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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.) |
| Organizational Development |  |
| 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. |

**Client Profile:** Nomz is a new york based startup providing convenient, traditional, and healthy frozen soup for busy Asian American individuals. The company was launched August of 2015. Nomz current have two full-time employees (the co-founders) and multiple part-time employees. Currently, Nomz only offers one product - Chinese Chicken Shiitake Mushroom Soup, but is planning to release its next product in Late February. Both products are priced on a premium starting at $8. Currently, Nomz sells its product online at eatnomz.com and then deliver the soup to customers in downtown Mahattan by 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 on the website. The company is looking forward to expand its online presence and further engage the Asian American community.

**Market Analysis:** Nomz is 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. Competing traditional food products are of lower quality and are advertised in their native language, making them less appealing. Nomz compete with competitors from the frozen food (Wei Chuan) and food delivery(Orderup) industry. According to Google Adword, those competitors spend around $12 - $100 in online advertising per day.

Nomz has a unique market position, as there is no major food brand that caters specifically to Asian Americans. After building their brand, Nomz hopes to sell its products in farmers markets and grocery stores in the future. Nomz’ unique selling points are convenience, traditional, and healthy. They are one of the few companies that offer healthy, traditional Taiwanese food to young Asian Americans. According to a 2012 report by AMG Strategic Advisors, frozen foods is a seasonal product, with sales being highest during the summer months and March, and sales being lowest in the winter months. [[1]](#footnote-0)

The frozen food industry is mature and most of the competition caters towards Non-Asian Americans. Most of the frozen food sales occur in grocery stores. The delivery food industry is more competitive, as there are more opportunities for firms to differentiate their products. Convenience is a driving factor for delivery products, and it is targeted towards working consumers.

According to Google Adword projection, the competitors of Nomz spend on average $12 - $100 in online advertising spend per day.

**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 spend any money on advertising online or offline 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 customers. However, website has a low transaction rate (3.78%), most likely caused by the non-directional front page design. Furthermore, the company’s lack of online marketing efforts are also 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 only 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.

1. <http://www.ala-national.org/assets/research_center/HT_Cold_facts_Spring_2012_MR.pdf> [↑](#footnote-ref-0)