



Healthy & Tasty Food Store

Team Members

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Business Model Canvas

Designed for:

vitagrove

Designed by:











VitaGrove Team

Date:

9/2024

Version:

1

| | | | | |
|---|--|---|---|--|
| Key Partners  Suppliers of food and intermediate products. | Key Activities  Production of healthy meals, drinks, juices, snacks. And marketing it through social medial platforms , websites & Talabat App | Value Propositions  Providing customers with healthy meals, drinks, juices & snacks . Meeting the needs of customers looking for healthy and natural food Diversity of products | Customer Relationships  strong relationships with customers by providing high-quality products, excellent customer service, and loyalty programs. | Customer Segments  -conscious individuals, families, athletes, people looking for quick and healthy meals. |
| | Key Resources  Raw materials (e.g., fresh fruits and vegetables), technology (production and packaging equipment), staff (production workers, marketing team). | | Channels  Online sales through a website & social media platforms plus delivery by TALABAT company | |
| Cost Structure  raw materials, production costs, online marketing and distribution costs, staff costs, with a total budget of 1000,000 L.E | Competitors  Eat Good, Abu Auf, Organic Nation & Lychee | | Revenue Streams  product sales to customers online and through delivery. | |

SWOT ANALYSIS

S

- Free consultation for Coaches and Physical Education Teachers
- Cross platform easy navigation website
- The team members are young and enthusiastic
- Easy delivery with Talabat Application
- healthy product and at the same time tasty
- Competitive prices compared to competitors
- Experienced social media team

W

- Low brand awareness
- Low marketing budget
- Low social media pages awareness
- Many competitive companies

O

- Growing market
- Health awareness
- Gym& sports interests increasing
- healthy aesthetic Lifestyle
- Multiple competitors support market awareness
- Local products in the current boycott.

T

- Inflation
- Well-known/established competitors
- competitors strong competitive
- Global wars and disorders

Financial objectives for the first year

VitaGrove target to sell the following amount of each product category monthly at the first year quarter (in units)

| Product | Herbal Tea | Chocolate bar | chocolate cake | Juice | Noodles | cookies |
|-----------------------|------------|---------------|----------------|--------|---------|---------|
| Units | 3500 | 1000 | 2000 | 3000 | 2000 | 2000 |
| Value (LE) | 59500 | 55000 | 140000 | 105000 | 50000 | 200000 |
| Total sales 609500 LE | | | | | | |

And we will work hardly to increase this sales amount by 15% every year quarter

Marketing objectives for the first year

- ▶ Reach more than 200000 Facebook customers per month through Ads. , organic content & enhancing SEO for social platforms, plus increasing followers by 5-10% each year quarter
- ▶ Increase YouTube channel subscribers by 10% every month & increasing total watching time
- ▶ Reach 1000 follower at least every year quarter on Instagram
- ▶ Increase engagement by 5-10% on all marketing sites each year quarter

Target Segments

We target young adults and mid age parents who:

- ▶ Has Interest in sports, fitness and yoga
- ▶ People with weight goals
- ▶ Mothers with children and teenagers
- ▶ People with chronic diseases (diabetes, high pressure, etc)
- ▶ Club Coaches
- ▶ Physical Education Teachers

Buyer persona



Sohaila

Age: 37

Education level: High

Job: Fitness coach

Alexandria

Married with kids

Interest: yoga, cooking, history, fashion, climate change, travel

Goal: keep fit

Needs: to be more fit and balance diet

Challenges: quality/availability/diversity



Karem

Age: 38

Education level: High

Job: engineer

Cairo

Single

Interest: scuba diving, blogging, social events, reading, gardening.

Goal: bulking/gym goals

Needs: balance diet, high portion

package.

Challenges: diversity/ meal prepping, good taste.

Competitive Advantage

- ▶ Product Diversity: salty and sweet packaged Foods, Beverage, snacks and Complete Meals
- ▶ Tasty, delicious and healthy products
- ▶ Easy and fast delivery
- ▶ prices matches other competitors in market

4 Ps - Marketing Mix

Product

- ✓ Natural and organic food without any genetic modification or hormones with delicious taste

✓ **Price**

- ✓ VitaGrove present price matches other market competitors

✓ **Place**

- ✓ VitaGrove products available online through social media and websites and through quick delivery Talabat Application

✓ **Promotions**

- ✓ VitaGrove use social medial ads. & website technics to increase awareness of it's products and support sales

4 Ps - Marketing Mix

Product

- ✓ Natural and organic food without any genetic modification or hormones
- ✓ balance between presenting healthy & organic products and delicious taste
- ✓ **Vitagrove** products are assorted to satisfy all customers needs and wants so it contains herbal tea, Chocolate Bar, Chocolate Cake, Juice, Noodles & Cookies

Our Collection



VitaGrove tea 17 LE



Vitagrove chocolate Protein Bar 55 LE



Chocolate cake mix 70 LE



Vitagrove juice 35 LE.



Vitagrove noodles 25 LE



cookies 100 LE

4 Ps - Marketing Mix

Price

- ✓ **Vitagrove** present it's products with matches other competitors price

4 Ps - Marketing Mix

Place

- ✓ **Vitagrove** products are available online through it's website & social media platform specially Facebook, Integra & Youtube
- ✓ Customers also can get our products through **Talabat Application**

4 Ps - Marketing Mix

Promotion

- ✓ **Vitagrove** products are available online through it's technical use of website & social media features specially facebook, Instagram & Youtube plus using ads
- ✓ Also we use email messages & Mobile SMS to market to our potential customers as coaches & Physical Education Teachers

Marketing channels

Facebook

- ▶ 2 posts weekly at 6:55 pm.
- ▶ Educational content, using articles, videos, and images.
- ▶ Friendly, Encouraging, and Positive tone.

Instagram

- ▶ 4 posts weekly at 9:50.
- ▶ Educational content and branding using photos and infographic.
- ▶ Friendly, Encouraging, and Positive tone.

YouTube

- ▶ One video weekly every Friday at 7:50 pm.
- ▶ Funny humorous and Educational content using video's and shorts.
- ▶ Friendly and funny tone

calendar of social media platform

| | item | who | when | How many | cost | objectives |
|---|-------------------|------------|--------------------------|---|----------------|---|
| 1 | Facebook | Mohammed | October to December 2024 | 2 posts weekly | free to 500 LE | to get 1000 followers |
| 2 | Instagram | Zeinab | October to December 2024 | 4 posts weekly | free | to get 1000 followers |
| 3 | YouTube | Hoda Hamed | October to December 2024 | One video weekly | 1000 LE | to get 5000 views and 300 subscription |
| 4 | Videos | Mohammed | October to December 2024 | Creating videos to be attached to posts and ads | free to 500 LE | To be short and attracted |
| 5 | Ads | Hoda Hamed | October to December 2024 | Creating ad on facebook , instagram and youtube | 1500 LE | Get affordable awareness and call to action to our website and social platforms |
| 6 | Customer relation | mona | October to December 2024 | Replying to our customer comments and emails | free | To respond to customer comments or emails through 5-30 minutes as |

ACTION - What Is The Plan?

Facebook

<https://www.facebook.com/vitagrove.eg>

VitaGrove
Posted by Mohamed Mostafa Mostafa
5d · 🌐

VitaGrove
Posted by Mohamed Mostafa Mostafa
23 Jul · 🌐

الشباب شباب القلب

استخدم زيت جوز الهند
المحتوى على مادة MCT
لحماية قلبك وزيادة نشاطك

Insights unavailable ⓘ

Create ad

4 shares

Like Comment Send Share



VitaGrove
Posted by Zeinab Mohamed
2 Aug · 🌐

5:40

Posts About Photos More

Like Comment Send Share

لا تعيش الحياة بصحة ... وتعرف ازاى تختار الاكل الصحي.

يمكن الحصول على مضادات الأكسدة
تساعد في مكافحة الجذور الحرة
التي تلحق الضرر بالخلايا وتؤدي إلى
شيخوخة الجهاز الهضمي

أوصى بها:
تساهم في تقوية الجهاز
الهضمي وتقليل التهابات
الجسم

يمكن الحصول على أوميجا
3 من الأسماك الدهنية،
الطحالب، وبذور الكتان
والشيا

See insights and ads

Boost post

1 Like Comment Send Share

VitaGrove
Posted by Vitagrove
2h · 🌐

#فوائد_صحية #الطعام_الصحي #الطعام_أساس_الحياة #الاكل_العضوي #العضوية_أفاق_للخيرية

فوائد الطعام العضوي

خالٍ من المواد الضارة المنتقلة له عن طريق الأسمدة الكيميائية والمبيدات. (والتي تضر بالأعصاب وخلايا المخ)

مناسبة للأطفال في كافة الأعمار (كونها خالية من المواد السامة التي تعيق نموهم الذهني والجيني)

See insights and ads

Boost post

Instagram

Link ▢

:https://www.instagram.com/vitagrove.eg/?igsh=MWFyMnJ2dDhrYjNtNQ%3D%3D&utm_source=qr



Like by hoda_hamed98 and others
vitagrove.eg
مكونات عصير فيتا جروف
كربن أجدع: غني بالفيتامينات A و C و K ومليء بمضادات الأكسدة. سبانخ: غني بالحديد والكالسيوم، ممتاز لصحة العظام. تفاح: يضيف حلاوة طبيعية وغني بالألياف. زنجبيل: يعطي نكهة حارة ويساعد في الهضم. ليمون: يعزز فيتامين C ويضيف نكهة منعشة. خيار: مرطب ومنعش، مثالي للتخلص من السموم. استمتع بكوب من فيتا جروف للحصول على دفعة غذائية ليومك! 🍹



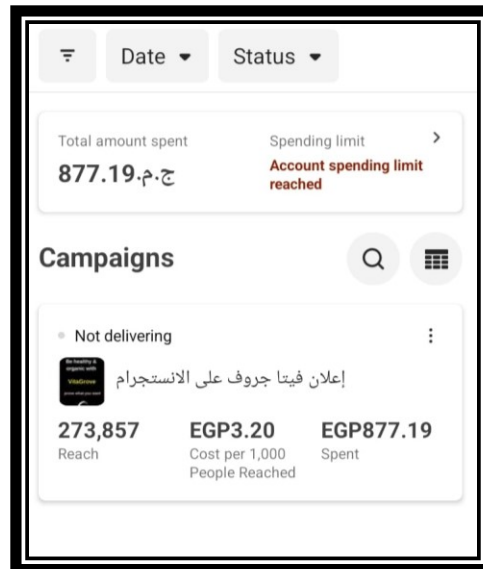
Like by safwaabohashem3
vitagrove.eg
الحق العرض لو لسه مجربتش فيتا جروف عملنالك خصم 30% على أول اورد اطلب دلو في من الويسايت
#فيتا جروف
#غذاؤك_حياتك
July 14 · See translation



Like by hoda_hamed98 and others
vitagrove.eg
مكونات الكوكيز الصحية
1 كوب دقيق الشوفان
1/2 ملعقة صغيرة بيكنج صودا
1/4 ملعقة صغيرة ملح
4 ملاعق كبيرة سكر (أو سكر مكرر إذا رغبت)
4 ملاعق كبيرة سكر بني (أو سكر جوز الهند)
1/4 كوب رقائق الشوكولاتة (أو أكثر حسب الرغبة)
2 ملاعق كبيرة زيت جوز الهند المذاب (أو زيت نباتي)
1 ملعقة صغيرة خلاصة الفانيليا النقية
4 ملاعق كبيرة حليب (حسب الحاجة)

Advertising Campaign

- ▶ We have created Ad. at Facebook platform to be published on Facebook and Instagram
- ▶ The Ad. target was “ Awareness “ to reach more and more of our potential customers and increase our brand awareness
- ▶ Ad. run for 6 days and get good results as shown on the following figure



KPI (key performance Indicators)

To monitor our previously planned objectives on marketing channels we will use some of KPIs (Key Performance Indicators) during period from October to December 2024 as follow:

| Facebook | | |
|--|----------------------------|--------------------------|
| 1000 Followers quarterly | 100 comments monthly | 4000 Page Impression |
| Instagram | | |
| 1000 Followers quarterly | 100 comments monthly | 6000 Page Impression |
| Youtube | | |
| 300/5000 subscribers / views time quarterly | 50 comments monthly | 600 Videos Impression |

Recommendations

We will determine:

- ✓ According to all previous stages of studying and collecting information we will choose the most powerful solutions that will solve any problem we face as:
- ✓ We will focus on Facebook & Instagram as successful platform with high rate of engagement & followers
- ✓ Also we will increase Ads. on social media and Google Ads to reach quickly to more of potential customers
- ✓ For products we will focus on Juice, protein bars & Snacks because it's high sales rate
- ✓ Plus producing new products we know from our customers comments on social media



Thank you
for your
attention