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Sales Presentation Content & Survey

#### Ankita Gangotra & Prakruti Sinha

# Company Overview for Video

## 1.1 Introducing Spoon

For clients in the food industry requiring interactive platforms and tools, Spoon is a custom software developer providing new, innovative and useful food-based software solutions. By fully understanding the client and the market expectations, we aim to provide novel products with real consumer value.

In the near future we see ourselves as a firmly established and competitive company in the market; always delivering quality products on time and on budget. We aim for products to be integrated into every kitchen environment because of their competitive pricing, usability and longevity.

## Statement of Team Members

By creating eCook we aim to revolutionalise the food industry by creating a virtual platform to make food healthier, cheaper and easier.

**Ankita Gangotra (Project Manager):** As Project Manager I take an overviewing role in the company, ensuring the smooth running and execution of the project by being the primary point of contact between the investors, other groups and my team mates.

**Max Holland (Dep. Project Manager):** I assist Ankita with the management of the company and am in charge of all the internal company matters, ensuring that company quality standards are up to the mark.

**James Oatley (Documentation Manager):** The role of the Documentations’ Manager is to look after the entire project documentation, ensuring that all the documents comply with the company standards and at the same time assisting the management team.

**Steve Thorpe (Software Manager):** I am in-charge of leading the design and implementation by fully understanding the customer requirements and functional specifications of our projects.

**John Caine (Development Manager):** I am the lead programmer on the project and try to set an example for the other programmers of the coding standards and practices required to achieve what we have.

**Roger Tan (Testing & Integration Manager):** With us doing Test Driver Development, I make sure that the software is being managed at the highest quality possible.

**Paul Mathema (Utilities Manager):** I support the services and processes that make the core business of Spoon making sure all our utilities used are up-to-date.

**Prakruti Sinha (Finance Manager):** As Finance Manager I strategically manage the financial aspects of the project so that they are in accordance to the business plan to keep the investors happy.

**Sam Beedell (Dep. Finance manager):** I assist Prakruti in the financial management of the project and also am the primary point of contact regarding the content.

**Zayyad Tagwai (Sales & Marketing Manager):** My role in the company is to create public awareness and understanding of the target market to be able to tailor the project to the needs of the market.

# Final Marketing Survey Template

1. Rank between 1 and 10 on how good the product look?   
   (1= lowest, 10=Highest)

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

1. Rank between 1 and 10 on how well this product suits people wanting cooking to be healthier, cheaper and easier?   
   (1= lowest, 10=Highest)

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

1. Is the selling price of the product reasonable?

|  |  |
| --- | --- |
| Yes | No |

If not, what price is reasonable for you?  
 Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. If you could improve/change something about this product to make it valuable for you to purchase, what would you change?  
   Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. What would you say you enjoyed/liked most about eCook?

Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Would you purchase this product?

|  |  |
| --- | --- |
| Yes | No |

If not, what is the main reason  
Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Do you think the content of eCook is sufficient to be an interactive cookbook?

|  |  |
| --- | --- |
| Yes | No |

If not, what is the main reason  
 Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Rank between 1 and 10 on how intuitively useable (User Friendly) it is?   
   (1= lowest, 10=Highest)

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

What could be done to improve it even more?  
 Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Would you like to use iOS or Android app version of eCook in the future?

|  |  |
| --- | --- |
| Yes | No |

If yes, how much would you be willing to pay for the app?  
Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Testimonials

Emma Tomlinson (1st Year, Archeology Student): I am a fresher and also a health freak. Having eCook would make my life so much easier, as I wouldn’t have to spend a lot of money on takeaways and also benefit from the healthy cooking.

Katie Kynaston (3rd Year, Psychology Student): The thing I like most about eCook is that I won’t have to leaf through a difficult recipe in a cookbook while cooking and managing timers. I could have it all on my electronics device!