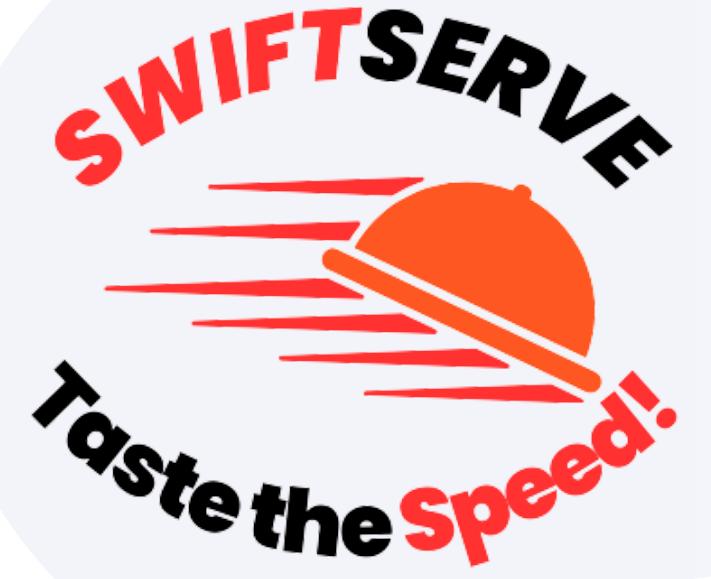


MARKETING PROPOSAL

Group 4:
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Professor:
Lucie Loiseau



CONTENT

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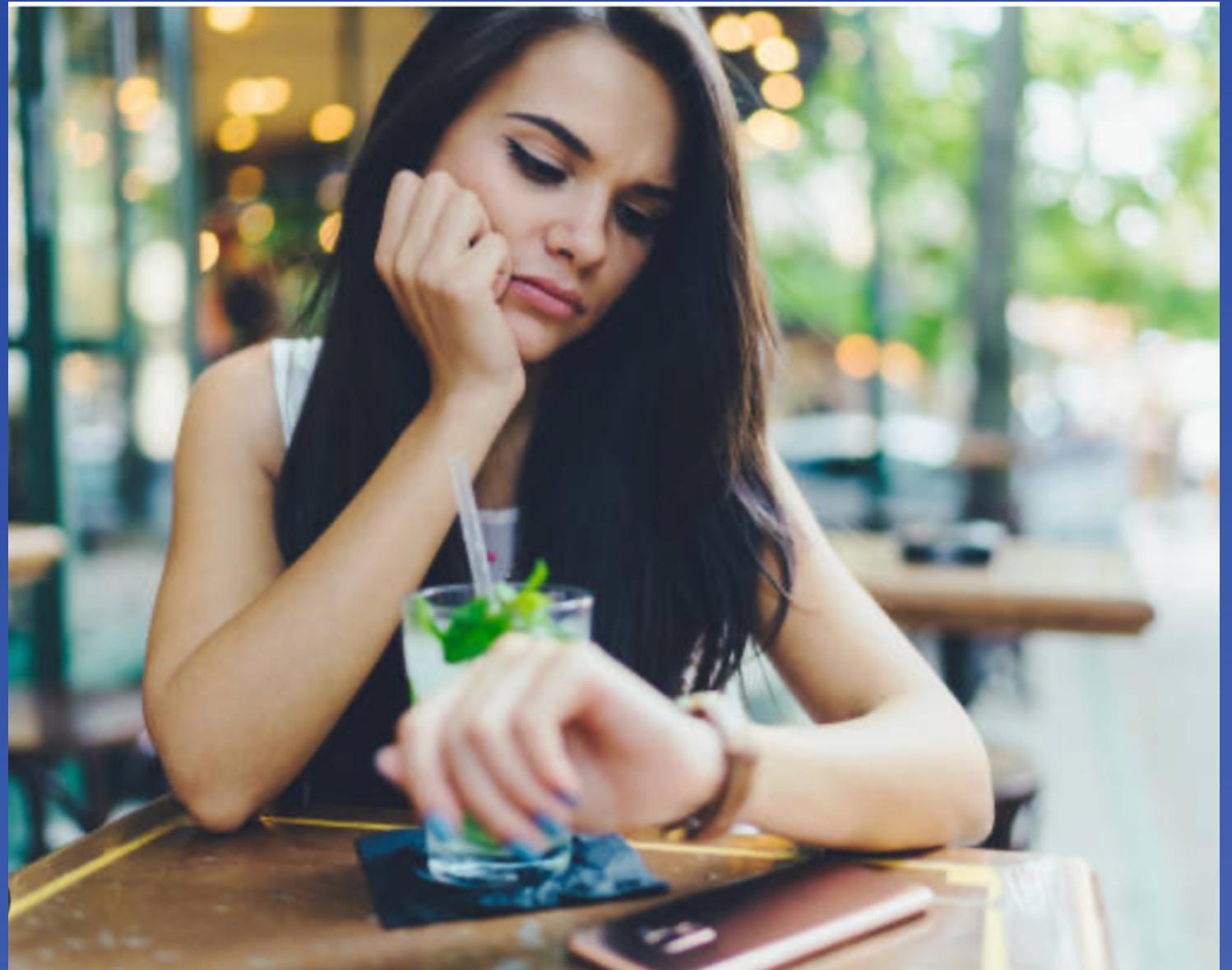
QUESTIONS

- Do you eat out?
- How often do you eat out?
- What is the average cheque/ bill you expect?
 - How long can you spend on eating ?
 - What time of the day would you like to eat out?
 - What type of cuisine you prefer?
 - Why do you like & don't like eating in restaurants?

PROBLEM



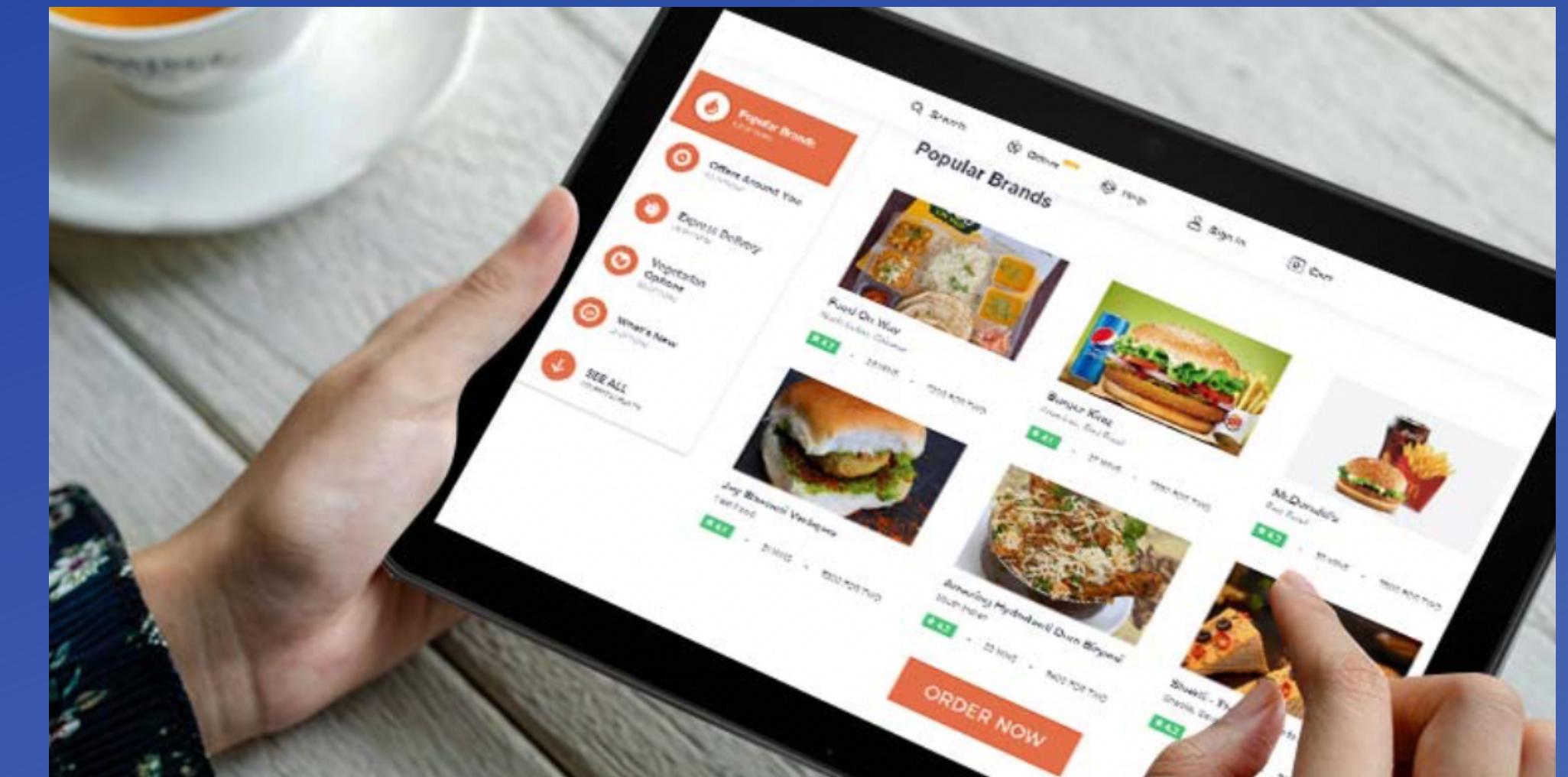
The food preparation time and
waiting for order time



SOLUTION



The application which will monitor food preparation time in real life and show the number of people in the line



BUSINESS MODEL CANVAS

<u>KEY PARTNERS</u> -Restaurants and food providers -technology provider -Media and communications	<u>KEY RESOURCES</u> - Restaurant and cafes -Platform and algorithms	<u>VALUE PROPOSITION</u> Letting the customer know the wait time for food preparation to dine. Allows to reserve tables in advance.	<u>CUSTOMER RELATIONSHIP</u> -Personalized service - user-friendly app (with chatbot)	<u>CUSTOMER SEGMENT</u> -Age range: 18 to 40 - Low and medium income -Students or employed people - Single people and families
		<u>KEY ACTIVITIES</u> - offering service of quick food preparation and up-to-date wait time expectation	<u>COMMUNICATION CHANNELS</u> Mobile application, social media	
			<u>DISTRIBUTION CHANNELS</u>	
<u>COST STRUCTURE</u> -costs of the implementation of the algorithm -maintenance of the service and technical issues -customer support		<u>REVENUE STREAMS</u> Restaurant to list their Ads in the app		

Persona 1: Student



Lucas Ward

Bio

Lucas is a college student. He has a lot of assignments and part time job. Due to the hectic schedule he relies on quick meals

Frustrations (pain points)

- Limited Budget: he needs to make cost-conscious decisions when dining out.
- Time Constraints: busy academic schedule leaves them with limited time for meals.
- Dietary Preferences: He prefers vegetarian and vegan food

Motivations (goals)

- Convenience: With a demanding schedule, Lucas looks for restaurants located near the university campus with quick service options or delivery services that save time and effort
- Socializing: Lucas enjoys dining out with friends as a way to relax and socialize
- Affordability: restaurants that offer student discounts, value meals, and affordable pricing options without compromising on taste or quality

Demographic info

Age
21

Location
Paris

Family Status
single

Income level
Limited budget

Communication

Channels
Instagram, Facebook, mobile apps

+ Add field

Persona 2: Employee



Diane Rennes

Frustrations (pain points)

1. Limited Time: Waiting for a long time at a restaurant can cut into her break and leave her with less time to relax or take care of personal tasks.
2. Uncertainty: Diane often struggles with choosing restaurants during her lunch breaks.
3. Lack of Information: Diane finds it difficult to gather reliable information about restaurant waiting times.

Bio

Diane is a highly driven marketing manager working for a fast-paced company. She is responsible for overseeing various marketing campaigns, managing a team, and ensuring that deadlines are met. Diane is passionate about her work and always strives for excellence.

Demographic info

Age

35

Location

Pais, Île-de-France

Family Status

Married

Education level

Masters

Job Position

Marketing Manager

+ Add field

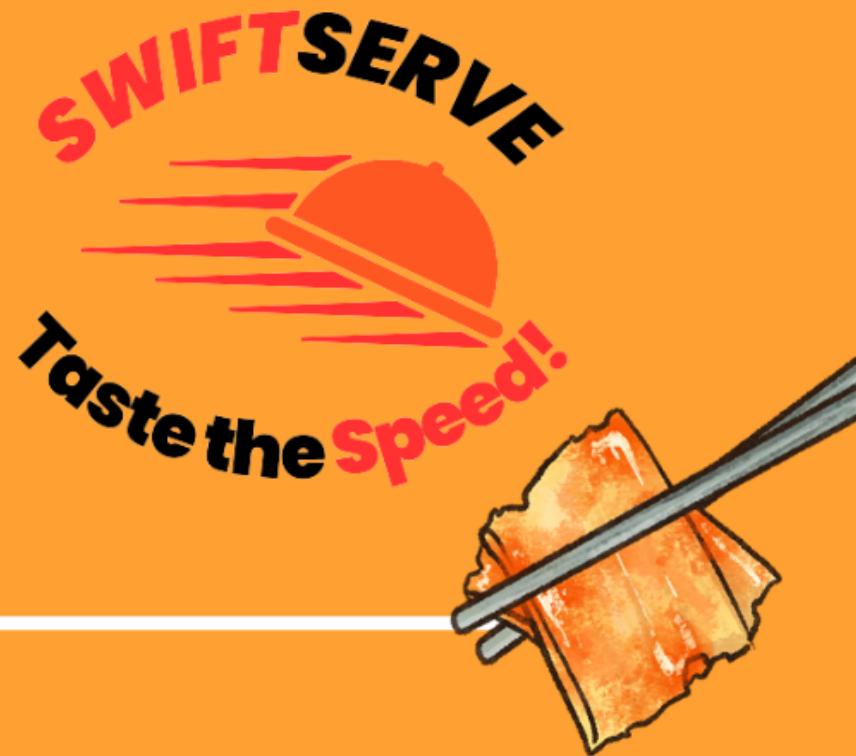
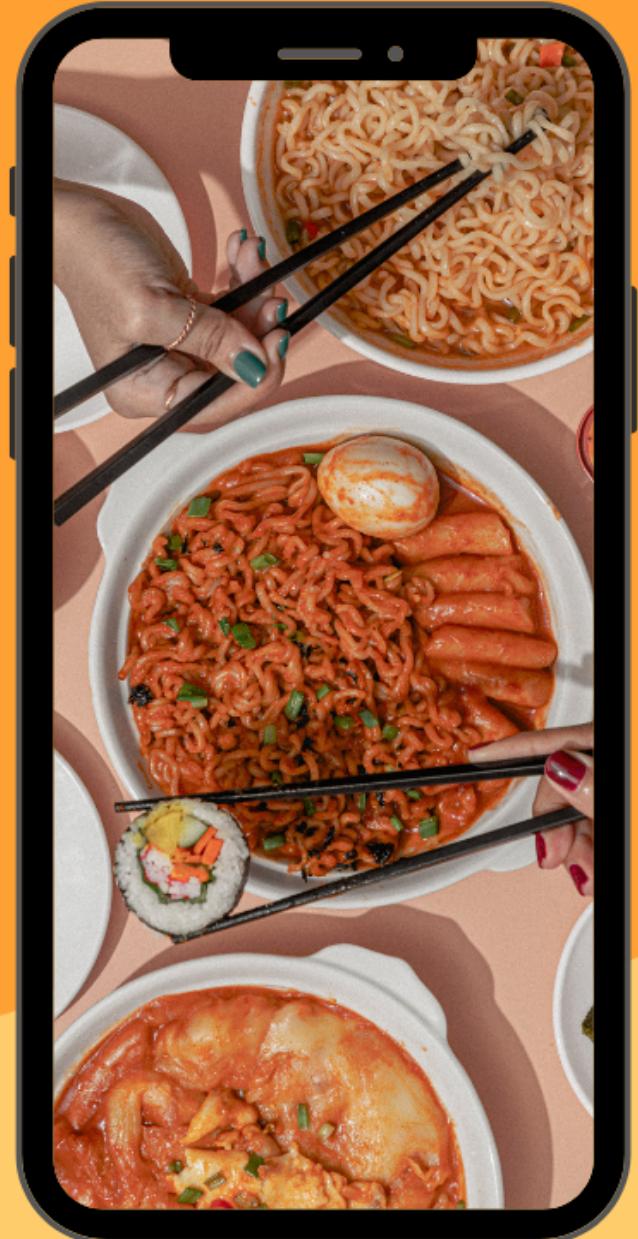
Quote

“ I love my job, but waiting for a long time at restaurants during lunch breaks really disrupts my schedule. I want a solution that allows me to enjoy a quick and convenient meal, so

Motivations (goals)

1. Efficiency: She wants to optimize her lunchtime experience by minimizing waiting time at restaurants.
2. Productivity: She wants to use this time to relax, recharge, or engage in activities that benefit her well-being.
3. Convenience: Diane prefers a seamless and hassle-free dining experience.

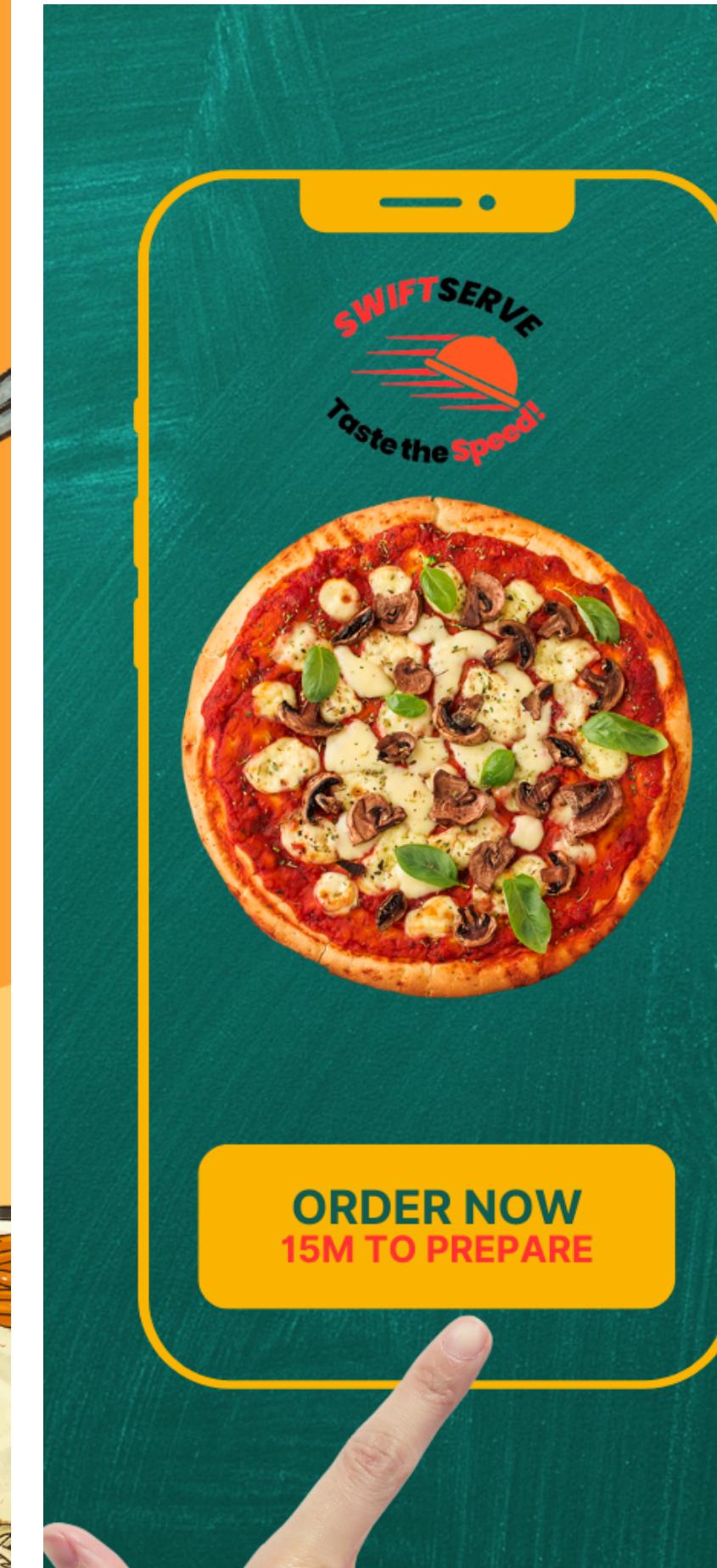
Prototype



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THANKS FOR WATCHING

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