

# HOME COOKED MEALS DELIVERY SERVICE

Team Phoenix



# Introduction

Our home-cooked meals delivery service connects stay-at-home mothers and home cooks with people who want healthy, homemade food. It's perfect for students and professionals who are away from their families and are tired of fast food. Cooks post their menus the day before, and customers can order meals that are delivered to their workplace or study place the next day. This service not only helps people eat nutritious meals but also gives home cooks a chance to earn money from home.

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# Rationale Behind the Product

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Identified a gap in the market where many professionals and students living away from home often crave homemade meals, but lack access to nutritious options.



Many homemakers have culinary skills but lack platforms to monetize them effectively. This service gives them the opportunity to contribute to household income.



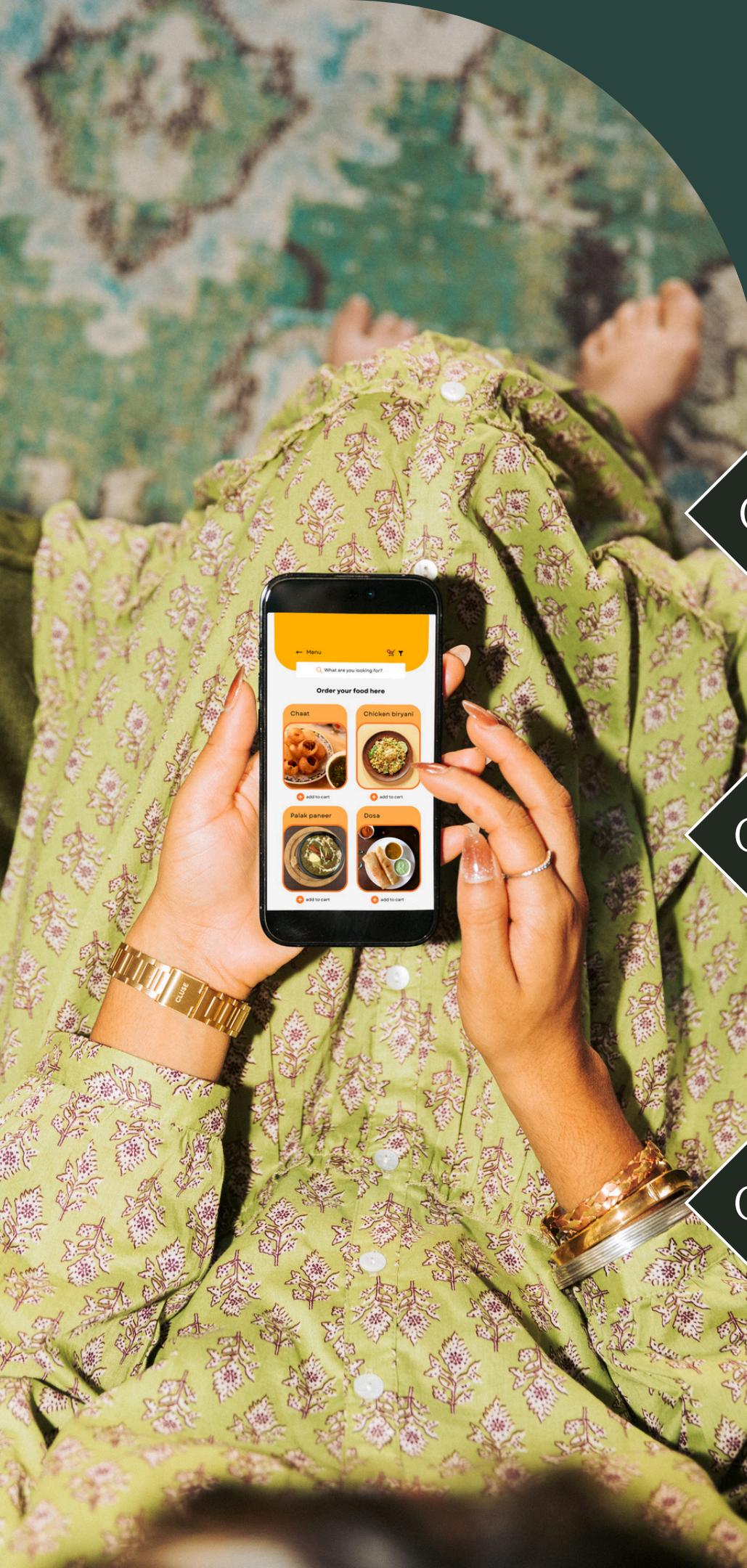
Home-cooked meals offer comfort and a healthier alternative to restaurant food for those living away from home, while also providing diverse options to suit personal preferences and dietary needs.



In Sri Lanka, food is central to community and family, making this a product that resonates deeply with local culture and traditions.

# Business Model: How It Works

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## Platform Overview

- A digital marketplace where home cooks (stay-at-home parents, homemakers, etc.) post their daily menus.
- Customers can browse through various home-cooked meal options and place pre-orders

## Pre-Order System

- Cooks post their menus a day in advance, specifying what meals will be available for the next day.
- Customers have until a set cut-off time to place orders.
- Meals are prepared fresh in the morning and delivered by lunchtime to customers' work or study locations.

## Revenue Model

- Commission-based: The platform earns a percentage of each transaction between cooks and customers.
- Delivery fee: An additional fee for delivering the meals to customers.
- Subscription plans (future feature): Regular customers can subscribe to meal plans for discounted pricing and priority ordering.

# Business Model: How It Works

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## Target Audience

- Primary Users: Students and professionals who seek healthy, home-cooked alternatives to restaurant or fast food.
- Suppliers: Stay-at-home mothers, homemakers, and passionate cooks with a desire to earn income while working from home.

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## Logistics

- Cooks prepare the meals in their homes.
- Consumers can choose either delivery or pick-up based on the cook's convenience
- A network of delivery partners ensures the meals reach customers during lunch hours.

# SWOT Analysis

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## Strengths

- High demand for homemade meals among target market
- Personal touch in meal preparation, providing a competitive advantage
- Supports local communities by providing income opportunities for home cooks.
- Flexible business model with a pre-order system to minimize waste.

## Opportunities

- Expansion to other cities and regions.
- Integration of dietary-specific options (vegan, gluten-free, etc.).
- Partnerships with corporate offices or universities for bulk orders.
- Growth in healthy eating trends and demand for personalized meal plans.

## Weaknesses

- Dependence on timely delivery logistics.
- Maintaining quality control across a diverse range of home chefs.
- Limited scalability due to individualized meal preparation.

## Threats

- Competition from existing food delivery services or restaurants offering “home-style” meals.
- Difficulty in managing consistency and reliability from home chefs.
- Potential health and safety concerns related to food preparation in home kitchens.
- Unpredictability of Delivery Industry

# Porter's Five Force Analysis

## 1. Threat of New Entrants:

- Moderate: The food delivery market is relatively easy to enter, but differentiation (in terms of offering home-cooked meals) will provide a niche advantage.

## 2. Bargaining Power of Suppliers:

- Low: The service uses individual home chefs as suppliers, and there's a large pool of potential cooks, reducing supplier bargaining power.

## 3. Bargaining Power of Buyers:

- Moderate: Customers have a range of choices from other food delivery platforms, but the unique value proposition of home-cooked meals provides a significant competitive edge.

## 4. Threat of Substitutes:

- High: Other meal delivery services or options like cooking at home or eating at restaurants can serve as substitutes, but they may lack the personalization and care of home-cooked meals.

## 5. Industry Rivalry:

- Moderate to High: The food delivery industry is highly competitive, but our focus on home-cooked, personalized meals gives us a unique positioning against traditional players.



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