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| **Item** | **Comments** |
| Value Proposition | nomz LLC aims to provide convenient, affordable, healthy, authentic Asian soup cuisines to busy urban professionals, especially Asian Americans.  There are three pillars to the company’s value proposition:  1) authentic, niche Asian recipes  2) high-quality, all-natural ingredients  3) healthy, delicious recipes |
| Revenue Model | Sell nearly-ready (frozen) soup cuisines via an “order and deliver” model. The premise of this model is to place orders through the website, eatnomz.com, and have the soups delivered by bicycle (cost effective.)  The company also envisions its products being sold in major retailers in the future. They also see potential to expand into ethnic Asian stores in Chinatown, Koreatown or local Asian grocers. |
| Market Opportunity | There has been a rapid increase in the number of well-educated, highly-paid Asian Americans in America, and the demographic is foreseen to continue growing rapidly. Survey results show that Asian Americans currently have the highest median income and are the best-educated race group in America.  The company believes that this target market has the best potential as it has a higher median disposable income, is generally more health conscious, and is currently underserved.  The company is currently targeting Asian Americans urban professionals in New York City between the age of 20 and 34 years old. But also have a loyal customer base of non-Asian descent as well  The company plans to expand to other cities densely populated with Asian Americans such as San Francisco and Los Angeles in the near future. |
| Competitive Environment | The company has numerous competitors in the space. Asian takeout is abundant in big cities, and frozen Asian cuisine products already exist in the market (i.e. P.F. Changs.) However, as the company intends to serve a very niche market, many of the competitors could be considered indirect competition.  Brands like Yijo Foods and Annie Chun’s serve frozen Asian cuisines with an organic all-natural focus, but mainly targets non-Asian Americans. Other options such as Asian take outs and commercialized brands such as Wei-Chuan serve cuisines that are highly processed and unhealthy as compared to the Nomz products. |
| Competitive Advantage | The company serves modern, healthy, authentic Asian cuisine. They have unique insight into the target market’s consumer preferences. All of the soups are homemade and packaged allowing the customer assurance that their food is being prepared from the freshest ingredients and in the healthiest manner possible. |
| Market Strategy | The company currently only sells its products through its website. It also has a Facebook page, an Instagram account with 46 followers, and a blog. It does not have a twitter account yet. The founders intends to leverage their deep network to help the company gain traction through word of mouth and social media.  The company also intends to solicit reviews from food review websites, enlist prominent Asian American individuals to advertise its products. It also plans to sponsor events at Asian interest student clubs on college campuses to raise awareness early in the consumer life cycle.  One of the company’s main differentiators is the product packaging. The company intends for its packaging to be modern, sharp, primarily in English and stylized to emphasize high-quality ingredients and taste over cost.  It also attempts to use its logo and brand name “nomz” to reach out to its target market segment, while also resonating with the young demographic lingo. The “cute cartoon” monster for its logo and the word “nomz” will hopefully appeal to the younger generation. Therefore, the company hopes that its logo and brand name will help it gain traction online and through social media more easily. They also plan to change the logos color, facial expression, etc. as they expand their food-line in the future (highly customizable.) |
| Management team | The founders are two Asian Americans that have lived and worked in major cities. One has professional experience in management consulting and private equity, and therefore has a strong business acumen. The other has experience in the mobile advertising space and therefore has some experience in e-commerce. |