# Description of product

What is eCook?

-Present Case Study supporting development of eCook.

A study by Dr Jacquie Lavin on the eating habits of university freshmen 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]

Another study conducted by Nedaa A. Al-Khamees of 141 female students at the university of Kuwait shows

*A large majority (86.5 per cent) ate more than the recommended limit of sweets and fatty foods, while most consumed less vegetables, healthy fats and water than is recommended, and a bare majority ate the stipulated amount of fruit.*

*In all, 35.5 per cent drank soft drinks, 27 per cent coffee and 19.9 per cent tea, while 73.8 per cent consumed some hydrogenated oil.*

*Emulsifiers (67.4 per cent) and preservatives (66 per cent) were the food additives most commonly ingested, followed by artificial colours (53.2 per cent), flavour enhancers (27 per cent), antioxidants (24.1 per cent), gliding agents and sweeteners (19.9 per cent) and anticoagulants (6.4 per cent).*

-What is eCook?

eCook wants to help do away with the epidemic.

It is an intuitive program, encouraging students to cook at home ergo eating healthier and saving money.

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# Marketing

Target Niche is university students:

-Adverts can be targeted easily via campus ads or social media,

-Group particually not able to cook (1 in 3 uni students can’t boil an egg, daily mail, no source);

-Group makes use of laptop computers and other electronic devices.

Audience

-Much wider than students after lots of research.

-Not just university students affected by the unhealthy eating epidemic. The habit permeates youths both younger and older meaning a wider market than initially thought.

Marketing avenues

-Chefs can host playlists of recipes. (outer benefit)

-Marketing Techniques (social media – new instagram craze, poster distribution,

open beta promotion)

Future-

-eCook mobile, even easier accessibility to tonnes of recipes

-social media app where users can share pictures of cooked food linking to eCook (further permeation of market increasing market presence)

## Flexibility of Market

New students every year therefore feedback is always beneficial

Incentive to continue using eCook after graduating supported by social media platform to be made by spoon(future projects).

77% of participants stated that they would prefer software over a physical cookbook.

eCook vs competition

Competition:

-has set amount of recipes

-Little to no interaction,

-expensive and tacky design

eCook

-ever increasing library

-intuitive and interactive

-cheap (supported by student budget) and sexy

# 3. Demonstration of product

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# Finance

Cost of eCook? £5.50?

How many could we sell

How many do we NEED to sell

# Conclusion

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End with eCook logo.

REFERENCES:

1. Dr Jacquie Lavin ,”Eight in 10 students gain weight at university.”[Online] Available: <http://www.slimmingworld.com/press-articles/Student-Special.aspx> [Accessed: 30/05/2014]
2. Nedaa A. Al-Khamees, “Food habits of university nutrition students: pilot study.” [Online] Available: http://www.emeraldinsight.com/journals.htm?articleid=1812136 [Accessed 1/06/14]