



Digital Integration and Business Model

Buyer Behavior and Technology Trends

Patrick Peque – ID# 28140

NDAB702 – Digital Marketing Assessment Stages 2.1 and 2.2  
Stream 2

## TABLE OF CONTENTS

Executive Summary .....	1
Business Description .....	2
Business Opportunities and Solutions .....	3
Situation Analysis .....	4
External Analysis .....	4
Political .....	4
Economic .....	5
Social .....	5
Technological .....	5
Legal .....	6
Environmental .....	6
Internal Analysis .....	6
SWOT .....	7
Customer Belief and Behavior .....	8
Competitor Analysis .....	9
Digital Marketing Research .....	10
Knowledge Gaps .....	10
Key Drivers .....	11
Critical Success Factors .....	11
Goals and Objectives .....	11
Mission .....	13
Vision .....	13
Business and Distribution Model .....	13
Digital Marketing Strategy .....	15
Innovation in Food Delivery Business .....	15
Target Market .....	18
Segmentation .....	18
Positioning and Differentiation .....	19
Organizational Structure .....	20
1-Year Strategic Implementation Plan .....	20
Launch Plan .....	21
Digital Marketing Tactics .....	22
Banner Ads .....	23
Website Development .....	23
Google Adwords .....	24
Campaign Planning .....	25
Search Engine Marketing .....	25
E-mail Marketing and mobile text messaging .....	26
Social Media and Viral Marketing .....	26
Offline Promotion .....	26
Scenario .....	27
Financials .....	27
Performance Management and Controls .....	29
Conclusion and Recommendation .....	29
Bibliography .....	31
Appendix .....	33

## **EXECUTIVE SUMMARY**

Food delivery service offers a convenient way of providing customers with wide variety of options. From telephone based ordering services, takeaway counters in restaurants, to online food delivery system. There have been significant improvements on how businesses today reached their target customers by providing different ways to deliver their products or services. The growth in food delivery market is increasing faster due to changing customer behavior. The drivers contributing the growth include increasing internet usage, urbanization, and demand in developing countries. People today prefer to deliver food due to increasing traffic, petrol consumption, limited parking spaces, etc. The shift from traditional telephone based ordering system to online platforms offers wide variety of choices, ratings and reviews providing a more efficient customer experience. Customers are now active and vocal in what they feel in their recent online experience through social media such as facebook and twitter. Most of them will not actually give feedback directly to the company involved but rather use these available platforms to give their feedback and reviews. Negative online reviews may have a drastic effect in the company especially in food delivery services. In a study conducted by Cone Research, they found out that 4 out of 5 customers have reversed a purchase decision after reading an online review and a positive review is correlated with increase in sales (Cone Research, 2011).

Growth in online users is increasing tremendously fast. Recent studies shows that 94% of New Zealanders ages 25-34 years old are now connected and 61% of elderly individual ages 65 years old and above have good online purchasing experience (Statistics New Zealand). The growth driving these increase are due to high-speed internet infrastructure, improvement of connectivity, and increased online purchase security. However, Data from MYOB showed that 47% of Small to Medium Enterprises (SMEs) don't have business websites and only 16% have website and social media presence (MYOB Business Monitor Special Report, 2014). Yellow SME Digital Readiness Survey in April 2014 also shows that the average annual revenue of SMEs using digital marketing tools is \$150,000 higher than SMEs disengaged from modern marketing practices (Brunton, 2014). The survey also shows that the most effective digital marketing campaign are website, videos, and mobile app. This is an opportunity that NZfoodcourt.com capitalizes, providing online food service and help SMEs manage their business.

NZfoodcourt.com is a food delivery service company that provides food from food court in fast, affordable and convenient way. It is establish to create an alternative option to traditional food delivery service provided by restaurants, fast food and pizza companies. It is first in Auckland that is target specific and provides fast, affordable, and convenient way to order food. The company also wants to adapt to the dynamic and changing customer behavior. Being the best of what we do, NZfoodcourt.com is an innovative company that employs the latest and up-to-date technology in food delivery system. Doing the best in what we do and exceptional customer service is the core of our business. Not only providing exceptional service, NZfoodcourt is commit to care for the environment by innovating its distribution channels to reach the food faster to meet customer expectations and engaging to project with social responsibility are what makes us unique with our competitors.

This proposal is aimed to provide innovative solutions in an increasing and evolving customer behavior in food industry. The demand for food delivery is increasing

especially in highly industrialized area such as in Wairau Valley in Auckland. The website will provide a unique service to employees working within the vicinity and offer alternative solutions while creating a different way of thinking of planning packed lunch in advance so that customers can manage their time efficiently and productively in the workplace.

Digital marketing strategies are focused on the key drivers: innovation, customer experience and managing SMEs business. Marketing campaigns are also put in place in order to be in line with the strategic objectives and goals. Specific tactics are addressed on particular market segment with proposed method in terms of performance management and controls.

## BUSINESS DESCRIPTION

**NZfoodcourt.com** is a company that provides free food delivery service from food courts around Auckland. It gives fast, affordable, and convenient way of delivering food to customers who value their time and for people who just want to have a quick meal. It offers wide variety of food like Chinese, Indian, Korean, Malaysian, etc. dishes. The company would like to address the need for food delivery service either at home, office or in school. We are a team of highly trained food specialists that offer exceptional food service to our clients using website or app that would make their lives easier because we value their time and money. We are customer focused and service-oriented individuals that would not only deliver food but also provide a wonderful food experience with customers. It is unique and will be the first kind of service in New Zealand. The team of dedicated food service specialists will be responsible for monitoring, processing and delivery of ordered food from the website. They are also responsible for daily inventory and transaction with concessionaires within the food court.

Nzfoodcourt.com is a simple online service that customer can order food from food court without all the hassle. By logging in to the website, customers can browse menus, and enter special instructions when needed. NZfoodcourt remember all favorite items and previous orders every time the customer logs on and can even save the billing information. The website will provide not only food delivery service but eventually create a database of food court concessionaires in Auckland in one website which was not currently being established. These are useful later on in expanding the business and help customer identify food courts that are nearest to them.

NZfoodcourt are also committed in giving back something to the community. Every order from the website, the **Project NOAH (New Operations plan Against Hunger)**, donates a significant amount to Childfund New Zealand, a non profit organization that helps children break free from poverty (Child Fund New Zealand, 2015). Today, not only customers can enjoy their food but at the same time make a difference in the community.

## Company Logo / Branding

NZfoodcourt logo comprises of the following:

Harabara font was used to create a touch of Filipino since Harabara Font was used in Department of Tourism's *Its More Fun in the Philippines* Campaign (Department of Tourism). The word, *Food Court* is Clarendon Font with all capitalize to emphasize the nature of the business and what we operates.



.com is Cooper Std font to provide a more general website.

The tagline, "*food delivery at its best*" was Cooper Black font to clearly emphasize on our value proposition of doing the best in what we do, that is to deliver food that are fast, affordable and convenient.

The brand logo is Red color because it creates excitement, youthful, and bold. Based on study, there is a real connection between the use of colors and customer's perceptions with brand's personality (Ciotti, 2013)

## BUSINESS OPPORTUNITIES AND SOLUTIONS

There have been significant developments in the way food delivery business are doing today compared 10 years ago. Telephone based ordering system are not anymore popular due to high cost of delivery, longer processing, slow service, and high chance of miscommunication. This will lead to customer being unsatisfied with the service and creating an impression the food delivery is expensive and slow. The shift toward alternative mechanisms for accessing food is a response to changing socioeconomic factors, rapid changes in information technology, and changes in consumers' tastes and lifestyles, among other things (Hossain & Adelaja, 2000). It is important we provide solutions to the changing customer needs if we want to be competitive in the market. Solutions that is innovative and will drive the business forward. There are a lot of opportunities for food delivery business in New Zealand because customers are now online and e-commerce are more advance in the country.

Market Opportunities	NZfoodcourt.com Solutions
2.8 Millions of New Zealanders are connected to the internet; 94% are ages 25-34 years old (Statistics New Zealand) and elderly individuals (65 years old and above	Maximize good online experience and leverage on increasing demand on food delivery service.

New Zealanders have good experience in online purchases	Capitalize this experience and translate it in terms of customers acceptance of having food being delivered wherever and whenever they are.
41% of SMEs don't have a business website and 16% have both website and social media presence (MYOB Business Monitor Report, 2014)	Provide a platform to manage Small to Medium Enterprises website and increase online customer based revenue. Let them know the importance of digital marketing campaign and how we can help them manage it while they concentrate more on their business.
Changing customer behavior in food delivery system	Adapt to changing customer behavior and analyze marketing trends. Customer belief and behavior change to create a habit that customers will adapt.
Lack of innovation in food delivery service	Strive to create solutions tailored to specific customers needs and innovate things on how we do business. Be the leader in customer satisfaction and service
Competition	Provide competitive advantage in terms of products and services we provide. Competitive intelligence to know what the competitors are doing and deliver customer expectations
High prices of food delivery rates and slower service	The company will provide free food delivery service within 2 km from the food court and delivery charge will be low compared with our competitors while using energy saving and environmentally friendly vehicle

## SITUATION ANALYSIS

### A. EXTERNAL ANALYSIS

#### Political Forces

There are some government regulations and policies that can impact the business in food delivery service. One of which are licensing permits, policies like handling promotional materials, or issues on regulation in food business. The Food Act 2014 which was already approved and will be implemented in 1 March 2016 will greatly impact with our chosen business since the proposed plan of launch is on first quarter of

2016. Based on the act, Auckland Council will continue to be the regulatory authority in terms of registration of business and food and safety verifications (Food Act 2014).

### **Economic Forces**

Based from Statistics New Zealand, As of September 2014 quarter, New Zealand's Gross Domestic Product (GDP) grew by 1% (MacPherson, Statistics New Zealand, 2014). This means that the economy is continuously growing despite the decrease in growth for business services and transport. Consumer Price Index (Inflation) from the Reserve Bank of New Zealand was posted to be at 1% in the third quarter of 2014 (Reserve Bank of New Zealand, 2014). Since September 2002, the inflation target is to keep within the range of 1-3% on average over the medium-term (Appendix 1).

The average annual household regular income as of June 2014 is \$88,579 that is 9.1% higher compared in 2012 (see Appendix 2). Wages and salaries also rose by 7.7% from \$82,029 to \$88,357 (MacPherson, 2014), which can impact the disposable income of New Zealanders. This means that they have more money to spend for the basic necessities such as food.

Average weekly household expenditure also increased by 9.1% (from \$1,019 to \$1,111) from June 2010 – June 2013 data (MacPherson, Household Economic Survey, 2014); The top 3 most New Zealanders are spending are on housing & household utilities, food, and transportation (see Appendix 3). This means that there are big changes on average weekly household expenditures that can impact food business. Unemployment rate is 5.4% in the third quarter of 2014 due to significant growth seen across number of regions, industries, and demographics (Trading Economics , 2014).

New Zealand's real gross national disposable income (RGNDI) per person increased 61 percent between 1992 and 2014 (Real Gross National Disposable Income, 2014). Appendix 4 illustrates the history of RGNDI from 1992 to 2014. This means that today, people has a better quality of life and improvement in the standard of living.

### **Social Forces**

New Zealand is a diverse multicultural country. There are several aspects that can impact the business, one of which is through social and cultural differences. Each nationality has different comfort food. Chinese may look for an authentic chinese restaurant, Indians may look for Indian food, etc. These can impact the business if the food we are offering do not have what the customers are looking for. The challenge is to provide a wide variety of food and create more options. Certain cultures may also avoid certain food. For example, Hindus will not eat beef and Muslims would not even touch pork. Therefore knowledge about these cultural differences is very important in targeting customers for food delivery business. Eating habits of people may also affect marketing plan in the future.

### **Technological Forces**

Technological factors can also impact the food delivery business. Latest technological advancement can help lessen the deliver time, make the business work efficiently, and innovate product or services. Use of battery operated airwheels can

delivery food within 8mins. It can also help decrease the petrol consumption compared if you use car. Drones are now being studied to provide food delivery. Amazon have Prime Air that aims to deliver books in 30 minutes (Amazon Prime Air, 2014). Google has also Project Wing, which is developed in a top secret facility, Google X which could eventually be used for disaster relief by delivering aid to isolated areas and for package delivery (Madrigal,2014).

### **Legal Forces**

There are several government regulations that can impact the business which includes labor laws, tax policies, regulations regarding hygiene, health and food regulations, food standards, etc. The New Zealand Food Act 2014 which will take effect in March 2016 will apply to new food businesses and suppliers who begin trading from that date (Ministry of Primary Industries, 2014). Since the company will only provide food delivery services, these factors should also take into consideration to concessionaires that are listed in the database. They should strictly follow all set rules in order to prevent any negative feedback that may arise due to unhealthy or poor food standards.

### **Environmental Forces**

Based on Fairfax Media Business and Consumer Behavior 2013, it reveals that a significant risk which an organization may face if customers find their regular brand or service provider is having a bad affect on the environment, people or society, or behaving unethically (Horizon Research, 2013). It means that sustainability is important in any business practice. NZfoodcourt continue to find ways to care for the environment by using environmentally friendly vehicle and recyclable packaging materials in order to have a sustainable and acceptable business practice.

## **B. INTERNAL ANALYSIS**

NZfoodcourt is a start-up company with no current tangible resources yet. Funds came from the investors of the project. In term of intangible resources, the company will have employees that are exceptional in their chosen field such as in digital marketing, sales, and distribution. The organizational structure is dynamic and requires frequent reviews as the company expands its services in the future. The company plans to establish core competencies by providing continuous trainings in customer service, ongoing development in digital marketing, and provide individual development plan (career growth) for employees, providing them with competitive salaries and benefits. Our asset is our people because they represent the company and the brand.

In the book Branding and Brand Equity, Keller highlighted that one of the most valuable assets that the firms have is the intangible asset that is their brands (Keller, 2002). Branding is very important because it is a way we want people to feel with our business. Feel is very important because customers make buying decision emotionally. We are building relationships with customers and we want to engage and make them feel that they are part of the brand.

## **SWOT ANALYSIS**

### Strengths

- First food court delivery services in Auckland
- Offer free delivery services, providing real value for money
- Strong dedicated team
- Customer is able to customize their orders the way they like
- Interactive menus
- Updated information
- 24-hour online facility
- Easy access through the internet

### Weakness

- High transportation cost
- Limited flexibility in pricing
- Food offered are mostly from food courts
- Customer lacking loyalty

### Opportunities

- 66% online New Zealanders do online purchases (Statistics New Zealand)
- 61% of elderly population are also into online purchases (Statistics New Zealand)
- Only 41% of SMEs have business websites (Joyce, 2012)
- Concessionaires have no time to maintain website
- No online database of food court concessionaires
- Increasing demand for healthier food

### Threats

- Increasing number of food delivery services in Auckland
- Presence of competitors website
- Changes in regulation can impact the business

Since our strengths and weaknesses are internal attributes of our company and opportunities are external to our market, simplifying it will help us understand the real situation of knowing how do we use our strengths to capitalize our opportunities, how do we use our strengths to mitigate our threats, how our weaknesses impact our opportunities and what can we do to stop that from happening, and how our weaknesses can be capitalized in the threats of our market. This analysis is a powerful technique since it is not only indicates the SWOT, but can be used to generate appropriate strategies (Chaffey & Elis-Chadwick). Figure 2 shows our analysis for the NZfoodcourt.com. In order to assess opportunities and threats, our strategies are geared on leveraging on our strengths and maximizing the opportunities by using attacking and defensive strategies.

	<b>STRENGTHS</b> <ul style="list-style-type: none"> <li>• First food court delivery services in Auckland</li> <li>• Offer free delivery services, providing real value for money</li> <li>• Strong dedicated team</li> <li>• Customer is able to customize their orders the way they like</li> <li>• Interactive menus</li> <li>• Updated information</li> <li>• 24-hour online facility</li> <li>• Easy access</li> </ul>	<b>WEAKNESS</b> <ul style="list-style-type: none"> <li>• Limited food from food courts</li> <li>• High transportation cost</li> <li>• Limited flexibility in pricing</li> <li>• Customer lacking loyalty</li> </ul>
<b>OPPORTUNITIES</b> <ul style="list-style-type: none"> <li>• 66% online New Zealanders do online purchases</li> <li>• 61% of elderly population are also into online purchases</li> <li>• Only 41% of SMEs have business websites (Joyce, 2012)</li> <li>• Concessionaires have no time to maintain website</li> <li>• No online database of food court concessionaires</li> <li>• Increasing demand for healthier food</li> </ul>	<b>SO STRATEGY (Attacking Strategy)</b> <p>Leverage as the first food court delivery service in Auckland to maximize the increasing online purchases of New Zealanders</p>	<b>WO STRATEGY (Build strength for attacking strategy)</b> <p>Counter the limited food from food court by exploiting on SMEs that don't have business websites</p>
<b>THREATS</b> <ul style="list-style-type: none"> <li>• Increasing number of food delivery services in Auckland</li> <li>• Presence of competitors website</li> <li>• Changes in regulation can impact the business</li> </ul>	<b>ST STRATEGY (Defensive Strategy)</b> <p>Leverage the free delivery services and "real value for money" to minimize the competition</p>	<b>WT STRATEGY (Build strength for defensive strategy)</b> <p>Counter high transportation cost and increasing number of food delivery business</p>

**Figure 2 TOWS Analysis for NZfoodcourt.com**

## CUSTOMER BELIEF AND BEHAVIOR

Hoffman and Novak study the consumer navigation on the web. They highlighted the importance of consumer experience in an online environment and suggested that commercial websites would benefit by facilitating what has been called the experience of "flow" (Hoffman & Novak, 1996). This flow is a state when customers are engross with what they are doing and detached themselves from the presence of time and place. The key direction to this type of customer behavior user experience. Customers today are so engage online, they choose to pay attention to what matter to them. They will filter information that they think that they will not get benefit from or they think is not useful. We are in a generation where we are always connected, communicating, computerized, community-oriented, and always clicking. We want to share what we feel, give opinions or comment on social media platforms. These behavior are rapidly changing and we need to understand this and adapt our strategies to reach our target customers.

There are significant differences between online and offline customers. The goal directed behaviors of online users are very eminent in customers who are ordering for food. They go to website because they are hungry and they are craving for something. This cravings can either translate to orders or can frustrate them and look for more

credible food website providers. They go to a particular website because they want something. We research a lot when we want something cheaper. We research when we want to know something deeper. We develop skills that engages us to get more information as much as possible before we decide on buying something. We trust online reviews rather than recommendation from friends. All information is just with the use of our fingertips. With online customers, there are a lot of options to choose from and competition becomes very stiff and we must be at the top of our customer's mind. Customer online behavior is rapidly changing and we must adapt or we will get left behind. Offline customers behave differently when it comes to buying a particular product or services. They might have limited options in terms of products or services.

In the 2014 Mobile Behavior Report, 85% of consumer consider smartphones and tablets as central part of their lives and more than half says that some websites are not mobile-optimized and don't have enough content (salesforce.com, 2014). That's why NZfoodcourt website must be optimize and provide a good content to create an excellent online customer experience.

## COMPETITORS ANALYSIS

In each set market, we have competitors. The challenge is how do we know who are our competitors since we create a new market in food delivery service. Qualitative and quantitative analysis will help up understand who are our direct competitors, which are companies that are competing with us on the same needs to the same customers. Currently there are more than 10 online food delivery companies in Auckland. We identified myfoodbag.co.nz and menulog.co.nz as our main competitors based on target market and customer preference. Competitive Intelligence also plays an important part to monitor competitor's activities and how they position themselves in the market.

	NZfoodcourt.com	Myfoodbag.co.nz	Menulog.co.nz
			
Description and Positioning Profile	Food delivery at its best – Affordable, Convenient and Delicious. New Zealand's first food court delivery service	Nadia and her Test Chefs creates a healthy and delicious dinner recipes for you weekly	New Zealand's largest online takeaway and home delivery website; Head office in Australia

Delivery Charges	FREE within specified area; No required minimum purchases	Free food delivery with minimum order of \$159 per week	\$5 delivery charge with \$30 minimum order
Promotion and Discounts	20% off first order 10% discount if you refer customers	Free Personalized Cookbook when you buy gift vouchers	25% off first order Order 6, 7 <sup>th</sup> free Order 7, 8 <sup>th</sup> free

## DIGITAL MARKETING RESEARCH

Digital market research is very important tool to further understand our customer behavior, gain insight the customer's mind and in developing strategy to improve the business. Our initial target food court is in Wairau Valley, Auckland. It is a highly industrialized area located in North Shore. There are a lot of business establishment within the area such as furniture shops, car companies, big warehouses such as Briscoes, Place Makers, etc. There are a lot of office workers ages 25-34 years old in that community. Schools and residential area are also nearby making the site ideal to conduct the business and implement our first project. Appendix 5 shows a sample research questions we need to ask to further understand current customer's belief and behavior. There are also several apps that can also generate information on customer online behavior. This information can be used to directly target our customers and tailored our strategies and tactics.

## KNOWLEDGE GAPS

There are several knowledge gaps that we need to answer in order to understand our customers in terms of the belief and behavior in food court delivery service. Appendix 5 illustrate a sample research questions pertaining to their habits and experience in food court and acceptance in providing them with service like NZfoodcourt. There have been limited data available with regards with the size of the market, customer behavior in food courts, and data on home delivery service in New Zealand that we feel that is important but currently we don't have an answer.

- At what price points that customers are willing to pay for a delivery service? Considering several factors such as petrol, parking fees, and time going to and from the food court
- How frequent they request for food delivery?
- Acceptance in food court delivery service

Data for Euromonitor International on Home Delivery in New Zealand are available in their website with corresponding fee of \$900.

## **KEY DRIVERS**

Busy lifestyle and a growing urban population mean an increase in demand for food that is fresh, health, convenient, and fast. In order to adapt with the dynamic change on how customers online behavior and maximize the opportunities from our SWOT analysis, we arrived in the following key drivers that will propel us forward in terms of profitability and sustainability of our business:

1. Customers believe in the food delivery service
2. SMEs believe that websites will increase customers and therefore increase sales
3. Provide a database in food court industry in New Zealand

## **CRITICAL SUCCESS FACTORS**

The there are several critical success factors that we need make sure in order for our marketing strategy to be successful. Since good customer experience is our driving force of the company, it is essential that speed of service and efficiency in delivery are provide to customers. Speed of service means that when customer order online, the process of making the food to delivering it to their doorstep must be fast. Proper coordination from online staff to concessionaires and back to delivery staff must be synchronize and coordinated correctly. Any disturbance or delay might after the delivery time and would create a negative feedback to customers. Efficiency would mean delivering the right food, to the right customer, at the right time. Maximizing delivery routes made through careful planning would help minimize order errors, saving petrol, and saves time.

Another critical success factors to the business are partnership with key stakeholders such as concessionaires and food court owners. All concessionaires must agree to put up their product to NZfoodcourt website for a certain time period. It is critical that food court owners and concessionaires agree to the terms and conditions so we can manage the site effectively and create a complete list of food available in a particular fod court. Providing a mutual benefits and creating a win-win situation. Roles, responsibilities, and expectations are established and monitored and regular communications are maintained.

## **GOALS AND OBJECTIVES**

The process of formulating our goals and objectives came from our analysis of the market, identifying our key strengths, opportunities, weakness and threats. From the key issues we identify key drivers that is needed to maximize the opportunities and leverage on our strengths and critical success factors that we need to put in place in order to achieve our objectives

The company aims to be the best in what we do. Providing superior customer service both in online and offline. We continue to find innovative ways on how we deliver food in fast and efficient way, understanding the demand of customers, and deliver customer expectations. We plan to expand the company to further increase our profits and provide a sustainable solutions in food delivery industry.



Key Issues & Opportunities from SWOT	Short Description	Key Drivers	Strategies and Critical Success Factors	Strategic Objectives
66% of online New Zealanders do online purchases	Key Driver 1 <b>Customers believe in the food delivery service</b>	<ul style="list-style-type: none"> <li>Create a good online experience</li> <li>Increase repeat customers</li> <li>Provide discounts and promotions</li> </ul>	<ul style="list-style-type: none"> <li>A clear value proposition will strengthen customer engagement</li> <li>Strengthen product differentiation</li> <li>Create value messaging</li> <li>Launch online promotions and discounts</li> <li>Customers understand the meaning of "value for money"</li> <li>Efficiency and speed of food delivery</li> <li>Increase customer online engagement</li> </ul>	To increase sales and provide exceptional customer experience both online and offline through innovation and efficiency in food delivery
Unmet need in website business. Only 41% of SMEs have websites	Key Driver 2 <b>SMEs believe that websites will increase customers and therefore increase sales</b>	<ul style="list-style-type: none"> <li>Increase online traffic</li> <li>Online orders vs dine in customers</li> </ul>	<ul style="list-style-type: none"> <li>Leverage on data from Statistics New Zealand and MYOB Business Monitor Report</li> <li>Good partnership with SMEs providing mutual benefits and Win-Win Situation</li> </ul>	To manage and maintain website of concessionaires and to increase revenue from online customers
No current list of food court concessionaires around Auckland	Key Driver 3 <b>Provide a database in food court industry in New Zealand</b>	<ul style="list-style-type: none"> <li>Increase number of registered concessionaires and food courts</li> </ul>	<ul style="list-style-type: none"> <li>Increase site promotion and share success stories</li> <li>Roles, responsibilities, and expectations are regularly monitored and communicated</li> </ul>	To generate a registry of SMEs in food courts around Auckland

To ensure that our goals and objectives SMART (specific, measurable, attainable, realistic, and time bound), goals are further divided into specific objectives that we believe are important in achieving our goals and sustain the business.

**Goal #1:** To increase sales and provide exceptional customer experience both online and offline through innovation and efficiency in food delivery

**Specific Objectives:**

1. To generate sales of \$500,000 in 1 year post launch
2. To increase online traffic from 0 to 500 views from 1-month post launch
3. To increase conversion rate to 20% in 6 months post launch
4. To increase repeat customers from 5% every month within 1 year post launch
5. To increase new online customers by increasing account signing up

6. To increase advocates from initial 10 to 15 within 6 months post launch
7. To convert distant customers to early adopters in 1 year post launch

**Goal #2:** To manage and maintain website of concessionaires and to increase revenue from online customers

Specific Objectives:

1. To generate \$10,000 from SMEs concessionaires to manage their website within 6 months post launch
2. Increase the number of concessionaire from 10 to 40 after 12 months post launch
3. Increase sales of concessionaires from 0 – 20% from online orders within 8 months post launch
4. Increase online customer shares vs walk in customers by 20% at the end of 2016

**Goal #3:** To generate registry of SMEs in food courts in New Zealand

Specific Objectives:

1. To increase food court franchise from 5 to 10 after 12 months post launch
2. To make the concessionaire realize the importance of online promotion to increase customers and expand their reach
3. Expand the business in 3 major cities (Auckland, Wellington, Christchurch) after 3 years

## **MISSION**

- To provide good quality service in food delivery industry by helping customers get the food that they want in fast, efficient and innovative way while providing social responsibility programs for the environment and the community

## **VISION**

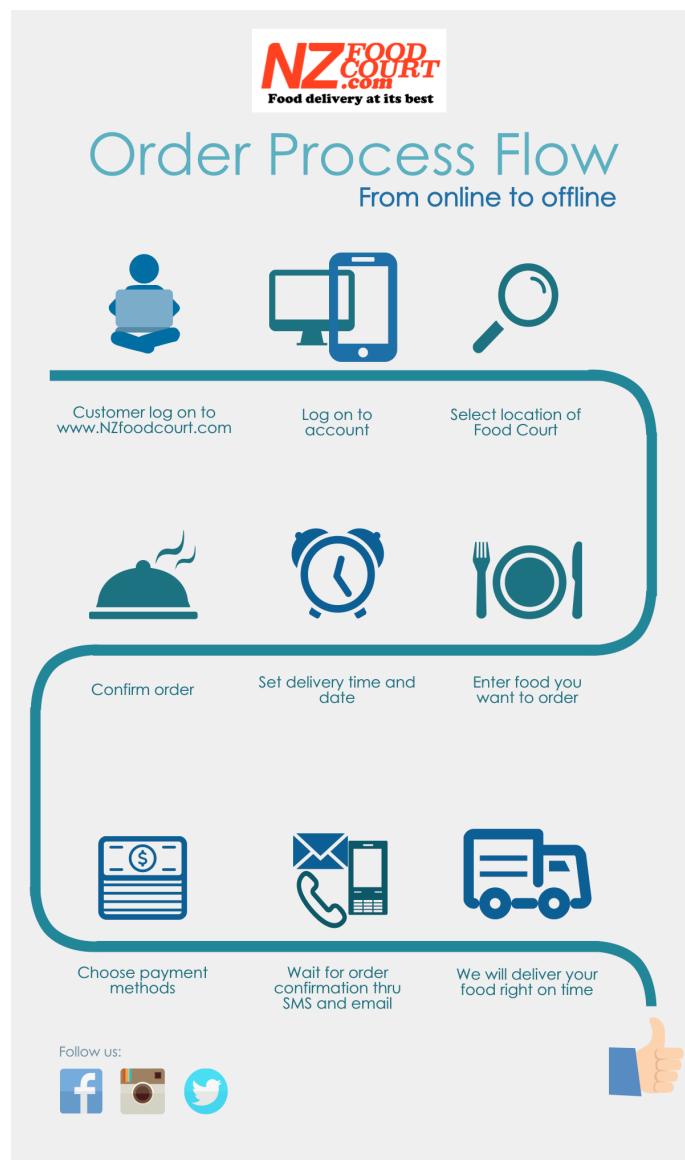
- To become the preferred website of customers when they want food delivery

## **BUSINESS AND DISTRIBUTION MODEL**

For a small start-up company NZfoodcourt.com, it is equally important to carefully assess the alternative distribution channels that are currently available and evaluate possible channels by analyzing distribution model used by competitors. The analysis may reveal that using the same channels will provide the best option, or it may show that choosing an alternative channel would give the business a competitive advantage.

The current distribution model involved in the process of online food distribution orders and carrying out through designated delivery vehicle such as motorcycle, van, or delivery truck. Usually it would take you significant amount of time the food you ordered to get to you and the cravings might be gone when you receive the food. The average food delivery would be 30 minutes to an hour depending on the location, time, and workload. At NZfoodcourt, we will revolutionize the distribution model by creating an efficient way on how we deliver the products to our customers. We simplify the process

and minimize intermediaries that could delay the processing of food. First, through our innovation, we will use faster and eco-friendly delivery vehicles such as hybrid cars and airwheels. Second is traceability in all points of distribution network, customer can track their orders. We will have an app tracker to give the customer peace of mind and push notifications to inform them about the status of the delivery. Thirdly is customer service, we are not here just to deliver food but to understand what they need and to be the customer's top of mind when they want to get fast, cheaper, and convenient food that also cares for the environment and the community. We want to create a sustainable distribution channel that we can implement as we increase our franchise in the future. By doing this we need to ensure that the food we are delivering are adequate and continuous. Sustainability in the Food Industry defines sustainability with a comprehensive review of the industry's current approach to balancing environmental, economic and social considerations throughout the supply chain (Baldwin, 2009)



## DIGITAL MARKETING STRATEGY

Chaffey and Smith (Chaffey, 2008) created the SOSTAC Planning Framework and can be applied in the digital marketing strategy development for NZfoodcourt.com. It comprises of 6 elements in creating digital marketing strategy. This includes situational analysis, objectives, strategy, tactics, actions and controls. These are all important process that we need to undergo in order to create a robust marketing strategy. Knowing where we are now, where we are going and how do we get there will help us leverage ourselves above the competition. Understanding the changing online customer behavior and knowing that it differs from offline customers posed a challenge for us and a thorough analysis will help us to be successful and achieve our objectives and drives the business forward and gain a competitive advantage.

Our digital marketing strategy will focus more in generating a positive word of mouth, seeking more leads, grow the NZfoodcourt brand, interact with customers, and increase revenue. Our strategy should also be aligned to our strategic objectives.

### **Innovation in Food Delivery Business**

Innovation requires new systems and new thinking. Better people, better products, or better services that we can offer to potential customers. We have project teams that work on specific areas that is designed to make an impact to customers and a lot of it goes back to our business model – tracking our product. We innovate in order to be better, and if you work on the premise that you can always be better, then there always a reason to be innovative. Bringing sustainable innovations that meet the market needs. We need to be spotting every trend very early (market driven solutions), we need to have key leading indicators to understand if the consumer needs are changing quickly.

Innovation is about our customers, what the customer wants and needs. They want to be listened to, understand what is their need, to feel love, and not letting them down. These doesn't change even when there is innovation. The speed of innovation is getting faster all the time. We need to move faster because the customer expectation will change of what it is they want but the basics of how we delight them will not change. Customers might not be home when you deliver food to them. Dynamic delivery if customers are not in their address using scheduled orders. Provide the each account with planner and scheduled food. Remove the inconvenience from the customer for having the delivered food at home. In the future we need to remove the obstacles to customers when it comes to convenience through social media and digital marketing. Social media is a live and very transparent tool to serve customers better. Innovation can help us reach customer expectations. We have to be proactive by texting customers, tracking, etc. so we can deliver what the customers want.

As part of NZfoodcourt innovation, we are using Hybrid cars to deliver food that provide very low carbon emission (reducing environmental footprints), high fuel efficiency, and less maintenance.



Receiving food fresh, hot and fast are also one of our concerns. By using heated delivery box, customers can make sure that they will receive their ordered food hot and fresh just like when they have their food in food courts. We plan to buy the food delivery boxes from [www.packir.com](http://www.packir.com) at a very reasonable price.



Another delivery innovation that we want to employ is the use of airwheels from [www.airwheels.co.nz](http://www.airwheels.co.nz). It's an international market leader in electric unicycles. It's a new product here in New Zealand market and provides a cost effective and environmentally friendly alternative means of transportation. Its maximum speed is 18km/h, that is 3x the average walking speed of 5km/h. This is beneficial in short distance delivery where it requires walking and where there are limited parking spaces within the area. It is rechargeable and can travel up to 23km per 1 battery cycle. Since it does not use petrol, it reduces carbon monoxide emission making the delivery environmentally friendly.



**Airwheel**  
NEW ZEALAND  
www.airwheels.co.nz



Since we understand that our customers are busy, time conscious, and in a hurry, we also have a QR Code that will help them go directly to NZfoodcourt.com website. It's a free code generated from <http://www.freeqrcodetracker.com/>. The code itself can hold a huge amount of information that is easily scanned and stored into a mobile device. This is another way to attract customers since they just need to scan it briefly and the information are already stored in their devices. Because of its versatility, it's an effective way to reach the customers and allow us to save money by minimizing advertising cost. In order to familiarize our customers with this code, we plan to include QR codes in all marketing campaign to maximize exposure and help capture our target audience.

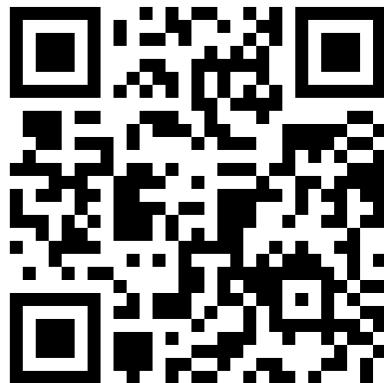


Figure 2. NZfoodcourt.com QR Code

Drones are now being introduced to deliver goods. Amazon Prime Air is the future of delivery system that let you receive the goods within 30 minutes or less, Google top secret research lab said to deliver goods with the use of drones with their Project Wing and Domino's Pizza Inc. tested delivering pizza in the US in 2013. Flying within a specified altitude, drones can make delivery easy, fast, and precise. Several issues however are being addressed such as clearance from civil aviation authority and privacy issues. This technology will definitely create a big leap on the way we do our business and NZfoodcourt will take a closer look on the possibility of using this kind of innovation in the future once issues have been resolved and approval from New Zealand civil aviation authority have been established.



## **Target Market**

Our target market are customers ages 25-34 years old who currently working in an office, students, or elderly individual that do not have time to prepare food at home and want food that is fast, affordable, and convenient. Wairau Valley is the initial target venue particularly Delicious Link International Food Court located in 19-23 Link Drive Wairau Valley North Shore 0627.

## **Segmentation**

Market segmentation is done to know who our target market. For NZfoodcourt, our target market are office worker in Wairau Valley, working from 9am to 5pm ages 25-34 years old, technology driven individual who always connected and use their mobile phones, has a good online purchase experience, and tired of thinking everyday to eat lunch because they are busy to prepare packed lunch at home. They can be divided into 4 segments: Distant, Early Adopters, Pragmatic, and Advocates.

Distant	Early Adopters	Pragmatic	Advocates
<ul style="list-style-type: none"> <li>• These are conventional customers</li> <li>• Would prefer to go to food court to eat</li> <li>• Hesitant to use technology like smartphones</li> <li>• Customers that are not online</li> <li>• No experience in online purchasing</li> </ul>	<ul style="list-style-type: none"> <li>• Conventional customers but open to other options</li> <li>• May have online purchasing experience</li> <li>• Can easily be influenced</li> <li>• Open to new advancement in technology</li> </ul>	<ul style="list-style-type: none"> <li>• Practical customers</li> <li>• Have good online purchasing experience</li> <li>• Will use NZfoodcourt when need arises</li> <li>• Will order food from other food delivery companies</li> <li>• Always finding practical ways to get food</li> </ul>	<ul style="list-style-type: none"> <li>• Has a good experience with online purchasing</li> <li>• Loyal customers</li> <li>• NZfoodcourt is the only food delivery that provide exceptional service</li> <li>• Would rather buy food online than to go out</li> <li>• Technology driven</li> <li>• Customers who have many friends</li> <li>• Influential such as bloggers, food critics, etc.</li> </ul>

## Positioning and Differentiation

NZfoodcourt.com is the only food delivery service company that delivers food from food court around Auckland. It is first in New Zealand that provide fast, convenient, and environmentally friendly service to our target customers using innovative way and efficient way for doing business. We would like to position ourselves to be the leader in food delivery business by being innovative and efficient in what we do.

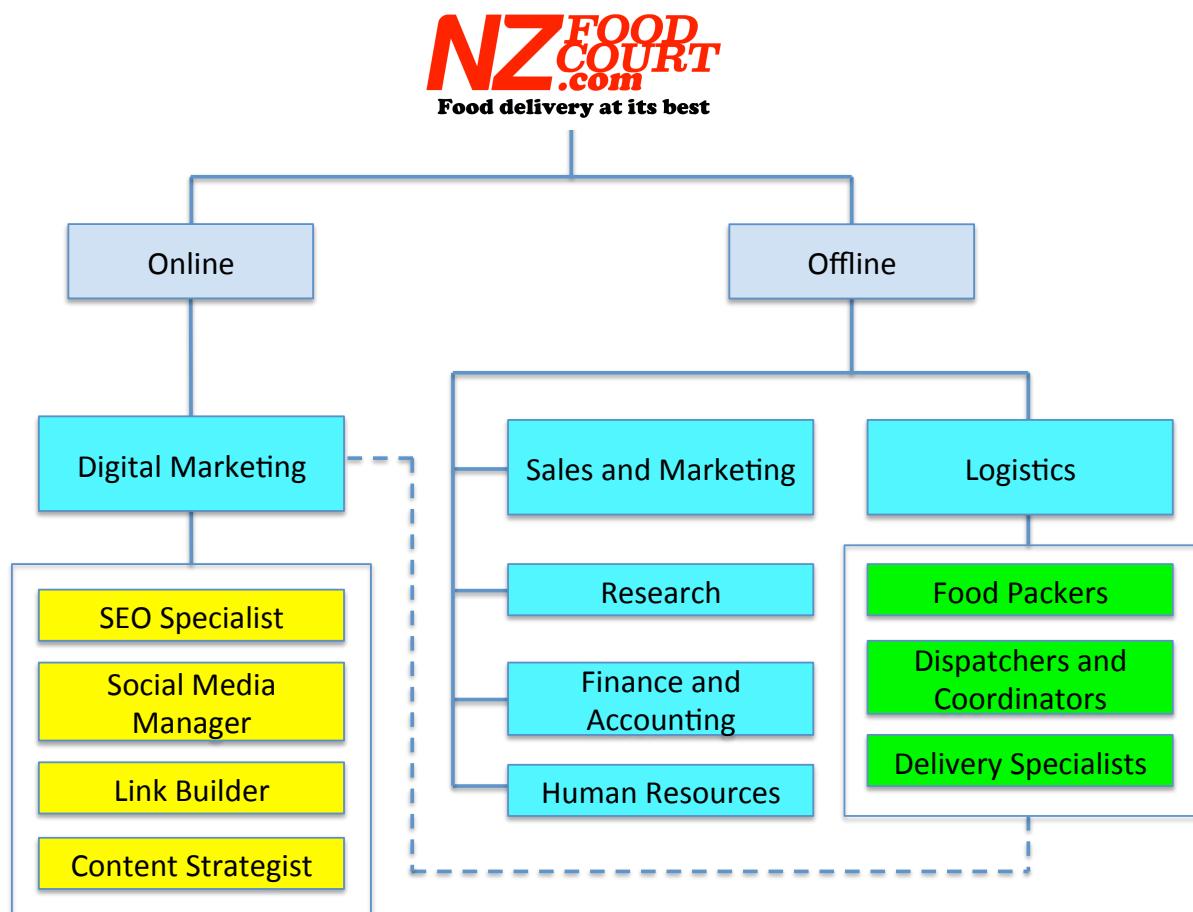
Our key differentiation against the available food delivery service in New Zealand aside from being the first is our people. We trained employees that understand our customers and know that time is valuable to them. "Food delivery at its best" is our product/service promise and we strive to be the best in what we do from the time the customer order the food from our website to receiving the food. We continuously search for better way to serve our customers and satisfy their user experience. We are helping them create a new habit – food planning wherever and whenever you are. With the use of our website, they can plan their meal for the week and relieve them for worrying of what to eat for lunch. It was tiring for some customers to think what to eat everyday during lunchtime. Our website will help them create a habit to plan ahead so that they can make use of their time doing things that they want like watching videos, being with friends, or anything that can make them productive.

We differentiate ourselves with competitors in the market by understanding customer's expectations. We know that time is important for them, and by delivering and achieving their expectations by using time saving strategies in food delivery, we will able to achieve our target and make them loyal to our services. Innovation is the key to achieve this goal. Using airwheels for example can travel with a speed of 18 km/h, that is faster than the walking speed and it is environmentally friendly since it do not use petrol/gas that can impact increasing carbon footprint in the country. We also use thermal delivery boxes to make sure that the food will arrive hot and fresh. These differential advantages play an important part in our business.

Our online value proposition is that NZfoodcourt deliver fast, affordable, and convenient meals that is environmentally friendly and provide real value for money because food delivery is free. For every time customer orders through our website, we give back something for the community through our Project NOAH program.

## Organizational Structure

### ORGANIZATIONAL STRUCTURE OF NZfoodcourt.COM

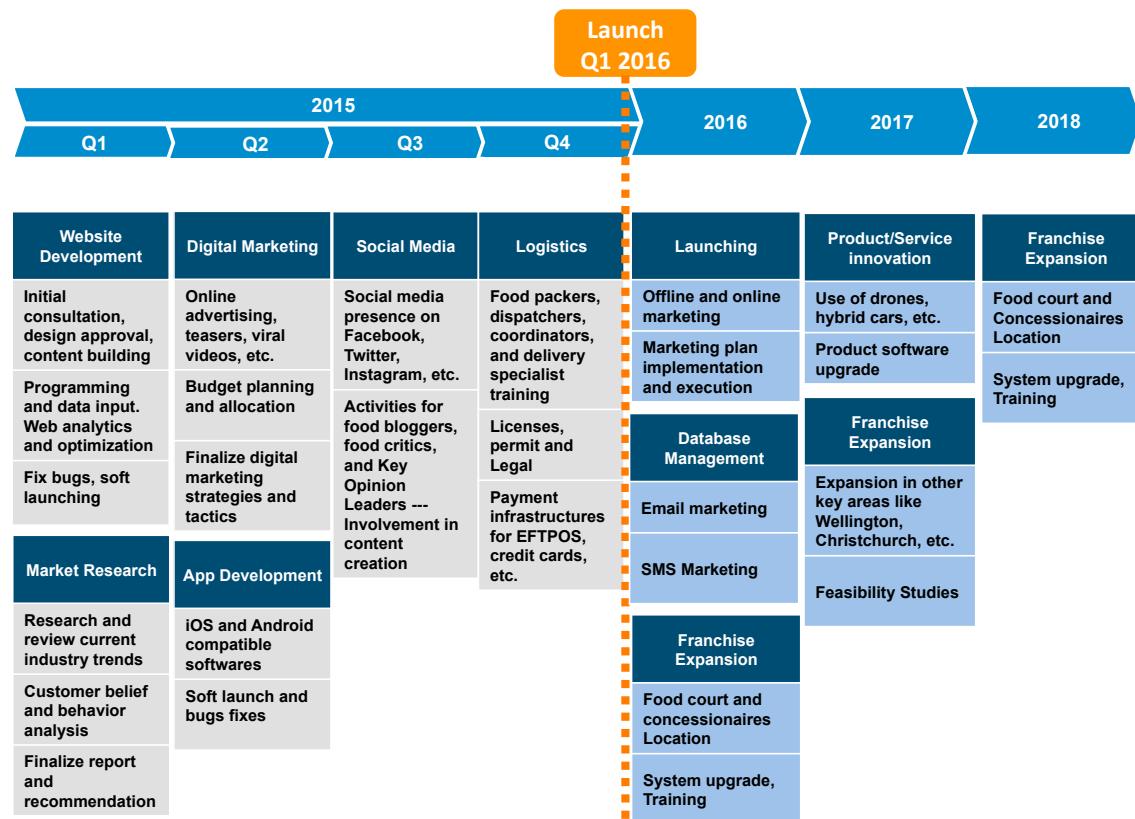


## Strategic Implementation Plan

- Phase 1 – Evaluation and Review
- Phase 2 – Developing 1 year strategic plan
- Phase 3 – Implementation Plan

Social Responsibility Program: Meal for a Meal Program

The strategic implementation plan for NZfoodcourt will basically focus on the analysis of evolving customer behavior. Identifying the trends on food delivery system, maximizing our current resources, and exploring possibilities to serve our customers better. Careful evaluation of existing issues and review of current situation will help us identify factors we need to improve and solutions we need to address. The company will continue to improve through customer feedback and market research we continuously conduct.



## Launch Plan

Key Drivers	Tactics	Pre Launching				Launching				Post Launching			
		1	2	3	4	1	2	3	4	1	2	3	4
Customers believe in the food delivery service	SEO												
	Social Media												
	Email Marketing												
SMEs believe that websites will increase customers and therefore increase sale	Website												
	Banner Ads												
	Mobile App												
Provide a database of food court industry in New Zealand	Database Marketing												
	Web surveys												
	Email and SMS Marketing												

## DIGITAL MARKETING TACTICS

### Teasers



**Want to eat but hate to wash  
the dishes?**

**#skipdishes  
#NZfoodcourt**





### **Banner Ad**

NZfoodcourt will engage in creating banner ad to promote the website. By using Banner Ad Exchange Program, we will be able to advertise our website to other sites and at the same time minimize the cost. Joining banner ad network will also help us create the buzz in food deliver industry. We are also planning to sell advertising space to our website for sponsors who want to advertise their products. This will create additional income for the company and increase website traffic.

### **Website Development**

NZfoodcourt.com website is the core of our online marketing activities. All marketing channels and techniques are aimed to bring the visitors to the website. The main purpose of our website is to turn visitors into customers. We would like to increase the conversion rate of our online visitors. Better user experience is very important and the better it is, the more visitors are converted into customers.

The website design process is not easy especially when your aim is to be the best food delivery service company in the country and how you can innovate in business that is being in the market for such a long time.

Marketing traffic is the key. We need to increase our online traffic and leverage a good content. Our website will have visually appetizing and stimulating pictures of menus from concessionaires. We will hire a food photographer that will be incharge of

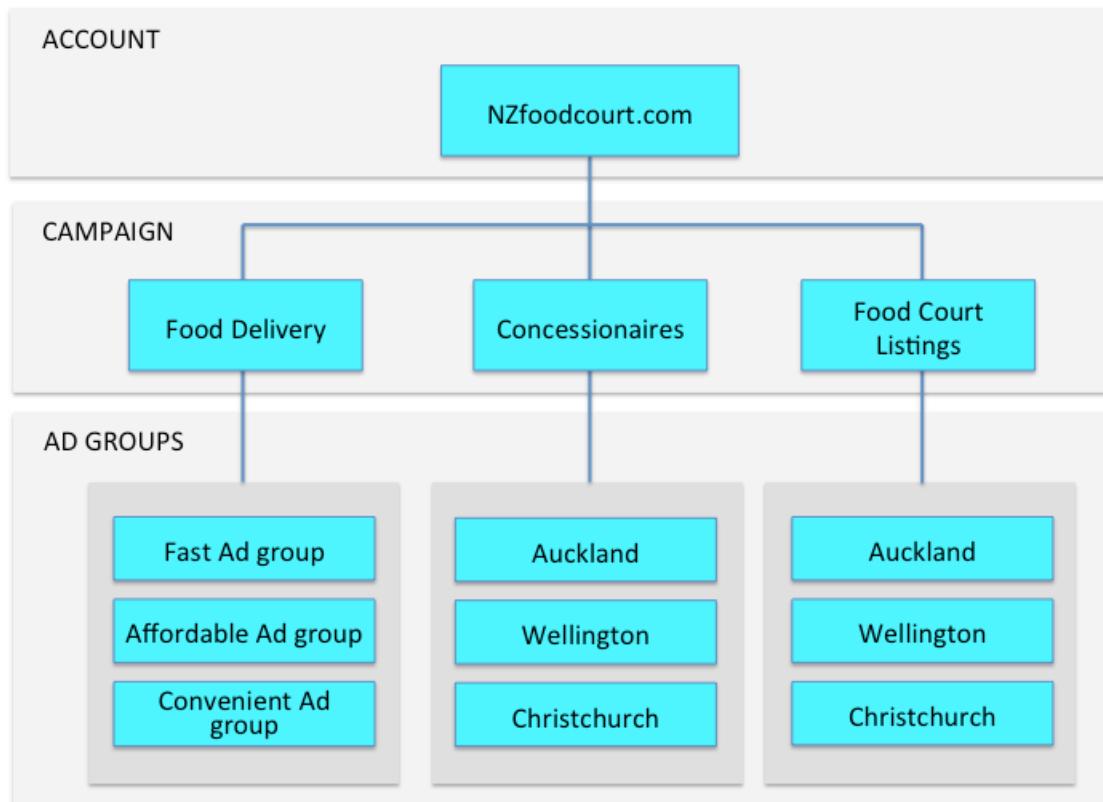
the photos to provided appealing visual experience to customers. Blogs and featured recipes are also available in the website.

Our website will also include a weekly food planner wherein customers while logged in to their account can create a schedule of food that will be delivered for the week. For example, a customer can order 5 days in advance what food that he/she will receive during lunch from Monday to Friday. By doing this, we are changing their habit of thinking what to eat everyday during lunch break because we understand that customers are busy and we want them to make use of their time while we take in charge of their food – Hassle free! They just need to do it once a week whether in an office or at home. Website will support google chrome, safari, or the newest web browser Spartan from Microsoft.

NZfodcourt.com website is functional and ready to use. The domain name was registered in [www.godaddy.com](http://www.godaddy.com), the largest domain name registrar in the world and will expire and renewable on December 2015.

## **Google Adwords**

To be successful in Google Adwords, we must deliver the right message to the right person at the right time. We need to analyze what is our target conversion goal and what is the action we want our customers to take. We need to keep that goal in mind because that will drive the traffic. Appendix 6 provide samples of Google Adwords for NZfoodcourt.com.



## Sample Headline

**Food Court Delivery**  
[www.nzfoodcourt.com](http://www.nzfoodcourt.com)  
Food delivery at its best  
Affordable, Fast, and Convenient

Headline: Food Court Delivery

Reason:

1. Straightforward – letting the customer what he is looking for, telling straight out and leave nothing unclear
2. Bold and Confident – not ambiguous about the product and I know its great and not afraid to say it
3. Not to flash – not self indulgent
4. Include essential keyword in Ad text

Description line 1 – focus on benefits

Description line 2 – focus on features

Ads: Features vs Benefits

## Campaign Planning

We apply the AIDA model in Digital Marketing Campaign. Awareness, Interest, Desire and Action are important to every campaign we plan to make. Building an audience in the website requires promoting the site in a way that it will get attention to our brand and the business. We have to establish followers in all of our social media platforms in facebook, instagram, pinterest, youtube or twitter.

## Search Engine Marketing

### **Search Engine Optimization (SEO)**

As part of our digital marketing strategy, Search Engine Optimization will help us being visible to our target customers. Our dedicated digital marketing team will mak sure that our website are on the first page of the screen when they are looking for online food delivery in New Zealand.

### **Paid Search (PPC) Marketing**

Another powerful technique for NZfoodcourt is Paid Search Marketing. We pay Google to advertise NZfoodcourt so that the website will land on the first page of the search page.

## **E-mail Marketing and mobile text messaging**

Interactive texting approach will provide customers a personalized message regarding the status of their delivery, queries they have or promotion the NZfoodcourt they are launching. E-mail marketing will also play a regular communication tool to our customers and provide venue for announcements, latest update and offerings from the company.

## **Social Media and Viral Marketing**

Stephen Scheeler, head of Facebook New Zealand says in the latest edition of NZMarketing Magazine (What's Next?, 2015), "In five years, most of (Facebook) will be video". NZfoodcourt is adapting to this change especially to Facebook by creating viral marketing and videos.

Social media is a live and very transparent tool to serve customers better. Social media is a double edge sword. On one hand it's a fantastic tool to collect information, but on the other hand it can expose weaknesses if we are not serving our customers right. If the service might be sub optimal for whatever reason during busy periods, and we might get that on social media. But if the customer went to us with a complaint, that customer can be an advocate because they have actually taken a time to complain. Facebook is basically giving the people what they want. Social media channel tend to be the cheapest form of entertainment. It's a great place to provide people with offers, news, anything which is engaging, competition. Providing customers the right kind of content, listening to them, what they want, and really using that to propel the business forward

Actively monitor all the feeds that the customers are using, making sure we won't be in a situation that the customer says something and has a concern that we don't address. The customer chose the channel that they will communicate. We have to be in a place that we know what actually the customers are saying about us and we have to respond to that.

We should also engage the customer regardless how small or large the audience is, create stimulating discussions, setting a topic in a regular basis. Frequently communicating with them so we can understand what they want and what they need and address their concern right away. We will also simulate market trends about food and forum so that our website will be more engaging. Creating a consistent blog stories about food, videos, podcasts, and tutorials will help us start engaging with customers. NZfoodcourt also make sure that we always reply to all customer inquiries, questions that they may have to establish genuine relationship with them.

## **Offline Promotion**

Offline promotion also plays a significant part of our marketing and strategies especially in pre-launching activities NZfoodcourt. Putting banners, standees, or leaflets in target food court will inform the customers about the service and create awareness about the brand. Offline promotion can also be in side by side with online promotion to maximize brand exposure and awareness. All offline promotional activities must be in coordination with Auckland Council.

## SCENARIO

Our 5-year scenario and strategic plan for NZfoodcourt is to increase franchise of the company from 5 to 15. Focusing on 3 major drivers of growth: food delivery service, managing concessionaire website, and expanding to more food courts around Auckland.

General	
» There are significant growth of business services in Auckland from 2010 to March 2014 (Statistics New Zealand)	» The need for online information is greatly increased » Customers trust websites with good reviews
Scenario 1 NZfoodcourt.com as established food court delivery service provider	Scenario 2 NZfoodcourt as directory for food court concessionaires
<ul style="list-style-type: none"> <li>» Customers has a good experience in online delivery</li> <li>» Increase number of repeat online orders</li> <li>» NZfoodcourt.com is the top of mind when it comes to food delivery service</li> <li>» SMEs trust the website in managing their business</li> </ul>	<ul style="list-style-type: none"> <li>» Created a registry of food court concessionaires</li> <li>» The website only manages online directory system</li> </ul>
Probability: High	Probability: Moderate/Low
<ul style="list-style-type: none"> <li>» Competitive intelligence</li> <li>» Consistent update and web analytics</li> <li>» Maximize online visitors and convert to customers</li> </ul>	<ul style="list-style-type: none"> <li>» Competitive intelligence</li> <li>» Consistent update and website analytics</li> </ul>
Implications	Implications
<ul style="list-style-type: none"> <li>» Increase sales</li> <li>» Preferred website in food delivery</li> </ul>	<ul style="list-style-type: none"> <li>» Information based</li> <li>» Minimal sales generation</li> </ul>

## FINANCIALS

### PROJECTED REVENUE BEFORE TAXES FOR THE FIRST 3 YEARS

2016			2017			2018			
	Orders	Delivery charge		Orders	Delivery charge		Orders	Delivery charge	Total
Target daily orders	50	5	250	55	5	275	60	5	300
Estimated free deliveries (within 2km)	15	0	0	20	0	0	25	0	0
<b>Total</b>	<b>65</b>	<b>5</b>	<b>\$250</b>	<b>75</b>	<b>5</b>	<b>\$275</b>	<b>85</b>	<b>5</b>	<b>\$300</b>
<b>TARGET MONTHLY ORDERS</b>	<b>1,950</b>	<b>5</b>	<b>\$7,500</b>	<b>2,250</b>	<b>5</b>	<b>\$8,250</b>	<b>2,550</b>	<b>5</b>	<b>\$9,000</b>
	Amount	Target	Total	Amount	Target	Total	Amount	Target	Total
Website maintenance fee for concessionaires	50	10	\$500	50	10	\$500	50	10	\$500
Website maintenance fee for food court	60	1	\$60	60	1	\$60	60	1	\$60
Website advertising	15	5	\$75	15	5	\$75	15	5	\$75
Sponsorships	20	2	\$40	20	2	\$40	20	2	\$40
<b>TOTAL REVENUE PER FOOD COURT FRANCHISE PER MONTH</b>			<b>\$8,175</b>			<b>\$8,925</b>			<b>\$9,675</b>
	Amount per franchise	Target	Total Revenue	Amount per franchise	Target	Total Revenue	Amount per franchise	Target	Total Revenue
<b>TOTAL TARGET REVENUE FROM ALL FOOD COURT FRANCHISE PER MONTH</b>	<b>\$8,175</b>	<b>5</b>	<b>\$40,875.00</b>	<b>\$8,925</b>	<b>10</b>	<b>\$89,250.00</b>	<b>\$9,675</b>	<b>15</b>	<b>\$145,125.00</b>
	Total revenue per month	Target Food Court Franchise	ANNUAL TOTAL	Total revenue per month	Target Food Court Franchise	ANNUAL TOTAL	Total revenue per month	Target Food Court Franchise	ANNUAL TOTAL
<b>ANNUAL TARGET REVENUE</b>	<b>\$40,875.00</b>	<b>5</b>	<b>\$490,500.00</b>	<b>\$89,250.00</b>	<b>10</b>	<b>\$1,071,000.00</b>	<b>\$145,125.00</b>	<b>15</b>	<b>\$1,741,500.00</b>

## Investment Options

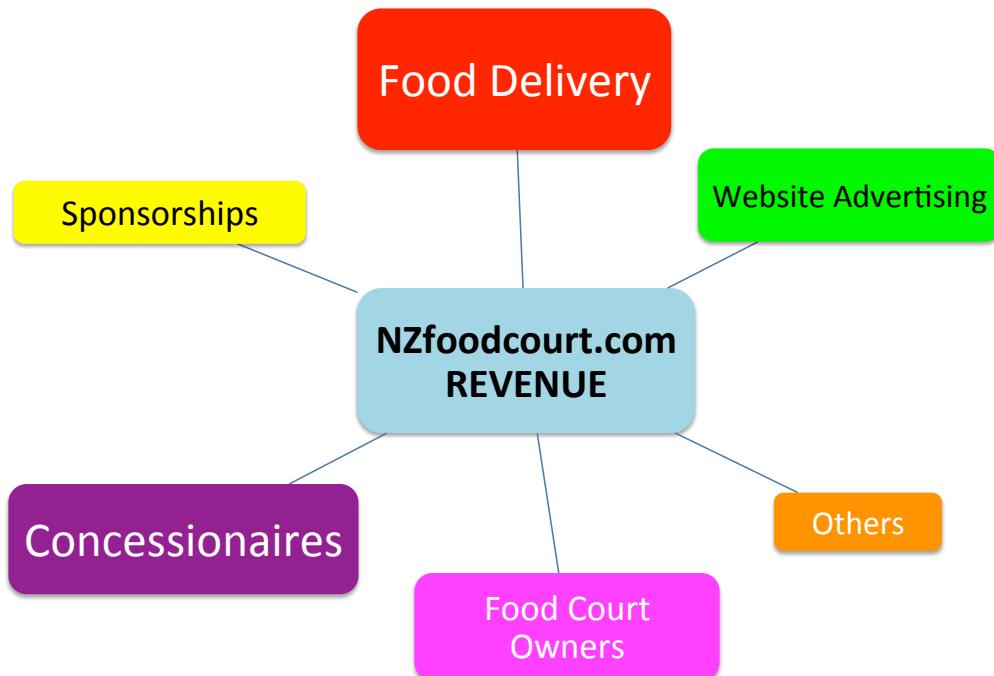
This supports decision making on various investment options including how this investment would affect the brand's strategic or tactical approach, and the impact on a potential return of investment (ROI)

Investment	Description of Investment Option	Provisional Actions	Start up Cost	Revolving Budget	Sales
0	No investment		0	0	0
Low/current	Focus on food delivery within limited area	Traditional food delivery	\$30,000	\$70,000	\$300,000
High/current	Focus on innovation that are cost effective	Use of airwheels, web hosting, system upgrade	\$50,000	\$100,000	\$500,000
Maximum	Focus on latest innovation and larger territories	Use of drones, ios/android app creation	\$150,000	\$200,000	\$600,000

Current proposed investment is \$50,000 (start-up cost)

Higher scenario would require additional actions but will yield additional sales

The company will get revenue not only in the food delivery service but also in other channels like concessionaires, food court owners, website advertising, sponsorships and others.



## PERFORMANCE MANAGEMENT AND CONTROLS

Performance management is basically what we do to become more successful to ensure we are delivering against our objectives and priorities. It help us define our future strategies, measuring and analyzing our performance. Keeping track with our timelines and key performance indicators (KPI) and measuring our customers response rate from our strategies and tactics will let the company know where we area and where we are heading.

Web analytics is important tool to use to analyze pages, who is coming to the website, where they are coming from, information about web traffic. It help us makes better decisions and help us refine our processes. A dedicated team from NZfoodcourt will take in charge of these analytics.

## CONCLUSION AND RECOMMENDATION

NZfoodcourt.com is an online food delivery service that provides customers a fast, affordable, and convenient way to receive meal from food court. It is the first delivery service in Auckland that offers food from food court while at the same time uses environmentally friendly delivery service vehicles (hybrid cars) that reduces carbon footprint and an innovative company that has social responsibility of giving back something for the community. Innovation is the key driver of our business. We continue to explore methods on how we can deliver the food and provide services that meet customer expectations.

With the use of digital marketing and traditional marketing, we are able to integrate our distribution channel in a fast and efficient way. Our marketing strategy will focus more on customer engagement and adapt to changing market trends. Continuous market research and monitoring of key performance indicators making sure that our strategies are in line with our objectives will help us manage the business and control metrics to further improve our services.

## BIBLIOGRAPHY

- Statistics New Zealand. (n.d.). *New Zealander's Connection with the internet*. Retrieved January 2015, from Statistics New Zealand: <http://www.stats.govt.nz>
- (2014). *MYOB Business Monitor Report*. MYOB.
- MacPherson, L. (2014). *Household Economic Survey (Income) June 2014*. Statistics New Zealand.
- MacPherson, L. (2014). *Household Economic Survey: Year End June 2013*. Statistics New Zealand.
- MacPherson, L. (2014, December 18). Retrieved from Statistics New Zealand: [www.stats.govt.nz](http://www.stats.govt.nz)
- (2014). Retrieved from Reserve Bank of New Zealand: [www.rbnz.govt.nz](http://www.rbnz.govt.nz)
- (2014). Retrieved from Trading Economics : [www.tradingeconomics.com](http://www.tradingeconomics.com)
- Real Gross National Disposable Income*. (2014). Retrieved from Statistics New Zealand: [www.stats.govt.nz](http://www.stats.govt.nz)
- Baldwin, C. J. (2009). *Sustainability in Food Industry*. Wiley - Blackwell.
- Chaffey, D. a. (2008). *EMarketing Excellence: Planning and Optimizing Your Digital Marketing* (3rd Edition ed.). Oxford: Butterworth-Heinemann.
- Chaffey, D., & Elis-Chadwick, F. *Digital Marketing: Strategy, Implementation and Practice* (5th Edition ed.). Pearson Education Limited.
- Cone Research. (2011, June). *The 2011 Cone Online Influence Trend Tracker*. Retrieved January 19, 2015, from Cone Communications: [www.conecomm.com](http://www.conecomm.com)
- MYOB Business Monitor Special Report. (2014). *The State of Digital Nation*.
- What's Next? (2015, January). *NZ Marketing*.
- Brunton, C. (2014, April). *Yellow SME Digital Readiness Survey*. Retrieved from Yellow Pages Group Ltd: [www.ypg.co.nz](http://www.ypg.co.nz)
- (2015). Retrieved from Child Fund New Zealand: [www.childfund.org.nz](http://www.childfund.org.nz)
- Department of Tourism. (n.d.). Retrieved from It's more fun in the Philippines: [www.itsmorefunintheworld.com](http://www.itsmorefunintheworld.com)

Ciotti, G. (2013, August 6). *The Psychology of Color in Marketing and Branding*. Retrieved from Help Scout: [www.helpscout.net](http://www.helpscout.net)

Hossain, F., & Adelaja, A. (2000, July). Customers' Interest in Alaternative Food delivery Systems: Results from a Consumer Survey in New Jersey. *Journal of Food Distribution Research*, 49-67.

*Food Act 2014*. (n.d.). Retrieved 2015, from Auckland Council: [www.aucklandcouncil.govt.nz](http://www.aucklandcouncil.govt.nz)

*Amazon Prime Air*. (2014). Retrieved January 2015, from Amazon: [www.amazon.com](http://www.amazon.com)

Madrigal, A. (2014, August 28). *Inside Google's Secret Drone Delivery Program*. Retrieved from The Atlantic: [www.theatlantic.com](http://www.theatlantic.com)

Ministry of Primary Industries. (2014). *Overview - Food Act 2014*. Retrieved January 2015, from Ministry of Primary Industries: [www.foodsafety.govt.nz](http://www.foodsafety.govt.nz)

Horizon Research. (2013). *Business and Consumer Behavior 2013*. Fairfax Media.

Novak, T. P., & Hoffman, D. L. (1996). *The Influence of Goal Directed and Experiential Activities on Online Flow Experience*. Journal of Consumer Psychology. Lawrence Erlbaum Associates, Inc.

Keller, K. L. (2002). *Branding and Brand Equity*. Cambridge: Marketing Science Institute.

salesforce.com. (2014). *2014 Mobile Behavior Report*.

## APPENDIX

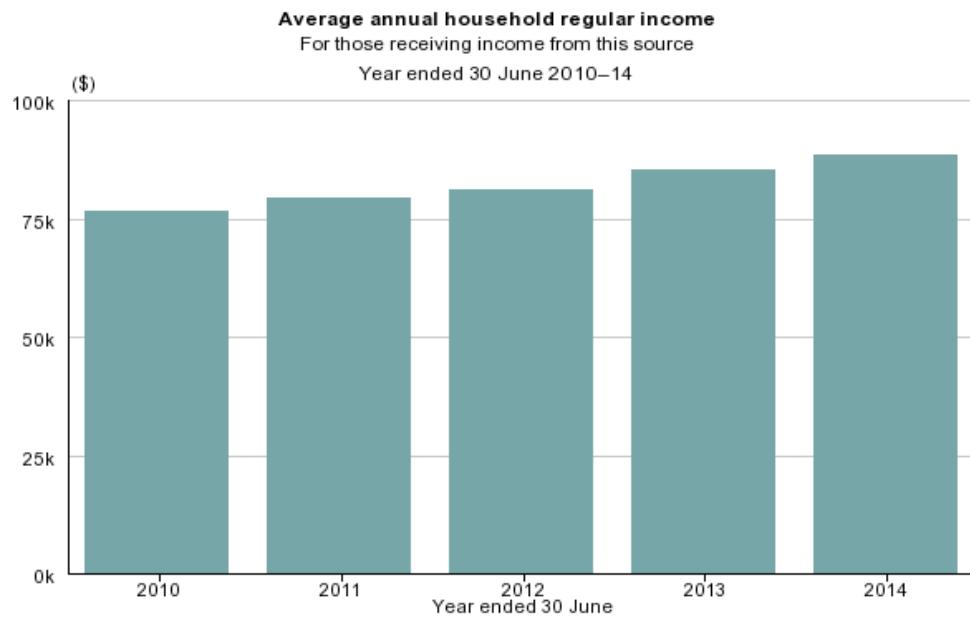
### Inflation Rate

#### Appendix 1



#### Appendix 2

### Average annual household regular income



Source: Statistics New Zealand

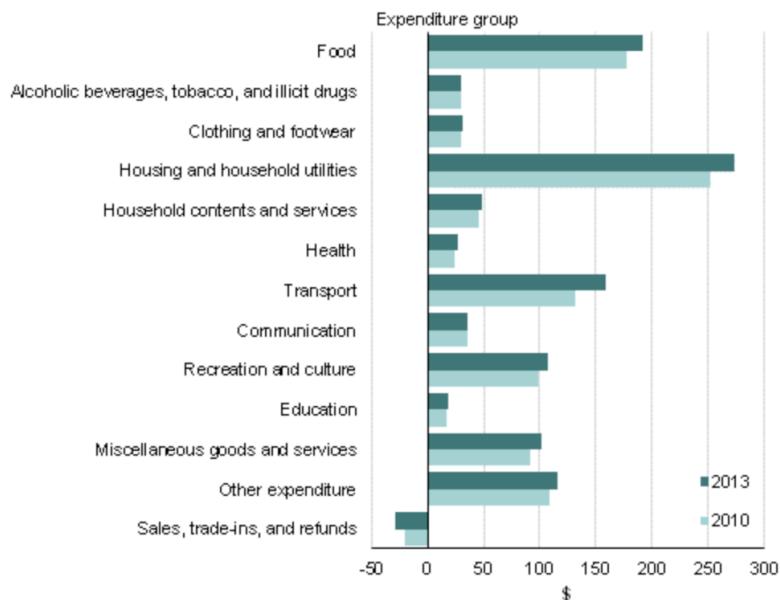
## Appendix 3

### Average weekly household expenditure

#### Average weekly household expenditure

By expenditure group

Years ended 30 June 2010 and 2013

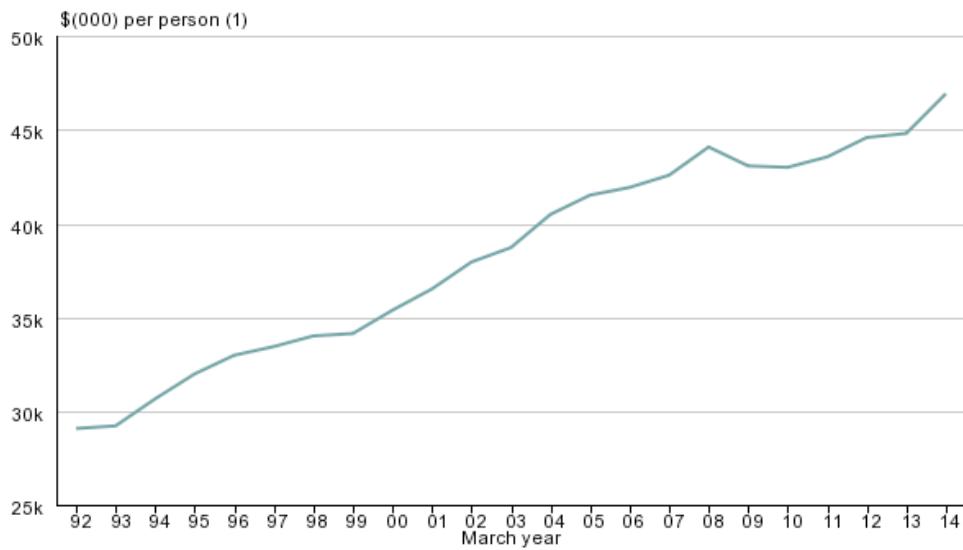


Source: Statistics New Zealand

## Appendix 4

### Real Gross National Disposable Income (RGNDI)

#### Real gross national disposable income per person 1992–2014



Source: Statistics New Zealand

## Appendix 5 Market Research

### Market Research in New Zealand Food Courts

Name (Optional): \_\_\_\_\_  
 Email address: \_\_\_\_\_

1. What's your age?  
 a. >65 years old  
 b. 55-64 years old  
 c. 45-54 years old  
 d. 35-44

2. How many times do you eat in food courts?  
 a. Always  
 b. Most of the time  
 c. Sometimes  
 d. Never

3. What is your average budget per meal?  
 a. >\$20  
 b. \$15-19  
 c. \$10-14  
 d. <\$10

4. What food do you like to order?  
 a. Chinese  
 b. Indian  
 c. Mexican  
 d. Malaysian  
 e. Others (pls specify): \_\_\_\_\_

5. Do you have experience in online purchasing?  
 a. Yes  
 b. No

6. How often do you order delivery food?  
 a. Once a week or more  
 b. twice or thrice a month  
 c. Once a month  
 d. Once every 6 months  
 e. Once a year  
 d. Never

7. What time do you usually order for?  
 a. Breakfast  
 b. Lunch  
 c. Dinner

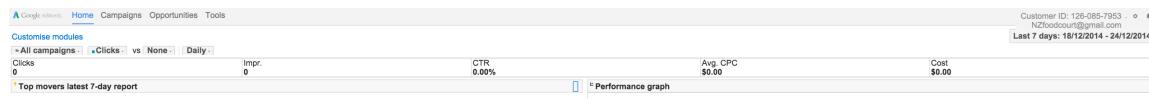
8. How much are you willing to pay for food being delivered to your workplace/home? Considering several factors such as petrol, parking fees, and time going to and from the establishment  
 a. <\$5  
 b. \$6-\$10  
 c. \$11-\$15  
 d. \$15-\$20

9. How long would an average food delivery usually take to reach you?  
 a. 5-10 mins  
 b. 10-30 mins  
 c. 30mins – 1 hour  
 d. More than 1 hour

10. Would you like to have a service company that will deliver food from food court to your workplace/home?  
 a. Yes  
 b. No

## Appendix 6. Google Adwords Screen Shots

### Home Screen



Customer ID: 128-585-7953 - o - NZfoodcourt@gmail.com  
 Last 7 days: 18/12/2014 - 24/12/2014

Keyword	Clicks	Cost	CTR	Impr.	Avg. CPC	Avg. CPM	Avg. Pos Status	Max. CPC Campaign	Ad group
food court	0	\$0.00	0.00%	0	\$0.00	\$0.00	0.0 Eligible	\$0.53	List of Food Court
home delivery food	0	\$0.00	0.00%	0	\$0.00	\$0.00	0.0 Eligible	\$0.53	List of Food Court
food delivery service	0	\$0.00	0.00%	0	\$0.00	\$0.00	0.0 Eligible	\$0.53	List of Food Court
food delivery food service	0	\$0.00	0.00%	0	\$0.00	\$0.00	0.0 Eligible	\$0.53	List of Food Court
home delivery food delivery	0	\$0.00	0.00%	0	\$0.00	\$0.00	0.0 Eligible	\$0.53	List of Food Court

Top movers latest 7-day report

Performance graph

Keywords below first page bid (0)

All non-active keywords (0)

All non-active campaigns (0)

All enabled keywords (16)

Keyword	Clicks	Cost	CTR	Impr.	Avg. CPC	Avg. CPM	Avg. Pos Status	Max. CPC Campaign	Ad group
food court	0	\$0.00	0.00%	0	\$0.00	\$0.00	0.0 Eligible	\$0.53	List of Food Court
home delivery food	0	\$0.00	0.00%	0	\$0.00	\$0.00	0.0 Eligible	\$0.53	List of Food Court
food delivery service	0	\$0.00	0.00%	0	\$0.00	\$0.00	0.0 Eligible	\$0.53	List of Food Court
delivery food service	0	\$0.00	0.00%	0	\$0.00	\$0.00	0.0 Eligible	\$0.53	List of Food Court
home delivery food delivery	0	\$0.00	0.00%	0	\$0.00	\$0.00	0.0 Eligible	\$0.53	List of Food Court

All enabled ad groups (7)

Ad group	Clicks	Cost	CTR	Impr.	Avg. CPC	Avg. CPM	Avg. Pos Status	Max. CPC Campaign
Auckland Ad group	0	\$0.00	0.00%	0	\$0.00	\$0.00	0.0 Eligible	\$0.53
FAST Ad group	0	\$0.00	0.00%	0	\$0.00	\$0.00	0.0 Eligible	\$50.00
AFFORD Able Ad group	0	\$0.00	0.00%	0	\$0.00	\$0.00	0.0 Eligible	\$50.00
CONVENI ENT Ad group	0	\$0.00	0.00%	0	\$0.00	\$0.00	0.0 Eligible	\$50.00
Wellingt n Ad group	0	\$0.00	0.00%	0	\$0.00	\$0.00	0.0 Eligible	\$0.53

View saved filter >

1-5 of 15

View saved filter >

1-3 of 3

All non-active ad groups (0)

No matching ad groups.

1-5 of 7

## Campaign

Google Adwords Home Campaigns Opportunities Tools

Customer ID: 126-085-7953 NZFoodcourt@gmail.com

Last 7 days: 18/12/2014 - 24/12/2014

All online campaigns

Campaigns Ad groups Settings Ads Keywords Audiences Ad extensions Dimensions Display Network

All but removed campaigns Segment Filter Columns Search View Change History

Clicks vs None Daily

Campaign	Budget	Status	Campaign Type	Campaign sub-type	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels
List of Food Court	\$50.00/day	Eligible	Search Network with Display Select	All features	0	0	0.00%	\$0.00	\$0.00	0.0	~
Food Court Delivery	\$50.00/day	Eligible	Search Network only	Standard	0	0	0.00%	\$0.00	\$0.00	0.0	~
Concessions	\$30.00/day	Eligible	Search Network only	Standard	0	0	0.00%	\$0.00	\$0.00	0.0	~
Total - all but removed campaigns					0	0	0.00%	\$0.00	\$0.00	0.0	~
Total - search					0	0	0.00%	\$0.00	\$0.00	0.0	~
Total - Display Network					0	0	0.00%	\$0.00	\$0.00	0.0	~
Total - all campaigns	\$130.00/day				0	0	0.00%	\$0.00	\$0.00	0.0	~

Show rows  1 - 3 of 3

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.  
There is an 18+ hour delay for some metrics. Time zone for all dates and times: (GMT+12:00) Auckland. [Learn more](#)

© 2014 Google | [Editorial Guidelines](#) | [Privacy Policy](#)

## Ad groups

Google Adwords Home Campaigns Opportunities Tools

Customer ID: 126-085-7953 NZFoodcourt@gmail.com

Last 7 days: 18/12/2014 - 24/12/2014

All online campaigns

Campaigns Ad groups Settings Ads Keywords Audiences Ad extensions Dimensions Display Network

All but removed ad groups Segment Filter Columns Search View Change History

Clicks vs None Daily

AD GROUP	Edit	Details	Bid strategy	Automate	Labels	Status	Default Max CPC	Campaign Type	Campaign sub-type	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
Ad group						Eligible	auto: \$0.53	Search Network with Display Select	All features	0	0	0.00%	\$0.00	\$0.00	0.0
Auckland Ad group	List of Food Court					Eligible	\$50.00	Search Network only	Standard	0	0	0.00%	\$0.00	\$0.00	0.0
FAST Ad group	Food Court Delivery					Eligible	\$50.00	Search Network only	Standard	0	0	0.00%	\$0.00	\$0.00	0.0
AFFORDABLE Ad group	Food Court Delivery					Eligible	\$50.00	Search Network only	Standard	0	0	0.00%	\$0.00	\$0.00	0.0
CONVENIENT Ad group	Food Court Delivery					Eligible	\$50.00	Search Network only	Standard	0	0	0.00%	\$0.00	\$0.00	0.0
Wellington Ad group	List of Food Court					Eligible	auto: \$0.53	Search Network with Display Select	All features	0	0	0.00%	\$0.00	\$0.00	0.0
Christchurch Ad group	List of Food Court					Eligible	auto: \$0.53	Search Network with Display Select	All features	0	0	0.00%	\$0.00	\$0.00	0.0
Concessions Ad group	Concessions					Eligible	\$20.00	Search Network only	Standard	0	0	0.00%	\$0.00	\$0.00	0.0
Total - all but removed ad groups (in all but removed campaigns)										0	0	0.00%	\$0.00	\$0.00	0.0
Total - search										0	0	0.00%	\$0.00	\$0.00	0.0
Total - Display Network										0	0	0.00%	\$0.00	\$0.00	0.0
Total - all ad groups										0	0	0.00%	\$0.00	\$0.00	0.0

Show rows  1 - 7 of 7

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.  
There is an 18+ hour delay for some metrics. Time zone for all dates and times: (GMT+12:00) Auckland. [Learn more](#)

© 2014 Google | [Editorial Guidelines](#) | [Privacy Policy](#)

## Keywords

Google Adwords Home Campaigns Opportunities Tools

Customer ID: 126-085-7953 NZFoodcourt@gmail.com

Last 7 days: 18/12/2014 - 24/12/2014

All online campaigns

Campaigns Ad groups Settings Ads Keywords Audiences Ad extensions Dimensions Display Network

All but removed keywords Segment Filter Columns Search View Change History

Clicks vs None Daily

KEYWORD	Edit	Details	Bid strategy	Automate	Labels	Campaign	Ad group	Status	Max. CPC	Campaign Type	Campaign sub-type	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels
* food court	List of Food Court	Auckland Ad group	Eligible	auto: \$0.53	Search Network with Display Select	All features	0	0	0.00%	\$0.00	\$0.00	0.0	~					
* home delivery food	List of Food Court	Auckland Ad group	Eligible	auto: \$0.53	Search Network with Display Select	All features	0	0	0.00%	\$0.00	\$0.00	0.0	~					
* food delivery service	List of Food Court	Auckland Ad group	Eligible	auto: \$0.53	Search Network with Display Select	All features	0	0	0.00%	\$0.00	\$0.00	0.0	~					
* delivery food service	List of Food Court	Auckland Ad group	Eligible	auto: \$0.53	Search Network with Display Select	All features	0	0	0.00%	\$0.00	\$0.00	0.0	~					
* home delivery of food	List of Food Court	Auckland Ad group	Eligible	auto: \$0.53	Search Network with Display Select	All features	0	0	0.00%	\$0.00	\$0.00	0.0	~					
* home delivery for food	List of Food Court	Auckland Ad group	Eligible	auto: \$0.53	Search Network with Display Select	All features	0	0	0.00%	\$0.00	\$0.00	0.0	~					
* food delivery home	List of Food Court	Auckland Ad group	Eligible	auto: \$0.53	Search Network with Display Select	All features	0	0	0.00%	\$0.00	\$0.00	0.0	~					
* food delivery us	List of Food Court	Auckland Ad group	Eligible	auto: \$0.53	Search Network with Display Select	All features	0	0	0.00%	\$0.00	\$0.00	0.0	~					
* delivery for food	List of Food Court	Auckland Ad group	Eligible	auto: \$0.53	Search Network with Display Select	All features	0	0	0.00%	\$0.00	\$0.00	0.0	~					
* clerk or court	List of Food Court	Auckland Ad group	Eligible	auto: \$0.53	Search Network with Display Select	All features	0	0	0.00%	\$0.00	\$0.00	0.0	~					
* food to delivery	List of Food Court	Auckland Ad group	Eligible	auto: \$0.53	Search Network with Display Select	All features	0	0	0.00%	\$0.00	\$0.00	0.0	~					
* how to deliver food	List of Food Court	Auckland Ad group	Eligible	auto: \$0.53	Search Network with Display Select	All features	0	0	0.00%	\$0.00	\$0.00	0.0	~					
* food court delivery	List of Food Court	Auckland Ad group	Eligible	auto: \$0.53	Search Network with Display Select	All features	0	0	0.00%	\$0.00	\$0.00	0.0	~					
* delivery of food at home	List of Food Court	Auckland Ad group	Eligible	auto: \$0.53	Search Network with Display Select	All features	0	0	0.00%	\$0.00	\$0.00	0.0	~					
* courts delivery service	List of Food Court	Auckland Ad group	Eligible	auto: \$0.53	Search Network with Display Select	All features	0	0	0.00%	\$0.00	\$0.00	0.0	~					
* new zealand food court	List of Food Court	Auckland Ad group	Eligible	auto: \$0.53	Search Network with Display Select	All features	0	0	0.00%	\$0.00	\$0.00	0.0	~					
Total - all but removed keywords										0	0	0.00%	\$0.00	\$0.00	0.0	~		
Total - search										0	0	0.00%	\$0.00	\$0.00	0.0	~		
Total - Display Network										0	0	0.00%	\$0.00	\$0.00	0.0	~		
Total - all account										0	0	0.00%	\$0.00	\$0.00	0.0	~		

Show rows  1 - 16 of 16

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.  
There is an 18+ hour delay for some metrics. Time zone for all dates and times: (GMT+12:00) Auckland. [Learn more](#)

© 2014 Google | [Editorial Guidelines](#) | [Privacy Policy](#)

## Ads

Google AdWords Home Campaigns Opportunities Tools

Last 7 days: 18/12/2014 - 24/12/2014 Customer ID: 126-085-7953 NZfoodcourt@gmail.com

All online campaigns

Campaigns Ad groups Settings Ads Keywords Audiences Ad extensions Dimensions Display Network

Search: All online campaigns

Concessions: All removed ads Segment Filter Columns Search View Change History

AD	Edit	Automate	More actions...	Labels	Campaign	Ad group	Status	Labels	% Served	Campaign Type	Campaign sub-type	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
					List of Food Court	Auckland Ad group	Eligible	--	--	Search Network with Display Selected	All features	0	0	0.00%	\$0.00	\$0.00	0.0
					Food Court Delivery	Food Court Delivery	Under review	--	--	Search Network only	Standard	0	0	0.00%	\$0.00	\$0.00	0.0
					Food Court Delivery	AFFORDABLE Ad group	Under review	--	--	Search Network only	Standard	0	0	0.00%	\$0.00	\$0.00	0.0
					Food Court Delivery	CONVENIENT Ad group	Under review	--	--	Search Network only	Standard	0	0	0.00%	\$0.00	\$0.00	0.0
					Food Court Delivery	Food Court Delivery	Approved	--	--	Search Network with Display Selected	All features	0	0	0.00%	\$0.00	\$0.00	0.0
					Food Court Delivery	List of Food Court	Wellington Ad group	Approved	--	Search Network with Display Selected	All features	0	0	0.00%	\$0.00	\$0.00	0.0
					Food Court Delivery	List of Food Court	Christchurch Ad group	Approved	--	Search Network with Display Selected	All features	0	0	0.00%	\$0.00	\$0.00	0.0
					Food Court Concessions	Concessions Ad group	Eligible	--	--	Search Network only	Standard	0	0	0.00%	\$0.00	\$0.00	0.0
					Total – all but removed ads							0	0	0.00%	\$0.00	\$0.00	0.0
					Total - search							0	0	0.00%	\$0.00	\$0.00	0.0
					Total - Display Network							0	0	0.00%	\$0.00	\$0.00	0.0
					Total - all account							0	0	0.00%	\$0.00	\$0.00	0.0
																Show rows ... 1 - 7 of 7	

Shared Library Bulk operations Reports Labels

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is an 18+ hour delay for some metrics. Time zone for all dates and times: (GMT+12:00) Auckland. Learn more

## Targeting

Google AdWords Home Campaigns Opportunities Tools

Last 7 days: 18/12/2014 - 24/12/2014 Customer ID: 126-085-7953 NZfoodcourt@gmail.com

All online campaigns

Campaigns Ad groups Settings Ads Keywords Audiences Ad extensions Dimensions Display Network

SEARCH TARGETING Display keywords Placements Topics Interests & remarketing Demographics

Search: All eligible keywords Segment Filter Columns Search View Change History

Edit	Automate	Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	
		food court	List of Food Court	Auckland Ad group	Managed	auto: \$0.53	0	0	0.00%	\$0.00	\$0.00	
		home delivery food	List of Food Court	Auckland Ad group	Managed	auto: \$0.53	0	0	0.00%	\$0.00	\$0.00	
		food delivery service	List of Food Court	Auckland Ad group	Managed	auto: \$0.53	0	0	0.00%	\$0.00	\$0.00	
		delivery food service	List of Food Court	Auckland Ad group	Managed	auto: \$0.53	0	0	0.00%	\$0.00	\$0.00	
		home delivery of food	List of Food Court	Auckland Ad group	Managed	auto: \$0.53	0	0	0.00%	\$0.00	\$0.00	
		home delivery for food	List of Food Court	Auckland Ad group	Managed	auto: \$0.53	0	0	0.00%	\$0.00	\$0.00	
		food delivery home	List of Food Court	Auckland Ad group	Managed	auto: \$0.53	0	0	0.00%	\$0.00	\$0.00	
		food delivery us	List of Food Court	Auckland Ad group	Managed	auto: \$0.53	0	0	0.00%	\$0.00	\$0.00	
		delivery for food	List of Food Court	Auckland Ad group	Managed	auto: \$0.53	0	0	0.00%	\$0.00	\$0.00	
		clerk or court	List of Food Court	Auckland Ad group	Managed	auto: \$0.53	0	0	0.00%	\$0.00	\$0.00	
		food to delivery	List of Food Court	Auckland Ad group	Managed	auto: \$0.53	0	0	0.00%	\$0.00	\$0.00	
		how to deliver food	List of Food Court	Auckland Ad group	Managed	auto: \$0.53	0	0	0.00%	\$0.00	\$0.00	
		food court delivery	List of Food Court	Auckland Ad group	Managed	auto: \$0.53	0	0	0.00%	\$0.00	\$0.00	
		delivery of food same	List of Food Court	Auckland Ad group	Managed	auto: \$0.53	0	0	0.00%	\$0.00	\$0.00	
		courts food service	List of Food Court	Auckland Ad group	Managed	auto: \$0.53	0	0	0.00%	\$0.00	\$0.00	
		newzealand food court	List of Food Court	Auckland Ad group	Managed	auto: \$0.53	0	0	0.00%	\$0.00	\$0.00	
		Total – eligible keywords					0	0	0.00%	\$0.00	\$0.00	
		Total - Display Network					0	0	0.00%	\$0.00	\$0.00	
		Total - search					0	0	0.00%	\$0.00	\$0.00	
		Total - all					0	0	0.00%	\$0.00	\$0.00	
												Show rows ... 1 - 16 of 16

Shared Library Bulk operations Reports Labels

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is an 18+ hour delay for some metrics. Time zone for all dates and times: (GMT+12:00) Auckland. Learn more

## Ad Extensions

Customer ID: 126-085-7853 | NZfoodcourt@gmail.com  
Last 7 days: 18/12/2014 - 24/12/2014

Stealink	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
Your sitelink extensions don't have statistics for the selected date range.							
- EXTENSION Edit   Campaign extension   Ad group extension   Campaign stealink extension							
Sitelink extensions haven't been added at the campaign level. Click '+' Extension to add an extension at the campaign level.							
Give feedback on upgraded extensions							
Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is an 18+ hour delay for some metrics. Time zone for all dates and times: (GMT+12:00) Auckland. Learn more							
© 2014 Google   Editorial Guidelines   Privacy Policy							

## Dimensions

Customer ID: 126-085-7853 | NZfoodcourt@gmail.com  
Last 7 days: 18/12/2014 - 24/12/2014

Day	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
There are no statistics for the selected date range. Please select a different date range.						
Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is an 18+ hour delay for some metrics. Time zone for all dates and times: (GMT+12:00) Auckland. Learn more						
© 2014 Google   Editorial Guidelines   Privacy Policy						

## Website Page



**Food delivery at its best**

[Home](#)
[How it works](#)
[List of Food Courts](#)
[Order now](#)
[Track your orders](#)
[Promos](#)
[Contact us](#)

- Home
- Food Court

Friday, December 5, 2014

**FOOD COURT DELIVERY IS HERE**

The food court delivery service has finally arrived. We are dedicated team of specialist ready to deliver affordable, convenient and delicious food right in your doorstep.



Posted by NZfoodcourt at 2:49 PM · No comments:

**Blog Archive**

- ▼ 2014 (1)
- ▼ December (1)
- FOOD COURT DELIVERY IS HERE

**About US**

 NZfoodcourt  
View my complete profile

## Facebook Page

The screenshot shows the Facebook page for NZfoodcourt. At the top, there's a header with a search bar, a profile picture, and navigation links for 'Patrick', 'Home', 'Find Friends', and 'Help'. Below the header, the page title 'NZfoodcourt' is displayed, along with a profile picture and a cover photo of a coastal landscape. The main content area has tabs for 'Timeline', 'About', 'Photos', 'Reviews', and 'More'. On the left, there's a sidebar with sections for 'PEOPLE' (2 likes) and 'ABOUT' (location: Wairau Valley, Auckland, New Zealand). The timeline shows three posts from the page itself:

- A status update: "What have you been up to?" posted 4 hours ago.
- A tweet: "It's time for dinner. What's your favorite takeaway food? #nzfoodcourt #auckland #newzealand #takeaway #foodtogo #fooddelivery" posted 4 hours ago.
- A profile picture change notice: "NZfoodcourt changed their profile picture." posted 4 hours ago.

On the right side, there's a sidebar titled 'THIS WEEK' showing activity: 1 Page Likes, 1 Notification, and 0 Messages. There's also a 'Recent' section showing activity from 2015 and 2014.

## Twitter Home Page

Desktop version

The screenshot shows the Twitter home page for the account @NZfoodcourt. At the top, there's a header with a profile picture, the handle '@NZfoodcourt', and a location 'Auckland, New Zealand'. Below the header, there are stats: 3 tweets, 116 following, and 16 followers. There's a link to 'Edit profile'.

The main content area shows the user's tweets:

- A tweet from 13m ago: "It's time for dinner. What's your favorite takeaway food? #nzfoodcourt #auckland #newzealand #takeaway #foodtogo #fooddelivery". It has 1 retweet, 1 reply, and 1 like.
- A tweet from 9h ago: "NZfoodcourt.com is now live on twitter!". It has 1 retweet, 1 reply, and 1 like.
- A tweet from 9h ago: "Welcome 2015! Hope everybody had a blast". It has 1 retweet, 1 reply, 2 likes, and 1 quote retweet.

On the right side, there's a sidebar titled 'Who to follow' with suggestions for users to follow, such as 'Melanie Parkes @MelineNZ', 'Giapo @Giapo', and 'Uni Auckland @AucklandUni'. There's also a 'Popular accounts' section and a 'Trends' section.

## Mobile version

The screenshot shows a mobile Twitter interface. At the top, there's a header with a search bar and a profile picture of a coastal landscape. Below the header, the profile information for **NZfoodcourt.com** (@NZfoodcourt) is displayed, including the location (Auckland, New Zealand), the website (NZfoodcourt.com), and follower counts (117 FOLLOWING, 16 FOLLOWERS). A navigation bar at the bottom includes options for Tweets, Photos, and Favorites. The main feed shows two tweets from the account:

- NZfoodcourt.com** @NZfoodcourt 10m  
It's time for dinner. What's your favorite takeaway food? #nzfoodcourt #auckland #newzealand #takeaway #foodtogo #fooddelivery
- NZfoodcourt.com** @NZfoodcourt 9h  
NZfoodcourt.com is now live on twitter!

Below the tweets, there are links for Timelines, Notifications, Messages, and Me.

## Instagram Home Page

The screenshot shows the Instagram home page for the account **NZFOODCOURT**. The header includes the account name, a gear icon, and a battery level of 91%. Below the header, the profile picture is a circular logo for NZFOODCOURT. The profile stats show 6 posts, 0 followers, and 1 following. There is a button to "Edit Your Profile". A bio below the stats reads: "Fast, Affordable, and Convenient www.NZfoodcourt.com". The main feed displays a grid of six images: a salad dish, a sunset over a landscape, a plate of ribs, a street scene with outdoor seating, a meal with bread and meat, and a building with a parking lot. At the bottom, there's a navigation bar with icons for Home, Search, Direct Messages, and Profile.