

Company Name: EZ Fresh

#### Group Members:

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#### Problem:

The ongoing pandemic has affected day-to-day tasks such as shopping for groceries. Vulnerable groups such as elderly people are highly at risk but assistance rates are limited; therefore, elders living alone have to buy food themselves, and many cannot travel to the supermarket.

Supermarkets have limited capacity, so local supermarkets in areas where there is less competition are extremely populated, increasing the risk of becoming infected with COVID-19.

Additionally, there is a lack of job opportunities and the unemployment rate rose from 3.5% in February 2020, to 14.5% in March 2020, which is a 314% increase in the national unemployment rate (U.S. Bureau of Labor Statistics).

#### Solution:

Our solution is to create an app/website that connects people with local supermarkets. We will provide customers easy access to fresh produce, especially for the vulnerable population. Users could place orders via our website or on our mobile app from a variety of local supermarkets.

#### ***How does it work?***

- A QR code would be assigned with the order confirmation/ID which would be used to track the delivery process.
- First, the company will assign an employee (who will accept the request if they are in the area) to go to the designated supermarket while sending the order to the supermarket so they could collect the items.
- Next, the delivery person would simply have to show the QR code to the supermarket so they could confirm they are giving the items to the correct person. This could minimize

the amount of communication within the process, ensuring the safety for both our company and the supermarkets' employees.

- During this process, the user would receive a notification that their order is being collected. There would also be a GPS system within each delivery person so the user could track the specific location of their order. To further limit necessary communication, the user could choose to tape a QR code generated from our company in front of their door that would confirm their identity.
- The delivery person could then scan that QR code to confirm the identity and leave their order at their doorstep without worry of miscommunications.

Overall, this company would ensure everyone's safety and minimize the risk of spreading the virus. This company would also create job opportunities, such as food packaging within supermarkets, reducing the unemployment rate and enhancing the economy.

### Target market

On the client/supermarket side, our target market would be local supermarkets who want to expand their business and brand awareness but have a limited budget (for example, they are afraid that working with a business such as us will decrease their profits because of commission).

On the consumer side, our target market would be those who need groceries delivered to them and those who want to live a healthier lifestyle in the comfort of their own home but don't want the hassle of going grocery-shopping because it's time consuming. This demographic can include:

- The elders who, especially because of the pandemic, want to limit their going outside to get groceries, especially because supermarkets are now largely populated because it is an essential service.
- Disabled community members who are physically unable to go to supermarkets to buy groceries
- College students living in apartments who want to learn how to start cooking and cut down on takeouts, but meal kit delivery services are too expensive. Ages 18-25.

## Marketing Strategy

We are going to use social media for our marketing strategy, specifically Instagram and Facebook, since that is where most of our target audience is. Facebook is a great place for businesses to interact with one another and for us to target the elders, while Instagram is a great way for us to target college students and ages 18-25. We will also consider TikTok because that is where many college students are; it is likely that we find college students who want to buy groceries and make at-home meals in the comfort of their own home without having to go outside. This gives them more time to prioritize school and extracurricular activities, and saves money on takeout and UberEats. Additionally, the “Recipe Haul” will allow Chief’s who are in the process of building their brand and those who are already established to advertise their recipes and their brand by paying a fee.

## Competitors

- [Instacart](#)
- [Imperfect foods](#)
- [Mercato](#)
- [Postmates](#)
- [Walmart Grocery](#)

## Budget

Startup Expenses	\$ (USD)
Office Space	25,000
Customer service (phone and social media)	400
Training (for delivery staffs)	100
Marketing/Advertising (e.g. paid Facebook Ads)	5,000
Equipment (software included)	8,000
Staffing	18,000
Website	500

Licenses and permits (general business licensing, food-vending license)	280
Analysts	1,000
Insurance	100
Total Expenses	58,380