

Project Proposal - Local Organic food in the center of Haarlem

Target group: Families with small children, retired couples, people who live in close proximity, young people who are still undecided

Specific sub target group: Environmentally concerned people, health-minded people and supporters of local food as well as sustainability, opposer of GMO products.

Parents of young children are statistically more likely to buy and have an interest in organic food. This also applies to people in the age range of 40-60 as well as retired people. Naturally benefits of short supply chains diminish when customers have to travel long distances, so a close proximity is important. Local organic food is particularly interesting for people who care for the environment, their health or the local economy. It also seems logical to try to target young people, who are still undecided on the subject.

Characteristics of the target group:

- value quality more than the cheapest possible price
- well informed already and consider health and the environment
- live in close proximity
- possibly still undecided

Subject: Haarlem Oude stad

It is in the center of the city and is therefore easily accessible from most other areas. Besides, it features a wide variety of stores, restaurants, cafés and supermarkets that will be showcased and evaluated.

Objectives of the website:

- Offer more elaborate and specific evaluation than sites like yelp or tripadvisor
- Create a single place for archiving and displaying valuable, connected information
- Support local businesses
- Impart valuable knowledge
- Contribute to a healthier and more aware population/society

Questions the site is going to answer:

- What kind of shopping facilities are close, that offer local organic food?
- Which restaurants value organic products or a small environmental footprint?
- Which supermarkets sell local organic produce?
- What do other like minded people think about said businesses?
- What kind of food is particularly healthy?

Sources:

<https://www.google.com/maps/place/Oude+Stad,+Haarlem/@52.3829189,4.6351379,15.25z/data=!4m5!3m4!1s0x47c5ef6c3bed21db:0xe01940c545e32d87!8m2!3d52.3851244!4d4.6359168>

<https://www.google.com/maps/search/Restaurants/@52.3832792,4.6365939,16z/data=!4m8!2m7!3m6!1sRestaurants!2sOude+Stad,+Haarlem!3s0x47c5ef6c3bed21db:0xe01940c545e32d87!4m2!1d4.6359168!2d52.3851244>

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<https://www.helpguide.org/articles/healthy-eating/organic-foods.htm>

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