IPRO 359: Apple-A-Day Chicago

Presented by:
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Problem

• Working professionals, who lead a busy lifestyle might not have the time to eat healthy. Their current available options are inconvenient and time consuming.
Goals

• Design a service
  – For working professionals
  – Who want to eat healthy
  – Don’t have time
  – That will deliver fresh, high quality fruit to the workplace

• Website

• Supply and delivery chain

• Trial of business model
Organization Structure

Team Leader
Vinnie Cartabiano

Operations
Subleader: Vinnie
Members: Laura, Leonel

Customer and Competitor Analysis
Subleader: Melene
Members: Natalie, Nehal

Marketing and Promotion
Subleader: David
Members: Alex

TRIAL
What we have accomplished...

• Market Research
• Locating Distributors
• Website Development
Tasks that lie ahead

• Carry out a focus group
• Conducting surveys
• Selecting final supplier
• Analyzing competitors and alternative options
• Designing a website
• 10 day trial