



Propose to



CP CUP



CΣDT

BUSINESS PROPOSAL

INGRENT BOX

#AIRTOUCH

Pain Points



Too Many Choices

Customers often feel overwhelmed by the large variety of products in convenience stores and supermarkets.



Planning Difficulty

It is hard to plan purchases for recipes, daily needs, or special occasions.



Lack of Personalization

Current apps do not recommend products based on users' tastes, dietary preferences, or purchase history.



Fragmented Shopping Experience

Users have to search manually recipe suggestions and product ordering are not connected.



CP CUP

**PROPOSAL
#AIRTOUCH**

WHAT WE AIM TO SOLVE?

01

Simplify Product Selection

Make choosing products faster and easier.

AI chatbot helps users specify preferences (what to eat/avoid) and suggests products interactively.

02

Smart Meal & Shopping Planning

Automatically generate ingredient or product lists for recipes, meals, or daily needs.

Helps users plan purchases effortlessly.

03

Personalized Recommendations

Learn user preferences over time (taste, dietary restrictions, favorite products).

Suggest menus and products tailored to each individual.

04

Health & Discount Optimization

Provide curated health-focused lists with nutritional info (calories, protein, etc.).

Highlight discounted or promotional products to save money and encourage additional purchases.

05

Boost Satisfaction & Store Sales

Reduce decision fatigue with curated suggestions.

Recommend complementary products to increase basket size and improve overall user experience.



CP CUP

PROPOSAL
#AIRTOUCH

KEY FEATURES

Interactive AI Chat

Users can ask questions and receive product recommendations in real-time.

Recipe & Menu Planning

Generate ingredient lists for meals or special occasions

Personalized Recommendations

AI remembers user preferences (e.g., spicy/mild, vegan, favorite brands)

Complementary Item Suggestions

Recommend related products to increase purchasing opportunities.

User Profile Learning

AI continuously learns and improves suggestions based on user behavior.



CP CUP

**PROPOSAL
#AIRTOUCH**

WHY IT'S USEFUL?

TIME-SAVING

Saves users time in planning and shopping.

INCREASE SALES OPPORTUNITIES

Promotes additional product purchases.

IMPROVED CUSTOMER EXPERIENCE

Offers relevant suggestions that match user preferences.

ADAPTABLE TO MULTIPLE APPS

Can be implemented on 7-Eleven, Lotus, Makro, or Amaze Super App.



CP CUP

**PROPOSAL
#AIRTOUCH**

OPERATIONAL PLAN

User Input Analysis

Analyze user questions and purchase history.

Recipe & Add-on Suggestions

Recommend recipes, complementary items, and promotions.

Integration with Store Cart

Connect directly to app cart and checkout system.

Tailored Product Lists

Generate product lists and recommendations matching user needs.

Real-Time Chat Interaction

AI interacts in real-time to adjust or clarify suggestions.

Continuous Learning

AI updates suggestions based on user behavior over time.



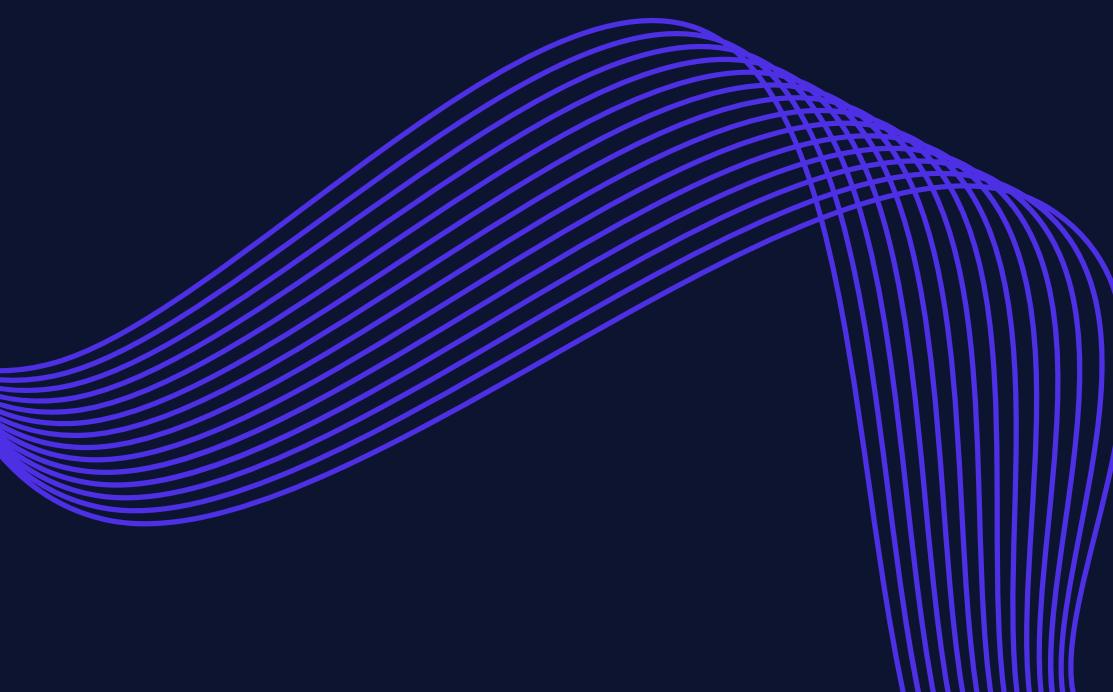
CP CUP

PROPOSAL
#AIRTOUCH

MARKETING & SALES

Target Audience

- All customer that using online application services for order products
- Customer who is busy professionals, health-conscious users or home cooks



Promotional Campaigns

COLLECT POINTS

- Each time you order ingredients via the Ingent box, you'll earn points.
- When your points reach a certain level, you can redeem them for discount coupons on your future orders.
- Launch in-app campaigns highlighting recipes, discounts, and trending products. Use notifications or push messages to inform users of special offers.

Engagement Strategies

- Monitor user engagement, click-through rates, and conversion from recommendations to purchases. Continuously optimize campaigns based on user behavior and feedback.
- Gamification elements: reward points, badges, or achievements for frequent app usage or purchases.
- Understand customer preferences and shopping behavior. Leverage AI to send tailored suggestions based on user tastes, dietary restrictions, and past purchases. Recommend complementary items to increase sales.
- Interactive chatbot to guide users through product selection and meal planning.
- Integrate with other apps (e.g., delivery, loyalty programs) to increase visibility and convenience.



CP CUP

**PROPOSAL
#AIRTOUCH**

EXECUTION TIMELINE

Timeline (1 Month)

Week 1

Deliverables

- MVP Development: AI chatbot, Recommendation engine (basic), Core UI/UX

Week 2

- Pilot Launch (200-500 users)
- Collect feedback & optimize
- Deliver Pilot Testing Report

Week 3

- Full Public Launch
- Supplier & payment integration
- Initial Marketing Campaign

Week 4

- Continuous AI improvement (persona-based recommendations)
- Expansion to new product categories
- Scaling to wider markets



CP CUP

**PROPOSAL
#AIRTOUCH**

Cost Breakdown

Development Cost

AI Chatbot, Recommendation Engine, UX/UI Design, system integration

Operational & Hosting Cost

Cloud server, database, APIs, and technical infrastructure

Marketing & Promotional Cost

Digital campaigns, promotional activities, and awareness materials

Maintenance & Training Cost

System maintenance, updates, and staff/partner training

PRICING COST AND BUDGET

Value Justification

Cost Efficiency

The proposed budget is cost-effective, focusing on developing a functional MVP (Minimum Viable Product).

Revenue Potential

By enabling personalized recommendations and upselling related products, the system is expected to increase customer basket size and overall sales volume.

Scalability

Once developed, the AI engine can be scaled with minimal incremental cost, maximizing ROI.

Strategic Advantage

The solution provides differentiation from competitors, enhances customer experience, and strengthens brand positioning in the smart retail and e-commerce ecosystem.

EXPECTED OUTCOMES & IMPACT

Quantitative Results

- Increase Average Order Value (AOV) by 15% through product recommendations.
- Boost Repeat Purchase Rate to 30%.
- Reduce time spent selecting ingredients by 50%.

Qualitative Results

- Provide a personalized and convenient shopping experience.
- Enhance brand image: modern, trustworthy, and innovative.
- Improve customer satisfaction and convenience in meal preparation.

Long-Term Impact

- Expand to ready-to-cook meal kits or specialty recipe markets.
- Use behavioral data to improve AI recommendations and marketing strategies.
- Strengthen customer loyalty and retention.



CP CUP

PROPOSAL
#AIRTOUCH

UNLOCKING SMARTER CHOICES

THANK YOU

#AIRTOUCH

