**GO TO MARKET STRATEGY**

* **SUCCESS METRICS:**

We aim to focus on the conversion rates, such as number of views, active users who use the app and services, or active users who will book our service for a dietitian, food delivery, or gym or a very long time. In knowing our success metrics, below are our customer-focused metrics:

**Conversion rate** – where we get to look at the number of customers that will book our services such as Dietitian, food delivery, gym registration on the app by subscribing to a plan or mailing list. For example:

Conversion rate = No of Conversions for a period X 100

Total no of visits on the app for the same period

**Net Promoter Score (NPS)** – it will help in measuring how likely our customers will recommend the product to someone, this can be achieved by providing top notch services, healthy food vendors with good success rate, seamless transactions on the app when placing an order, making use of the app features and users having prompt access to what they are searching for. This will be measured by customers feedback, in order to give an idea on how people feel when and after they have used the product.

**Customer Satisfaction score (CSAT)**: As a team and brand, we will be using this method to determine how satisfied our users are with specific actions, products or services. Customer satisfactory survey form will be used to carry out this activity.

**First contact resolution rate**: As a brand, we will focus on improving on how customers feel about the product, by measuring how efficient customer service inquiries are resolved by providing an active 24hours ChatBot. Users like to know that their issues are not ignored and resolved at their first interaction. This can turn a frustrated customer into a lifelong subscriber.

**Customer Lifetime Value (CLV)**: This metric will show us the profit we can expect to earn from a single customer over the average lifetime – how long they stay as our user and customer, relationship with our business.

**Customer churn rate**: This metric will help the brand know when customers stop interacting with the product, it also gives the percentage on who no longer uses the products and/or services, for instance, canceled subscriptions, un renewed contracts or closed accounts on the app.

**Churn Rate = Total number of churned customers over a period**

**Total number of all customers in that period**

* **WHO ARE THE TARGET USERS:**

Our target users are:

1. People who want to choose healthier lifestyle.
2. People who need a dietician.
3. People who need prompt delivery for healthy food.
4. People who need meal scheduling.
5. People who are in need of affordable Gym around them.

While considering our target users, we prioritized them under the following conditions:

1. **Total Addressable Market (TAM**): refers to the demand for a product or a service across all market segments, potential substitutes and distribution channels and the below questions helped in defining who will be our customers and competitors:

* Who are the people we are targeting?
* Will our services and features help us understand the characteristics of our current customers?
* Do we as a startup have an understanding of the characteristics of our potential customers?
* Where are our competitors located and what are the size of our competitors?
* How is the market growing (Healthy Living: Healthy food, Dietician)
* What market do we expect to grow into?

1. **Frequency:** How often do people prioritize healthy living and its services. This was considered because they need to keep fit and maintain the standard desired results and health goals.

* **WHAT DO THEY CARE ABOUT?**

As a startup company and for our app to be the “go to app” for everyone, it’s expedient for us to put our users into consideration.

To understand and deliver an exceptional product, we used the following as the yardstick to build a very simple app:

* Will it be easy to use?
* Will it be of high quality?
* What matters most to our users and potential customers?

Having answered these questions, we will be able to build a “not too sophisticated” app so as to make transactions and usage seamless.

* **WHERE ARE OUR TARGET USERS?**

1. Which country/cities/ state are they living?
2. Where is our target hanging out? Social media, gyms and so on.
3. How do we plan to reach out to them? Billboards, media ads, social media.
4. Where are they getting their contents? IG, Newsletters, Facebook, Google search and so on.