



Propose to



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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.

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.



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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.



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WHY IT'S USEFUL?

TIME-SAVING

Saves users time in planning and shopping.

INCREASE SALES OPPORTUNITIE

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.



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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.



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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 Ingrent 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.



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EXECUTION TIMELINE

Timeline (1 Month)

Deliverables

Week 1

- 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

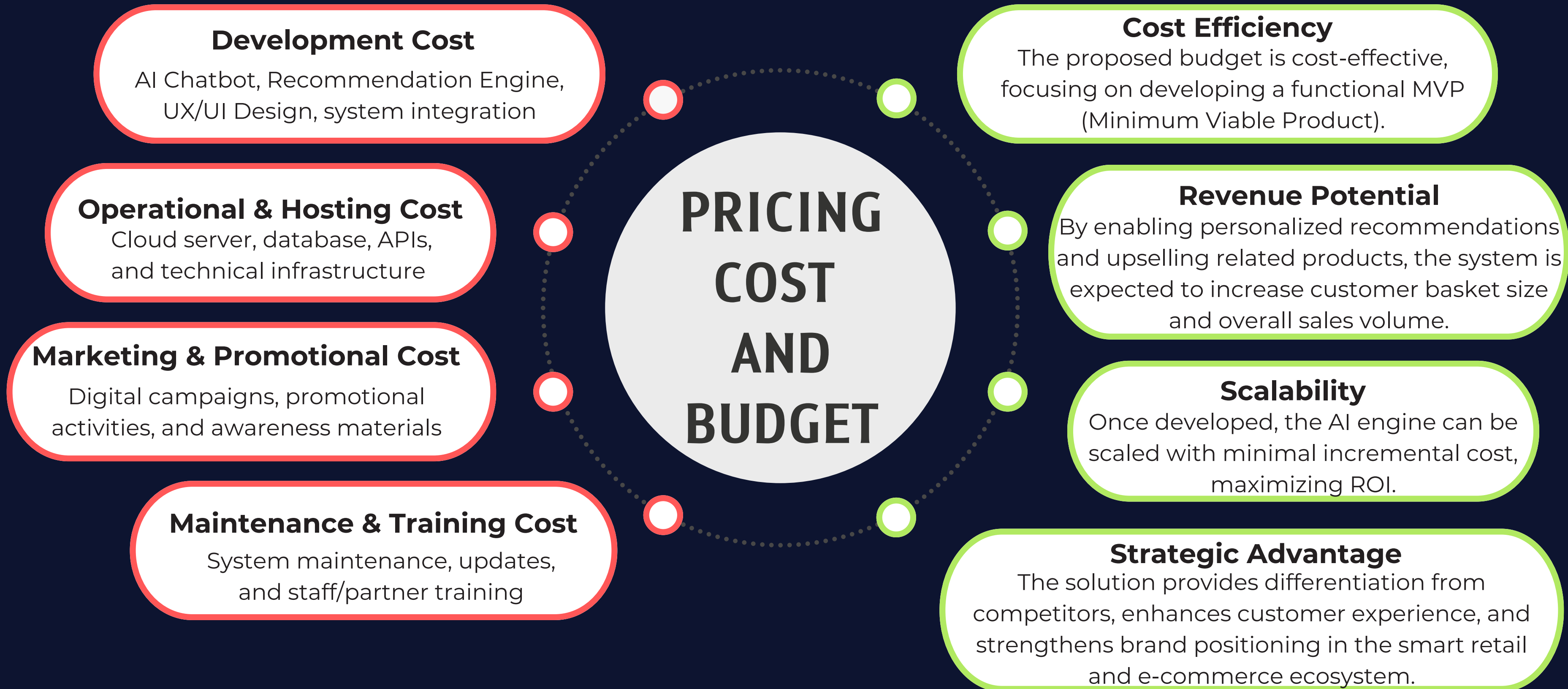


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Cost Breakdown

Value Justification



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.



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UNLOCKING SMARTER CHOICES

THANK YOU

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