

IPRO 359 Project Plan

Fall 2008

Apple a Day Chicago

Advisor: Jim Braband

1. Objectives

- Developing a website that will be capable of carrying out customer orders.
- Conducting market research to help determine the ideal customer for the service that our business provides.
- Designing a complete business. This involves mapping out the sourcing and distribution of products, determining an efficient supply chain, promoting and marketing the business so that people are aware that Apple-A-Day Chicago exists, determining the staffing requirements of the business, as well as analyzing what the projected costs and profits of the company will be.
- Providing proof of concept of the operation of the business so that there is concrete evidence that Apple-A-Day Chicago is a viable solution to providing individuals with a convenient and healthy snack.

2. Background

- The sponsors for the project are Raam Jani and Carolyn Welch, two ambitious lawyers who hope to own and operate a fruit delivery business.
- The problem that this IPRO addresses involves developing a business model that allows for the efficient and reliable delivery of various types of fruits to individuals that wish to add a healthy snack to their diet.
- Secondary research that has been previously conducted has shown that there appears to be a significant amount of interest in a business that could provide a convenient method of receiving a piece of fruit on a routine basis.
- Fruits are an essential part of a person's daily diet, therefore we hope that this project introduces people to the numerous benefits of regularly consuming fruit.
- This business is a first of its kind, therefore the project's success relies heavily on the groups ability to think of innovative and functional ways of operating a successful business.
- Our expected results are that Apple-A-Day Chicago will have every aspect of its operations in place. This includes but is not limited to a website capable of carrying out customer orders, conducting credible market research, determining what the supply chain will look like (from farmer to

consumer), marketing and promoting our service, and forecasting the costs and income of an operational business.

- A trial version of our business will be made available to a selected group of people. This will not only allow our team to discover improvements that can be made to the operation of the business, but it will also contribute greatly towards providing credible proof that a market exists for our service.
- Each stage of the project, from the conception to the completion of the final business model, will require the combined efforts of all team members. It is essential that all members of the team effectively utilize their strengths in order to provide a well-rounded approach towards the inception of Apple-A-Day Chicago.

3. Methodology/Brainstorm/Work Breakdown Structure

Definition of Problem

The purpose of this project is to design a service that will make it convenient for working professionals with little time to eat healthy to receive fresh, high quality fruit delivered to their workplace daily. This business model will (1) allow customers to place orders online or by phone, (2) establish a supply and delivery chain, (3) create an online community that will educate customers on health, and (4) create a financial model

Work Breakdown Structure

In order to solve this problem, the goals of the team are (1) to gain a better understanding of the problem, (2) to use this understanding to create several different models, and (3) to determine the feasibility and economic viability of the models. To achieve this, the work for the semester has been broken into two Phases.

Phase 1: Research

The concentration of this phase will be to establish an understanding of what consumers want a healthy snack to include, what they are willing to pay, and how it could be delivered. This will be achieved through primary and secondary market research such as surveys, focus groups, and online research.

Phase 2: Development

Once the research has been concluded a model will be built. The model will consist of a supplier, a delivery technique, and a means of

order placement. Considerations will be placed on packaging, storage, and online community development.

Phase 3: Proof of Concept

A 10 day trial will be conducted. This trial period will test how the model works. Volunteers in the metropolitan area will register for the service online and will be charged a fee for this service. The supplier and delivery technique chosen in the development phase will be put into practice and tested in this trial. Volunteers will provide feedback which will help better the service or determine market viability.

4. Expected Results

- For IPRO 359 we expect to have a viable proposition that will be developed into business plan.
- Credible market research such as primary and secondary research including web searching, interviews, focus groups, and surveys will be conducted and analyzed.
- A proper analysis of various competitors will enable us to identify opportunities and threats to the newly conceived business.
- A contract will be prepared for all customers, who place orders with the company. The contract should state a one month to a one year commitment for receiving the services and customers may have the choice of two delivery options: three days per week or five days per week.
- Marketing and promotion of the product will be done in various ways one of them being will be an online community centered on healthy habits, healthy eating, and a healthy lifestyle.
- A theoretical organization of operating staff will be established, each with defined roles and tasks.
- An operational method of delivery and distribution of the fruits to the office will be arranged.
- The prices of each fruit and packages of fruits will be determined with thorough analysis of costs, consumer opinions, and profit.
- A functioning web page will be developed that will accept customer orders and allow transactions to take place.

- A proof of concept of our business model will be performed. The trial will be conducted in one representative building with around fifty customers over a ten day period. The results will be analyzed and customer opinions gathered through surveys and focus groups to determine the extent of success of the business model.

5. Project Budget

ITEM	JUSTIFICATION	AMOUNT
Fruit Samples	One basket of fruit = \$50, 3 types of fruit, 2 competitors	\$300.00
Focus groups	3 sessions, 8 people/session. \$10.00/person	\$240.00
Printing	Print out flyers/ surveys	\$25.00
	TOTAL	\$565.00

6. Schedule of Tasks and Milestone Events

Project Organization	14 days?	8/21/08 8:00	9/9/08 17:00
Team Introduction	4 days?	8/21/08 8:00	8/26/08 17:00
Defining Project	8 days?	8/26/08 8:00	9/4/08 17:00
Correspondence with Sponsor	1 day?	9/9/08 8:00	9/9/08 17:00
Secondary Research Phase	21 days?	8/28/08 8:00	9/25/08 17:00
Background Research	6 days?	8/28/08 8:00	9/4/08 17:00
Locate Potential Product Sources	4 days?	9/4/08 8:00	9/9/08 17:00
Determine Viable Delivery Methods	4 days?	9/4/08 8:00	9/9/08 17:00
Identify Health/Nutritional Benefits	8 days?	9/16/08 8:00	9/25/08 17:00
Operations	42 days?	9/25/08 8:00	11/21/08 17:00
Supply	11 days?	9/25/08 8:00	10/9/08 17:00
Transactions	13 days?	10/14/08 8:00	10/30/08 17:00
Delivery	14 days?	11/4/08 8:00	11/21/08 17:00
Customer and Competition Analysis	42 days?	9/25/08 8:00	11/21/08 17:00
Conduct Surveys	9 days?	9/25/08 8:00	10/7/08 17:00
Visit/Research Competition	9 days?	9/25/08 8:00	10/7/08 17:00
Prepare Focus Groups	3 days?	10/7/08 8:00	10/9/08 17:00
Run Focus Groups	8 days?	10/14/08 8:00	10/23/08 17:00

Run Two Week Trial	15 days?	11/3/08 8:00	11/21/08 17:00
Marketing	62 days?	8/28/08 8:00	11/21/08 17:00
Design Logo	4 days?	8/28/08 8:00	9/2/08 17:00
Nutritional Analysis	11 days?	9/25/08 8:00	10/9/08 17:00
Develop Advertising Campaign	16 days?	10/9/08 8:00	10/30/08 17:00
Prototype Website Development	17 days?	10/30/08 8:00	11/21/08 17:00
Deliverable Team	62 days?	9/11/08 8:00	12/5/08 17:00
Develop Project Plan	7 days?	9/11/08 8:00	9/19/08 17:00
Create IPRO Day Exhibit	11 days?	11/12/08 8:00	11/26/08 17:00
Abstract	11 days?	11/12/08 8:00	11/26/08 17:00
Poster/Brochure	11 days?	11/12/08 8:00	11/26/08 17:00
Final Presentation Slides	5 days?	11/27/08 8:00	12/3/08 17:00
Final Report	11 days?	11/20/08 8:00	12/4/08 17:00
IPRO Deliverables CD	2 days?	12/4/08 8:00	12/5/08 17:00

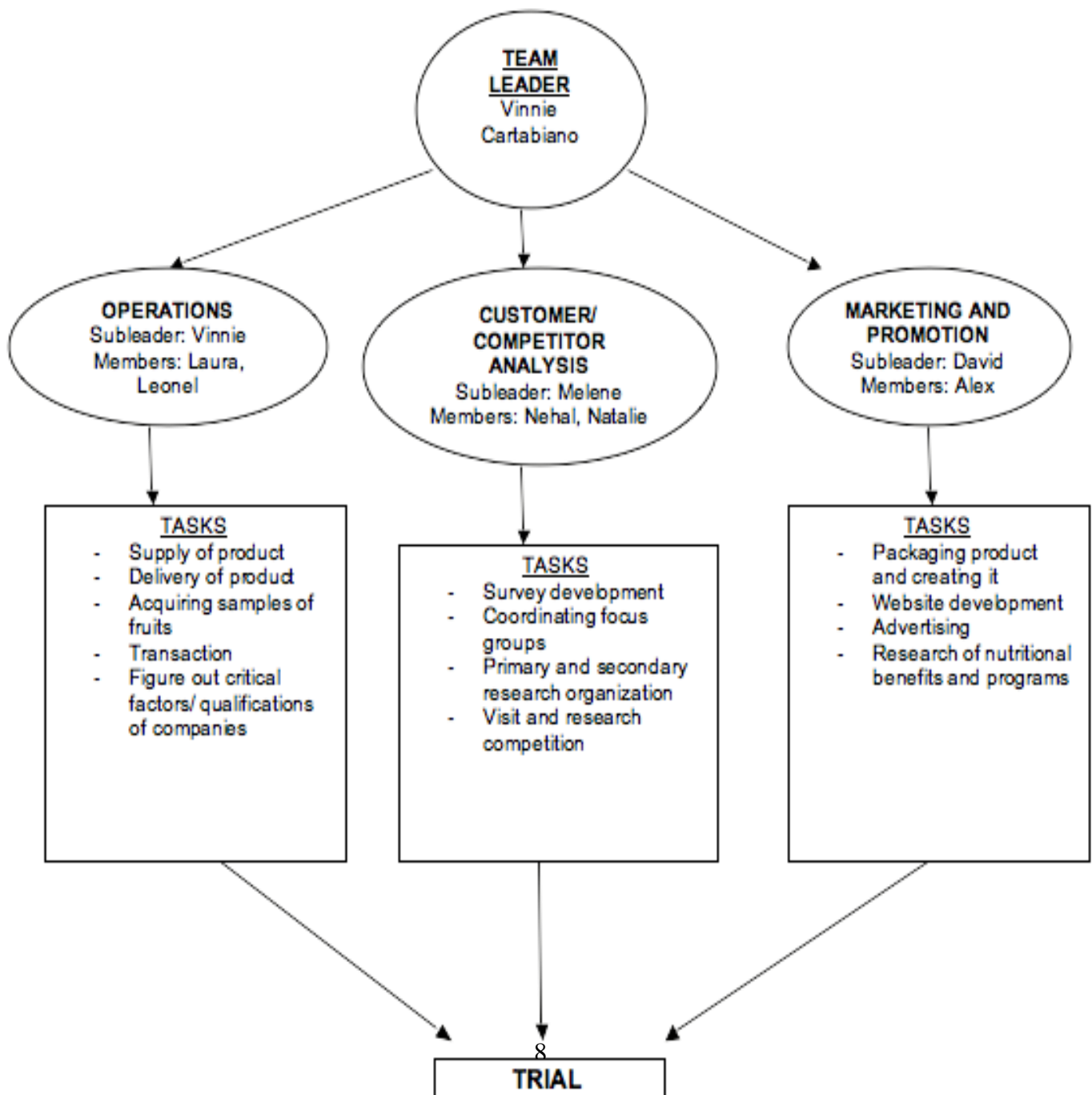
6. Team Structure and Assignments

NAME	MAJOR, YEAR	SKILLS AND STRENGTHS	EXPERIENCE, EXPECTATIONS AND ACEDMIC INTEREST	TEAM
Richard Alexander	CS, SENIOR	*Minor abilities in web design *Experience w/ student organizations on campus(both as a member and an officer)	*Computer Science practice	PROMOTION, BUDGET, & WEBSITE
Vinnie Cartabiano	BIOMEDICAL ENGINEERING, JUNIOR	* Works efficiently both in a team and an individual setting. * Good people skills	*Gain valuable business experience that would be a great resume builder. *Hopes to someday operate own business	CUSTOMER RESEARCH

Nehal Gosalia	BIOLOGY, JUNIOR	<ul style="list-style-type: none"> * Business minor with accounting and marketing *Hard working and works well in a team. 	<ul style="list-style-type: none"> *Learn how to work with people from different fields to reach a common goal. *Learn how to go about starting own business and all the details that go into starting a business such as market studies and budget planning 	PRODUCT RESEARCH
Laura Haak	MECHANICAL ENGINEERING, JUNIOR	<ul style="list-style-type: none"> *Experience in market research for product development. * Background in working for several small businesses in quality control related areas. *Frequently worked on teams *Collaborated with outside sources on several projects 	<ul style="list-style-type: none"> * Interest in product development * Learn and understand all the components that go into introducing a product to a market *Gain an understanding of the business side of product development. 	OPERATIONS
Melene Hajakian	BIOMEDICAL ENGINEERING, JUNIOR	<ul style="list-style-type: none"> * Experience with small businesses * Good math skills and love working with people to get things done. * Determined and a hard worker 	<ul style="list-style-type: none"> * Gain experience about opening up and running a small business *Create new contacts in business 	PRODUCT RESEARCH
Leonel Hernandez	MECHANICAL ENGINEERING, SENIOR	<ul style="list-style-type: none"> * hard worker * Idea of how business works with contacts with people in business industry * Speaks second language * people person 	<ul style="list-style-type: none"> * DePaul student but in a joint program with IIT * Working on two degrees, one in physics and one in mechanical engineering 	OPERATIONS
David Thomas	BIOCHEMISTRY, SENIOR	<ul style="list-style-type: none"> * Practice in working in teams on a certain project, especially when it comes to student groups on campus 	<ul style="list-style-type: none"> * Expectations: get some experience in seeing a business start. *Potentially start a business 	PROMOTION, BUDGET, & WEBSITE
Natalie Grabowski	PSYCHOLOGY, JUNIOR	<ul style="list-style-type: none"> * Hard worker * Basic computer skills *Work under pressure (Journalist and editor of newspaper) * Leader of a dance group as well as a member 	<ul style="list-style-type: none"> *Planning to go to graduate school and pursue career in psychology. * Pursue business as minor 	CUSTOMER RESEARCH

B. TEAM STRUCTURE

- **Team leader:** Vinnie Cartabiano
 - Runs meetings, keeps teams on task and organized
- **Subteam leaders:** Melene Hajakian, David Thomas, Vinnie Cartabiano
 - Report to team leader with information from subgroup's work
- **Members:** Laura, Leonel, Nehal, Alex
 - Report to subteam leaders with results/findings, do specific tasks in subgroup



C. DESIGNATION OF ROLES

- **Minute Taker:** Natalie Grabowski
 - Records activities of meetings
- **Agenda Maker:** Vinnie Cartabiano
 - Creates agenda for each meeting, and runs meetings
- **IGROUPS controller:** Melene Hajakian
 - Coordinates all information and organization on igroups website