

FINDING SPACE IN THE KITCHEN FOR APPLE: **MEETING CUSTOMER NEEDS TO LAUNCH iCOOK**



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Agenda

- Product concept
- Competitive analysis
- Target Customer
- Product positioning
- Marketing
- Financial analysis



Product Concept

- Evolution of product features
- Exploratory and Conjoint Analysis
- Proposed features in the concept product.



STRATEGIC FOCUS & PRODUCT EVOLUTION

MISSION + GOALS

-Identify a customer need in the kitchen for Apple customers

Problem : Assist in the cooking process

LEVERAGE CORE COMPETENCIES

- ❑ Simple and product appeal
- ❑ Platform - iTunes, App Store
- ❑ Apple Ecosystem

FEATURES AFTER EXPLORATORY STUDY

Sensors

Notifications

Automate

Recepie

Price

App connectivity

AFTER CONJOINT ANALYSIS

- ❑ Customers don't want an expensive device occupying space in the kitchen
- ❑ Customers showed very little interest in a robotic cook
- ❑ All customers distinctly wanted healthy eating.

THE PRODUCT - iCOOK

FEATURES

- ❑ Sensors
 - to check status of cooking
- ❑ Notifications
 - guide/notify on different stages of cooking
- ❑ Health
 - Overcooked - Burnt
 - Under cooked - toxic
- ❑ Price
- ❑ Recepie
 - Assist in cooking, proportions, procedure
- ❑ App connectivity



Competitive Analysis

- Advantages of Features
- Low end competition
- High end competition

Features advantages

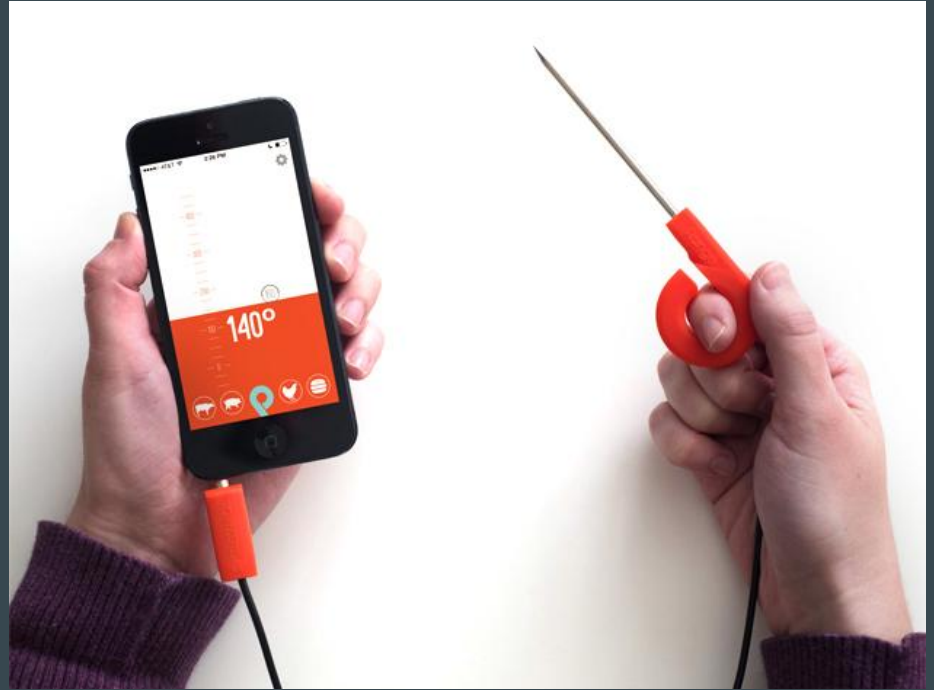
- Easier to use and easier to manufacture.
- The cook top reader could find its way into homes more efficiently than a full oven or refrigerator.
- The oven and refrigerator, although good ideas, are most likely for a more segmented market.
- The Cook top reader can provide a quality experience (cooking steak exactly medium rare) and offer best chance of success for any market.
- The Cook top reader is more of an innovation than a rehash of something that already exists.



COMPETITIVE ANALYSIS- LOW END

The Range Smart Thermometer

- One of several different thermometer smartphone accessories
- \$60
- Not Wireless
- No name brand



COMPETITIVE ANALYSIS- HIGH END

The iChef

- Wifi Enabled (must be connected)
- \$300
- Comes with 2 thermometers



Target Customer

- Customer analysis
- Market analysis
- Customer feedback



CUSTOMER ANALYSIS

- Men outnumber women 2:1
- Average age of an Apple customer is 35-44.
- 1 in 4 people in the 18-34 age demographic express a strong interest in purchasing an Apple product at some point in the next 6 months.
- Apple users are 94% more likely to be affluent than others who utilize mobile devices on a regular basis.



MARKET ANALYSIS- WHY NOW?

- Trending towards health
- Home cooking is on the rise-- meal delivery companies like Hello Fresh and Blue Apron are offering convenience and health while encouraging customers to cook at home
- iCook technology is speaking to all those families and households who are struggling to provide healthy, organic and tasty home cooked food customized for every single member every single day. More often than not, families eat outside, or order food.



CUSTOMERS FEEDBACK

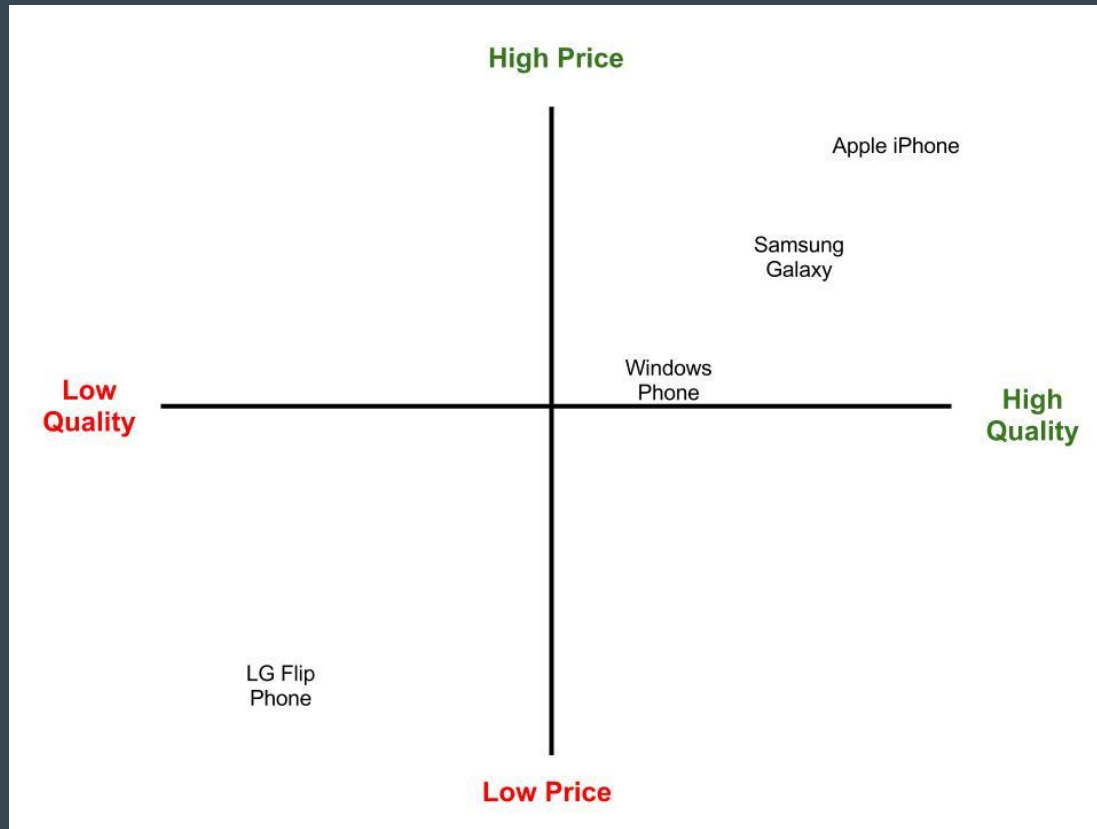
Product differentiations identified by customers while seeking feedback on the product concept

- Precision tracking and recipe planning to your fingertips.
- You can program probe settings, monitor meat temperature and doneness, and check estimated cook times.
- The program's friendly voice will give you real time updates before initiating your phone's vibration when food is done.
- Pre-programmed food doneness settings
- Integrated social media
- WiFi enabled
- Wireless communication between probe and phone

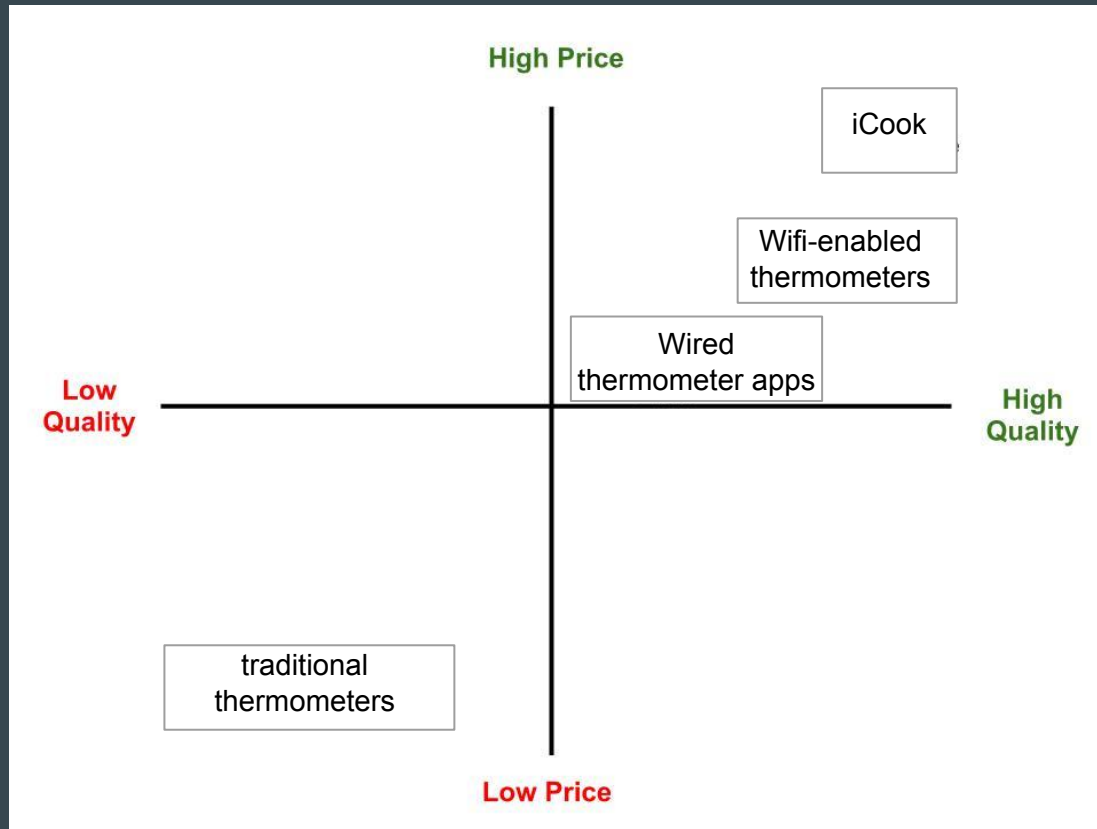
Product Positioning

- Apple brand map
- iCook product positioning





APPLE BRAND POSITIONING MAP



NEW PRODUCT POSITIONING- IN LINE WITH APPLE'S OVERALL BRAND

MARKETING

- Pricing strategy
- Marketing strategy
- iCook launch

PRICING STRATEGY

- \$120 for iCook equipment
- \$25 COGS/unit
- Free app
- Low end pricing for an Apple product but high end pricing for a phone attachment



MARKETING STRATEGY

PROMOTION PLAN

- Limited edition
- Metallic colors
- Sleek design
- Generate buzz
- Stick to Apple marketing strengths
- Think Different.

DISTRIBUTION PLAN

- Available in Apple stores
- Available as an in-app purchase
- Available online



IDEAS FOR LAUNCH

- Stick to core competencies
- Give to top food bloggers to post about on social media before launch
- Generate secrecy and exclusivity
- Create a wait list, etc.
- Announce a launch date and time to have people line up at Apple store locations



The Apple Marketing Philosophy

Empathy

We will truly understand their needs better than any other company.

Focus

In order to do a good job of those things we decide to do we must eliminate all of the unimportant opportunities.

Impute

People DO judge a book by its cover.

We may have the best product, the highest quality, the most useful software etc.; if we present them in a slipshod manner, they will be perceived as slipshod; if we present them in a creative, professional manner, we will *impute* the desired qualities.

Mike Markkula
January 3, 1977

Financial Analysis

- Estimated ROI

11%
ESTIMATED ROI

ROI = 11.0%

Thank You

STRATEGIC FOCUS + PLAN

MISSION + GOALS

- Identify a customer need in the kitchen for Apple customers
- Develop a product based around that need while keeping in line with Apple's core competencies

CORE COMPETENCIES

- The most significant capability that Apple has mastered (and will contribute to the kitchen environment) across its products is keeping things simple.
- Apple's ability to make appealing products that are easy to use could translate easily into other products

MISSION STATEMENT EVOLUTION

ORIGINAL MISSION STATEMENT

“Apple seeks to create an oven that will cook/grill/bake/roast great tasting, healthy food dishes every single time without the need for intervention on behalf of the user. It will use the iCook technology to ensure a hands-off start to finish cooking process for numerous dishes from various cuisines of the world; allowing consumers to not only enjoy great tasting meals but also allow them to complete other chores during the cooking process.”

END MISSION STATEMENT:

“Apple seeks to create a product that reduces food waste and encourages people to get back into the kitchen and eat healthier home cooked meals by creating a simple, intuitive tool that makes cooking less stressful by reducing the chances of over or undercooking meals.”