

# *Nutritional Weight and Wellness* **PORTFOLIO PRESENTATION**

BY SUMAYA, SHELLI, & EMILY



Nutritional  
Weight & Wellness

# AGENDA

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1. SEGMENTATION

2. TARGETING

3. POSITIONING

4. COMPETITIVE SET

5. ANALYSIS

6. REFERENCES

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# SEGMENTATION

UNDERSTANDING CONSUMER GROUPS

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# SEGMENTS

WEIGHT LOSS

EATING DISORDERS

LEARNING  
DIFFERENCES

CHRONIC CONDITIONS

# SEGMENT SIZE

WEIGHT LOSS

166 million

LEARNING  
DIFFERENCES

2.4 million

EATING  
DISORDERS

30 million

CHRONIC  
CONDITIONS

Digestive issues:  
62 million  
Food Sensitivities:  
32 million  
Menopause:  
1 million/year

GRADE

A

D

C

B

# PROFITABILITY

WEIGHT LOSS

\$3.8 billion

LEARNING  
DIFFERENCES

\$7.6 billion

EATING  
DISORDERS

\$1 billion

CHRONIC  
CONDITIONS

Digestive issues:  
\$2.1 billion  
Food Sensitivities:  
\$6.6 billion  
Menopause:  
\$4.7 billion

---

GRADE

C

B

C

A

# ATTITUDES

## WEIGHT LOSS

Continuously looking for solutions, difficult to maintain

## LEARNING DIFFERENCES

Difficult for parents to enforce strict diet

## EATING DISORDERS

Often requires intensive or inpatient treatment

## CHRONIC CONDITIONS

Digestive Issues: seeking alternatives solutions  
Menopause: nutritional diets improved symptoms  
Food Sensitivity: finding it hard to restrict to diet that is cost-effective

---

GRADE

C

C

C

A

# NW&W COMPETENCIES

**WEIGHT LOSS**

Offers the services  
needed

**LEARNING  
DIFFERENCES**

Offers the services  
needed

**EATING  
DISORDERS**

May not have the  
services to meet all  
of these clients  
needs

**CHRONIC  
CONDITIONS**

Offers the services  
needed

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**GRADE**

**A**

**A**

**C**

**A**



# SEGMENT REPORT CARD

	Weight Loss	Chronic Conditions	Learning Differences	Eating Disorders
Size	A	B	D	C
Profitability	C	B	B	C
Attitudes	C	B	C	C
NW&W Competencies	A	A	A	C
Overall "GPA"	3.0	3.25	2.5	2.0

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# TARGETING

SEGMENT SELECTION

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# CHRONIC CONDITIONS SEGMENT

## DIGESTIVE DISORDERS

Irritable bowel disease, Irritable bowel syndrome, GERD. Constipation, abdominal pain, acid reflux

## MENOPAUSE

Hot flashes, sleep problems, mood changes, slowed metabolism

## FOOD INTOLERANCES

Gas, diarrhea, bloating, nausea

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# POSITIONING

DEVELOPING THE VALUE PROPOSITION

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# *Product* **BENEFIT**

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- Nutrition Classes
- Nutrition Counseling
- Nutrition Podcasts
- Real Food Based

# *Consumer* **BENEFIT**

- Reduce GI discomfort
- Feel healthier and more energetic
- Participate in food events

# *Product* **BENEFIT**

- Nutrition Classes
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# *Emotional* **BENEFIT**

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- Reassurance
- Improved well-being
- **Fulfilled life**

# *Consumer* **BENEFIT**

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# POSITIONING STATEMENT

For people who suffer from chronic conditions, Nutritional Weight and Wellness is the only nutritional education program that helps consumers live a more fulfilled life because it provides personalized, evidence-based nutrition plans from licensed professionals.



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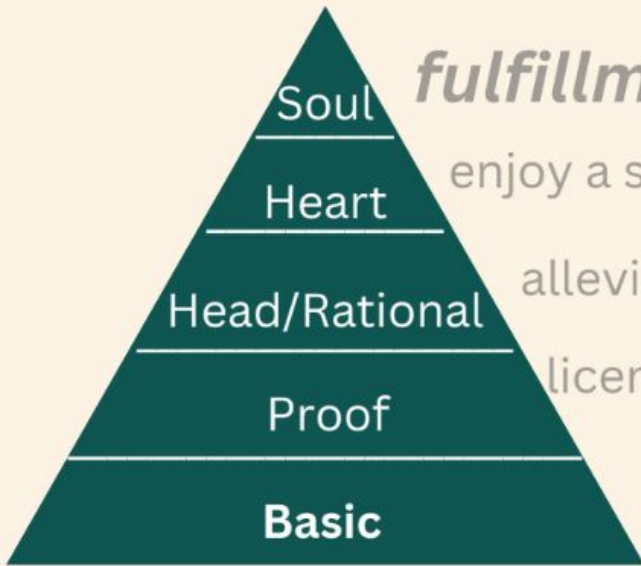
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# BRAND ESSENCE STATEMENT



Soul

*fulfillment for your tummy and soul*

Heart

enjoy a sense of well-being

Head/Rational

alleviate symptoms of chronic conditions

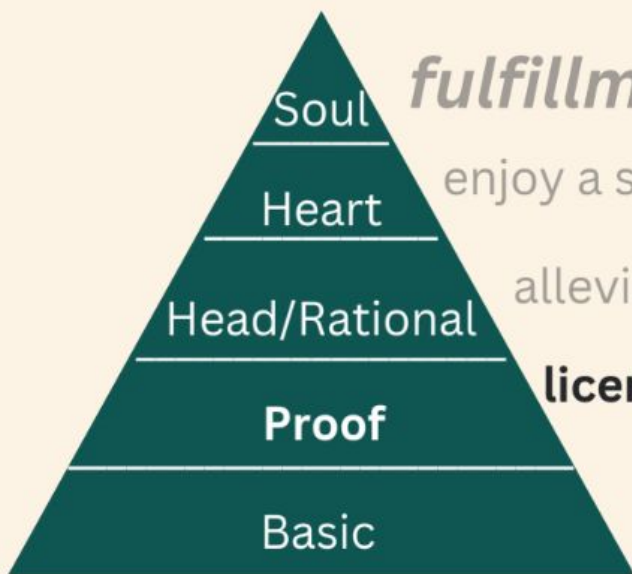
Proof

licensed professionals/nutritionists, decades of experience  
and success, evidenced-based recommendations

Basic

**nutrition education, insurance, real food**

# BRAND ESSENCE STATEMENT



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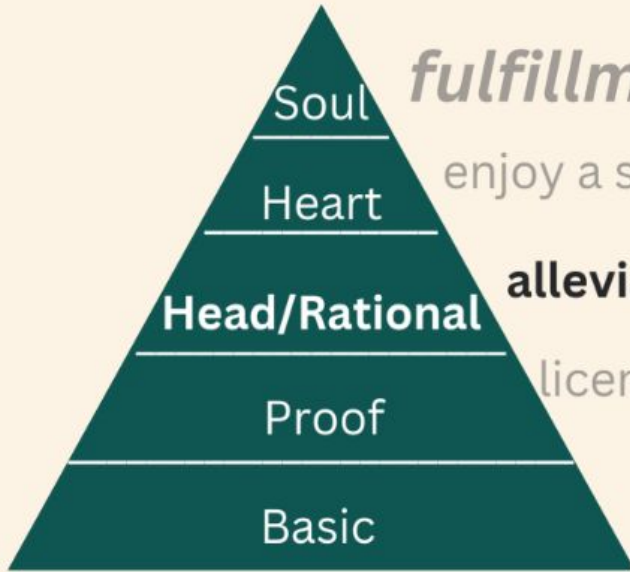
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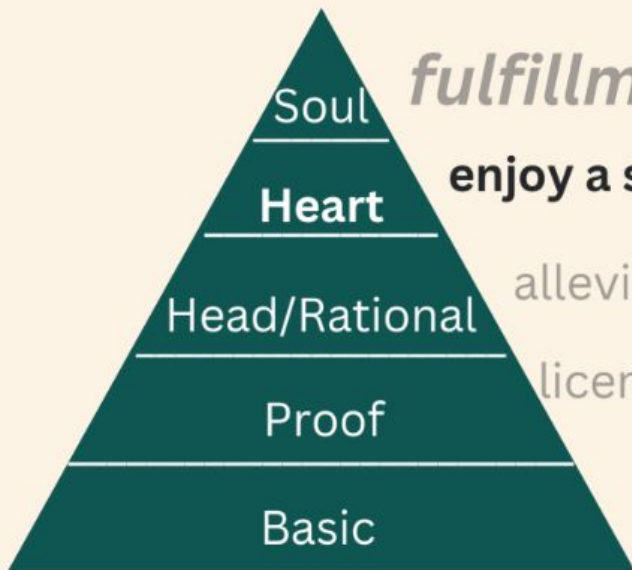
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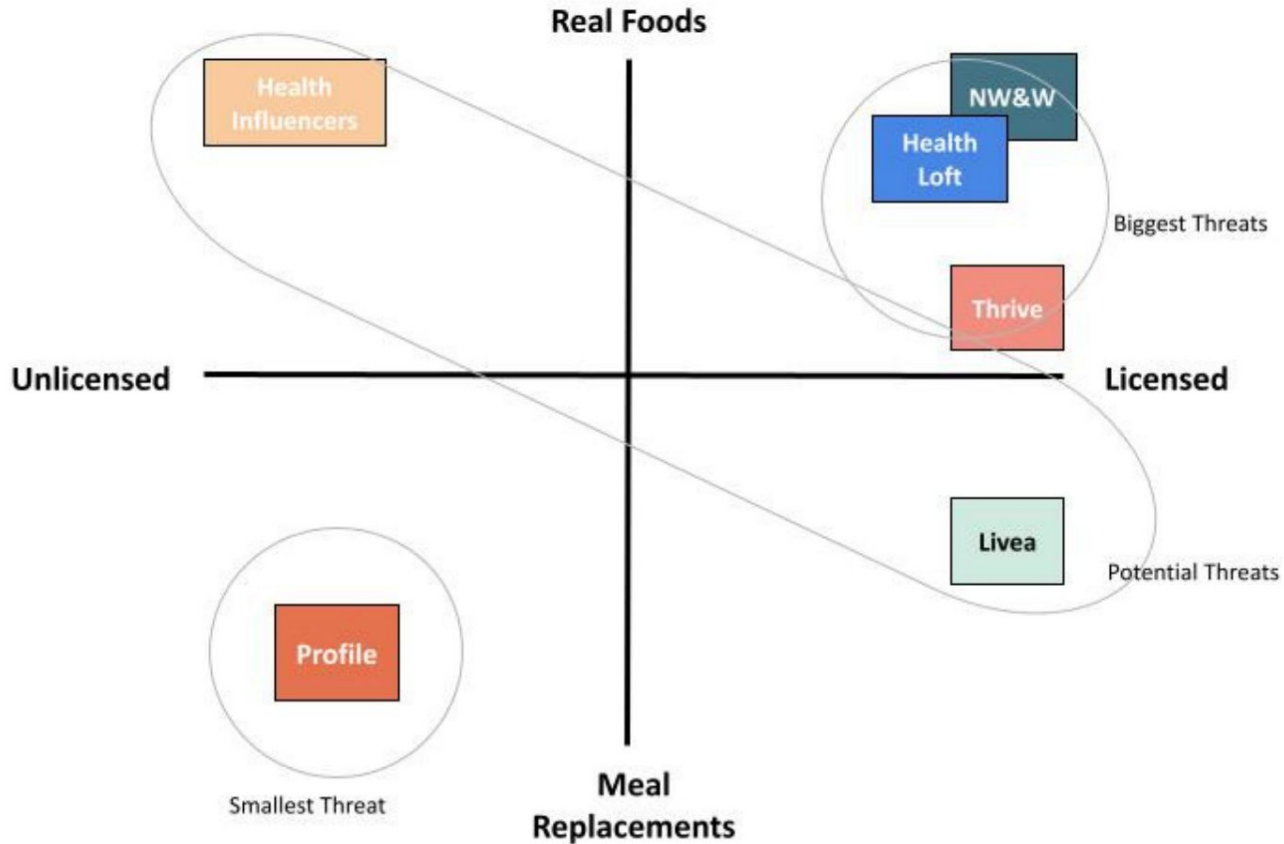


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# COMPETITIVE SET

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# PERCEPTUAL MAP



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# ANALYSIS AND RECOMMENDATIONS

WHY THE CHRONIC CONDITIONS SEGMENT IS THE BEST FOR NUTRITIONAL  
WEIGHT AND WELLNESS

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# ANALYSIS

*& Recommendations*

## PEOPLE WITH CHRONIC CONDITIONS

Tired

Uncomfortable

Feeling hopeless

Afraid of changes happening to their bodies

Seeking answers

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## NUTRITIONAL WEIGHT AND WELLNESS

Licensed professionals

Evidence-based, real-food recommendations

Demonstrated success

Unique position

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Uncomfortable  
Feeling hopeless  
Afraid of changes happening to their bodies  
Seeking answers

## NUTRITIONAL WEIGHT AND WELLNESS

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Evidence-based, real-food recommendations  
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Unique position

**CHRONIC CONDITIONS + NUTRITIONAL WEIGHT & WELLNESS = FULFILLMENT**

# ANALYSIS

*& Recommendations*

POTENTIAL MARKETING OPTIONS

GROWTH STRATEGY

BOWLING PIN EFFECT

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*Thank you!*

**REFERENCES AVAILABLE UPON REQUEST**



Nutritional  
Weight & Wellness