**Marketting and Selling Points:**

1. healthy food. What does it mean?

**Questions:**

What does it mean?

How are we promoting?

How are we categories?

Who is our end users?

**Answer:**

Healthy food to common people and group of people.

1. Special food for children. The way we targeting children and aged people

2. Suggesting food to patient. The way we targeting patients, and collect data from hospitals for marketing.

3. Even suggesting food to specific diagnosis. Ex: sugar patient, knee problem.

**Incident and Current Trend Based Marketing:**

1. Incidents are Bad news about Hotels and Bad news about health. Example: aasife biriyani case, dog briyani incident in Chennai, etc
2. Marketing our product and important of home food in these incident time.
3. Promoting our business in unknow incident – Flood, storm, etc

**Seasonal Marketing:**

1. Planned season and Events – Diwali, pongal, puja days, cristmas, etc
2. Unplanned Seasons and Events – Special events in Chennai, special events in specific area, Cricket season, Campaign, etc

**Intelligent System:**

1. Our system should have a capability to serve above listed requirement effectively.
2. Setup to communicate group of people.
3. Idea and basic setup to connect volunteers, it will help in incident and accident time.
4. Setup to suggest business Intelligent. Example: basic AI
5. Campaign

**Business Success Idea:**

Our business model

**Business Failure Case and Prevention Ideas:**

1. Crash Report

Gap and unknown problem in our business model. Pre planned solutions legal issues, and technical issues, delivery issues and other failure case..