

IPRO 359 – Fall 2008

Apple-a-Day Chicago

Background

For working professionals with tight schedules maintaining a well balanced diet is a constant struggle. Meal options are limited by their time available for preparing food and the convenience of foods offered near their office. Apple-A-Day Chicago is looking to provide a solution for professionals interested in receiving healthy, balanced meals delivered to them at their office.

Although the initial intention of Apple-A-Day Chicago was to deliver fruits to provide nutritional alternatives to the snacks readily available in large office buildings, market research conducted by the IPRO team has determined that potential subscribers are interested in meals with snacks.

Objectives

The IPRO 359 team's objectives include developing a website capable of carrying out customer orders, conducting market research to determine a clear scope of the service that the business will offer, to provide a proof of concept of the businesses operation, to create a business model.

The business model should include a layout for the sourcing and distribution of products, designation of an efficient supply chain, analysis of promotions and marketing options for the business, and analysis of staffing requirements as well as projected costs and profits for the company.

Organization

Operations- Researched suppliers, delivery methods, storage options, and inspection processes.

Customer/Competitor Analysis- Conducted surveys, focus groups, as well as primary and secondary research of competition.

Marketing and Promotion- Researched product packaging and preparation, developed website, and researched advertising options.

Description

The lunch options available to professionals working in the AT&T building downtown Chicago are rarely healthy and do not include the super foods that are an essential aspect of a healthy lifestyle. Bringing lunch and snacks to work is inconvenient due to time constraints and the difficulty involved in transporting fruits in particular. These problems leave professionals eating meals with little nutritional value.

By offering healthy meals and snacks which incorporate the essential super foods Apple-A-Day Chicago hopes to gain customers who are seeking a convenient lunch delivery service which will help them to maintain a healthier diet. Providing health and fitness information on a well maintained website is also an important aspect of drawing in health conscious customers.

Accomplishments

- Development of a website capable of receiving and processing customer orders
- Conduct focus group to analyze services and products desired by customer base
- Analysis of competitors local to the AT&T building as well as businesses offering similar services
- Collection of health related information to assist the website in marketing the service
- Analysis of fruit suppliers and methods of inspecting fruits
- Analysis of methods to transport meals from supplier to customer
- Analysis of types of packaging and suppliers of packaging
- Proof of concept has been tested in a 3 day trial at McDermott Will & Emery
- Survey of trial participants as well as over 100 other potential customers

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Team Members

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Conclusion

I PRO 359 has nearly completed research and analysis of the customer and competitor businesses. The supply chain is largely designed and with the conclusion of the trial run will now be analyzed for modifications. Designs of the pages to be included in the website for health and fitness information are nearly complete, and the website is capable of recording customer orders. The trial has just concluded and from reviews by participants was successful in verifying the demand for this service. It has also given a wealth of information on what the strengths and weaknesses are in the current operation of the supply and delivery chain.

Next Step

To finish analysis of data collected from the 3-day trial and surveys. This data must then be used to make changes necessary to make supply/delivery chain efficient, to make modifications in the items offered, marketing methods, and other areas where customers encountered issue

