

MEMORANDUM

TO: Anabel's Grocery Team
CC: Mona Anita Olsen, Professor
FROM: Matthew Teng
RE: Anabel's Grocery Creation
DATE: May 12, 2018

As a part of HADM 4125: The Foundations of Social Entrepreneurship class, taught by Mona Anita Olsen, the students were to design and create something of value that potentially addressed one of Anabel's Grocery's challenges. Consequently, I want to elaborate on how my creation can assist your team with the lack of publicity that Anabel's current faces.

During our class' visit to volunteer at Anabel's Grocery, a member of your team, Devon, mentioned that some of the challenges that Anabel's Grocery faces is the lack of real estate and publicity to students (especially freshmen). One thing I noticed while we were in the store was that there are a handful of recipe and general tip cards scattered around the store. Given that the store itself is not too large, it would be somewhat detrimental to have people perusing these cards and lingering in spots around the store. Additionally, I visited Anabel's Grocery's site and saw that there were more recipes available.

As a current student in computer science, I wanted to align my solution with some of my strengths, and as a result, I created a digital product. My creation was an online booklet that merged all the recipes that Anabel's Grocery has by using an online tool called Flipsnack. Flipsnack allowed me to integrate all the recipes into a single booklet, and provided other customization options for various aesthetic properties of the booklet. Furthermore, this booklet could be in a pdf format, which would allow people to download or print all the recipes (a feature that is not there for the current recipes on your website), which means that they would not necessarily have to have all the cards in store, and it is easily accessible to anyone with a device that could reach Anabel's website.

My aim with this creation is that Anabel's team can not only publicize it, but also add to it if they develop future recipes. This booklet is a great way for Anabel's to help incoming or existing students find nutritious and relatively low cost and effort recipes that they can cook based off the ingredients found at Anabel's, which would serve to publicize the help the Anabel's can provide to these students.

Lastly, if it were feasible, Anabel's team could provide samples of the recipes maybe on North campus or Ho Plaza, along with the booklets to students, which would also aid in getting students to be aware of Anabel's and its cause.

Regards,
Matthew Teng