

A vibrant still life of various fruits. In the foreground, a large red apple is prominent, next to a sliced kiwi showing its green flesh and black seeds. Behind them are several lemons, some whole and some sliced. In the background, a bunch of dark purple grapes is visible. The overall composition is colorful and fresh, set against a light green background.

IPRO 359: Apple-A-Day Chicago

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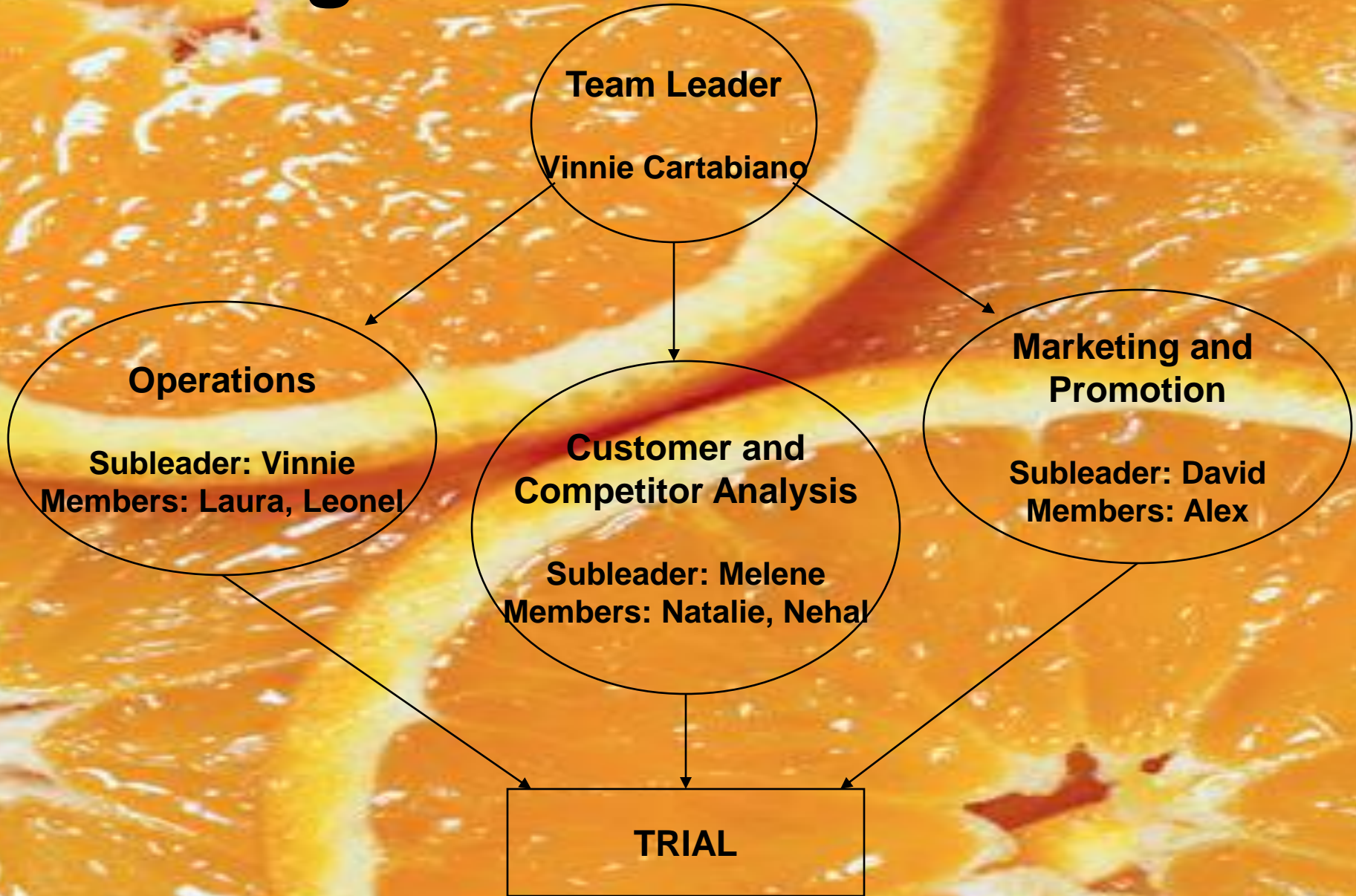
Problem

- **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



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**