

Beverages

Trial

PARTICIPANTS

- 65 orders placed over 3 days
- Lawyers and administrative staff at McDermott Will & Emery

PRICING AND PACKAGING

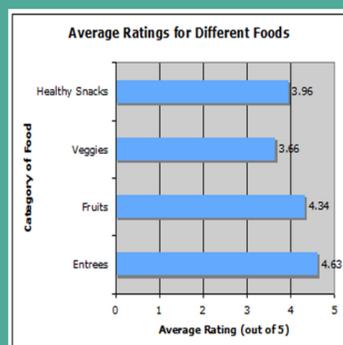
- Entrée, 1 lunch snack, 2 afternoon snacks
- Priced at \$10/day
- Packaged in plastic containers and paper bags with customer's name on it

PROCESS

- Orders placed online
- Orders relayed to Red Rooster for packaging
- Food packaged and departed by 10AM
- Orders picked up in conference room (11:30AM-12PM)



Survey



- Market size: >12,776
- Companies targeted:
 - o Rigid schedules
 - o Deadline oriented
- Strategy
 - Wellness coordinator
 - Blog
 - Lecture series
 - o Carolyn Welch
 - o Cater food
 - Website

IPRO 359

Apple-a-Day Chicago

Entrées

Business Model

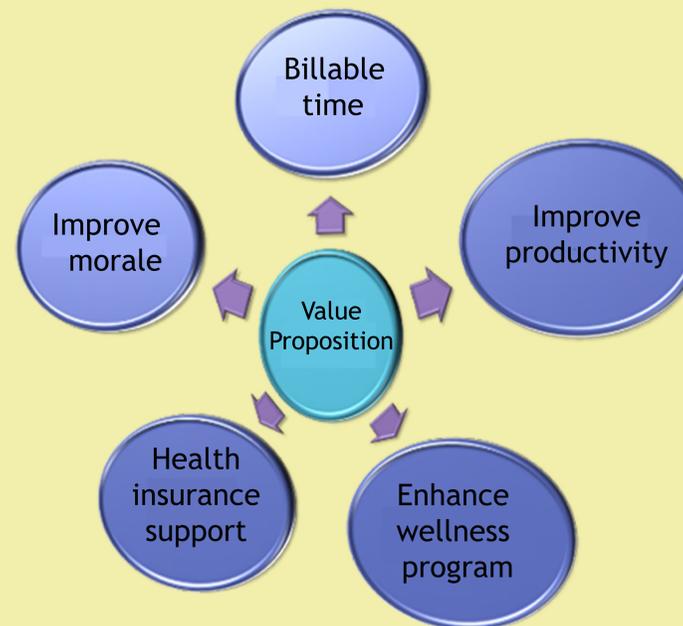


Financial Analysis

	100 orders/day	400 orders/day
Participating firms	2	10
Total subscribers	200	800
Annual orders	25,000	100,000
Average price per order	\$10	\$10
Gross Revenue	\$250,000	\$1,000,000
less: credit card fees	\$6,250	\$25,000
less: return credit	\$6,250	\$25,000
less: provision for sales tax	\$23,250	\$93,000
Net Revenue (a)	\$214,250	\$857,000
Expenses:		
Food, Prep and Packaging	\$150,000	\$550,000
Contract delivery services	\$25,000	\$75,000
Cost of Goods Sold (b)	\$175,000	\$625,000
Sales and Marketing costs	\$12,500	\$40,000
General and Admin costs	\$7,500	\$15,000
Total SG&A costs (c)	\$20,000	\$55,000
Available for Distribution	\$19,250	\$177,000

Marketing & Promotion

Value Proposition



Desserts

Business Aspects

IDEAL SUPPLIER

- Located in Chicago
- Boar's Head Meat and Cheese
- Access to wide variety of food items

PACKAGING

- Lunch Cooler
 - o Maintain freshness of lunch
 - o The internal dimensions of the cooler should be 8.5" x 7.25" x 6.25" (L x W x H)



DELIVERY

Crate Dimensions 26.5"x15.5"x 6.5" (L x W x H)

- Cargo van
 - o 84 crates (504 lunchboxes)
- 10' mini mover
 - o 160 crates (960 lunchboxes)

Pick up lunches from supplier morning of delivery

- Crates with lunchboxes loaded onto vehicle
- Utility dolly used for delivery
 - o 9 crates (54 lunchboxes)/dolly
- Freight elevator used
- Place lunch boxes in common area

PAYMENT

- Monthly subscription
 - o Customers pay for a certain number of meals for one month

EXPANSION

- Promote to firm's Wellness Committee
- Law firms in Chicago

