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**WEBD-2007**

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# DESCRIPTION

I’m pleased to submit this proposal for ***Crockodile*** to help to achieve its goals of providing customers with a new and exciting e-commerce experience. The company is a startup established in 2019 with < 10 employees offering a unique spin on the emerging food prep industry. Their product consists of various vacuum sealed and freezable crock-pot/slow-cooker meals which can be de-thawed, removed from the packaging and placed in a crock-pot for meals ready in 4-12 hours with no intervention from start to finish.

In contrast to its competitors like Chefs Plate and Good Food, it eliminates the act of cooking which can often be up to 45mins, and reduces clean-up time, leading to more time spent doing the important things in life. Crocodiles’ target demographic is parents, students, and anyone who may be returning to the office in the coming months who doesn’t wants the remove the burden of cooking when they return home from work.

Currently the packages are sold at local markets and have had a great response, however the company wants to expand it’s reach through e-commerce and offer its product online. Ideally, they would like to follow the model of its competitors and offer subscription boxes that can be modified by quantity and consistency.

# DATABASE STRUCTURE