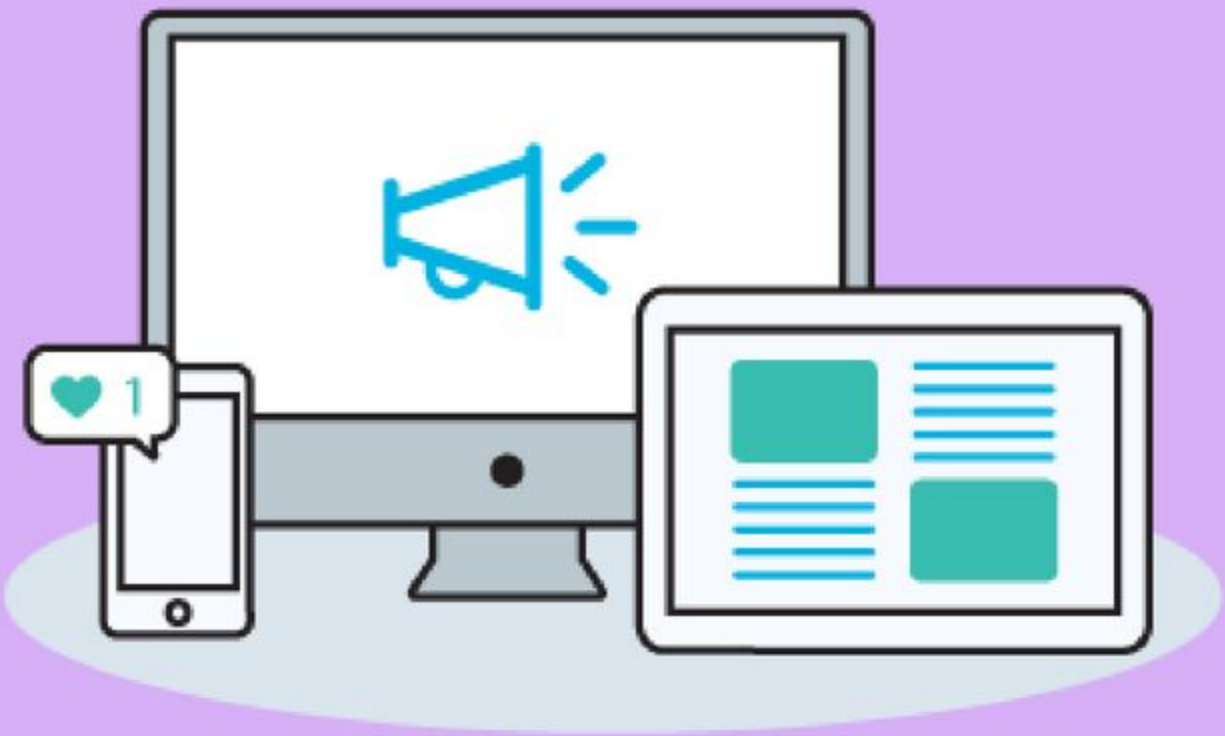


# Project 1

## Prepare to Market



# Jahez Company

- **Which option did you choose?**

Jahez company

- **If your own company, tell us about your product/service**

Food delivery industry

---

# Marketing Challenge

## Option 2

Jahez Company

# Jahez Company

Jahez platform, which was established in 2016, is a leading Saudi technology company in the field of restaurant delivery management. The system provides the ability to connect service providers through a Jahez device for remote operation. The platform receives incoming requests through a Jahez application, and provides delivery service to the consumer through a network of individual drivers.





## **Step 1:**

Getting Started

# Target Market:

The main audience of Jahez customers is younger individuals, as well as parents of young kids looking for a convenient solution for food and grocery deliveries.

Jahez target audience is consumers who are too busy to cook, and even employers looking to order food for staff.

# Ideal Customer Profile:

*Jahez customer persona is "Alanoud", a highly-educated, single female professional, aged 23-25, making over \$90,000/year who want to eats healthy, has no active lifestyle, she is usually at office have no time to cook or go to a restaurant because of her busy life.*

# Competitor Profile:

*For the past 10 years, HungerStation has been a local staple, offering food orders delivery, groceries, bread, and other necessary products. Although they have a high-retention rate with long-time clients, customers often complaining about being left waiting to get a deliverer because the order accept without confirm the delivery man, which can eventually affect consumer's trust and the brand's integrity.*



# Competitor Analysis:

*online food delivery market witnessed a doubling in the market share during the COVID pandemic, with expectations of a compound annual growth rate of up to 26% from 2020 to 2023. Eating habits have changed a lot over the past two decades, and food delivery was limited to a limited number of fast food To become at present, a global market whose global revenues are expected to exceed 1.3 trillion riyals in this year 2022, and the figures indicate an increase in the rate of downloading food delivery applications via electronic platforms globally by 400% during the past three years.*

# SMART Marketing Objective:

*An appropriate SMART objective for Jahez would be to carry out a digital marketing campaign that is able to successfully increase the audience percentage to 50% by the end of this year.*

# KPI:

- *Followers growth*
- *Conversion rate ( sign up )*

# SWOT Analysis:

## **Strengths**

- brand value
- *jahez caters to all segments of its audience by providing food delivery, grocery, flowers and jahez charity.*

## **Weaknesses**

- The risk of tech malfunction is always there.
- *No control over service (e.g. driver behavior)*

## **Opportunities**

- Expansion across the Country
- *Market growth over covid*

## **Threats**

- *High competition*
- *change in economic condition*



## **Step 2:**

Customer Persona

# Interview:

## *Interview Potential Customers*

1:

<https://docs.google.com/document/d/1S448G8tY-wnlJAbklMaZLAEDFqaldAxlgmHSkidiLQA/edit?usp=sharing>

2:

<https://docs.google.com/document/d/1loT5sBrWTwtsbQGFROT-k8cISkTARBL7gzKhc5qCN5U/edit?usp=sharing>

# Empathy Map

## doing

Focus on work and growth  
Enjoy free time  
Learn about healthy lifestyle

## seeing

Watch movies enjoying a snack  
Go through social media  
Follows a healthy coach in Instagram

## feeling

disappointment  
tired  
lazy

## thinking

Promotion in work  
Have a healthy lifestyle  
Start eating healthy

# Customer Persona

Background and Demographics (at least 3)	Customer Persona Name	Psychographics (at least two)
24 years old Female Single Lives in Riyadh Making over 90,000\$/year Bachelor's degree	Alanoud	Enjoys watching movies Interesting in healthy lifestyle Likes technology
Hobbies (at least two)	Barriers (at least one)	Image
Learning new things Try new food Travelling	No time to cook Usually eat fast food when she get hungry	





## **Step 3:**

# Customer Journey Map

# Purpose of the Customer Journey:

*Through journey mapping, customer centricity goes from an abstract concept to something you can literally see in front of you and point at. and to help better understanding customer expectations and for optimising the customer experience.*

# Customer Stage (1 of 3): [interest]

1. Focus on social media content to attract more consumers interested in the service.
2. a link to transfer the consumer from Instagram to App Store / Google Play to directly download Jahez App
3. instagram
4. Excited to try the service

# Customer Stage (2 of 3): [action]

1. Facilitate the process of accessing the application and the registration process to encourage the customer to continue the action
2. Customer add a comment asking about a discount code
3. Instagram
4. Ready to order after receiving the code

# Customer Stage(3 of 3): [post action]

1. Commitment to after-order services to ensure that the customer gets the best experience to recommend it to someone else.
2. The customer communicates with the customer service directly on the application to track the order and stay informed
3. Jahez app
4. Suggest the app to another potential customer

# Customer Stages

*In the interest stage, when the consumer completes the order, he stops when he sees the delivery fees are high, which constitutes high percentages of sales decline. Therefore, when promoting in social media, a promotional code must be added to reduce the delivery price in order to gain customer satisfaction.*



# **Step 4:** Summary

# Marketing Plan Summary:

*To increase sales before the end of the year, we plan to launch a campaign every month to promote the application and its services and focus on gaining new customers by social media and email in addition to application advertisements and web page.*



# Value Proposition

**FOR** *busy and lazy customer*

**WHO** *need a food delivery whenever they were*

**OUR** *food delivery services*

**THAT** *offer the best prices and services*

**UNLIKE** *other food delivery apps like HungerStation*

**OUR OFFER** *guarantee you better offers and multiple choices for all you need*

# Value Proposition & Marketing Strategy:

*Launching a campaign entitled "Healthy Monday" on social media that encourages healthy food and provides free delivery to all healthy restaurants on the application, which motivates employees to try the application for the first time and raise health awareness.*

*We also plan to offer a free delivery code to morning coffee orders for employees from 7am to 10am via email and app advertisements.*

# Reference

- <https://www.similarweb.com/website/jahez.net/#overview>
- [Doordash-target-market-segmentation-and-marketing-strategy](#)
- <https://bootcamp.uxdesign.cc/designing-a-food-delivery-app-from-scratch-a-ux-case-study-82fd100f4e6a>
- [60d2eda6935a7dbe5fe1fb17\\_201701716\\_WM7007.pdf](#)
- [2098983](#)
- [282291028359029](#)
- [Food-delivery-apps-jahez-24bln-market-cap-at-debut-is-a-sign-of-overvaluation-saudi-analyst-says-jjbkc5s7](#)