Business Case (NutraMeals)

Business case information can be structured by completing the table below.

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| **Application Name** | **NutraMeals** |
| **Type of business model** | Examples:  Direct sales, platform, ;Subscription fees, Posting advertisement (Offer, food companies), etc. *See the document "Types of Business Models"*  **Brokerage.** |
| **Target audience of external users**  **(Customer Segments)** | For whom are we creating value?  Who are our most important customers?  **Restaurants – looking for sell their food**  **Customers – covid positive patients or people looking who are looking to buy healthy meals** |
| **Groups of internal stakeholders, business users** | (Production Development group, Sales group, finance group, customer service group, Advertising management group will be using their own platform)  Do we need a product development group?  **Yes, we need a product development group to develop the platform.**  Do we need a sales group?  **Yes, we need a sales group to partner restaurants with our service.**  Do we need a finance group (accounts payable, receivable)?  **We will use a finance group to deal with all transactions between client and customer.**  Do we need a customer support team?  **Yes, the customer support team will assist with any problems with**  **transactions between client and customer in additions to any issue**  **with accessibility of the platform.**  Do we need an advertising management group?  **Yes, the group will develop and distribute ads to increase popularity of the app.** |
| **Value propositions** | What value do we deliver to the customer?  **NutraMeals will be used by people to find and order healthy meal plans at affordable rates and have them delivered.**  Which one of our customer’s problems are we hel ping to solve?  **As a person is diagnosed with COVID virus he/she must go under isolation. This poses a challenge for the patient to shop and prepare food. In such situations, we can offer healthy meal plans at an affordable cost and deliver them.**  What bundles of products and services are we offering to each Customer Segment?  **Restaurants – Increasing their reach to customers.**  **Customers – Providing variety of healthy meal plans and restaurants which can provide them.**  Which customer needs are we satisfying?  **Their need to remain isolated, rest and eat healthy at affordable rates.** |
| **Key resources** | What Key Resources do our Value Propositions require?  **NutraMeals main resources are its engineering employees, who**  **maintain and update its platform for customers.**  Our Distribution Channels?  **Our main channel is the website. The company promotes its offering**  **through its social media.**  Customer Relationships?  **The site provides several self-help resources and answers FAQ. There is a customer support team which can be reached for help.**  Revenue Streams?  **NutraMeals has 2 revenue streams – the service fee it charges customers when they order food and a one-time fee from the restaurant when they sign up with our service.** |
| **How the system is used** | What are the main business use scenarios?  **NutraMeals will connect restaurants who have partnered with us in providing healthy meals to covid positive patients (also any customers who want healthy meals). There will be a service fee for each transaction on the customer’s end that will be reaching to the company by using an interface of online transaction (Credit Card, PayPal etc) and then company will pay the share to the respective restaurant. The delivery services would be from the restaurant end. There will be an annual subscription for restaurants who partner with NutraMeals. Customers can search restaurants, opt for meals provided and place orders. Customer can track the orders via email and can be used for the promotion.** |
| **Revenue generation, Revenue streams** | 1. Service fee 2. Annual Subscription fees |
| **Key Partners/Suppliers**  **(Stakeholders)** | Restaurants, Marketing Companies |
| **Expected Benefits** | 1. Covid patients can remain isolated and order food at their convenience. 2. No need to wait in long queues to pick up food. 3. Restaurants have greater reach when they partner with the app. They will need to spend less on marketing. 4. Convenience of ordering from any place at any time. 5. Multiple ways to pay. 6. Restaurants can handle orders with more accuracy and increase their productivity. 7. Lesser running costs for the restaurant. They can rent a small establishment and save on infrastructure and conduct their main business online. |
| **Known Prototypes** | Reference some known portals on the Internet that are similar to your business case. You will use these prototypes for developing business, user requirements.   1. [**https://www.zomato.com/**](https://www.zomato.com/) 2. **https://www.ubereats.com/** |
| **Front-end Technology** | Indicate what technology will be used to develop the front-end of your application.  **HTML, CSS, Javascript** |
| **Back-end, Database Technology** | Indicate what technology will be used to develop the back-end, database of your application. The database should be relational.  **Java, RESTful webservices, MySQL, SQL developer, Spring boot** |