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# Content

At Global Gourmet, we curate meal packages from around the globe and bring them straight to your doorstep. We carefully select authentic recipes from different countries, and you become an expert chef recreate them using fresh, high-quality ingredients.

## Vision:

In a world where people often migrate we believe that we can connect people with their traditional food

We stand on these four Values:

## Genuinity:

At Global Gourmet , genuinity is at the heart of our brand. We understand that food is not just about sustenance but is also an essential part of cultural identity and expression. We are committed to delivering culturally adapted food packages that are authentic, honest, and true to the culinary traditions of different cultures.

## Diversity:

At our company, we (celebrate) Acknowledge diversity in all its forms by including meals from may countries from around the globe. We believe that food is one of the most powerful ways to bring people together, regardless of their cultural background or origin. That's why we are committed to delivering culturally diverse food packages that showcase the unique flavors and tastes of different cuisines from around the world.

## Convenience:

In today's fast-paced world, many customers are looking for convenient meal solutions that fit into their busy schedules and taste. By offering easy-to-prepare meal kits or delivery services that make it easy to enjoy delicious, Genuine and culturally diverse food at home, a company can attract customers who value convenience and time-saving.

# Style guide

## Colors

The earthy colors of blue, green, and beige are good colors for our brand because they communicate a sense of naturalness, and genuineness which are important to us at Global Gourmet.

A picture containing diagram

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## Logo Description automatically generatedLogo

Our company's logo features the world depicted in the shape of an onion. This symbolizes our commitment to connecting people with their traditional food, regardless of where they travel. (We believe that food is an essential part of every culture, and we want to help people retain that connection to their heritage. With our services, our customers can explore the world without sacrificing the flavors and dishes they love. We are proud to be part of a global community that values diversity and celebrates food as a unifying force.)

## FONTS

More Sugar

A sans-serif font can communicate a sense of modernity and simplicity, which can be a good fit for a brand that focuses on healthy and fresh meal options. This type of font can also convey a sense of accessibility and openness, which can make the brand feel approachable and welcoming to a wider range of customers.

Rancho

A handwritten font can convey a sense of warmth and personalization, which can be a good fit for us at Global Gourmet. This type of font can also communicate a sense of uniqueness and creativity, which can set the brand apart from its competitors.

# Management

## 1. Problems

Expats living in the Netherlands face several problems related to being away from from home. . One of the major issues they face is a lack of food that they are used to. This problem is mixed with feelings of nostalgia, which can make it difficult to adjust to new foods and cultural experiences.

## 2. Customer Segments

Customer Segments refer to the various groups of people or organizations that an enterprise intends to target and provide services to. (Osterwalder & Pigneur, 2010)

The target audience For Global Gourmet is expats and homesick individuals living in the Netherlands who are looking for a taste of home and cultural familiarity in their food options. They may also be individuals who are interested in trying new and diverse cuisine options from around the world.

Media Usage

According to Statista (2020) Instagram is the 4th most used social media platform in the Netherlands with people between the ages of 20 to 39(Breda University of Applied Sciences - Databanken, n.d.). Statistics by also shows Instagram is the second most checked app after waking up with people between the ages of 18 and 24(Breda University of Applied Sciences - Databanken, n.d.-b). Seeing that our target audience is between the ages of 18 and 28, our target audience fall between both groups tested by Statista and that the research is a few years old we also asked our interviewees in our problem interviews and they stated that Instagram is their most used social media .

Relevant habits:

Seeing that our target audience falls between both of these According to a survey conducted by Expatica, an online platform for expats, the majority of expats in the Netherlands cook at home regularly. The survey found that 78% of expats cook at home at least four times a week.

## 3. Unique value propositions

At Global Gourmet, we curate meal packages from around the globe and bring them straight to your doorstep. We carefully select authentic recipes from different countries, and our expert chefs recreate them using fresh, high-quality ingredients.

## 4. Solution

The solution we found to our consumers’ problem is to deliver food packages to their doorstep. they can now cook their traditional meals without taking the time out to go searching for these hard to find ingredients.

## 5. Unfair advantage

At global gourmet we hand pick the best recopies from the various country with a special note in the individual’s native language or slang.

## 6. Revenue Streams

Revenue streams is defined as the cash a company generates from each Customer Segment (Osterwalder & Pigneur, 2010).

Our revenue streams will then consist out of asset sales in the form of:

* Transaction revenues (List price)where the the consumer buy a one-time purchase of the meal packages for €14
* Our customers also have the option for Recurring revenues in the form of subscription plans for

- €50 p/m for 2 meals p/w

- €100 p/m for 4 meals p/w

## 7. Cost structure

“The Cost Structure describes all costs incurred to operate a business model” (Osterwalder & Pigneur, 2010)

At Global Gourmet, we have a cost structure that includes both fixed and variable costs. Our fixed costs are as follows:

* Utility bills
* People

Our variable costs include:

* Cost of ingredients
* Cost of packaging and shipping
* Marketing and advertising expenses

We are a cost-driven company and find ways to operate as cheaply as possible. For example, we employ our workers rather than hiring other companies. We also operate like Flink, where we are responsible for delivery.

## 8. Key Metrics

It is important for Global Gourmet te be aware of how many expats are in the Netherlands, Where they are from and which cities they move to.

It is also important for us to keep up to date on our best selling dishes so we know what dishes wee need more and/ or less of.

## 9. Channels

According to Statista (2020) Instagram is the 4th most used social media platform in the Netherlands between the ages of 20 to 39. Statistics by Statitista (2019) shows Instagram is the second most checked app after waking up with people between the ages of 18 and 24. Seeing that our target audience is between the ages of 18 and 28, our target audience fall between both groups tested by Statista and that the research is a few years old we also asked our interviewees in our problem interviews and they stated that Instagram is their most used social media .

## Justification

When it came to making decisions we empathized with our peopled we aimed to target (Expats Living in the Netherlands). We did this by hosting problem interviews with the goal of understanding their struggles to potentially provide them with solutions. We learned that the problems we expected to be important seemed to be less important to them than we thought. For example they have a bigger problem finding traditional food than struggling to find insurance.

Decisions like communication channels were chosen by the communication channels were chosen with a combination of research and interviewing our target audience

Based on the solution interviews we learned that consumers might actually appreciate a subscription based payment so this feature was included alongside 1 time purchases .

Table, timeline

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## Appendix

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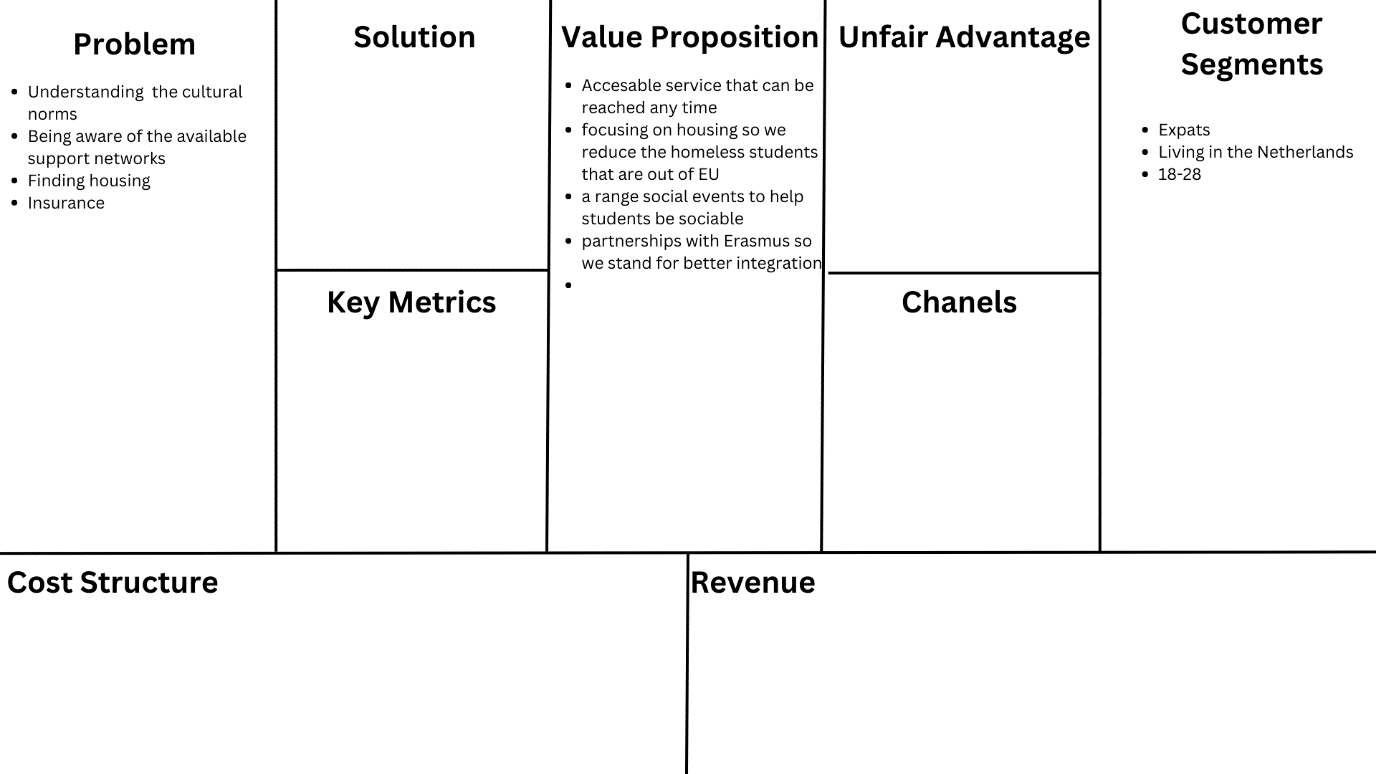
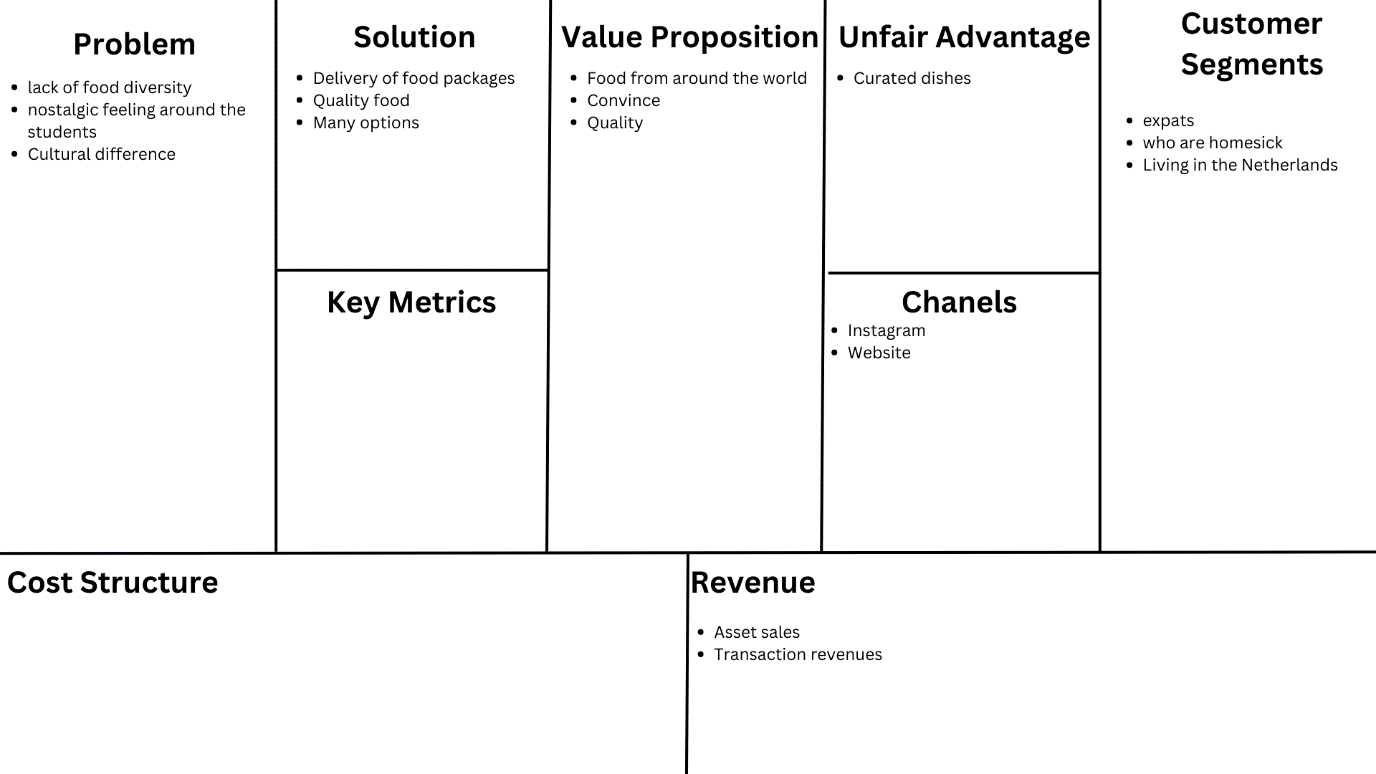
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**LEAN CANVAS:**



Graphical user interface

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