**Industry Overview**

**Background**

The cooking industry is a multi-billion dollar industry. It is an industry that is composed of the masses in the world, from professional chefs to everyday regular moms. Food is a basic necessity for human survival and it is what sustains us on a day-to-day basis. Canadians spent more than $92 billion alone on food and beverages in 2007.[[1]](#footnote-1) The food and beverage industry is an important component in any country’s economy. Nowadays the organic food industry is booming as well since people are becoming more health conscious by eating food that is healthy and doesn’t contain any external additives like hormones or preservatives. Tastes are getting more diverse as countries around the world are becoming more multicultural and incorporate cuisines from a wide variety of different cultures.

People are always looking for ways to get the best recipes from several cuisines. We decided to cater to the people’s needs by creating a mobile application that will make searching and sharing recipes with the rest of the world.

In terms of business and profitability, the spending on the food and beverage industry has displayed a drastic growth from 1961 to 2008 as portrayed in a Statistics Canada report. [[2]](#footnote-2) As for our application, we can monetize this in the future by placing ads. The app itself will be free to use, however we can tie up with companies that make cooking accessories and advertise their products via our app.

To learn more about the cooking industry, our group researched by using statistics Canada.

**Glossary**

**Cooking**: The act of food preparation, which is often considered an art by many people around the world. Different techniques and ingredients were incorporated to modify the taste of the food that was consumed throughout the millions of years that humans have existed.

**User**: Is any external entity (a person) that is using our application regardless of whether they are logged in or not.

**Recipe**: A recipe is a set of detailed instructions that outline how to prepare or make a culinary dish.

**Like**: A *like* in our application is the user’s fondness of a recipe and a way to store favourite recipes.

**Dislike**: A *dislike* in our application is when the user is no longer fond of a certain recipe and wishes to no longer see this recipe in his liked list.

1. http://www.statcan.gc.ca/pub/16-201-x/2009000/part-partie1-eng.htm [↑](#footnote-ref-1)
2. http://www.statcan.gc.ca/pub/16-201-x/2009000/ct044-eng.htm [↑](#footnote-ref-2)