Create new recipe

Chef

System

Marketing

- Analyze current trends
- Estimate upcoming trends
- Provide trend analysis
- Every week
- Retrieve user feedback
- user feedback
- trend analysis
- Recipe idea
- Recipe prototype

Research & Development

- until everyone agrees on suitable idea
- Propose recipe idea
- Recipe idea sent
- Recipe prototype received
- Save recipe
- Recipe store
- Recipe
- Abandonment report
- Even if the recipe is abandoned, the idea and research behind it may be reused in the future.

Check feasibility

- Evaluate pricing and margins
- Is estimate profitable?
- no → Recipe not profitable
- yes
- Recipe is feasible
- Test the recipe
- Are testing results satisfactory?
- no → Testing failed
- yes
- Approve recipe
- Recipe prepared
- Feasibility failure
- Generate abandonment report
- Recipe idea abandoned