**Client Profile:** Nomz is a New York city based startup providing convenient, traditional, and healthy frozen soup for busy Asian American individuals. The company was launched August of 2015. Nomz currently have two full-time employees (the co-founders) and multiple part-time employees. At the present moment, Nomz only offers one product, Chinese Chicken Shiitake Mushroom Soup, but is planning to release its next product, Vietnamese Pho Soup, in Late February. Both products are priced on a premium starting at $8. Nomz sells its product online at eatnomz.com and then deliver the soup to customers in downtown Manhattan through Bike couriers. The company sells on average 30-40 soups a week and has generated an estimated revenue of $12,000 since its launch.

Eatnomz.com is hosted by Shopify and currently managed by Tony Wu, one of the founders of the company. Along with the website, Tony also manages the social media presence of the company through Facebook, Instagram and Twitter, and a company blog.

**Market Analysis:** Nomz is primarily targeting Asian Americans located in New York, NY between the ages of 20 and 34 years. Those customers are wealthy, health-conscious, but don’t usually have time to cook. Nomz attracts those customers by providing them with high quality, healthy, and traditional Asian soups with just one click away.

There are two major types of competitors for Nomz: traditional Chinese frozen food providers such as Wei Chuan, and food delivery services such as Orderup. Those competitors usually are well-established players in their industry but do not specifically target the young Asian American demographic. According to Google Adword, those competitors on spend around $12 - $100 in online advertising per day on products that directly compete with Nomz.

Nomz has a unique market position, as there is no major food brand that caters specifically to Asian Americans. Therefore, it stands out from traditional Chinese frozen food by being healthier and more readable (many traditional frozen foods are advertised in their native languages), and from delivery services by being cheaper and more authentically Asian.

Nomz occupies a distinct niche between the frozen food and food delivery industry. As a food delivery company, Nomz is situated in an industry that is both fiercely competitive and devilishly attractive (1 billion invested in 2014 alone). As a frozen food company, Nomz find itself in a mature industry with few large dominate players – but also ample chances to provide niche offerings. It is also noted that because Nomz is in the frozen food industry, it experiences seasonality, with sales being highest during the summer months and March, and lowest in the winter months.

**Current Marketing:** Most of Nomz’s marketing efforts are done through word of mouth, both on the ground and through the social media. On the ground, the founders have leveraged their personal connections in New York to obtain initial adopters. In fact, over 20% of the customers were founders’ personal friends. The founders also gave talks at multiple universities in New York and participated in many local food shows to further publicize the products.

Online, Nomz utilizes social media to engage its core customer group and collect positive word of mouth. Since its launch, it has gathered over 28 reviews on Facebook and collected five star ratings in all of those reviews. The company has not spent any money on online or offline advertising to date.

Currently, Nomz uses eatnomz.com as the sole point of sale of its products. Overall, the website receives on average 900 visits per month, with 60% bounce rate. The website follows a basic Shopify template with elegant and simple designs that are appealing to its customers. However, the website has a low transaction rate (3.78%), which is most likely caused by the non-directional front page design (such as an “Order Now!” sign). Furthermore, the company’s lack of online marketing efforts is illustrated by Google Analytics metrics: only 50% of the customers are new customers, and only 38% of the web traffics comes from search. At the same time, only 48% of the web traffics come from New York - the sole market Nomz is currently serving. We believe all those metrics could be improved through a geo-targeted online campaign.

**Conclusion:** The major factor that attract our team to Nomz is its potential. The company has already gained much traction in the New York Asian American Community and received rave reviews without any expenses spent on marketing. Furthermore, the company is releasing its new product just before the marketing campaign, providing a great opportunity for our campaign to improve the sales of the company by several hundred percent. We believe the Google Online Marketing Challenge posses a great opportunity for Nomz to improve its online presence and further engage its target customers in the New York Area.