, entered the RDS (Restaurant Delivery Service) very early. Created the demand with restaurants and customers.

Accomplishments

•Built a start-up with $3,000 that quickly became a Google's "Favorite Places".
•Grew to #1 in the market place 8 months after launch and achieved $2 million in revenue after 5 years.
•Achieved 90% online ordering, while pizza chains were only at 10%.
•Featured on Bay News 9, Tampa Tribune, and TBO with titles like "Bosses by Necessity". It was about being led into start-ups upon graduation because of a jobless business economy.

•Advertised the brand at no cost, eventually profiting from mutually beneficial relationships and by creating ad space in our magazine menu.

Duties and Responsibilities

•Solely responsible for all professional business matters and decision making.
•Researched economic processing factors, market competitors, and industry trends to determine the best process and sales strategies needed to analyze and project accurate sales forecasts.
•Researched, executed, and performed all functions of B2B and B2C marketing: SEO, PPC, SEM, social media, email, direct mail, print, in-store, reward programs, large event sponsorship, and event planning.
•Produced a 48 page magazine, developed and designed its content, and sold ad space.
•Contracted franchises like Bennigan's, Perkin's, Beef 'O' Brady's, Quizno's, Subway, & Pita Pit.
•Solicited marketing packages to participating restaurants.
•Coordinated one on one client relationship-building meetings to determine and develop strategies to help meet sales/profit objectives for restaurant owners.
•Prepared and filed finance/accounting statements such as balance sheets, income statements, tax & payroll.
•Human Resources
•Maintain the E-commerce website with 1000 customizable items.
•Graphic Design with Adobe Suite for logos, flyers, menus, the website, and the magazine.
•Througout all this, still ran stairs weekly putting flyers on doors.

Service Industry - Various Companies

Manager and Employee

September 1997 - August 2007 (10 years)

Greater Tampa Bay Area

• McDonald's: First job started at age 14.
• Home Place of America (formally Waccamaw): During liquidation many supervisors left and I assumed the lead of 4 departments, including the front end, at the age of 17. My versatility and hard work ethic were put to great use in this hectic environment. Working directly under the Store Manager and Regional Liquidation Specialist, I developed managerial skills.
• Papa John's: Devoted five years of full time labor. I often performed managerial tasks, but driving was a better college job. I declined the General Manager position to keep focused on school.

Education

University of South Florida

Bachelor of Science (BS), Economics · (2005 - 2007)