

HEALTHEASE

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Course: BA328 Business Model Planning 3



HEALTHEASE

Company Name: HealthEase

Short information about the business:

Featuring suitable recipes for low-calorie, ketogenic, low-carb, and vegetarian diets designed by experienced dietitians, our company "HealthEase" aims to provide a delivery service for ready-to-eat healthy organic meals in the comfort of your location within Kayseri. In partnership with local farmers, all meals are prepared using seasonal freshly farm-grown products that are free from oxytocin hormones, GMOs, and steroids.



MISSION

make healthy food
taste good,
affordable, and
easily accessible

VISION

expand the
company into a
lifestyle brand.



Goals And Objectives

- Make healthy eating more accessible and convenient for individuals and families in Kayseri.
- Foster strong relationships with local farmers to promote sustainable and organic farming practices.
- Expand our menu to accommodate a wide range of dietary preferences, including lowcalorie, ketogenic, low-carb, and vegetarian diets.
- Educate and inform our customers about the benefits of a balanced and nutritious diet.
- Establish HealthEase as a trusted brand known for its commitment to quality, health, and sustainability.

PRODUCT/SERVICE DIFFERENCE:

HealthEase stands out by

- **Offering a wide selection of dietary options(Low calories, ketogenic...)**
- **Using only fresh, seasonal, organic ingredients from local farmers.**
- **Collaborating with experienced dietitians to design nutritionally balanced meals .**
- **Providing ready-to-eat, doorstep delivery for the ultimate convenience.**
- **Focusing on sustainability and community involvement by supporting local farmers.**
- **Offering consultations with dietitians for a tailored diet program for each customer.**



MARKETING STRATEGY FOR "HEALTH EASE"

TARGETING

- Targeting Busy Professions
- Targeting health enthusiasts
- Targeting those with dietary restrictions
- Targeting sustainability-minded individuals
- Targeting convenience seekers



MARKET SIZE AND TRENDS

Market Size: The dietary and meal delivery market in Kayseri is substantial and continuously evolving.

Population: Kayseri is a densely populated city, which provides a significant customer base for meal delivery services.

Lifestyle Changes: Modern, fast-paced lifestyles often leave individuals with limited time for meal preparation.

Dietary Preferences: The diverse dietary preferences within the city, such as low-calorie, ketogenic, low-carb, and vegetarian diets, create multiple niche markets that HealthEase can tap into.



SALES STRATEGY FOR "HEALTH EASE"

- Targeted Marketing
- Subscription Packages
- Trial Offers
- Seasonal Promotions
- Customer Reviews and Testimonials



DISTRIBUTION CHANNELS FOR HEALTHEASE

- Online Platform
- Delivery Fleet (Yemeksepeti, Trendyol)
- Subscription Services
- Local Business Partnerships
- Corporate and Hospital Collaborations



ADVERTISING AND PROMOTION



- Digital Marketing (Instagram, Facebook, Google Ads, Youtube Ads)
- Active Presence on social media
- Partnerships with Social Media Influencers
- Exclusive Promotion and Loyalty Programs

ACTIVITY/ PRODUCTION PLAN



ESTABLISHMENT LOCATION ANALYSIS

- The proximity to suppliers.
- The centrality of the location to make the delivery part easier.

SUPPLIER & TRANSPORTATION OPPURTUNITY

Supplier Collaboration:

- Local Sourcing Commitment
- Freshness Assurance

Transportation Optimization:

- Pivotal Role of Transportation: Efficient transportation is crucial for prompt delivery and maintaining the freshness of organic products.
- Local Partnerships: HealthEase is exploring partnerships with local logistics companies such as Getir, Trendyol Yemek, and YemekSepeti for timely and sustainable deliveries.

Technology Integration:

- Supply Chain Streamlining
- Real-Time Tracking
- Predictive Analytics



LABOR

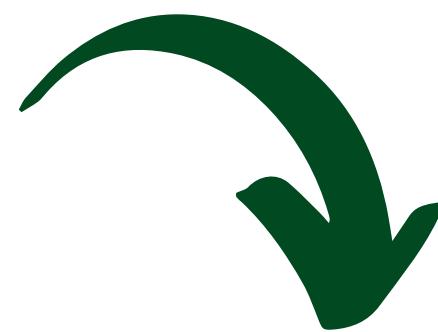
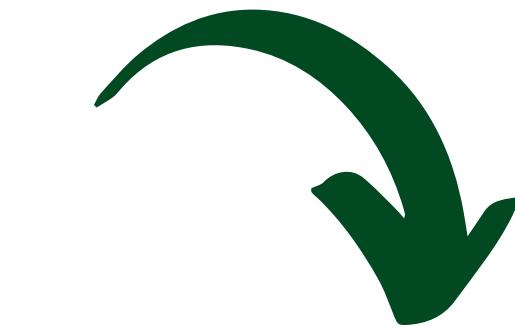
Local Employment Opportunities



Inclusivity and Diversity:



Employee Well-being:



Training and Development

INFORMATION ON PRODUCTION COSTS



INGREDIENTS AND
RAW MATERIALS

MARKETING AND
ADVERTISING
EXPENSES



LABOR COSTS

TRAINING AND
DEVELOPMENT

SUPPLIER
COLLABORATION AND
INNOVATION



FACILITY COSTS

TECHNOLOGY AND
SOFTWARE EXPENSES

ENVIRONMENTAL
INITIATIVES



TRANSPORTATION
COSTS

MISCELLANEOUS
COSTS

LEGAL STRUCTURE

Supply Contracts:

- Local Sourcing Commitment: Yearly contracts with Kayseri farmers ensure fresh, organic ingredients for quality meals.

Employee Contracts:

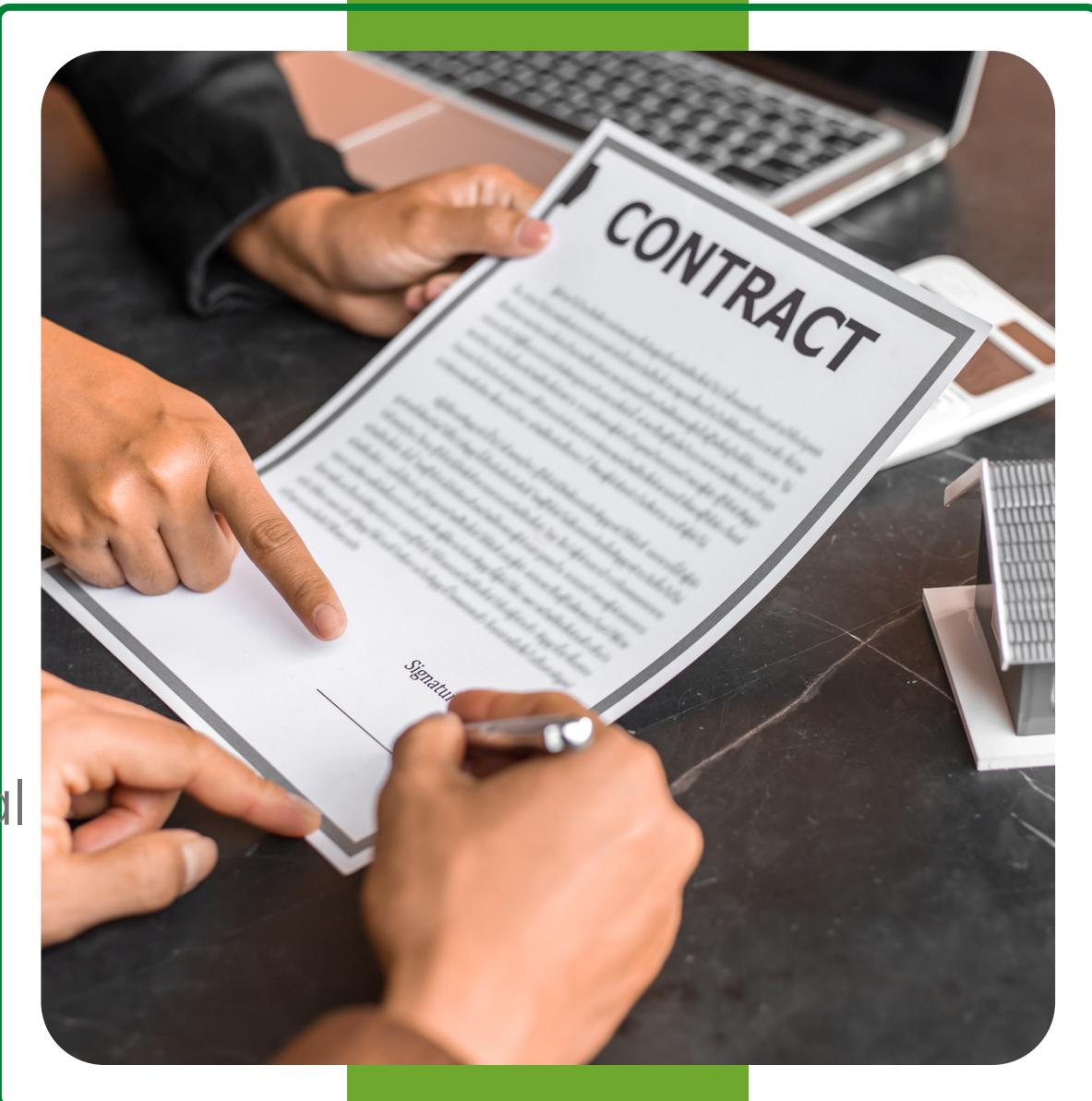
- Comprehensive Terms: Contracts detail roles, compensation, and benefits

Ownership Structure:

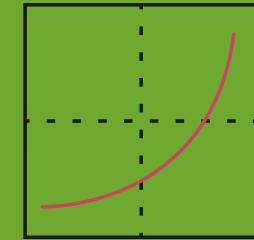
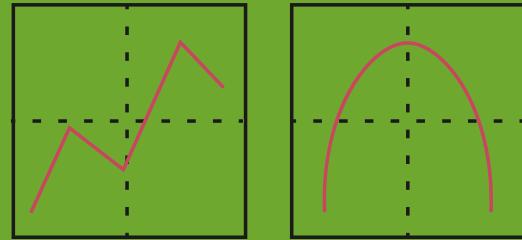
- Private LLC: HealthEase operates as a private limited liability company, co-owned by Ghita El Mtoui, Hamza Alhallabi, and Ribbal Zehra.

Management and Consultants:

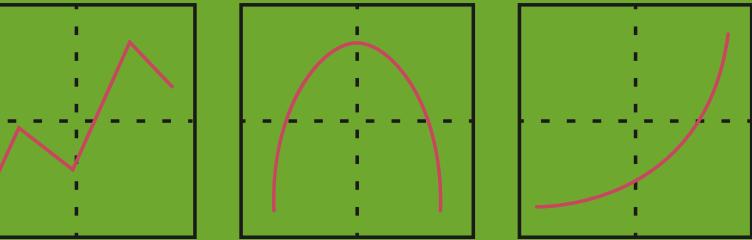
- Transparency: HealthEase values transparency, engaging legal consultants for compliance and nutrition/culinary experts for meal quality enhancement.



FINANCIAL PLAN



Financial Forecasting (12 Month Period)



1. Revenue Forecasting (x):

- Calculate monthly meal sales (meals x price).
- Calculate subscription revenue (subscribers x fee).

2. Cost of Goods Sold (COGS):

- Calculate cost per meal (ingredients + packaging).
- Add labor costs (chefs, dietitians, delivery personnel).

3. Gross Profit:

- Gross Profit = Revenue (x) - COGS.

4. Operating Expenses:

- Allocate budget for marketing, salaries, facility, website/app, insurance, permits.

5. Net Profit/Loss:

- Net Profit/Loss = Gross Profit - Operating Expenses.

6. Break-even Analysis:

- Determine meals/subscribers needed to cover costs.

FUNDING SOURCES

1. Bootstrapping
2. Angel Investors
3. Venture Capital
4. Bank Loans
5. Government Grants
6. Corporate Partnerships



R&D DEPARTMENT

DEVELOPMENT & DESIGN PLAN



- ENHANCE USER EXPERIENCE
- EXPAND MEAL PLAN VARIETY
- INTEGRATE TECHNOLOGY
- ENSURE PACKAGING SUSTAINABILITY

TECHNICAL RESEARCH RESULTS



- OPTIMIZE LOCAL SOURCING
- IMPROVE TRANSPORTATION EFFICIENCY
- EVALUATE TECHNOLOGY IMPLEMENTATION

TECHNICAL SUPPORT NEEDED



- IT PROFESSIONALS
- FOOD SCIENTISTS AND NUTRITION EXPERTS
- ENVIRONMENTAL CONSULTANTS
- TRANSPORTATION AND LOGISTICS EXPERTS

COST STRUCTURE



- PERSONNEL COSTS
- TECHNOLOGY INVESTMENTS
- CONSULTANCY FEES
- TRAINING AND DEVELOPMENT
- TESTING AND PROTOTYPING
- MISCELLANEOUS EXPENSES

Significant Risks



Possible problems

<input checked="" type="checkbox"/>	Supply Chain Disruptions
<input type="checkbox"/>	Technical Glitches
<input checked="" type="checkbox"/>	Changing Consumer Preferences
<input type="checkbox"/>	Logistical Challenges
<input type="checkbox"/>	Regulatory Compliance

Recognition Risks

<input type="checkbox"/>	Market Competition
<input checked="" type="checkbox"/>	Economic Factors
<input type="checkbox"/>	Supplier Reliability
<input checked="" type="checkbox"/>	Technology Dependence
<input checked="" type="checkbox"/>	Public Health Concerns

Alternative Action Plans

<input checked="" type="checkbox"/>	Diversification of Suppliers
<input checked="" type="checkbox"/>	Continuous Technological Updates
<input checked="" type="checkbox"/>	Agile Menu Development
<input type="checkbox"/>	Collaborative Marketing Strategies
<input type="checkbox"/>	Flexible Delivery Strategies
<input checked="" type="checkbox"/>	Compliance Monitoring

TIMELINE

Phase 1: Pre-launch (3-6 months)



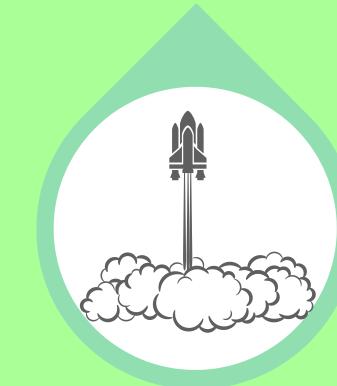
TIMELINE

Phase 2: Launch and Growth (6-12 months)



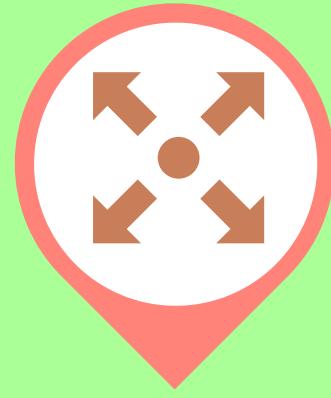
Soft Launch months 7-8

Pilot test meal preparation and delivery
Gather feedback and fine-tune operations



Full-scale Launch Month 9-10

Official launch to the public
Scale up production and delivery
Implement referral program for customer loyalty

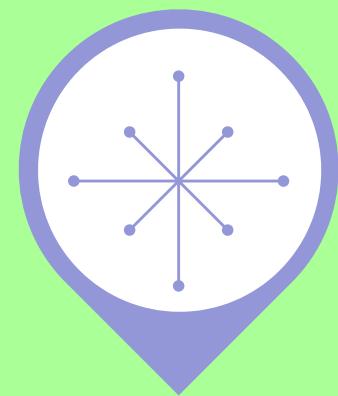


Expansion and Partnerships Month 11-12

Explore partnerships with gyms, nutritionists, influencers
Assess customer feedback and make adjustments
Plan expansion into neighboring regions

TIMELINE

Phase 3: Scaling and Optimization (1+ year)



Scalability Year 2-3

- Invest in technology for streamlined operations
- Explore production scaling options
- Consider diversifying product line with specialized diet plans



Optimization and Growth Year 3+

- Analyze customer data for meal optimization
- Explore eco-friendly packaging and sustainable sourcing
- Evaluate opportunities for international expansion or franchising



THANK YOU

HEALTHEASE