

Good Market Business Goals

Business Goals

- Increase Market Share
- Create Online Presence
- Expand Customer Base
- Release Pilot Program
- Fast & Easy
- Healthy products
- Ship products direct to customer

Aligned Goals

- Online shopping
- Fast & Easy
- Healthy meals
- Delivered Direct

User Goals

- Convenience
- Online accesible
- Fast - limited time
- Flexible hours of delivery
- Quality
- Health Conscious