

AS FOODS

MARKETPLACE BUSINESS PITCH





OUTLINE

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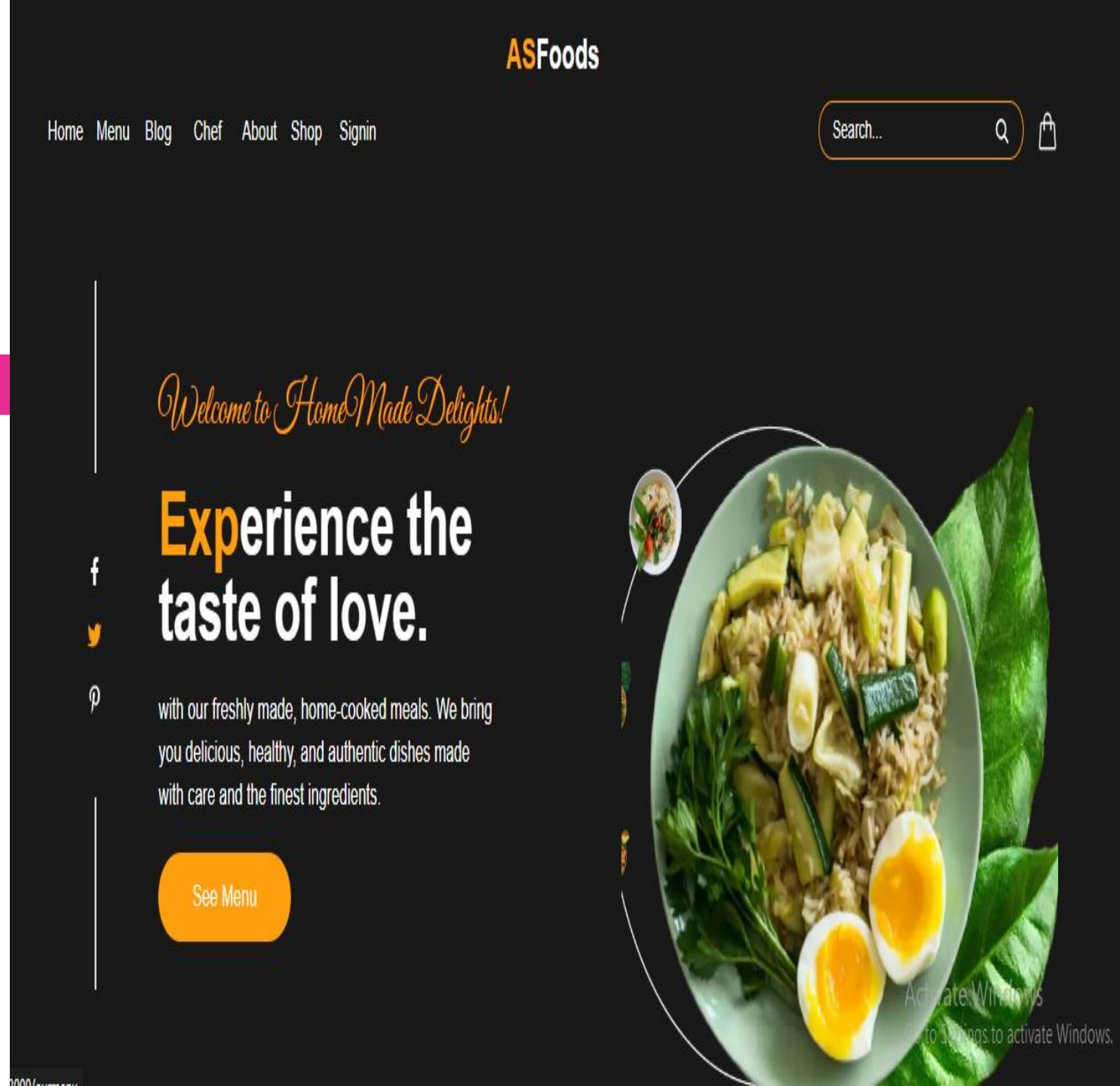


MARKETPLACE
HACKATON 3 DAY 7
AS-FOODS BUSINESS PITCH

“FRESH FLAVORS, DELIVERED TO
YOU”

INTRODUCTION

- Welcome to AS Foods, where every meal is a celebration of taste, quality, and freshness. Whether you're craving something wholesome or indulgent, we bring you the best of food, carefully crafted for your lifestyle. Experience convenience and flavor, all in one place—because your taste buds deserve nothing less.





MARKET PROBLEMS

- **Compromise on Quality for Convenience:** Consumers often settle for unhealthy, fast food options because they're quick and convenient.
- **Limited Access to Fresh & Healthy Food:** Many people struggle to find fresh and nutritious food options that fit their busy schedules.
- **Lack of Variety:** Many food delivery services don't offer a wide variety of healthy or specialty foods.
- **Taste and Freshness Issues:** Ready-to-eat meals or pre-packaged foods often lack the freshness and taste people desire.



SOLUTIONS

- **Fresh and Nutritious Meals:** AS Foods provides fresh, healthy meals that cater to busy lifestyles without compromising on quality.
- **Convenience with Variety:** Offering a wide range of food options, AS Foods ensures that customers can enjoy both healthy and flavorful meals delivered to their doorsteps.
- **Taste & Freshness Guarantee:** Our meals are prepared with high-quality ingredients, ensuring both taste and freshness, so customers never have to settle for bland food.
- **Healthy Convenience:** By offering convenient delivery options, we make healthy eating easy and accessible, solving the problem of limited time and effort for meal prep.



TARGET MARKET

- **Health-Conscious Individuals:** People who focus on their diet and health but need convenience.
- **Fitness Enthusiasts:** People who follow a gym, sports, or fitness routine and need nutritious meals.
- **Busy Professionals:** Working professionals who are looking for time-saving and healthy food options.
- **Families:** Families who prefer home-cooked meals but don't have enough time to prepare them.

BUSINESS MODEL

Subscription Model	AS Foods could offer subscription services where customers can choose weekly or monthly healthy meal plans.
One-Time Orders	Customers can order food on a one-time basis without the need for a subscription.
Delivery Service	Meals will be directly delivered to customers' doorsteps.
Partnerships	Partnering with local farms or nutrition experts to offer unique, high-quality food options.

TECHNICAL SKILLS

FRONTEND

Nextjs

BACKEND+CMS

Sanity

APIS

Provided APIs
endpoint

AUTHENTICATION

Auth.js

DEPLOYMENT

Vercel



MARKETING STRATEGY

Social Media Campaigns: Share healthy recipes, customer testimonials, and food prep tips on platforms like Facebook, Instagram, and YouTube.

Influencer Marketing: Collaborating with fitness influencers or food bloggers.

SEO & Content Marketing: Using healthy eating and food-related content on blogs to drive traffic to the website.

Loyalty Programs: Offering loyalty points or discounts for repeat customers.



COMPETITION

- **Local Food Delivery Services:** Services offering ready-to-eat meals or meal kits.
- **Big Brands (e.g., Uber Eats, Grubhub):** Platforms providing fast food and restaurant deliveries, but lacking quality and health-focused meals.
- **Niche Health Food Startups:** Brands offering healthy meal subscription services.

FUTURE PLANS

- **Expand Meal Offerings:** Introduce a broader range of meal options, including customized plans for specific dietary needs (e.g., keto, vegan, gluten-free).
- **AI-Powered Meal Recommendations:** Leverage AI technology to provide personalized meal plans based on customers' health goals and preferences.
- **Sustainability Initiatives:** Focus on eco-friendly packaging and sourcing ingredients from sustainable, local farms.
- **Partnership Expansion:** Form new collaborations with nutrition experts, fitness apps, and wellness influencers to drive awareness and trust.
- **Loyalty Program Enhancement:** Launch a rewards-based loyalty program to encourage repeat customers and offer exclusive deals.
- **Global Expansion:** Gradually expand into international markets to bring healthy meals to more regions, especially in health-conscious cities.
- **Subscription Flexibility:** Offer more flexible subscription models that allow customers to pause, skip, or customize their meal plans.



FINANCIALS

Revenue Generation: Income from subscription fees, one-time orders, and premium meal options (e.g., organic, gluten-free).

Profit Margins: Managing costs through high-quality ingredients and local sourcing.

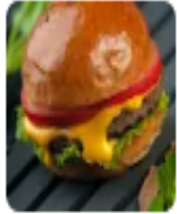
Growth: Expansion to new cities or countries, and launching meal-specific categories (e.g., keto, vegan).



Chicken Chup



\$12



Chocolate Muffin



\$28

Total Bill

Cart Subtotal	\$120.00
Shipping Charge	\$0.00
Total Amount	68

Proceed to Checkout ↗



CALL TO ACTION

- Start Your Healthy Journey with AS Foods Today – Subscribe Now for Fresh, Delicious Meals Delivered Right to Your Door!
- Experience the Taste of Freshness – Order Now!

CONTACT ME



LinkedIn

<https://www.linkedin.com/in/ghaniya-khan>



Github

<https://github.com/Ghaniya08>



Email

ghaniyaakhann08@gmail.com



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