





Project Abstract Outline

Business Problem

Our company will serve as a B2B intermediate between suppliers and consumer food/food products focusing on the cafeteria industry (primary school, universities and proprietary workplace cafeterias). Orders typically are of bulk or mass quantities for this industry, thus customers have some leverage in the purchase of goods. The supplier's ability to provide just the right quantity and quality in a timely fashion is valued. Suppliers seek viability, a channel to effectively and efficiently seek out new customers, communicate with them and market to both new and old customers. We offer a venue for customers to lower purchase costs and reduce procurement time and for sellers to increase sales and reduce inventory warehousing time and spoilage.

Value Propositions - General

- ✍ 24/7 anytime anywhere connection to your supplier or customer
- ✍ Reduces geographical boundaries
- ✍ Efficiency – time, easy access to information about Suppliers or Customers
- ✍ Efficiency – money, rather than setting up in house services to communicate/transact

Value Propositions – Specific to Cafeteria Industry

- ✍ **Regulatory:** Can provide information/links on various regulatory requirements for the food industry, nutrition requirements for schools, import/export requirements for all countries that we serve.
- ✍ **Import Restrictions:** Databanks that will alert customer & supplier of import/export restrictions for a given order upon order placement.
- ✍ **Customer Service:** If a problem/question occurs during an order, all suppliers contact information is quickly available - phone, fax, e-mail and link to online instant messaging if available.



- ✍ **IM service:** instant messaging service for customer service can be instituted for any supplier as an additional fee. Note technology link implemented, the human support factor is supplied by supplier companies in house. Once connection is established, messages are direct between supplier and customer, there is a “save/automatic save” feature for both parties to keep a record of conversation. ³
- ✍ **Recipe Helper:** featured recipes for our customers (available to all customers)
- ✍ **Product tie-ins:** Products are related to our Recipes (both the recipe of the week and the meal-plan. For a fee, suppliers can have us include there product in our recipes with a link to there site or a special info page about the product.
- ✍ **Menu Planner:** customers can subscribe to our customizable package of recipes and planned meals to help plan entrees. This service is designed by nutrition experts and takes into account seasonal availability of some products (in accordance with our listed suppliers)
- ✍ **Meal Planner Options (customization):** Vegetarian planner, Vegan Planner, Kosher Planner, special events meals (for example: spaghetti dinner, steak night, holiday specials, or the 5 K run carb builder menu!).
- ✍ **Product Data:** Exhaustive product data on our suppliers’ food offerings, from nutritional values to available supplier options.
- ✍ **Search by:** food item, food category, quantities, estimated arrival dates, location of origin of food product/location of product manufacture.
- ✍ **Personal Supply Lists:** each customer can set up multiple supply lists and has access to previous orders thus can quickly set up a new order list from an existing list.
- ✍ **Integrated database:** a customer need only type in “apples” to find all our suppliers offerings for apples and any or all or the “search by” categories can be displayed. Then the customer can make a selection and add it to the cart.
- ✍ **Real-Time Cart:** Real-time database incrementing/decrementing with suppliers. As a customer adds an item to the cart it is pulled real-time from the database/if supplier adds items or if a customer removes an item from the cart then it is added real-time back to the database.



- ✍ **Order Reminders:** based on a customer's history, selected meal planner or as pre-set by a customer, alerts can be set up to remind a customer about such purchase.²
- ✍ **Fresh-o-meter:** Our patented "Fresh-o-meter" which allows our suppliers to provide discounts on perishable products whose life to live is reduced.²
- ✍ **Data Mining:** Suppliers have access to customer information via our data mining for marketing purposes. Purchase histories of their specific customers, general market trends and demographics, or specialized – for fee – reports based on requested parameters are all available.²
- ✍ **Ratings:** customers can rate and access member ratings (the good and bad) for such things as product delivery time, delivery damage, delivery completeness, product quality and customer service.
- ✍ **Ratings:** suppliers can rate customers on things such as timely payments, amount of order cancellations, amount of returns, timeliness of returns, and the ease doing business

Financial

- ✍ Supplier pays a set-up fee, yearly listing fee, and a transaction percentage.
- ✍ Suppliers pay for customized data mining market reports (customer history data and general monthly market reports are free within the service)
- ✍ Customers pay for added services such as the meal planner.

Proposed Solution (Features and Functions)

1. Phase 1: Catalogue, and the value propositions described above
2. Phase 2: Auction feature
3. Phase 3: IM service.

² To be implemented during phase 2.

³ To be implemented during phase 3.