



Licious

PM School

LIVE CHALLENGE NO. 132

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Food Delivery Application

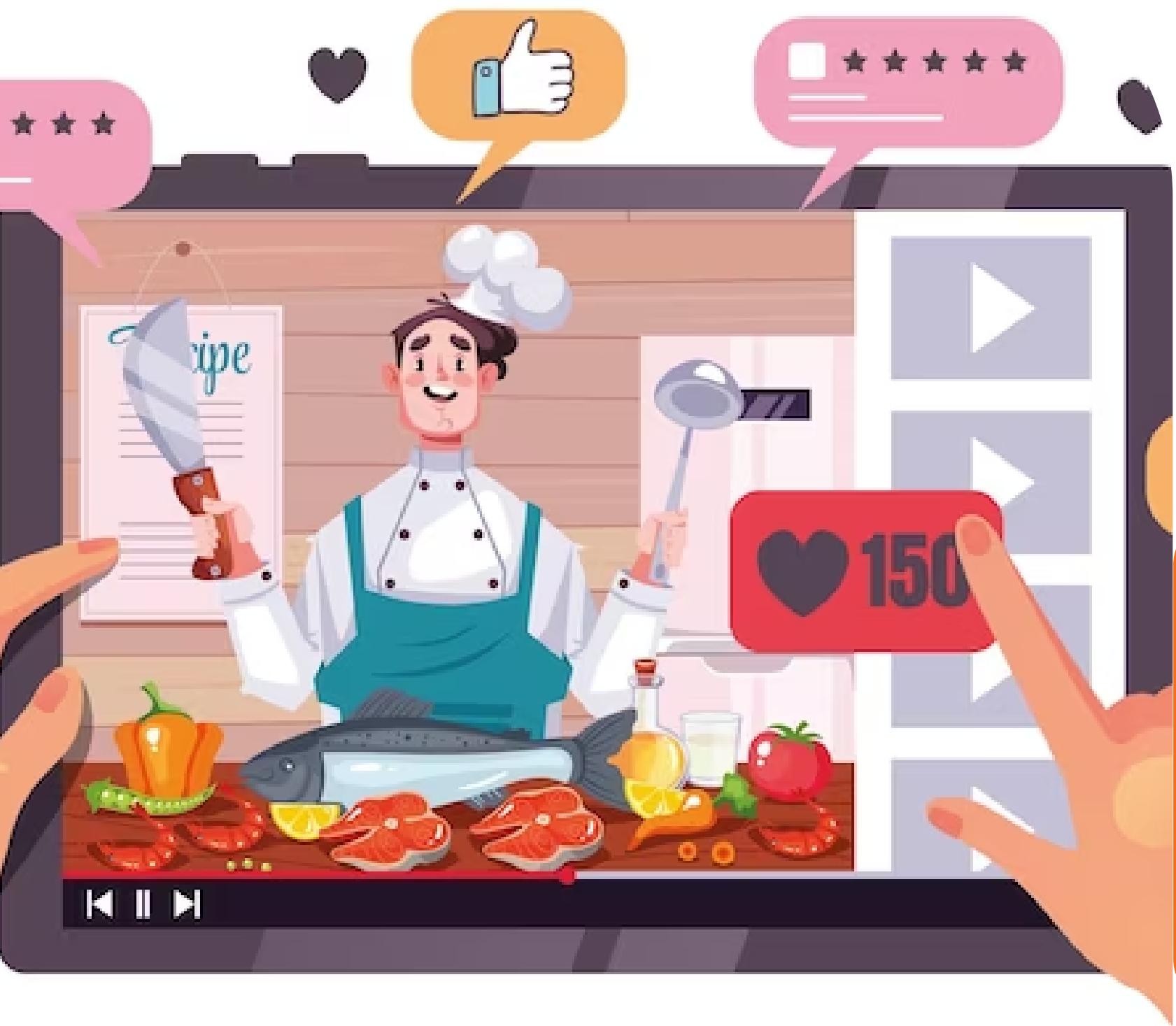
Online Store
Responsive & Dynamic



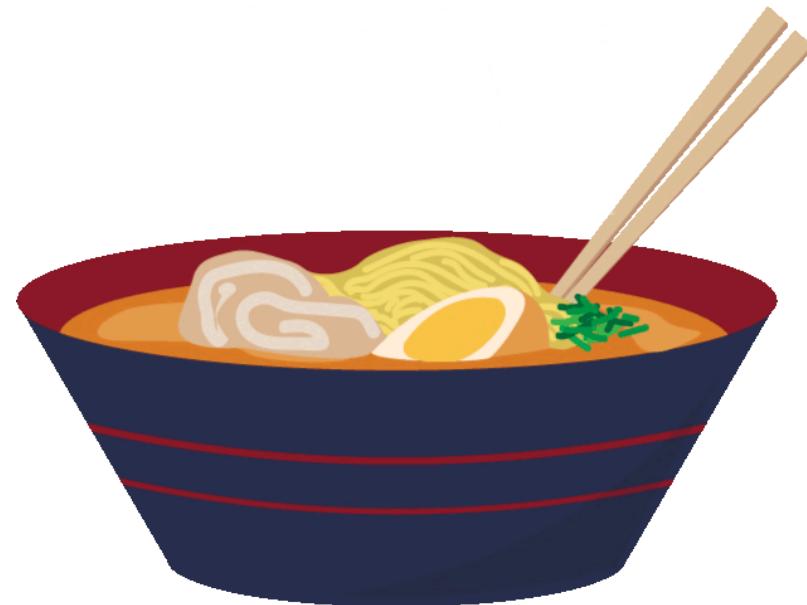
About the Product

Licious is a Bengaluru-based meat and seafood brand. The company serves the best, fresh and clean fish, chicken, meat, and eggs online. Licious works on a farm-to-fork model owning the entire back-end supply chain and the cold chain. Serving in 28 cities right now, Licious plans to hit the 1500 crore revenue mark by the end of the year 2023.

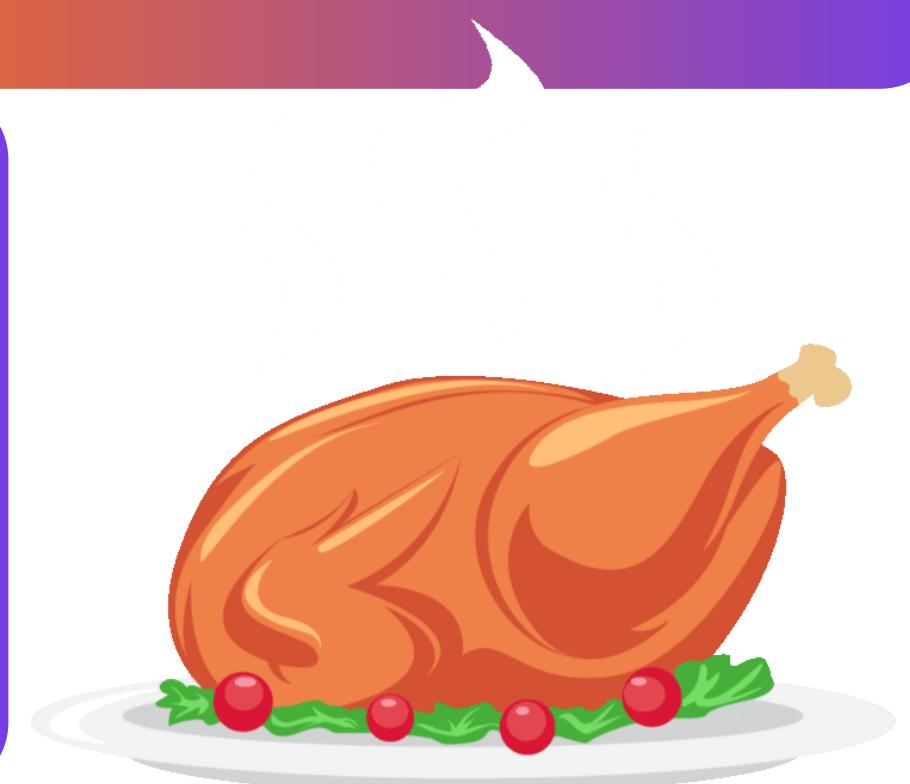
TARGETS....



Community feature
Also a place where
users can share their
experiences related
Recipes...



Launch a cooking school
To teach easy **Recipes** of
different delicious meat
menu....





USER PERSONA



Different users

Lissa
working woman

Maxwell
Employee

Maria
Housewife

Expectations

Already knows food
recipes but wants to try
new one.

Not have much idea
about cooking but
wants simple food
recipes.

Wants to learn different
meat recipes and will
try at home

Pain Point

Not have much time
to search from
different platform

Not have much time
to search from
different platform

Not have much idea
about all these
platform



Innovative Features

01

Cooking school includes live recipes classes where users can connect with tutor too.



02

Facilities of recorded recipes videos where users can watch as per their convenience.



03

There can be separate option for users where they can ask for new recipes videos of delicious menu to our tutors.

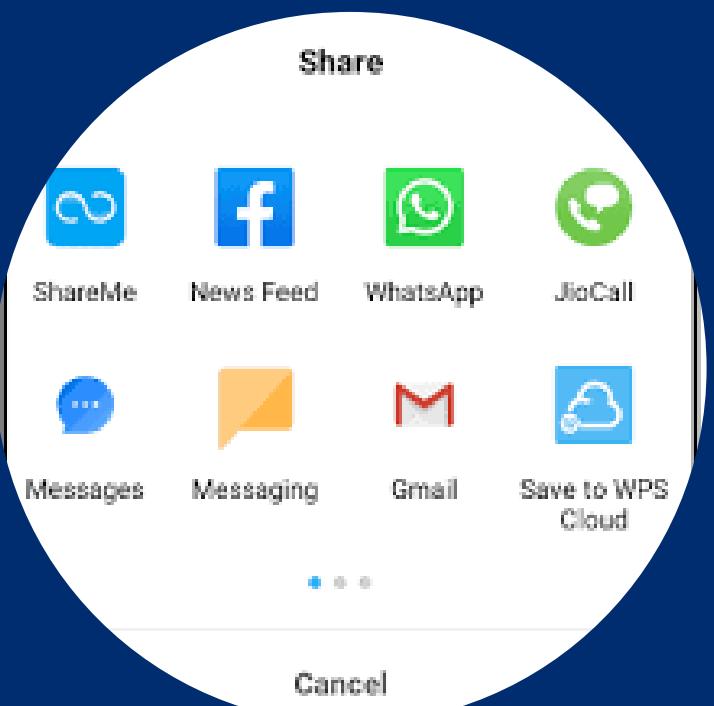




Features continued....

04

Option of user feedback specially for recipes videos after recipes classes.



05

After the recipes class tutors asked to users to share videos among their friends or relatives.

06

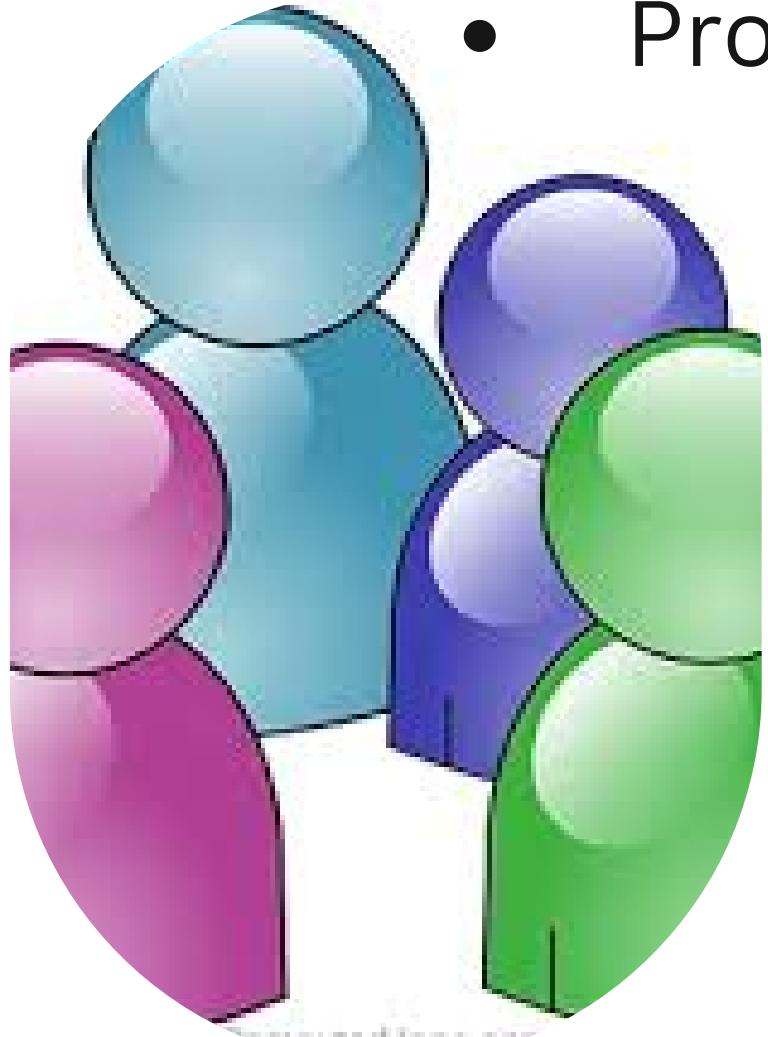
There is community option through which different users connect with others and can share their skills related to food recipes through which other user also get learn.





Strategy to acquire new Users

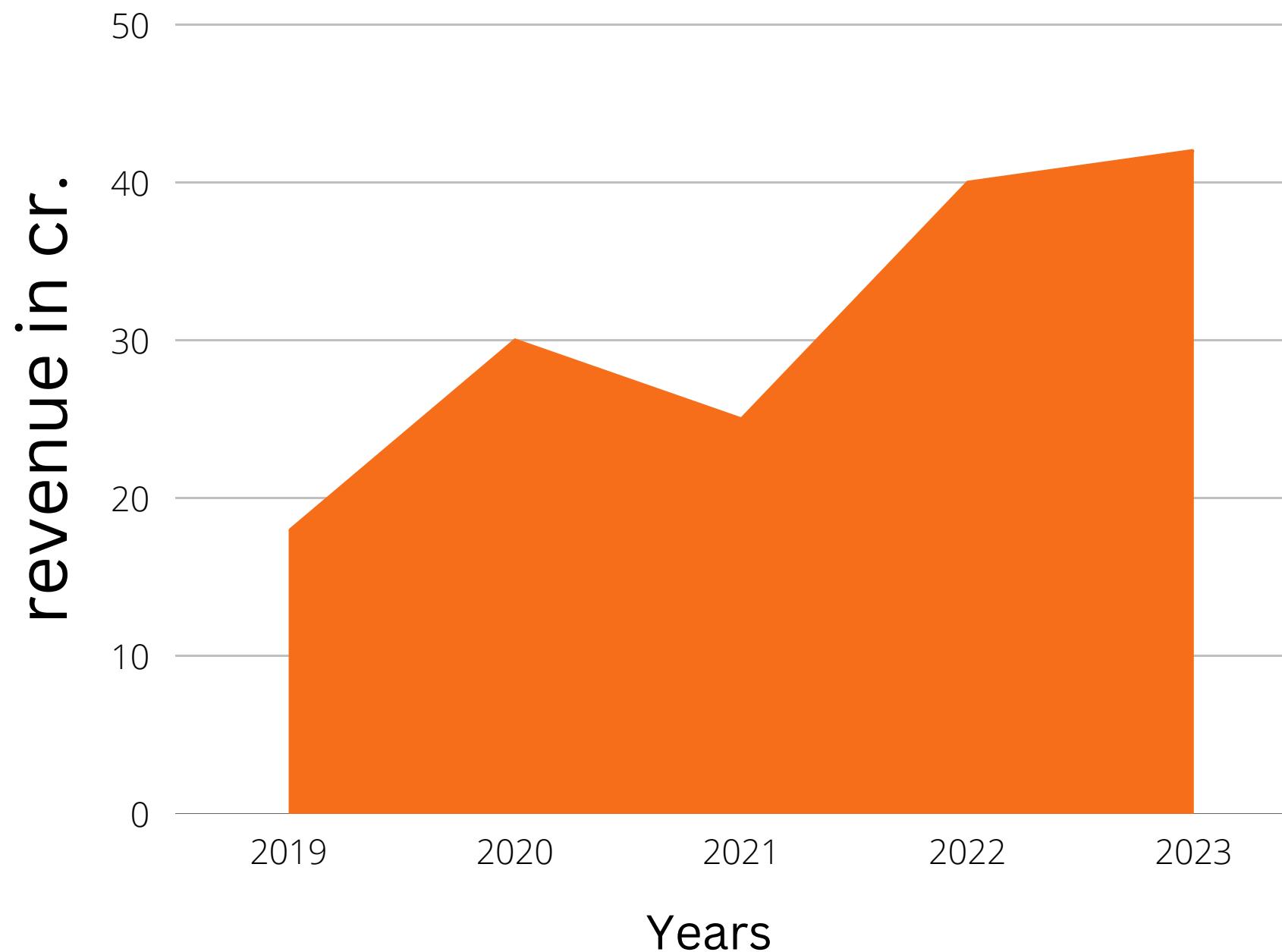
- Creating ads to target potential customers
 - Create better offers
- Promote the school in social media
 - Promoting to our **chef** and tell user about chef's experiences
 - Taking regular feedbacks of recipes videos from existing users so that recipe videos quality will be better.





Monetization strategy

The best monetization strategy will depend on your target audience, the type of content you offer, and your overall business goals.



Initially

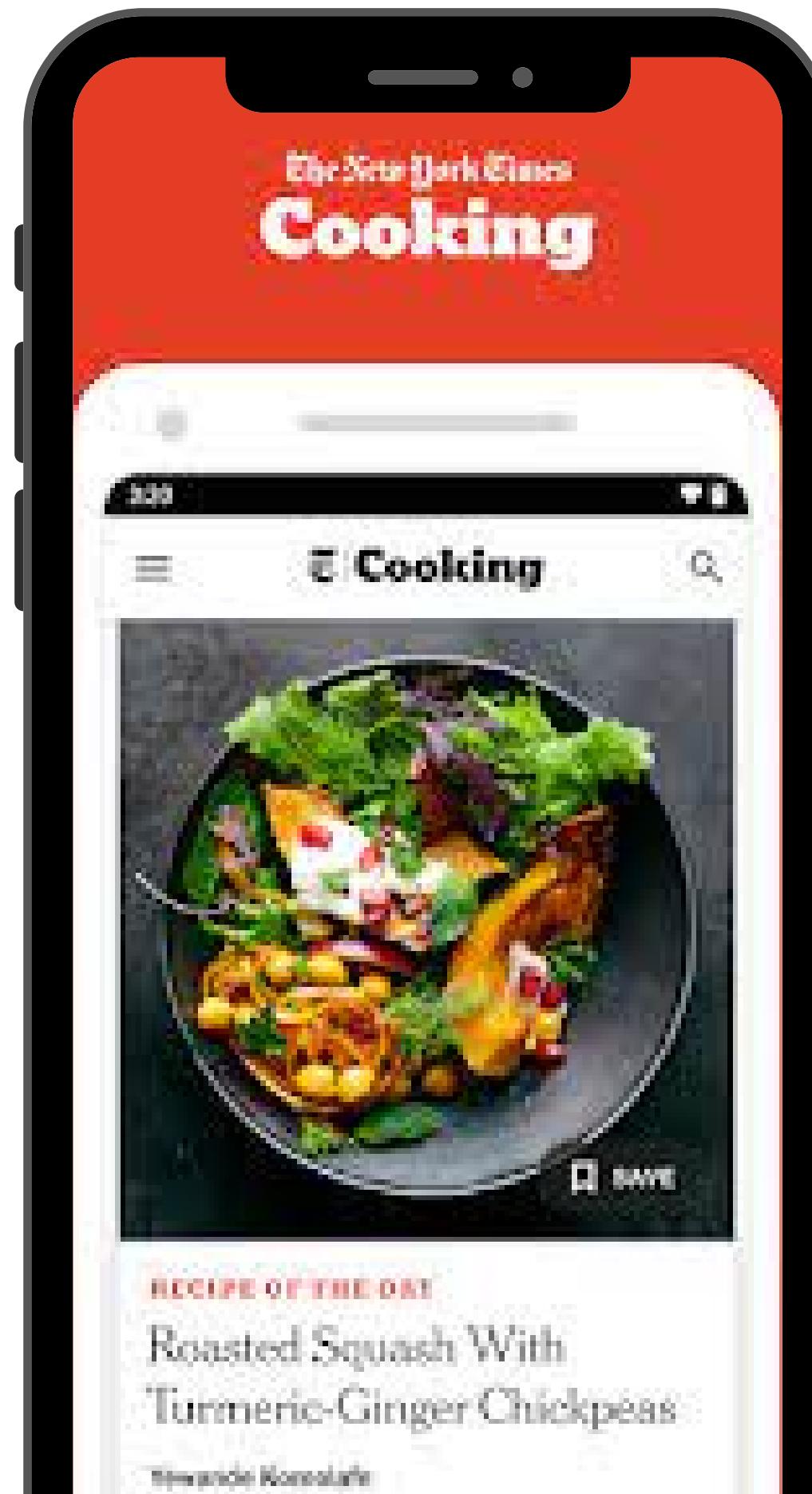
- Pay-per-class

Option is to charge users for each individual class they take.

- Affiliate marketing

Through affiliate marketing by promoting products and services related to cooking and food to your users.

LICIOUS COOKING SCHOOL



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Thank You