

Project Synergy - 3/10/21

Company Name - EZFresh

Product

For Users - An app that allows consumers to order groceries from local supermarkets delivered directly to their door.

For Local Supermarkets - The platform will allow for local supermarkets to grow their businesses and reputation among the community, especially during the pandemic.

Price

For Users - There is no cost of using the app/website. However, there will be a 10% fee for EZFresh services.

For Local Supermarkets -

- EZFresh makes a 10-15% commission for each grocery purchase through the app.
 - 10% if the purchase is less than \$50
 - 15% if the purchase is \$50 or above

Promotions

- Social media presence: Instagram, Facebook, and TikTok
 - Paid partnerships with influencers to grow awareness
 - Influencers/food bloggers promote our app and receive a discount code for their platform followers
 - Influencers/food bloggers will receive a 20% commission on sales
 - Recipes that food bloggers create will be advertised weekly on our website (This is another way the company will make profit)
- First-time purchasers get a 50% discount using the code on our website
 - This promotion will stand indefinitely
- 25% discount on Wednesdays
 - This promotion will apply to members who have signed up for at least 6 months.
 - When they download the app, we take their email address but we won't share their information with a third party.

- After 6 months of being a member, we will calculate how much the consumer has spent and accumulate it
 - EZFresh reward points for every \$150 spent (after the 6 month mark and every 3 months based on the amount they spent; 1,000pts= \$10)

Place

For Users - the app will be where they can purchase their local groceries.

- It will locate local supermarkets around them, so users will have to allow location access

For Local Supermarkets - A platform for local supermarkets optimize their small businesses

- Local supermarkets will hire delivery drivers for supermarkets and workers who will organize groceries
 - In return, we match them with consumers using QR codes and provide analytics on what kind of people are more likely to order groceries delivered to their door.

People

We want local supermarkets to be able to grow their family-owned small businesses, especially in a pandemic. We want to help consumers build a healthier lifestyle by taking away the hassle of grocery shopping; rather, they can have locally sourced real, whole foods delivered to their door.

Potential Slogan - “A healthy diet starts with eating real, whole foods. Let’s make it happen.”

- **Social media influencers and food bloggers** - we will need them for paid partnerships to help us grow brand awareness. More specifically, we will need healthy food bloggers that promote eating real, whole foods.
- **Technical side** - experience with handling 2 sides/target markets and B2B platforms (local supermarkets and consumers)