**Name Ryan Lebeau  
Student Number 104535367**

**Business Information (7 marks)**

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| --- | --- |
| Business name *(1 mark)* | SimpleEats |
| Type of business *(.5 mark)* | Service |
| Two sentence description of business  *(3.5 marks)* | A personally curated database of unique recipes designed for the everyday chef. The business is urn through our proprietary app. |
| Describe your goods or services  *(2 marks)* | Direct access to many recipes at your fingertip. Specialized weekly meal plans. |

**Digital Identity (7.5 marks)**

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| --- | --- |
| Ideally, what URL will you have for your website? Note: you won’t have to actually design a website, but many social media accounts ask for a website in the biography section *(1 mark)* | simpleeatsbyryan.ca |
| What three (3) Social Media Tools will you employ for your business to begin with for its initial social media campaign**? Note: one of these should must be either Facebook or Twitter** *(1.5 mark)* | Facebook  Instagram  LinkedIn  Twitter  YouTube  Google+ |
| For each of the tools you selected above, explain very briefly why you have selected this tool. *(3 marks)* | 1. Facebook has an older age demographic for the everyday family chef 2. Instagram will showcase the recipes based off images 3. LinkedIn for professional opportunities from app design to guest chefs |
| What handle/username will you target for each of these selected platforms? NOTE: It is a good idea to make actual accounts on these platforms using your UWIN email address, so you can claim the usernames and handles before they are taken.  *(1.5 marks)* | 1. SimpleEatsByRyan 2. SimpleEatsByRyan 3. SimpleEats |
| What geographical range does the social media campaign address?  *(.5 mark)* | International |

**Preliminary Objectives (5 x 2 marks (1 for objective, 1 for measure))**

What are the five top objectives of your initial campaign? Be specific. Your objectives must be measured and bounded by time.

1. Introductory post on all social media sites
2. 3 recipes posted across each social media to create content for possible viewers
3. Include and spread #MakeDinnerSimple in all posts and comments
4. Guest chef recipe from friend in culinary school
5. View analytics and direct audience to more viewership

**Marketing Profile (12 marks)**

Describe three of your target markets. Give specific demographic or other segmentation information. (6 marks = 3 x 2 marks for identification and description of specific segment)

1. Middle to low income families
2. Age group between 25-50
3. Home Cooking enthusiasts

What is your marketing tag?   
(3 marks for relevance, clarity, creativity and appropriate spelling/grammar)

#MakingDinnerSimple

Value proposition: Provide the top three reasons should someone choose to do business with your company rather than another?   
(3 marks = 3 x 1 mark)

1. App is designed by me, a computer science student who has complete control
2. Free advertising for possible knives and home kitchen products

Click or tap here to enter text.

**Competitive Scan (30 marks – see detailed breakdown in table below the form submission).**

Name 3 real-world competitors and list their websites, blogs and top 2 social media sites. Provide a two-to-three sentence analysis for each of what they are doing well on and what needs improvement (also known as – lessons you can learn from them!)

|  |  |  |  |
| --- | --- | --- | --- |
| Competitor Name | Website and/or  Blog Address | Social Media #1  (Name of site and specific handle or page) | Social Media #2  (Name of site and specific handle or page) |
| CookSmarts | Cooksmarts.com | Facebook @cooksmarts | Instagram @cooksmarts |
| What they are doing well: | Bringing a new outlook on meal plans and prep boxes | | |
| What needs improvement: | Only have meal preps bubt do not have a single recipe for access | | |

|  |  |  |  |
| --- | --- | --- | --- |
| Competitor Name | Website and/or  Blog Address | Social Media #1  (Name of site and specific handle or page) | Social Media #2  (Name of site and specific handle or page) |
| SORTEDfoods | Sorted.club | Facebook @sortedfood | Instagram @sortedfood |
| What they are doing well: | Innovated food planning | | |
| What needs improvement: | They have a lack of recipes or community outreach | | |

|  |  |  |  |
| --- | --- | --- | --- |
| Competitor Name | Website and/or  Blog Address | Social Media #1  (Name of site and specific handle or page) | Social Media #2  (Name of site and specific handle or page) |
|  | Name | Name | Tool & handle/address |
| What they are doing well: | Name | | |
| What needs improvement: | Insert 2-3 sentences highlighting things they are not doing sufficiently that you can learn from for your business. | | |

How this section is marked:

|  |  |  |  |
| --- | --- | --- | --- |
| Competitor Name  1 mark – appropriate and clearly identified | Website and/or  Blog Address  1 mark – identified and properly formatted | Social Media #1  (Name of site and specific handle or page)  .5 mark – platform identified  .5 mark – hand/userID | Social Media #2  (Name of site and specific handle or page)  .5 mark – platform identified  .5 mark – hand/userID |
| What they are doing well: | Up to 3 marks are available for a response that is clear, accurate, relevant and genuinely insightful. | | |
| What needs improvement: | Up to 3 marks are available for a response that is clear, accurate, relevant and genuinely insightful. | | |