

INTRODUCTION

CLIENT: AUNTY'S KITCHEN

Understanding Aunty's business



Client
Aunty's Kitchen



Locations
West Lafayette, Indiana



Product
Indian homecooked meals



Serving delicious dishes
Since 2019



Modes of Service
WhatsApp/Call
Delivered to your doorstep



Target Audience
Purdue Students / Working Professionals

LET'S SEE WHAT WE OFFER!

An insight into the menu and subscription plans



Day	Lunch	Dinner
Monday	Beetroot ki Roti - 3 Homemade Curd Zucchini ki Sabzi Salad	Besan Palak Cheela - 3 Bhuna Aloo Ketchup
Tuesday	Multigrain Chapati - 3 Beetroot Raita Aloo Shimla Mirch ki Sabzi Salad	Masala Thepla - 3 Pickle Moong Chana Sprouts Chaat
Wednesday	Palak ki Roti - 3 Homemade Curd Baingan ka Bharta Salad	Chilli Cheese Sandwiches Ketchup Cream Cheese Dip
Thursday	High Protein Masala Dosa - 2 Tomato Chutney Sambhar	Sabudana Khichdi Mix Veg Raita
Friday	Multigrain Chapati - 3 Homemade Curd Dal Palak Dry Sabzi Salad	Red Sauce Pasta Cheese Parantha - 2
Saturday	Punjabi King Size Aloo de Paranthe - 2 Homemade Curd Coriander Chutney Aam ka Achaar	Indo Chinese Veg Chowmein Vegetable Stir Fry in Indo Chinese Sauce

Options	Lunch	Dinner	Total Price
Option 1	✓	✗	\$ 80 per week
Option 2	✗	✓	\$ 80 per week
Option 3	✓	✓	\$ 150 per week
Option 4	One meal only	One meal only	\$ 15 per meal
Option 5	Sunday Brunch		\$ 20 per meal

Weekend Kitchen

Let's go Desi!

Khaman Dhokla with Mix Veg Pakoda

This Saturday is all about fluffy Khaman Dhokla and Crispy Mix Veg Pakodas.

Served with tangy coriander chutney and imli chutney, this makes a killer combo.

Order yours today!

Order by Friday Eve 10pm
(Aug 4, 2023)
Whatsapp/Call:

BUSINESS MODEL

Insights into Aunty's Pricing Strategy and Operating Model



Business Operations



Delivery service model



Added value items available



Primarily subscription based



Option for one time meal available



Different menu each week



Customer's buy their own tiffin's for packaging

Pricing Strategies



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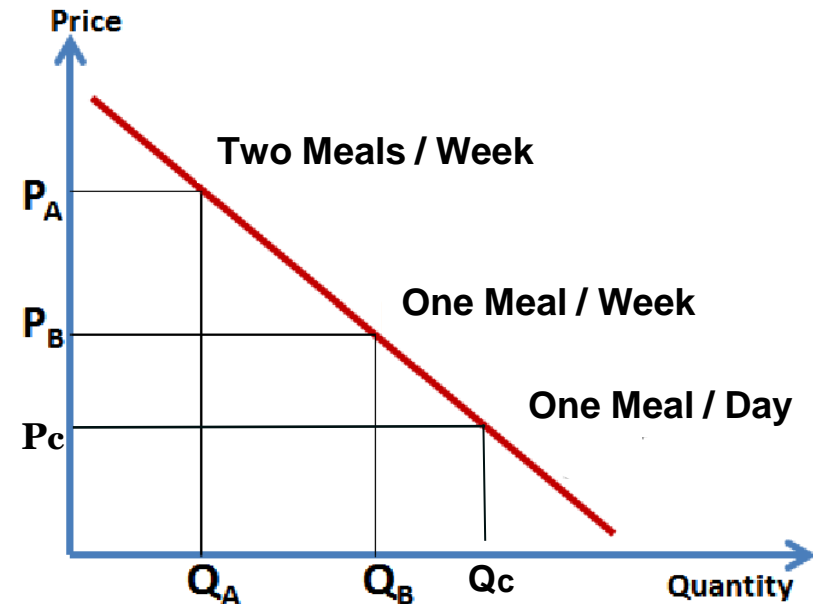


Different menu each week



Customer's buy their own tiffin's for packaging

Pricing Strategies



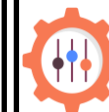
Customer Loyalty



- Switching cost
- Subscription



Less WTP
Customers Captured

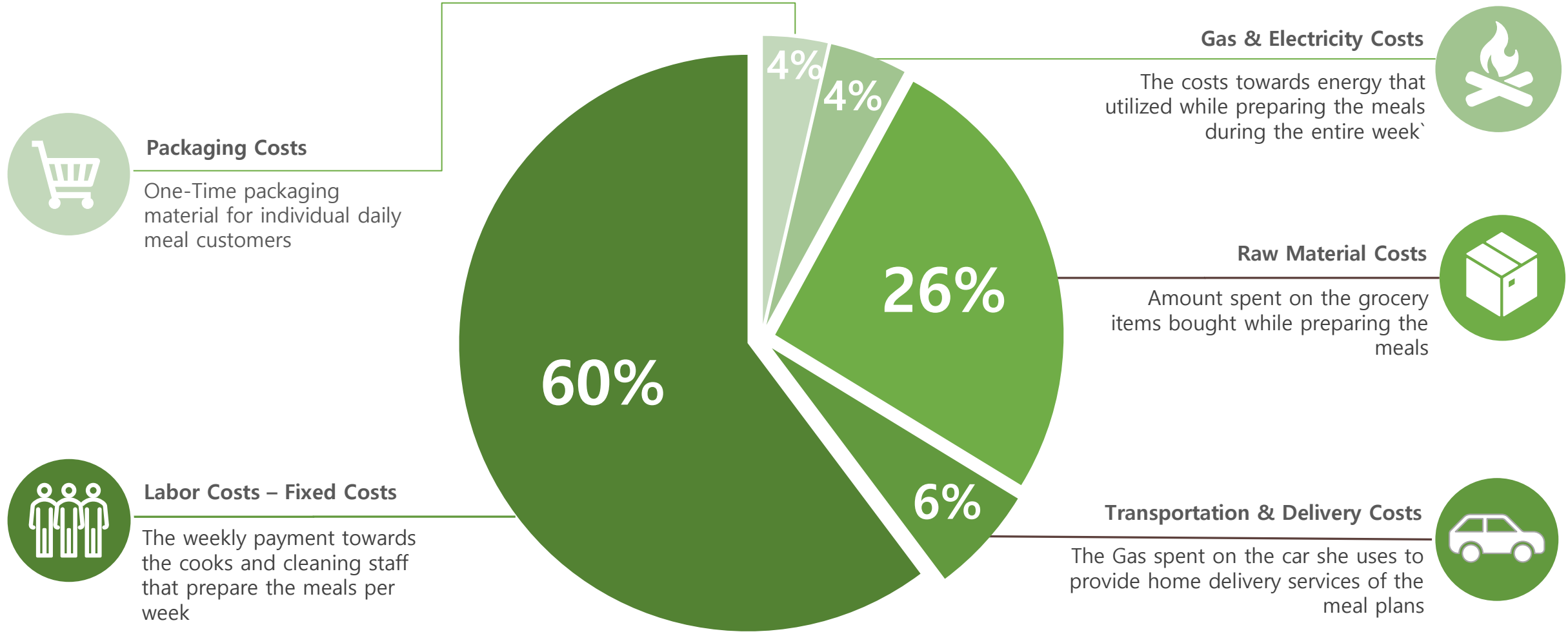


Second degree price
discrimination

COST ANALYSIS

COST ANALYSIS

On average, Aunty's Tiffin Services incurs the following operating costs:



REVENUE ANALYSIS - WEEKLY

Aunty's Tiffin Service experiences an average revenue fluctuation of $\pm 20\%$, directly correlated with the volume of orders received. Additionally, the service's profit margins are influenced by the variable costs of grocery items.



Weekly Revenue

The tiffin service produces an average weekly revenue from both regular orders and spot orders of around \$8000



\$8000

A donut chart with a dark green outer ring and a light green inner ring. The dark green ring covers approximately 80% of the circle, while the light green ring covers the remaining 20%.

Average Profit Margin

Deducting the fixed and the variable costs, the weekly average profit generated during non peak times is about 30% to 60% of gross revenue



30%
to
60%

A donut chart with a light green outer ring and a dark green inner ring. The dark green ring covers approximately 45% of the circle, while the light green ring covers the remaining 55%.

COMPETITOR ANALYSIS

COMPETITOR'S ANALYSIS

In the West Lafayette and Lafayette areas, a dedicated market for home-cooked Indian vegetarian meals has not yet been established. However, several Indian restaurants do exist which provide offerings comparable to those of Aunty's Tiffin Service. Below are the prices for an average full-sized meal comparable to Aunty's Tiffin.

\$15

Without Delivery



Offers A-la-Carte Menu to mix 'n match options and a full meal options known as 'Thalis'

\$17

Without Delivery



Authentic Indian Cuisine

Taste of India offers more North Indian choices with a comparable price range as Dakshin

\$30

With Delivery



Indian Restaurant in Lafayette offering order-in services via DoorDash

\$15

With Delivery



Aunty's tiffin has 3 options per meal cost ranging from \$12.5 to \$15 depending on the meal plan chosen

CUSTOMER SURVEY

SURVEY INTRODUCTION

We conducted a survey to discern consumer interest in various facets of home-cooked Indian meals and used that to perform conjoint analysis

Homecooked Kitchen Tiffin Service Survey

Welcome to Homecooked Kitchen survey! We appreciate your time in helping us serve you better. Please answer the following questions about your preferences and needs

akankshasingh2704@gmail.com [Switch account](#)

 Not shared

 Draft saved

* Indicates required question

How do you identify yourself? *

- ☒ Student
- ☐ Business Professional
- ☐ Professor
- ☐ Other: _____

How did you hear about us? *

- ☐ a. Friends or Family
- ☒ b. Social Media
- ☐ c. Google Search
- ☐ Flyers/Posters



Objective: The primary goal of conducting this survey was to gain a deeper understanding of Purdue students' dining preferences, price sensitivity, and key factors influencing their meal choices.



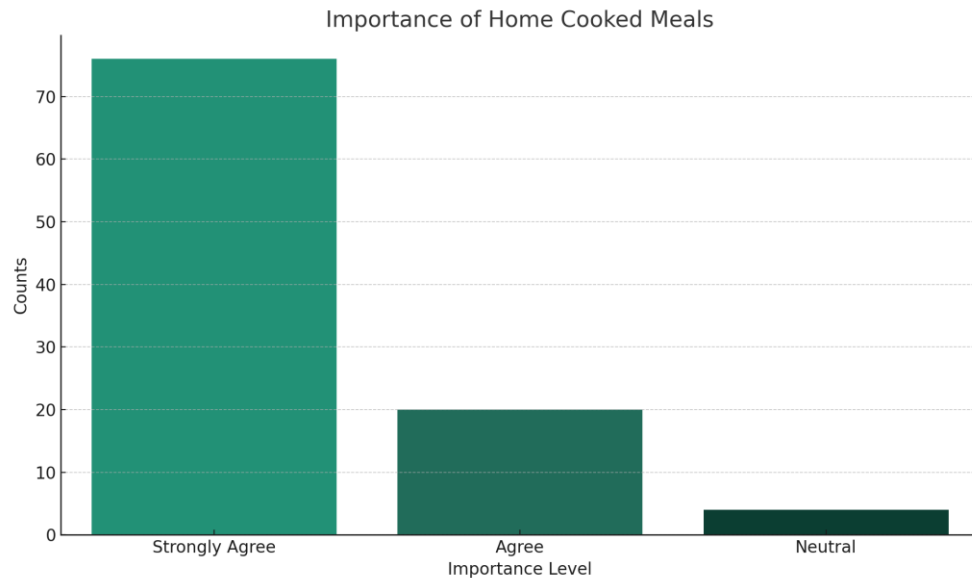
Topics: The survey covered a range of topics including preferences for meal quality, willingness to pay, premiums for extra services, frequency of meal services, maximum budget allocations for various subscription models, and interest in customizable menus and breakfast options.



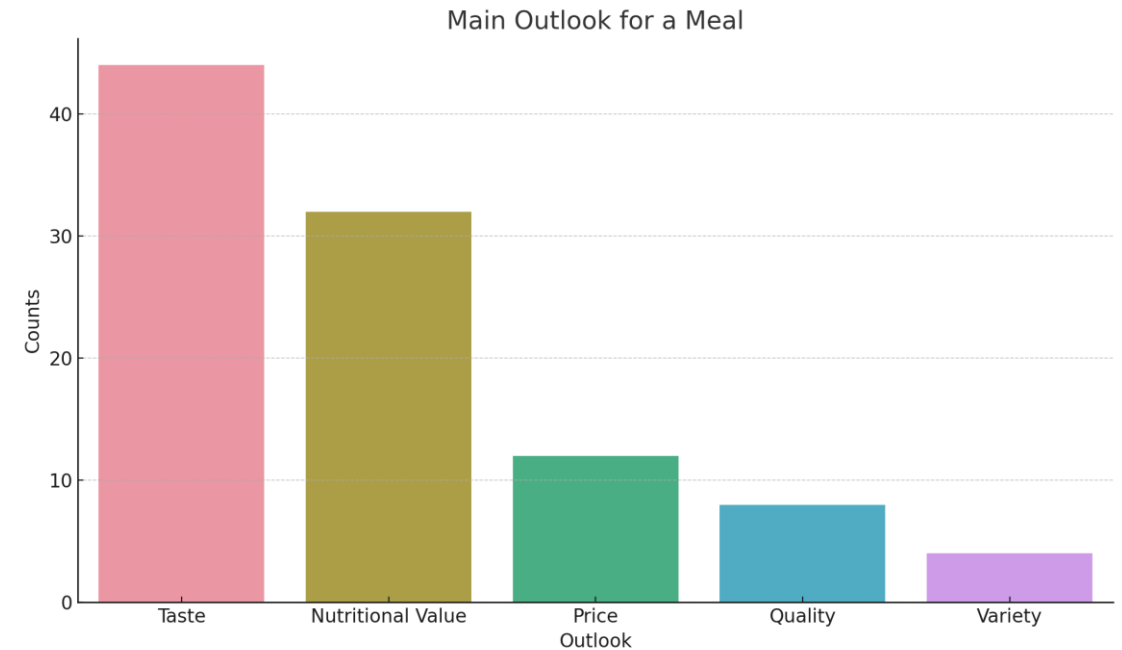
Target Audience: By focusing on **100** Purdue students, the survey aims to capture information on dietary habits, cultural nuances, and financial limitations of students for crafting a service that appeals to their taste buds and fits comfortably within their budgets.

SURVEY INSIGHTS

Our survey findings highlight a strong affinity for home-cooked meals, with consumers placing importance on factors such as taste, nutrition, price, and quality



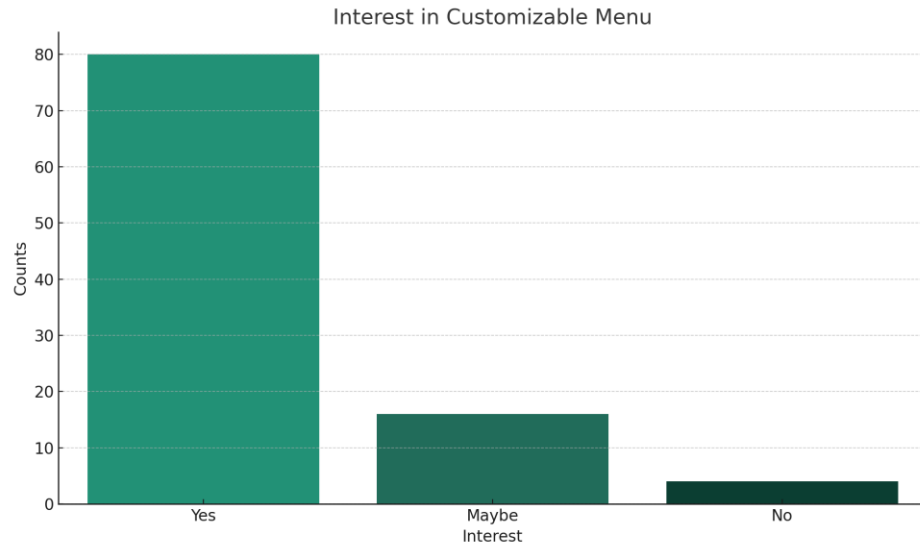
A large majority of respondents strongly agree on the importance of home cooked meals, with a smaller number agreeing, and very few being neutral



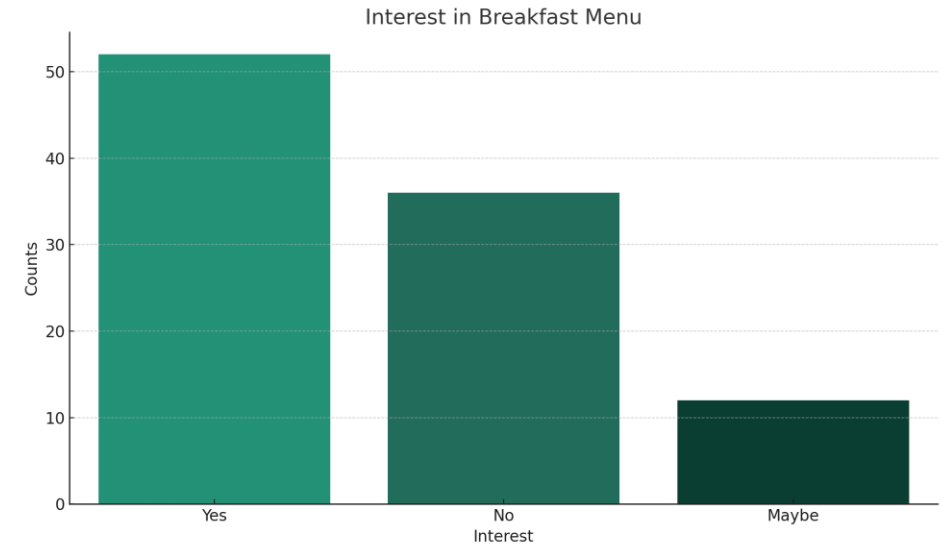
Taste is the most valued aspect of a meal (over 40), followed by nutritional value, with quality, price, and variety being less prioritized, in that order

SURVEY INSIGHTS

Respondents are inclined to creating a customizable menu



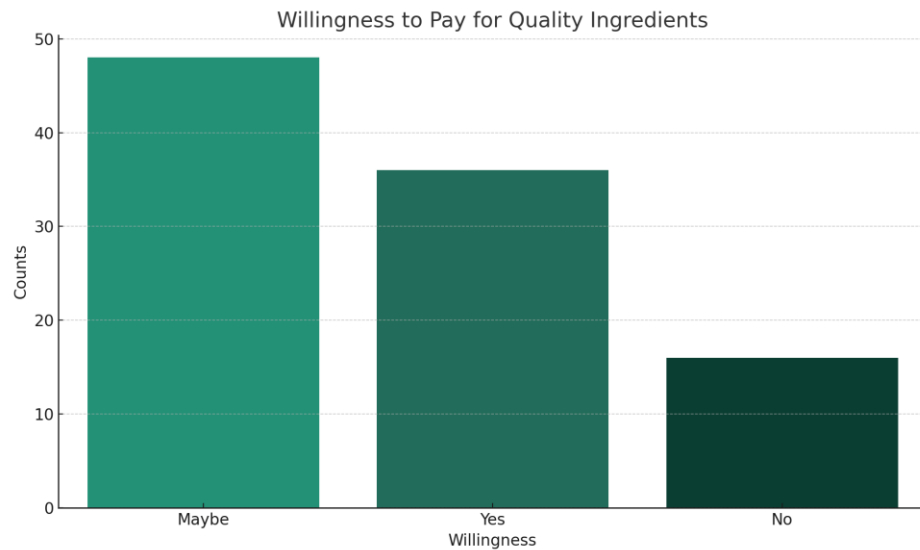
Most respondents (over 70) are interested in a customizable menu, a moderate number are maybe interested, and very few respondents are not interested



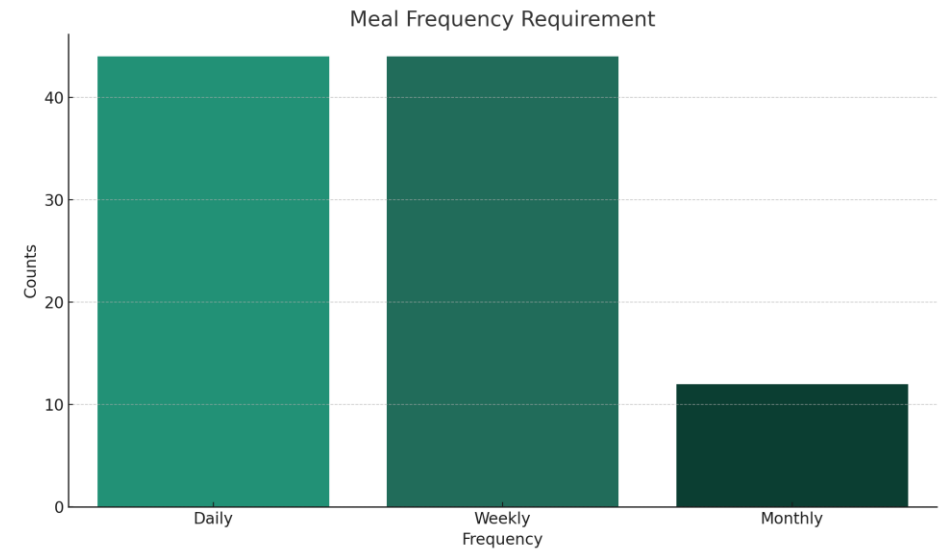
There is a high interest in a breakfast menu (over 50), while fewer respondents are not interested, and a moderate number are maybe interested

SURVEY INSIGHTS

Higher share of respondents are willing to pay for better quality ingredients



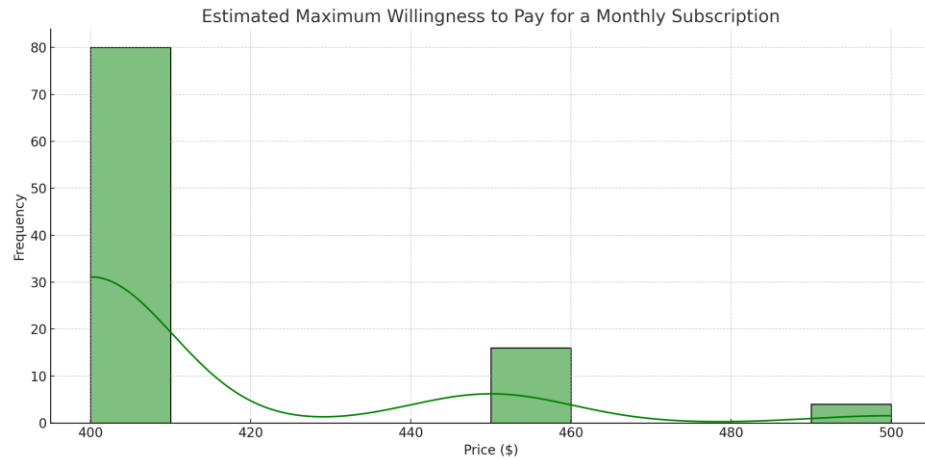
Majority of respondents are maybe willing to pay for quality ingredients, with a significant number willing, and the smallest group not willing



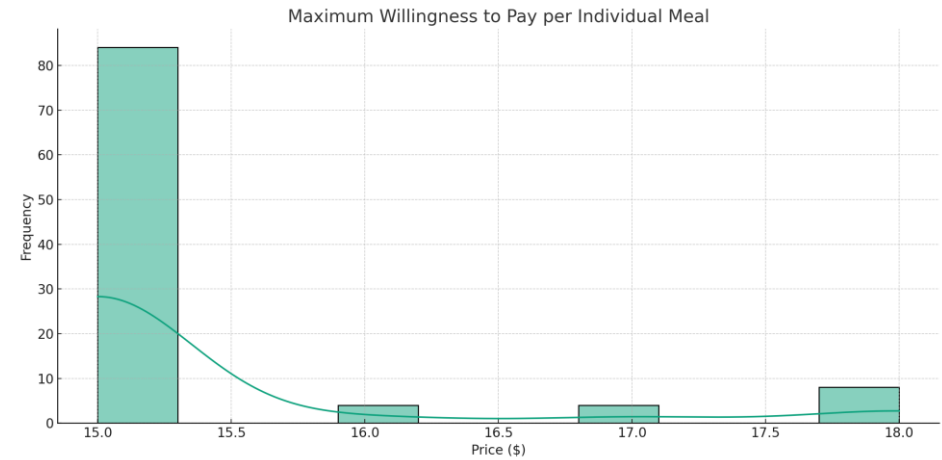
Most respondents require meals on a weekly basis, followed closely by those needing daily meals, and a smaller number on a monthly basis

SURVEY INSIGHTS

Respondents are willing to pay approximately \$400 for their monthly subscription



Most respondents (over 70 frequency) are willing to pay around \$400, with very few willing to pay more as the price approaches \$500.

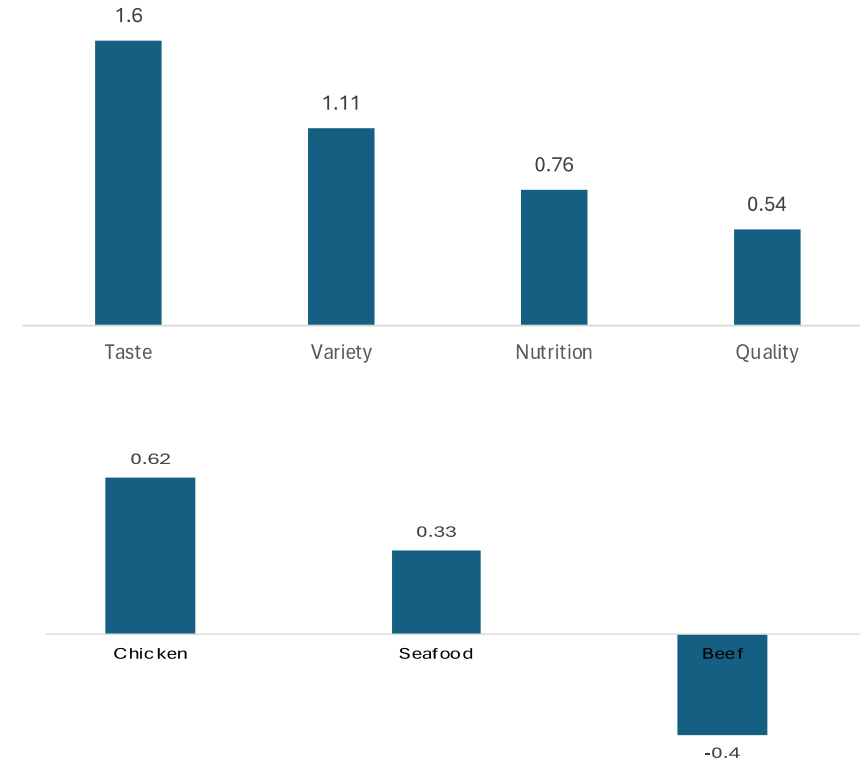
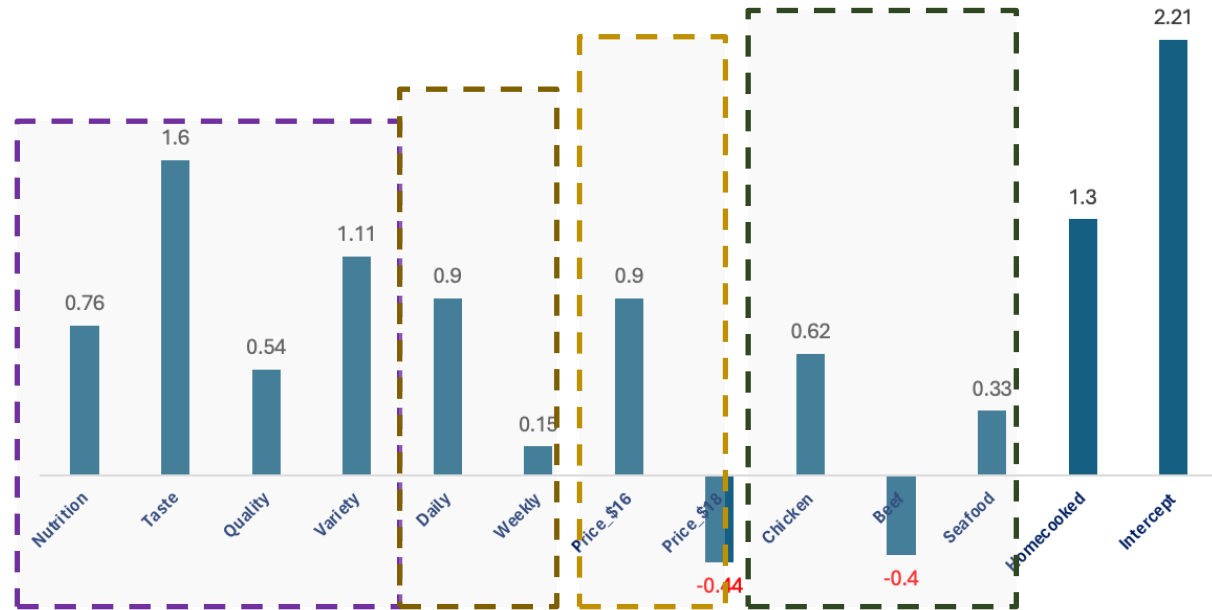


Highest frequency (over 70) of respondents are willing to pay around \$15.0 for an individual meal, with willingness significantly decreasing as the price increases beyond this point.

CONJOINT ANALYSIS

CONJOINT ANALYSIS

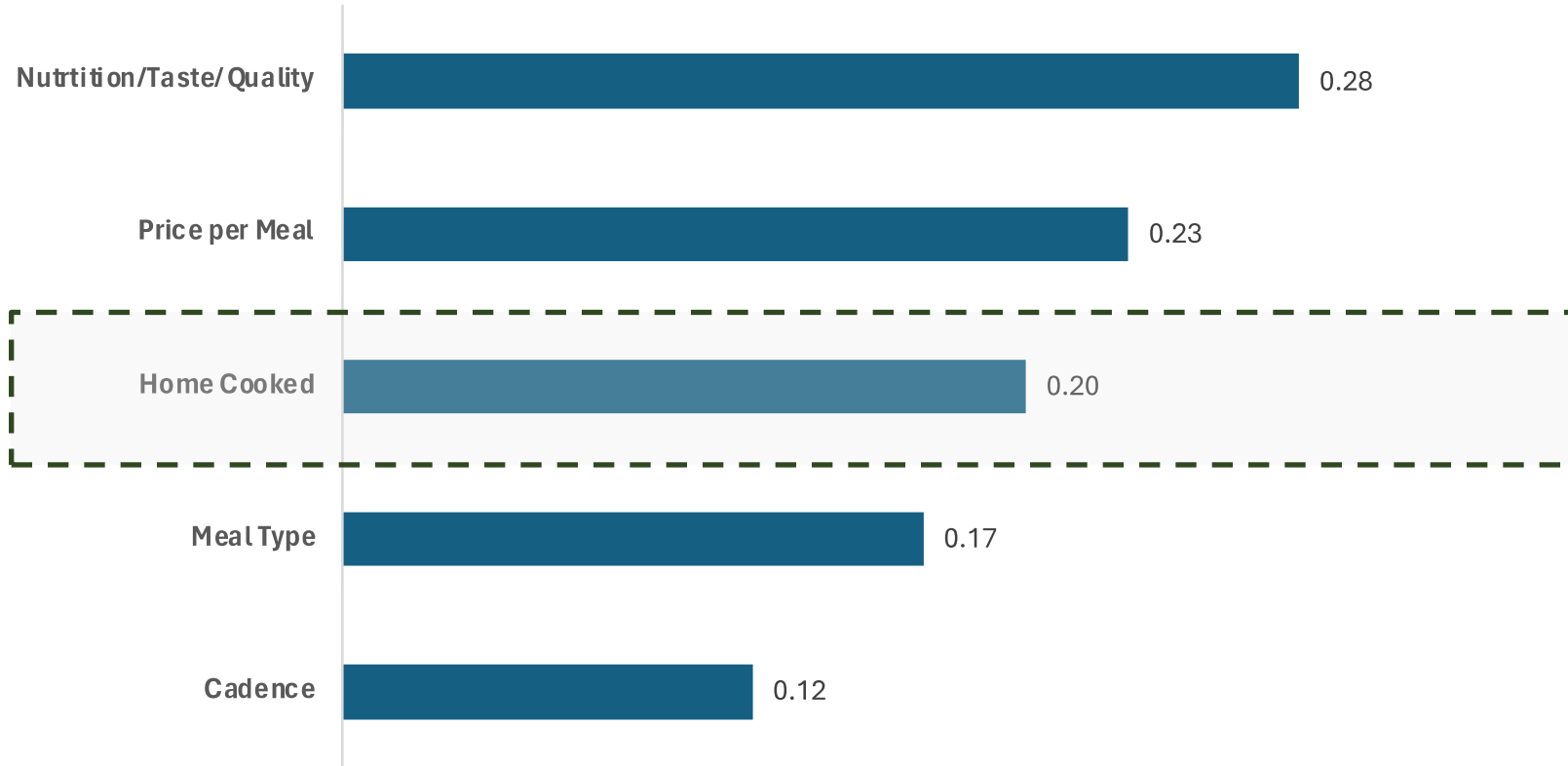
To understand feature importance for the customers and how combinations of these features affect consumer choices. Attribute selection, Attribute Levels, Profile Generation, Survey and Data Analysis



The graph indicates the average utility values of each of the levels of the attributes. We see taste has the highest utility followed by variety Nutrition & Quality compared to price of the meal. Price \$16 was preferred over \$17 and \$18

CONJOINT ANALYSIS

To understand feature importance for the customers and how combinations of these features affect consumer choices. Attribute selection, Attribute Levels, Profile Generation, Survey and Data Analysis



This graph indicates the relative importance of the 5 primary attributes we have selected as the influencing factors

BUSINESS INSIGHTS & RECOMMENDATIONS

BUSINESS INSIGHTS & RECOMMENDATIONS

Recommendations provided to Aunty for revamping her current pricing strategy and introducing new products as per our Analysis



Opportunity to
INCREASE PRICE
by +2\$



VEG



NON-VEG

Introduce popular
NON-VEG MENU
options



Meals and desserts
BUNDLED
Together to generate Trial

FUTURE SCOPE

DYNAMIC PRICING APP

Implement a tailored notification system to guide Aunty with actionable insights & personalized advice, enhancing her journey



Benefits to Aunty

- Enhanced Listing Quality
- Higher Retention Rates
- Positive Public Relations
- Brand Quality Commitment



Benefits to Customers

- Dynamic Price Change
- Personalized Discounts/Offer
- Increased Booking Potential
- Real-Time Feedback
- Enhanced User Experience

THANK YOU!