

Appetizers

Problem

Working professionals, who have busy lifestyles, might not have the time to eat healthy. Their current available options are inconvenient and time consuming.

Proposed Solution

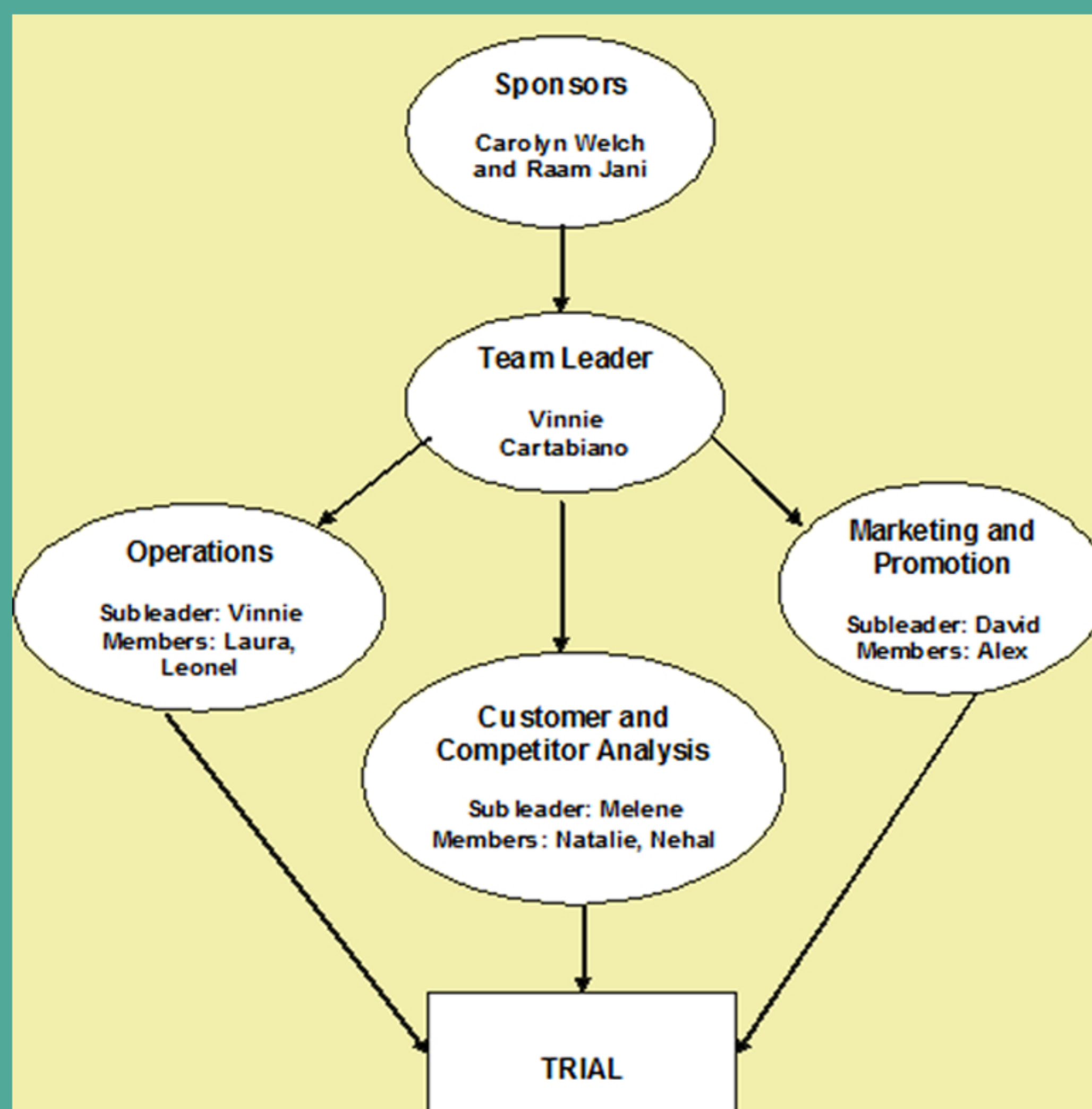
To deliver a fresh, high quality, nutritious lunch from a list of pre-screened healthy options direct to the client's office. A website will be provided to support the wellness interests of the company and the employee.

IPRO Goals

Enlisted by Apple-a-Day to:

- Determine customer interest
- Suggest a business model for the company

Team Structure



IPRO 359

Apple-a-Day Chicago



Focus Group

- High demand revealed for healthy lunch as well as healthy snacks
- Helped realize price sensitivity of customers
- Learned how interested people are in being healthy
- Feedback for website features was useful

Sides

Market Research

COMPETITOR ANALYSIS

- Cosi (9 Chicago locations)
 - o \$6-\$8: Sandwich or Salad
- Sopraffina (3 Chicago locations)
 - o \$9-\$11: Salad, Fruit Salad, & Cookie
- Corner Bakery (24 Chicago locations)
 - o \$9: Half sandwich and cup of soup
- Au Bon Pain (19 Chicago locations)
 - o \$10: Sandwich and Fruit Salad



CUSTOMER ANALYSIS

- Working professionals in large Loop firms:
 - o Billable hours or deadline-oriented
 - o Firm supports a wellness program
- Ideal targets:
 - o Law firms
 - o Consulting firms

Product Research

FRUIT DISTRIBUTORS

Distributors based on proximity to downtown:

- N&G Produce
 - o Organic products upon request
 - o Allows inspection of fruit before purchase
 - o Delivery available
 - o Cost: ~ \$0.44 per apple
- Market Produce
 - o Organic products upon request
 - o Guarantees products sold
 - o Delivery available
 - o Cost: ~ \$0.56 per apple

FRUIT QUALITY INSPECTION

- Firm
- Bright in color
- No bruises
- No soft spots
- Smooth thinner skins