

Executive Business Summary

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Document Control

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| Version Number | Modified By | Date | Section(s) Modified | Comments |
| 0.1 | A.Gangotra | 09.06.2014 | Created | *-* |
| 0.2 | A.Gangotra | 09.06.2014 | Overview, Problem, Solution, Opportunity | *Created Sections* |
| 0.3 | P.Sinha | 10.06.2014 | Competitive advantages, Business models and Financials | *Completed these sections* |

# Overview

This report summarises eCook, the product made by Spoon (Group 2) for the project.

eCook is an interactive cookbook application which has recipes with text, images, graphics, audio and video content allowing users to follow a slideshow of instructions. It is built to enhance the user experience when learning to cook.

# Problem

In today’s world, with fast paced lives and high pressured jobs, cooking has become a compromise between eating healthy, cheap and easy. Food has become expensive, unhealthy and time consuming.

A study by Dr Jacquie Lavin on the eating habits of university freshmen and young professionals showed:

*(65%) of those surveyed describing their eating habits at university as ‘quite unhealthy’ (45%) or ‘very unhealthy’ (20%). They reported relying heavily on convenience foods, takeaways and fast food, with almost half (46%) of those questioned admitting eating convenience foods including ready meals and pre-prepared sauces up to five times a week, and six in 10 (59%) having takeaways or fast food meals between three and five times each week. However, nearly a third (30%) of them only ate fruit or veg once a week or even less – a far cry from the government’s five-a-day recommendation [1].*

This agrees with Spoon’s survey findings. The study also showed that:

*The biggest influences on food choices were cost (78%), ease (64%) and speed (68%) of cooking with only 10% of people saying they even considered their health when deciding what to eat. Meanwhile, 59% described eating healthily on a budget as either ‘difficult’ (41%) or ‘very difficult’ (18%) [1].*

With eating disorders increasing at an all-time high, there is a major problem with the general outlook towards food.

# Solution

eCook provides an easy way to find the perfect balance between eating healthy and cooking cheap and easy. Initially for student, eCook has now been expanded to be ideal for anyone who wishes to eat right and eat well. Spoon had 3 main aims behind making eCook:

1. To promote the consumption of healthier food by celebrating home cooked food.
2. To encourage people to learn basic kitchen skills ergo saving money.
3. To display the simply enjoyment of creating a meal from scratch.

Please refer to the product specification document for the various features and the exact function of eCook.

# Opportunity

Initially we aimed for our target market to be university students, however, recognising that the unhealthy takeout lifestyle extends beyond the university campuses into working families, Spoon as a team decided to expand the product’s scope to a wider target market. The target market for eCook is-

1. University and university-aged students.
2. Busy working adults.
3. Teens learning to cook.
4. Anyone wanting to make cooking healthy, cheap and easy.

# Competitive Advantages

# Business Model

# Financials

# 8. References

[1] *Study on University Students, Dr. Jacquie Lavine* - <http://www.slimmingworld.com/press-articles/Student-Special.aspx>, accessed 25/05/2014.