

Report

MGT540-Management of Innovation

Bring! App to Bring! Plus App

Shoumya Singh

ID - 19566

San Fransico Bay University

Under the Guidance of

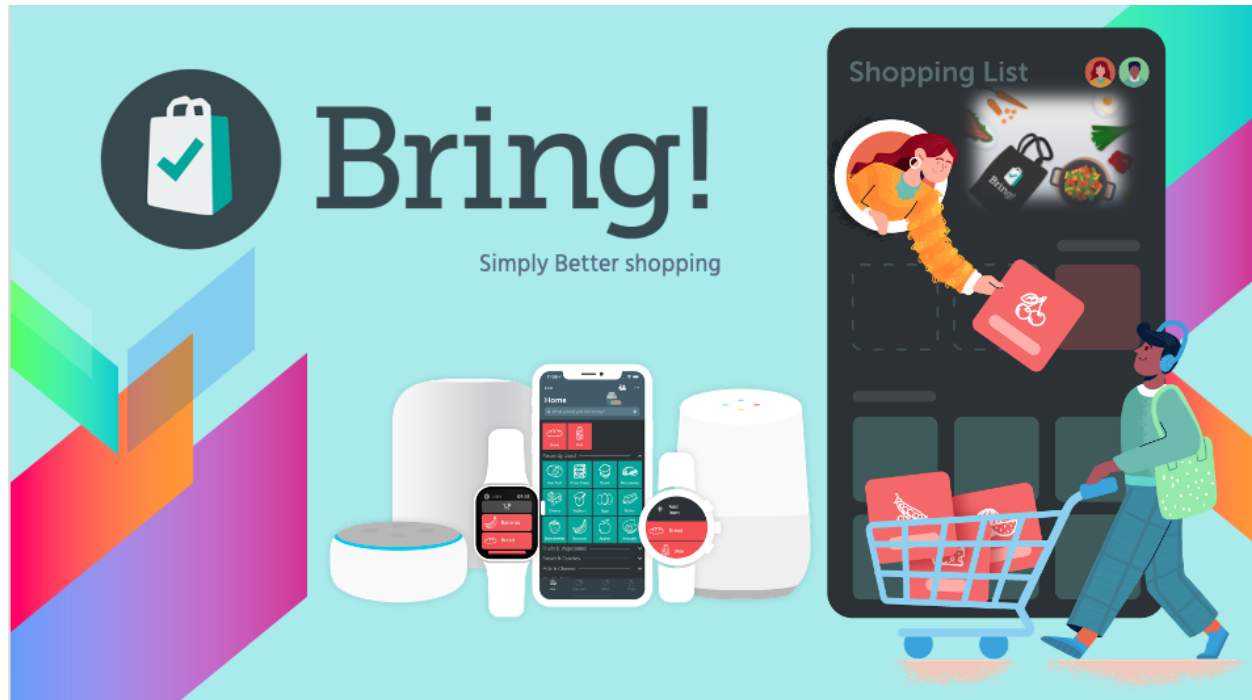
Prof . Reginald Duhé

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Bring App to Bring! Plus

Simply better shopping! to Plan it to bring it!



1. Introduction

Everyone goes grocery shopping, whether alone or with family, partners, or flatmates. We wish to help millions of people worldwide with our apps, such as the easy-to-use Bring! Shopping Companion. Thus, the app takes its users through all parts of shopping, from inspiration with recipes and deals to collaborative planning with shared shopping lists, through store visits, assisting them in arranging their household better every day. We will be taking Bring! to the next level as Bring! Plus, in addition to the innovative ideas that will help the users with many different benefits.

Bring! is the top Swiss online startup in 2019 and a multiple-time winner of Google Play's renowned "Editors' Choice" award. Bring! Labs AG was created in 2015 by Swiss entrepreneurs Marco Cerqui and Sandro Strebel, and it now employs over 50 people.

2. Executive Summary

In this fast-moving life, everyone faces problems in planning ahead of time. In a hurry, the person picks up the pen and paper and starts planning, like a shopping list for groceries or planning for a summer barbeque party. We have constraints with this piece of paper, as we lose it easily or cannot share it with others. Secondly, food waste continues to be a problem in our modern society. Then we have people who love to go shopping spontaneously and forget the things to buy. Furthermore, of course, we have the universal question, "What is cooking for dinner tonight?" in every household. These are the few and most common problems faced in every household daily. These problems are time-consuming and heavy on the pockets.

We have the perfect solution if you also face one of these problems. The "Bring!" App, an existing app, solves all the mentioned problems and makes life simpler and easier. We will also take it to the next level as the "Bring! Plus" app by adding more features, which could help the user save time, save money, shop cleverly, and reduce food waste. It is the simplest but most intelligent shopping list for sharing. The Bring! App offers the following features:

- It also allows users to create and share shopping lists with other users.
- It is free on Android and iOS and allows us to sort and categorize the products on our shopping list.
- It can create shopping lists by voice command with Alexa, Siri, or Google Assistant.
- We can also customize the design.
- The Intelligent Shopping Suggestions feature makes Bring! stand out from the other similar apps.
- It helps store the loyalty cards digitally.

For now, these are the features of the existing Bring! App. Now, in addition to these features, let's see the level-up features of the Bring! Plus apps are as follows:

- Diet-specific recipe suggestions based on user data.
- Recipe recommendation based on the ingredients available or recently purchased.
- The bar or QR code scans for products to add to the shopping list directly.

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- Budget Planning
 - By just providing the zip code, you may see nearby local deals and offers for purchase.
 - Mobile advertising platform for brands and retailers

3. Description of Product/Service.

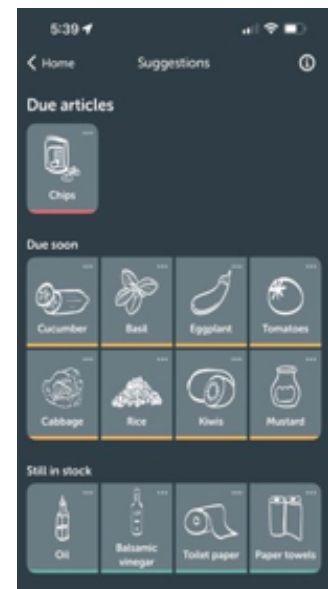
Bring! requires users to sign up with a Google account or an email address. Users may build several shopping lists and email them to coworkers, friends, and family. One can, for example, make a shopping list for an office or an occasion. It can create shopping lists by voice command with Alexa, Siri, or Google Assistant. We may add things to a specific list by choosing it. We may also see what other people have added, such as our roommates, relatives, or fellow event organizers. Items are grouped in the same way as they are at grocery stores. Tapping an item once adds it to the shopping list at the top of the screen and highlights it in red. When we press down on an item, it will be sent to another tab where we may add how many things we want or specify whether we want a specific brand. We may also photograph an object to replace the icons. Any item on the list may be checked off by simply touching once on the red food symbol at the top of the app. If we cannot locate something on the app, we may manually add it to a list. We may also provide a photo and quantity of manually added products.

3.1. Three Unique features of Bring!

This app's three unique features make it stand out from the crowd of competitors. They are as follows:

3.1.1. Intelligent shopping suggestion

The Bring app not only allows us to organize our shopping, but it also assists us in carrying it out! When we add an item to our list using the search tool, we will get suggestions for other goods that complement it, like "Do you want to buy spaghetti?" or "What about some parmesan cheese or some minced meat?"



We also get data like quantity suggestions, which we may use to define the item more explicitly. It guarantees that only the correct goods are added to the shopping cart. It shows suggestions for the "Due soon" list and the "Still in stock" list of goods with the help of recently purchased items, reducing the frequency of visits to the refrigerator or the pantry.

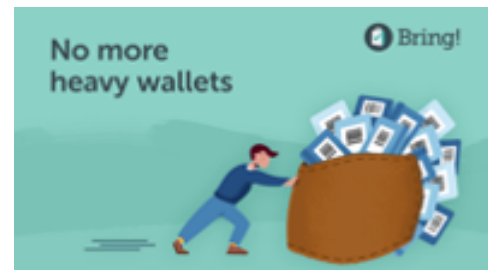
3.1.2. Inspiration recipes for better weekly planning.

Before we start shopping, one must first answer the essential question: "What do I wish to cook?" New recipes will be added to the Bring app every week to inspire customers. Choose the required ingredients and add them to the shopping list in a single click. In addition to the recipes we provide, customers may import other recipes into the Bring! App. Utilize any browser's share feature.



3.1.3. Stores the loyalty cards digitally

It saves all the loyalty cards in the Bring! App for quick access at the register. All the cards are conveniently placed beneath the shopping list, where we can readily find them. No more digging through our handbags for the sound card. Goodbye, hefty wallets!

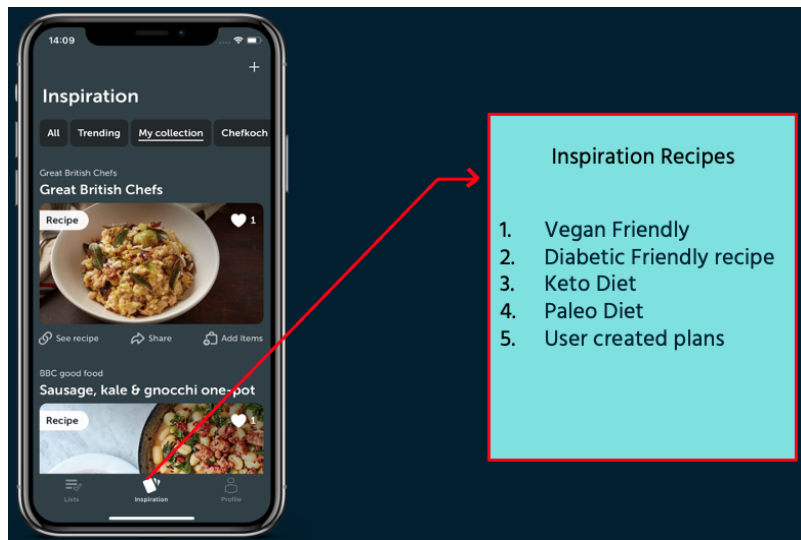


3.2. Innovation Idea - Bring! Plus

The new features are in addition to the existing ones. It will be available with the subscription fee. Using the Bring! Plus app, customers can manage their specific diet plans, find nearby local offers, and get suggestions for recipes based on the available ingredients. It will also be the platform for newbies for product or brand advertising. Let us explore the added features one by one.

3.1.1. Diet-specific recipe suggestions based on user data.

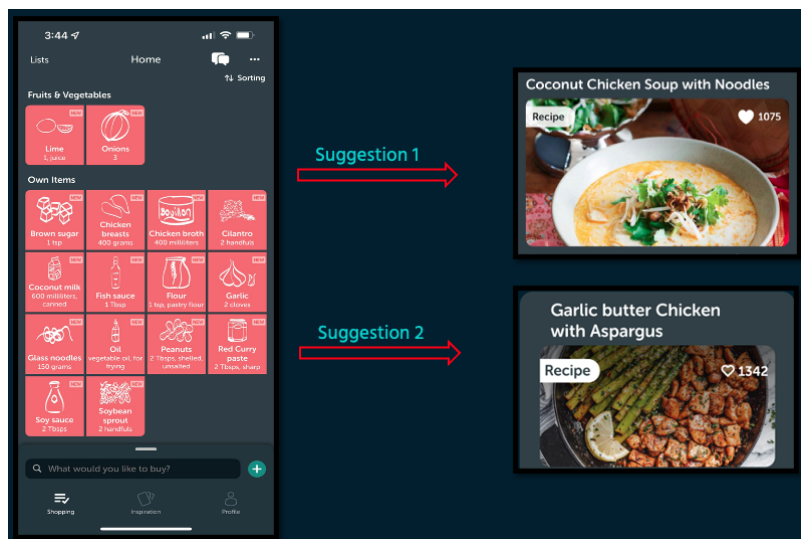
The existing Bring! App currently shows random inspiration recipes. However, in the subscribed version, i.e., Bring! Plus, it will take the user's data like diet requirements, allergies, and specific diet plans, and, based on the given data, it will suggest recipes. This helps the user to maintain a healthy



lifestyle with good food habits. Suggestions will show up as a vegan diet, diabetic-friendly diet, keto diet, and more.

3.1.2. Recipe recommendation based on the ingredients available or recently purchased.

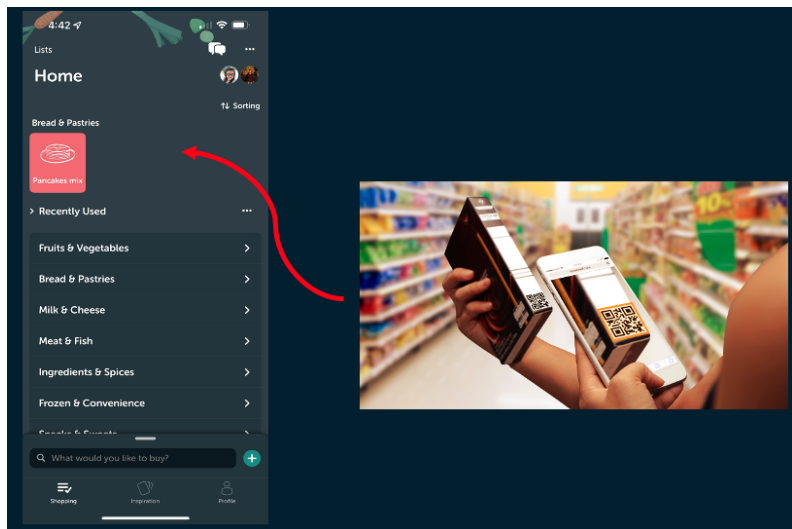
As previously said, one of the aspects of intelligent shopping suggestions is that it is already aware of the products available in the house. This feature will suggest the recipes based on the available items, making this tool more intelligent. This reduces food waste and helps manage meal plans accordingly, saving money and



time. It will also solve the problem of the universal question, "What do I cook tonight?" and reduce the need for checking the available ingredients.

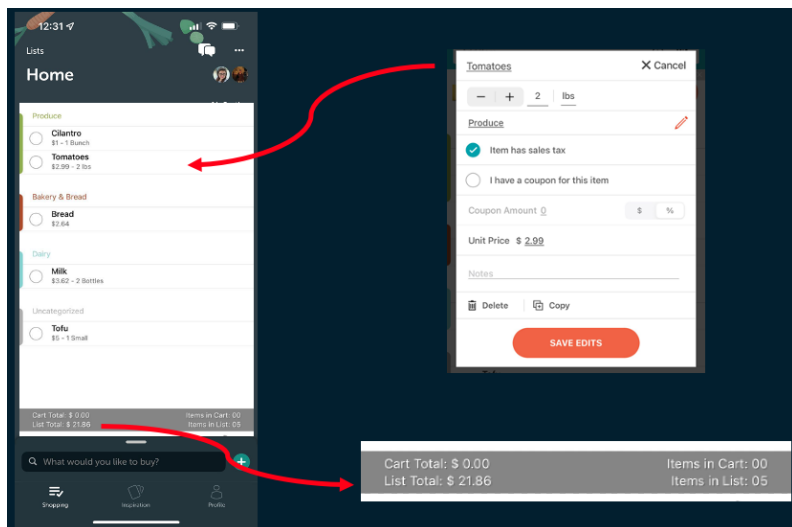
3.1.3. The bar or QR code scans for products to add to the shopping list directly.

The addition of a barcode or QR code scanner in the Bring! Plus app will help the user scan the required product from their mobile phone, which will be directly added to the shopping list. It is not only the grocery products that are out of stock but all the other products needed for any event.



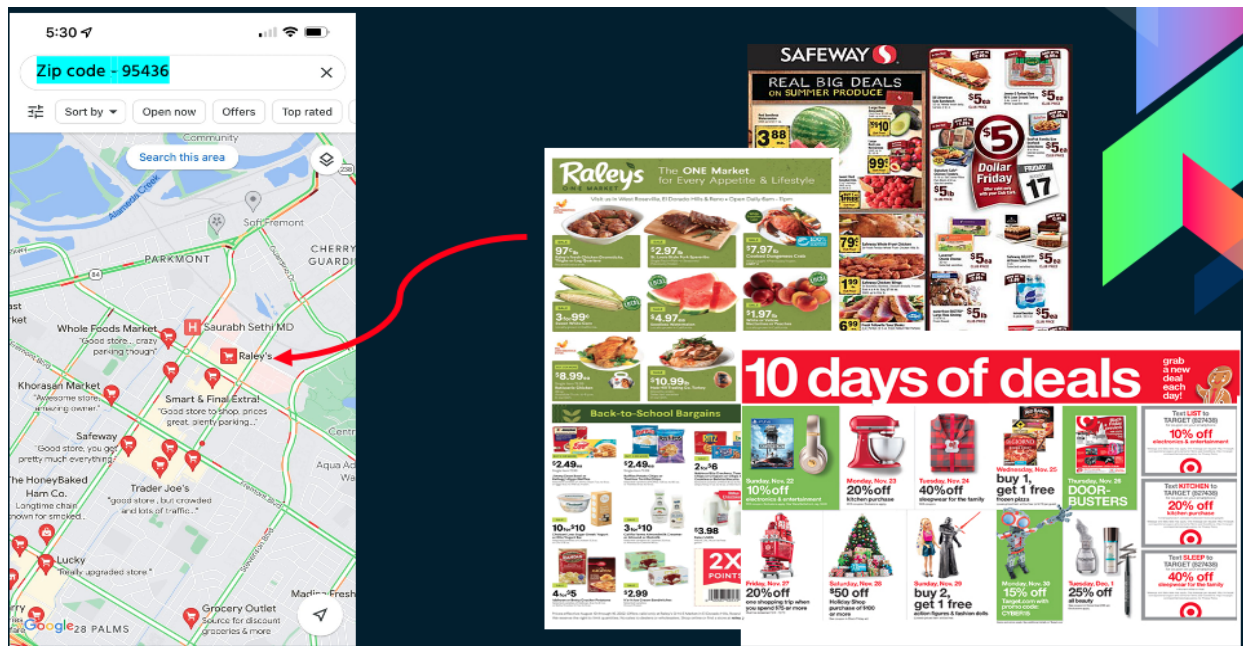
3.1.4. Budget Planning.

This feature helps the user plan according to the weekly or monthly budget. When creating the shopping list, if we add the quantity and the product's unit price at the end of the list, it will show the total expenditure for the shopping list and adjust it accordingly. It also shows who spent more and who managed the budget. This feature is useful for people in tight financial situations.



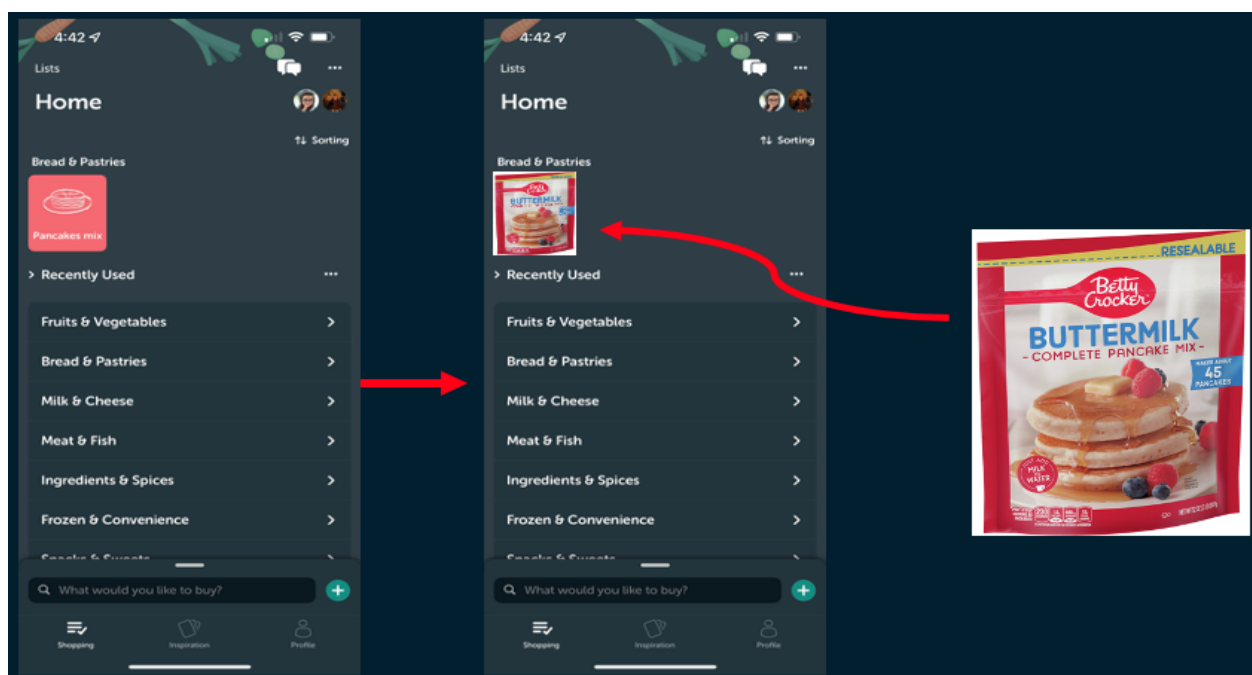
3.1.5. By just providing the zip code, you may see nearby local deals and offers for purchase.

This feature shows the local deals and offers nearby as the user feeds in the zip code. This will help the user to plan their shopping while maintaining their budget and saving time.



3.1.6. Mobile advertising platform for brands and retailers.

This feature helps the newbies in the market with their products tied up with Bring! Plus. It works as a platform to advertise its brands or products on the app. This increases the awareness of the product and also increases the sales of the brand or product.

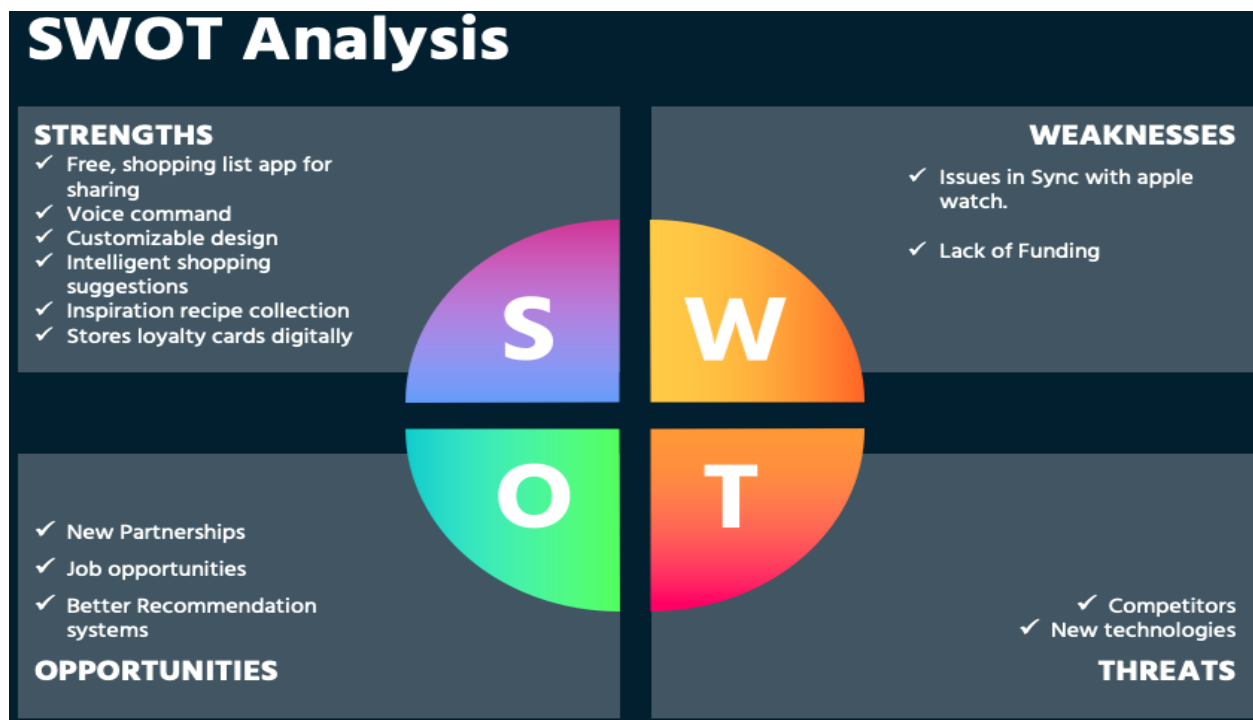


4. Rationale

4.1. Target Market

This app is mainly related to listing creation based on past trends and recommended recipes. Most of us need to do these kinds of jobs daily or weekly. In particular, people with special needs in their food habits need to plan. This app mainly targets all age groups who want to plan and take advantage of modern technology. As discussed earlier, this app will also help to save money with the help of local offers. Students, working personnel, office canteen management personnel, homemakers, and people with special needs will be the target audience for this app.

4.2. SWOT analysis



The SWOT analysis abbreviates "**Strengths, Weaknesses, Opportunities, and Threats.**" These are further classified into internal and external elements and can be used by Bring! Plus, to its advantage. The strengths and weaknesses are internal, while opportunities and threats fall under the external elements. The strengths might be utilized to better position itself in the market than

competitors. The weaknesses will assist Bring! Plus, in becoming aware of them and determining whether the organization may try to eliminate them from their business strategy to compete more effectively in the global marketplace. Bring! Plus will benefit from opportunities to expand and enter new markets, while threats will allow them to minimize risks that pressure their business models. Some of the internal and external aspects to consider for Bring! Plus are listed below.

4.2.1. Strengths

The strength of the Bring! App and Bring! Plus will be that they give free subscription options. It supports multiple lists and helps share them easily. It supports Alexa, Siri, and Google Assistant voice commands for adding and deleting products from the shopping list. The user interface is backed by design views that may be customized, such as a grid and a list view. It offers an artificial intelligence-powered smart shopping and recipe suggestion feature. It aids in the organization of inspiration recipe collections. It digitally saves loyalty cards.

4.2.2. Weaknesses

Its support is mostly on all smart devices, but it faces issues with synchronization with the Apple Watches. The further extension of the app from Bring! to Bring! Plus, it requires funding on the development front and to increase the number of team members in different specialized areas.

4.2.3. Opportunities

The new partnerships with the new brands and products will increase the new segments in the app. It will also create job opportunities in various fields and international expansion options. It improvises the recommendation system for a better and more advanced one with the help of artificial intelligence and machine learning algorithms.

4.2.4. Threats

The competitors, like "Out of Milk," "Listonic," and "AnyList," are the closest threats to this app. But the addition of the new feature with the introduction of Bring! Plus will help to keep these threats at bay. The other threat is to keep up with the upcoming new technologies.

4.3. Business Model Canvas

A Business Model Canvas is a tool for strategic planning used to establish and express a business idea or concept quickly and easily. It is a one-page document that outlines a business's or product's key features, outlining the concept logically. The business model canvas for the Bring! Plus app is shown below :



- Key Partners :

Meta Ad Manager - This social media platform will help the Bring Plus app for digital marketing and revenue generation.

Google Ads- This service offered by Google will help to target the ads between local stores and Bring plus app.

- Key Activities :

Platform Development - This platform will help to create a scalable and robust app for the Android and IOS platforms.

Support- This is helpful to resolve the unseen issues and provide the services uninterrupted.

- Key Resources :

Bring! Plus app will need a software professional, marketing, and finance team to run the overall business.

- Value Proposition :

A good plan reduces food waste; shop clever to save money; better planning equals less stress, and be organized to save time.

- Customer Relationships :

The customer relationship will be built with customer ratings and reviews. The customer relationship is also built by customer services.

- Channels :

All the smart devices with android, iOS, and web-based applications are the channels through which customers can access the Bring! Plus app.

- Customer Segments :

Several methods for segmenting markets exist to discover the correct target audience. Demographic, psychographic, behavioral, geographic, and firmographic segmentation are the five market segment methods. This app will also help to save money with the help of

local offers. Students, working personnel, office canteen management personnel, homemakers, and people with special needs will be the target audience for this app.

- Revenue Streams :

Bring! Plus app will generate revenue from the ad services to the user and subscription fees.

- Cost Structure :

Technology Platform - This is one of the major factors behind the operational cost of this product. Cloud computing and app service platforms need a good portion of the allocated amount.

Marketing- Social media like Meta, LinkedIn, and Twitter will help to connect the consumers.

Our Team- This is the main backbone of the Bring Plus application, which consists of software developers, marketing, finance, and operation personnel.

5. Value Proposition

A value proposition describes the advantage that our software claims to provide to users. With over 2 million apps in the App Store, one of the greatest ways to stand out is to make a compelling statement explaining why users should buy our app rather than our competitors. The value proposition for the Bring! App will be “ **A good plan reduces food waste; shop clever to save money; better planning equals less stress, and be organized to save time.**”

6. Branding Campaign

A brand campaign is the presentation of our company's narrative and message to an audience to increase brand recognition and build customer loyalty in the consumer mind. The new tag line **“Bring! Plus - Plan it to Bring IT!”** The logo design with the tag line for the Bring! Plus app is shown in the image below:



7. References

- <https://www.getbring.com/en/home>