# Project Design Phase
# Proposed Solution Template

| Date | 15 February 2025 |
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| Team ID | LTVIP2025TMID50543 |
| Project Name | Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization |
| Maximum Marks | 2 Marks |

**Proposed Solution Template:**

Project team shall fill the following information in the proposed solution template.

| S.No. | Parameter | Description |
|---|---|---|
| 1. | Problem Statement (Problem to be solved) | - College students often struggle to find affordable, healthy, and convenient food options near their campus. This results in skipped meals, unhealthy eating habits, and time wasted in searching for suitable food. |
| 2. | Idea / Solution description | - The proposed solution is 'CampusBite' - a mobile app that aggregates meal deals and affordable food offers from local food vendors around college campuses. It provides features like real-time location-based food listings, student discounts, reviews, dietary filters, and a loyalty program to encourage repeat use |
| 3. | Novelty / Uniqueness | - Unlike general food delivery apps, CampusBite is tailored specifically to the student demographic. It partners with local vendors to offer exclusive student discounts and emphasizes affordability, speed, and dietary preferences |
| 4. | Social Impact / Customer Satisfaction | - CampusBite promotes healthier eating and reduces food insecurity among students. It empowers small food vendors by increasing their visibility and customer base. The app enhances student well-being and satisfaction by reducing daily meal stress |
| 5. | Business Model (Revenue Model) | - CampusBite earns revenue through vendor subscriptions, small commissions per order, and in-app advertising. Premium placement and |

| | | analytics tools for vendors generate additional income streams. |
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| 6. | Scalability of the Solution | - The solution can be easily replicated across university campuses nationwide. As the vendor network and student user base grow, the platform can expand into additional services like grocery bundles, meal plans, and campus events |