



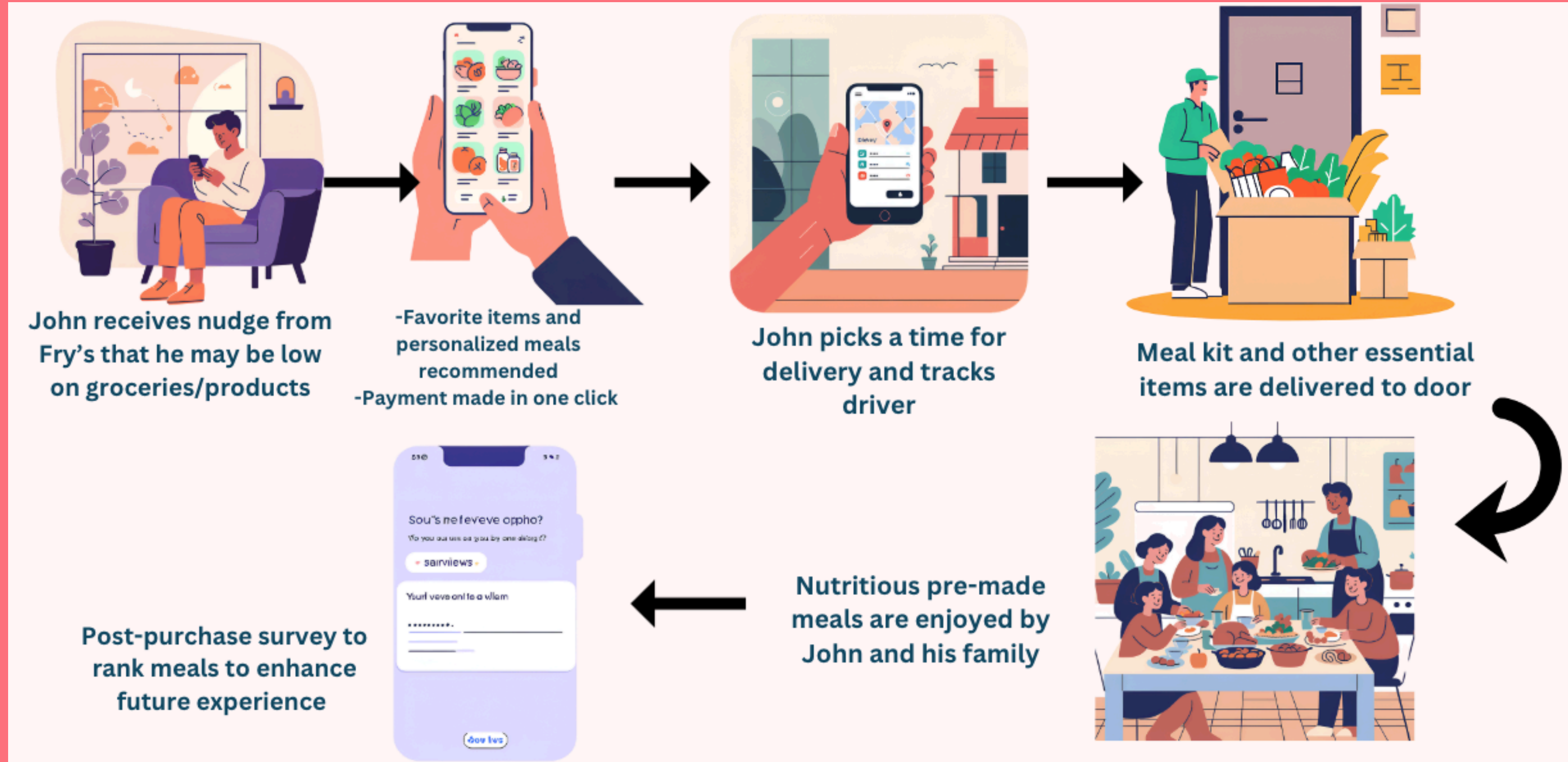
f FOOD STORES fruits

BUILDING AN ECOSYSTEM

By: Brinda Bhatt



RE-ENGINEERED CUSTOMER JOURNEY



DATA COLLECTION

- **DEMOGRAPHICS**

- AGE, FAMILY SIZE..

- **PURCHASE BEHAVIOR**

- FREQUENCY, FAVORITE PRODUCTS, MOST SHOPPED AT LOCATIONS

- **HEALTH TRENDS**



DIRECT NETWORK EFFECTS: REVIEW SYSTEM

1. CUSTOMER PLACES AN ORDER

- SYSTEM TRACKS STATUS OF DELIVERY AND SENDS THE CUSTOMER AN AUTOMATED REVIEW REQUEST 1-2 DAYS AFTER PURCHASE VIA APP NOTIFICATION

2. REVIEW REQUEST

We hope you loved your grocery meal kit! Please take a moment to share your experience with us by leaving a review [here!](#)



DIRECT NETWORK EFFECTS: REVIEW SYSTEM

3. CUSTOMER SUBMITS REVIEW

Overall Service

1 → How was your overall experience?

(1=Terrible 5=Fantastic)



2 → How would you rate your quality of groceries?

(1=Terrible 5=Fantastic)



3 → How would you rate the timeliness of your delivery ?

(1=Terrible 5=Fantastic)



4 → How would you rate the packaging quality of your items ?

(1=Terrible 5=Fantastic)



5 → How would you rate the customer service ?

(1=Terrible 5=Fantastic)



Meal Feedback

6 → How did you enjoy your Chicken fajitas ?

(1=Did not enjoy 5= Highly Enjoyed)



7 → How did you enjoy your Creamy Chicken Pesto Pasta ?

(1=Did not enjoy 5= Highly Enjoyed)



8 → How did you enjoy your Spicy Black Bean Burger ?

(1=Did not enjoy 5= Highly Enjoyed)



Free Response

9 → What did you like or dislike about your grocery meal delivery kit?

(optional)

Type your answer here...

10 → Upload photos

(optional)

Type your answer here...

11 → Would you recommend this service to others?

If no, please describe why.

Y Yes

N No

DIRECT NETWORK EFFECTS: REVIEW SYSTEM

4. POST REVIEW

- USE AI TO FILTER THROUGH REVIEWS

Positive



Had such a wonderful experience with Fry's new meal kit service! My family enjoyed all the meals and the service was fast!

-Sandra, M
Tucson, Az



Response: "We're glad you enjoyed your shopping experience! Share your review on social media for an extra 10% off your next order"

Negative



Wish I could give this 0 Stars! The Chicken fajita meal had no flavor, disappointed.

-Jimmy, S
Tucson, Az



Response: "We're sorry our team didn't meet your expectations, a team member will be reaching out to you shortly to resolve this issue"

DIRECT NETWORK EFFECTS: REVIEW SYSTEM

3. REVIEW DISPLAY

- ONCE PUBLISHED, REVIEWS ARE DISPLAYED ON THE GROCERY KIT PRODUCT PAGE TO HELP CUSTOMERS MAKE INFORMED DECISIONS
- CUSTOMERS CAN SEE THE “VERIFIED PURCHASE” BADGES ENXT TO REVIEWS FROM USERS WHO ACTUALLY PURCHASED THE GROCERY KIT



INDIRECT NETWORK EFFECTS

Kroger Partnership

**Partnership with the
local Farmers**

PARTNERSHIP 1 - KROGER



Why Kroger?

- **National Brand:** A well-established leader with deep consumer insights.
- **Vast Network:** Extensive distribution channels for efficient operations.
- **Loyal Customers:** A strong existing customer base to engage and grow.
- **Expertise:** Proficiency in grocery management, demand forecasting, and supply chain logistics.

What are we delivering to them?

- **Consumer Demand Insights:** Real-time data on trending meal kits and ingredient preferences.
- **Increased Sales Opportunities:** Featuring high-demand inventory items in meal kits to drive incremental sales.
- **Enhanced Consumer Engagement:** Seasonal and themed marketing campaigns for stronger brand loyalty.

How Are We Adding Value?

- **Revenue Growth:** Bundling meal kits with Kroger products increases sales across both platforms.
- **Promotions Synergy:** Aligning in-store promotions with meal kits enhances value perception.
- **Seasonal Relevance:** Leveraging seasonal trends to optimize inventory and reduce waste.



PARTNERSHIP 1 - KROGER

How can we guarantee they'll stick with us?

- **Exclusive Integration:** Early access to insights and trends strengthens Kroger's strategic advantage.
- **Revenue-Sharing Models:** Joint promotions with shared financial benefits.
- **Co-Branded Marketing:** Campaigns featuring both brands reinforce mutual benefit and consumer trust.

Narrative- A Shared Vision for Better Meals

- "At the heart of every delicious meal is a seamless collaboration between fresh ingredients and exceptional service."
- "Together, our partnership with Kroger ensures that every consumer has access to the highest-quality groceries, personalized meal options, and exclusive seasonal offerings."
- "With Kroger as our trusted partner, we're reshaping how America eats—one meal kit at a time."



PARTNERSHIP 2-LOCAL FARMER PARTNERSHIP

🔍 What are we delivering to them? ✕

For Farmers:

- **Increased Market Access:** A direct channel to reach customers.
- **Higher Demand:** Steady, increased demand.
- **Collaborative Opportunities:** Showcase their unique items in exclusive seasonal meal kits.

For Consumers:

- **Fresh, Local Ingredients:** High-quality products from nearby farms.
- **Diverse Options:** Greater variety of ingredients and unique meal kits
- **Healthy Living:** Access to fresh, nutrient-rich options.



🔍 How are we adding value? ✕

For Farmers:

- **Predictable Demand:** Gain access to scalable demand for produce.
- **Visibility and Branding:** Strengthening community ties and brand recognition.
- **Revenue Growth:** Capitalize on increased orders and participate in premium meal kit collaborations.

For Consumers:

- **Quality Assurance:** Customers trust that products are fresh and locally sourced.
- **Exclusive Products:** Seasonal specialty kits with new and local ingredients.
- **Community Connection:** Consumers feel more connected to their community by supporting local farmers.

🔍 How can we ensure they will stick with us? ✕

For Farmers

- **Fair Pricing:** Transparent, farmer-first pricing.
- **Marketing Support:** Promote farmers through storytelling and co-branded meal kits.
- **Flexibility and Feedback:** Offer adaptable partnership terms and regularly collect farmer feedback.

For Consumers

- **Consistent Quality:** Maintaining the highest quality standards for produce and meal kits.
- **Personalization:** Provide tailored recommendations and options.
- **Loyalty Incentives:** Reward repeat customers with discounts, early access to seasonal kits.



Narrative

At Fry's, we're connecting local farmers with health-conscious consumers to create a thriving community centered on fresh, high-quality food. This partnership empowers farmers with greater demand, visibility, and collaboration opportunities while providing customers with diverse, seasonal, and locally sourced ingredients. Together, we're fostering a sustainable cycle where local produce and unique meal kits bring value to everyone involved.

Tailored Meal Kit Strategies by Tucson Zip Codes



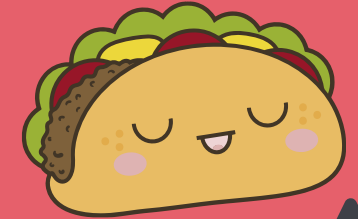
UofA District (85719): Consumer Profile

Consumer Profile



- Younger demographic: Primarily students and young professionals.
- Value convenience and affordability.
- Interested in fresh, healthy options that are easy to prepare.

Suggested Meal Kits



- Quick-prep options like:
- Stir-fry kits
- Wraps and salads
- Locally sourced greens and tomatoes from Tucson farms.

Marketing Strategy



- Focus on affordability to appeal to budget-conscious students.

- Leverage social media campaigns and student influencers to promote.

- Highlight fresh, locally sourced ingredients

- Distribute flyers and samples at local events or on-campus locations.

Foothills Area (85750): Consumer Profile

Consumer Profile



- Affluent demographic: Families and professionals.
- Preference for premium, organic, and artisanal products.
- Interest in sustainability and farm-to-table offerings.

Suggested Meal Kits



- Gourmet options featuring:
- Heirloom tomatoes.
- Local artisanal cheeses.
- Premium cuts of meat sourced from nearby suppliers.

Marketing Strategy



- **Emphasize exclusivity and freshness in messaging.**

- **Use targeted digital ads and newsletters for local families and professionals.**

- **Position meal kits as premium, sustainable choices.**

- **Offer tasting events or partnerships with local upscale gyms and nutritional stores.**

THANK YOU!

MEAL DELIVERY SERVICE

TRAYS

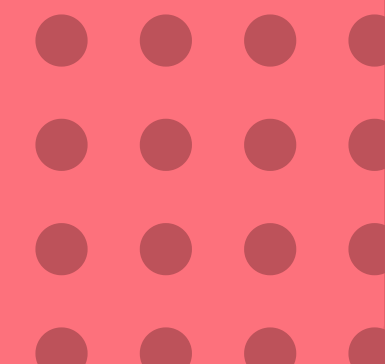


GROUP 7



f FOOD STORES fruys

DIGITAL ACQUISITION AND
MICROMOMENTS



I WANT TO KNOW

Use snackable video content to attract

Create quick, informative content that answers common customer questions like “What meal kits are best for a busy family?” in WEBSITE

Best Meal Kits For Families To Try In 2024



**BE THERE:
ADDRESS KEY
WORDS**

I WANT TO DO

leave a word of mouth that “Fry’s always provide the fresh foods with step-by-step meal preparation videos”



BE THERE

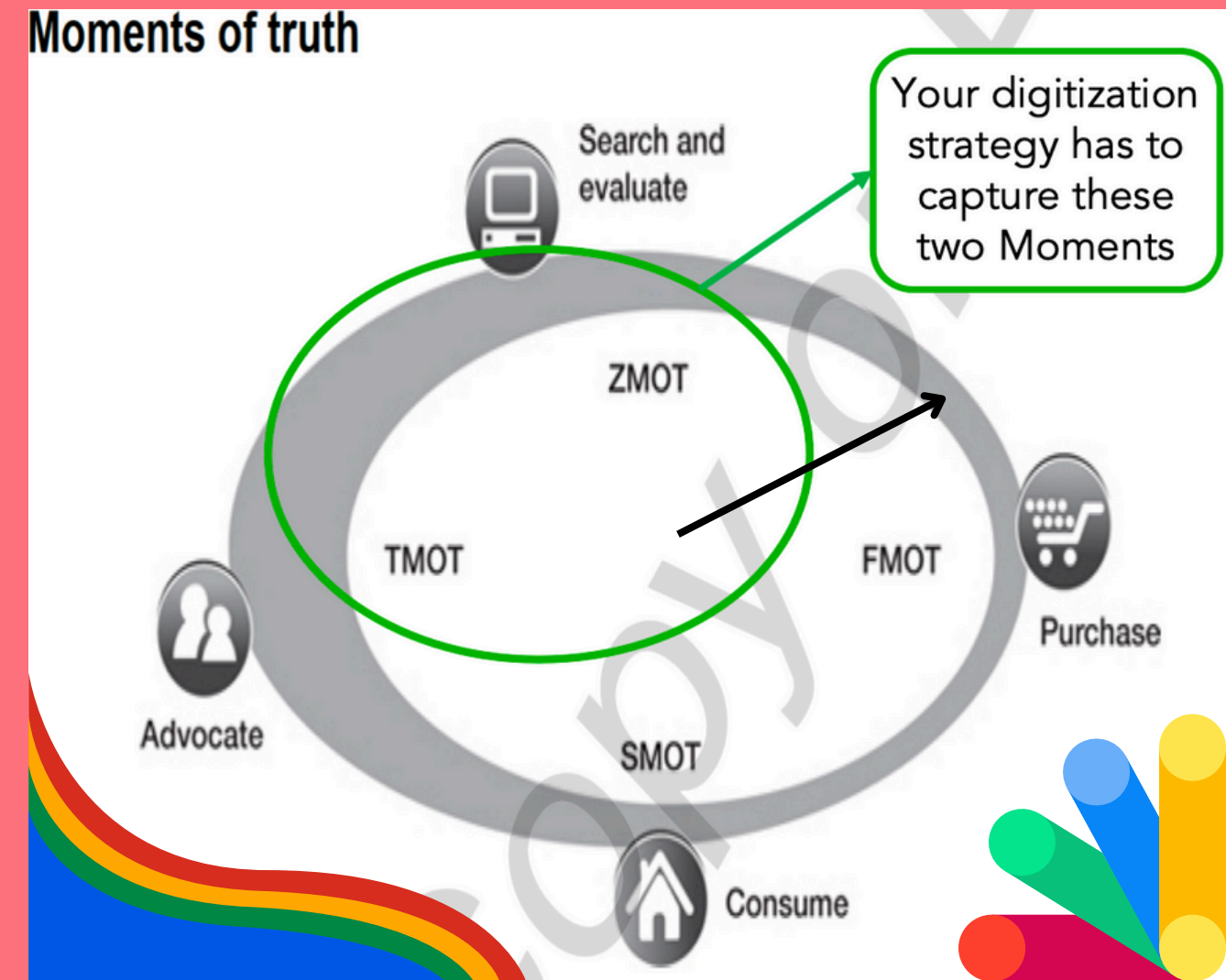
Optimize Fry's e-commerce experience.

I WANT TO BUY

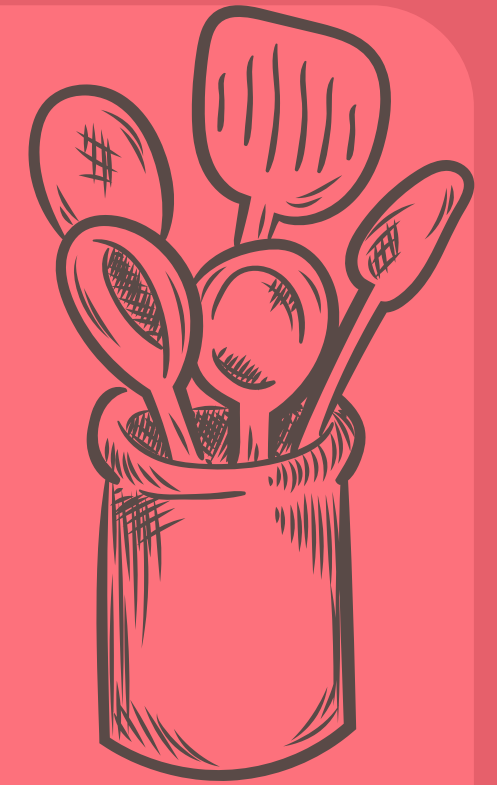
Google Ads
grocery delivery
near me



Simplify the process for **DOWNLOAD**, ensuring minimal steps between search and purchase.



BE USEFUL:



Relevant Content: Provide timely, contextually relevant information.

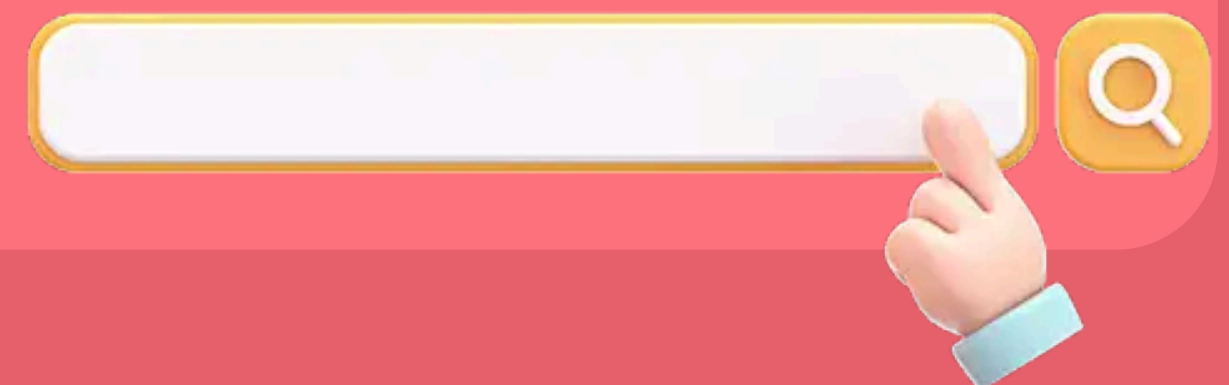
- Based on season, location, customer preferences and current trends.
- Real time recommendations on recipes based on the current time of day, weather, or upcoming holidays.

Fry's appears with suggestions that incorporate ingredients available through Fry's app.

- Quick access the ingredients without worrying about availability.
- Offer meal ideas and ingredient substitutions

Use rich snippets in search results in the search engine

- Instantly available details like user ratings, meal preparation times, and nutritional information.
- Drive more traffic at Fry's app or website.



BE QUICK:

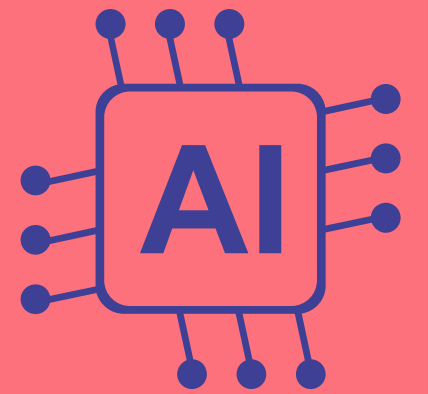


Quick Access to Customer Support

- Implement live chat or easy-access customer support through the app to assist users during critical decision-making moments.

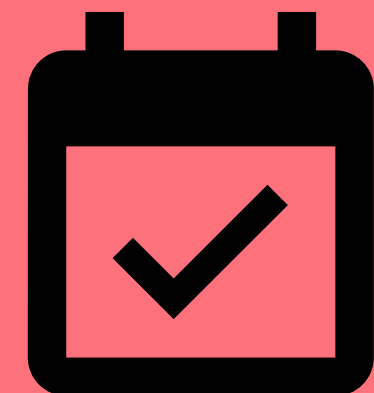
AI-Powered Anticipatory Shopping List

- Use AI to predict users' next purchases based on their shopping habits, dietary preferences. Customer only need to do a quick adjustments.



“Quick-Plan” for Special Events

- Input event details, and the app instantly generates a shopping list and meal suggestions, simplifying planning.



RE-ENGAGING CUSTOMERS:

Passion Points:

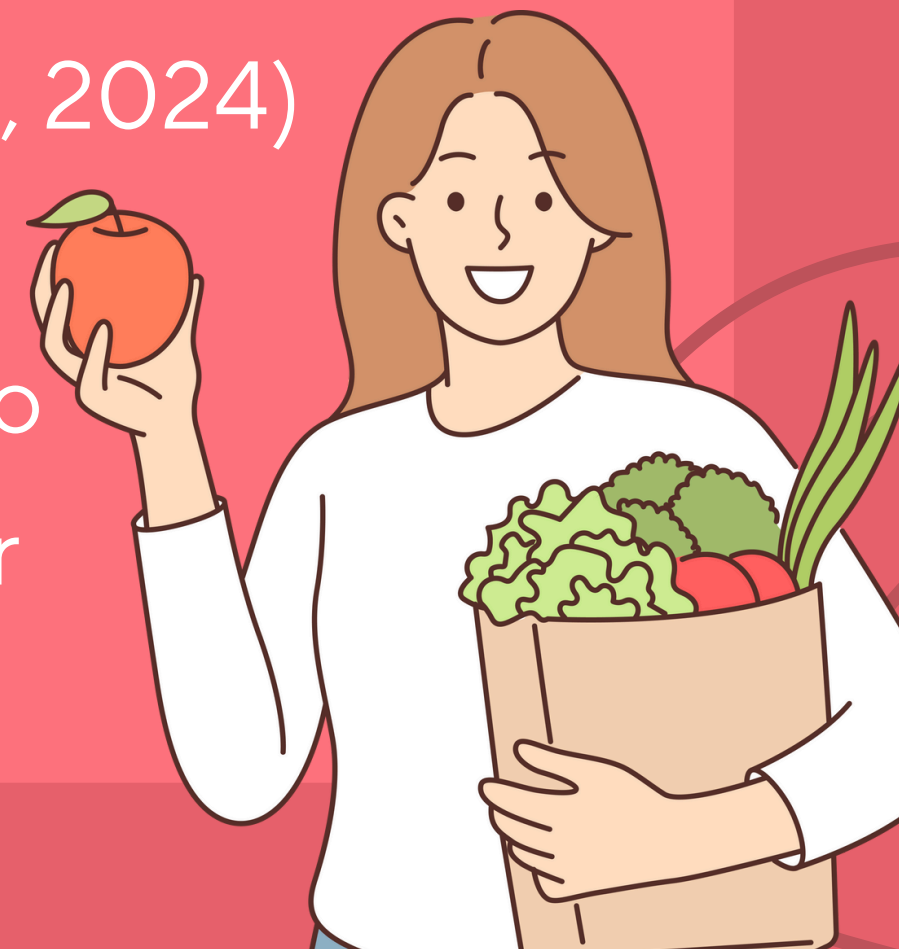
- Convenient and personalized healthy eating
- Fast delivery

Cultural Trends:

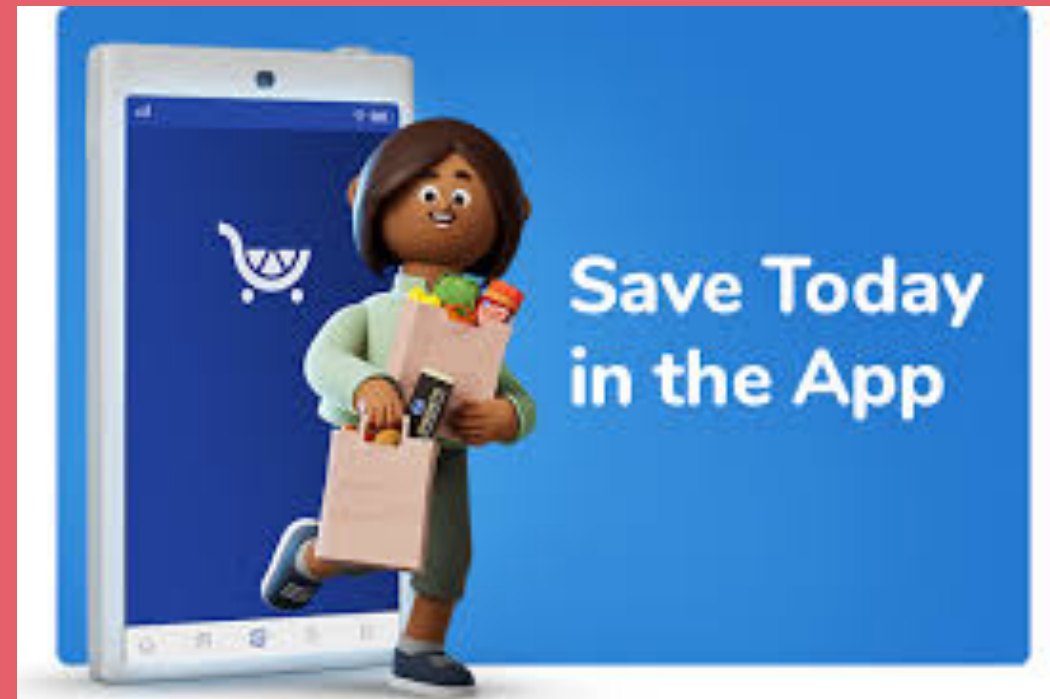
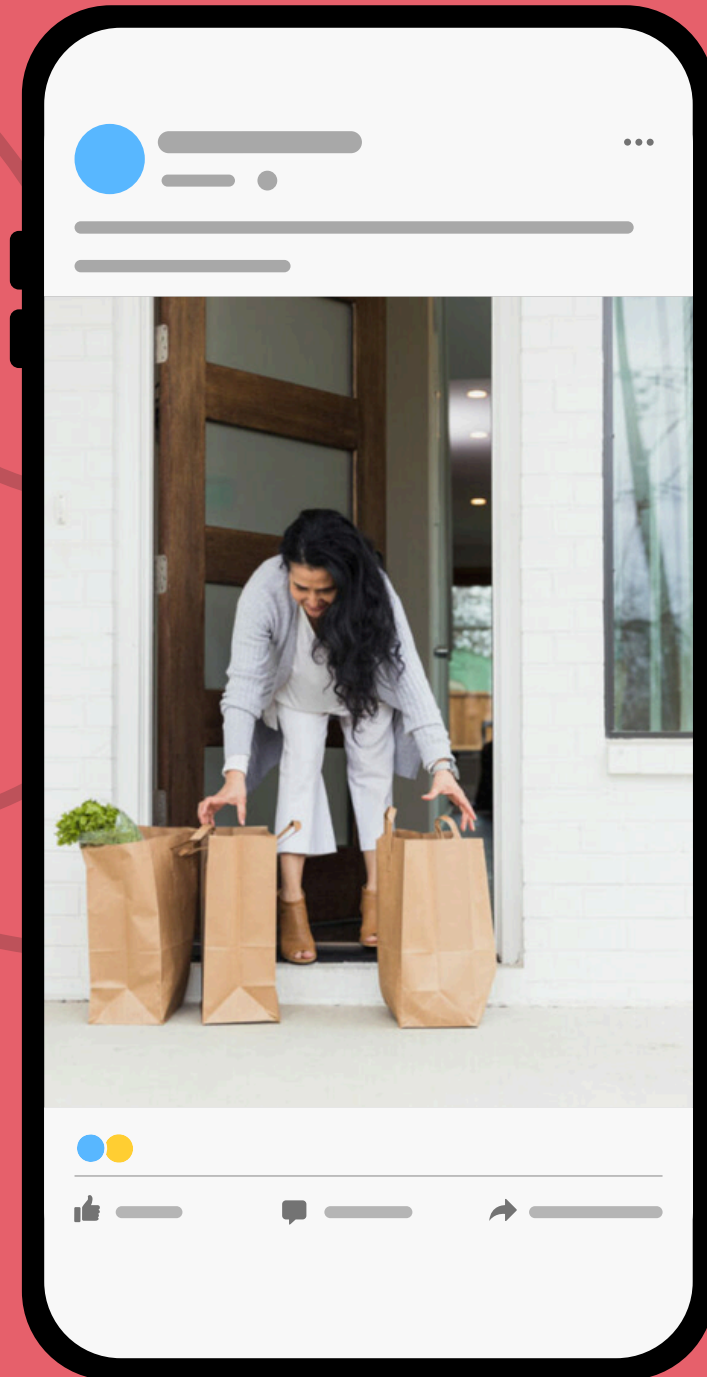
- 50% of consumers claim to actively try to eat healthy (Statista, 2023)
- 82% of US consumers consider wellness a priority (McKinsey, 2024)

Fundamental Need:

- Need for consumers to eat nutritious meals without having to sacrifice valuable time that could be spent on work, family, or personal activities



**“YOUR TIME MATTERS.
EAT WELL.LIVE WELL.”**



Real people, and real experiences

HOW WILL WE REACH CONSUMERS?



CURRENT CUSTOMERS :

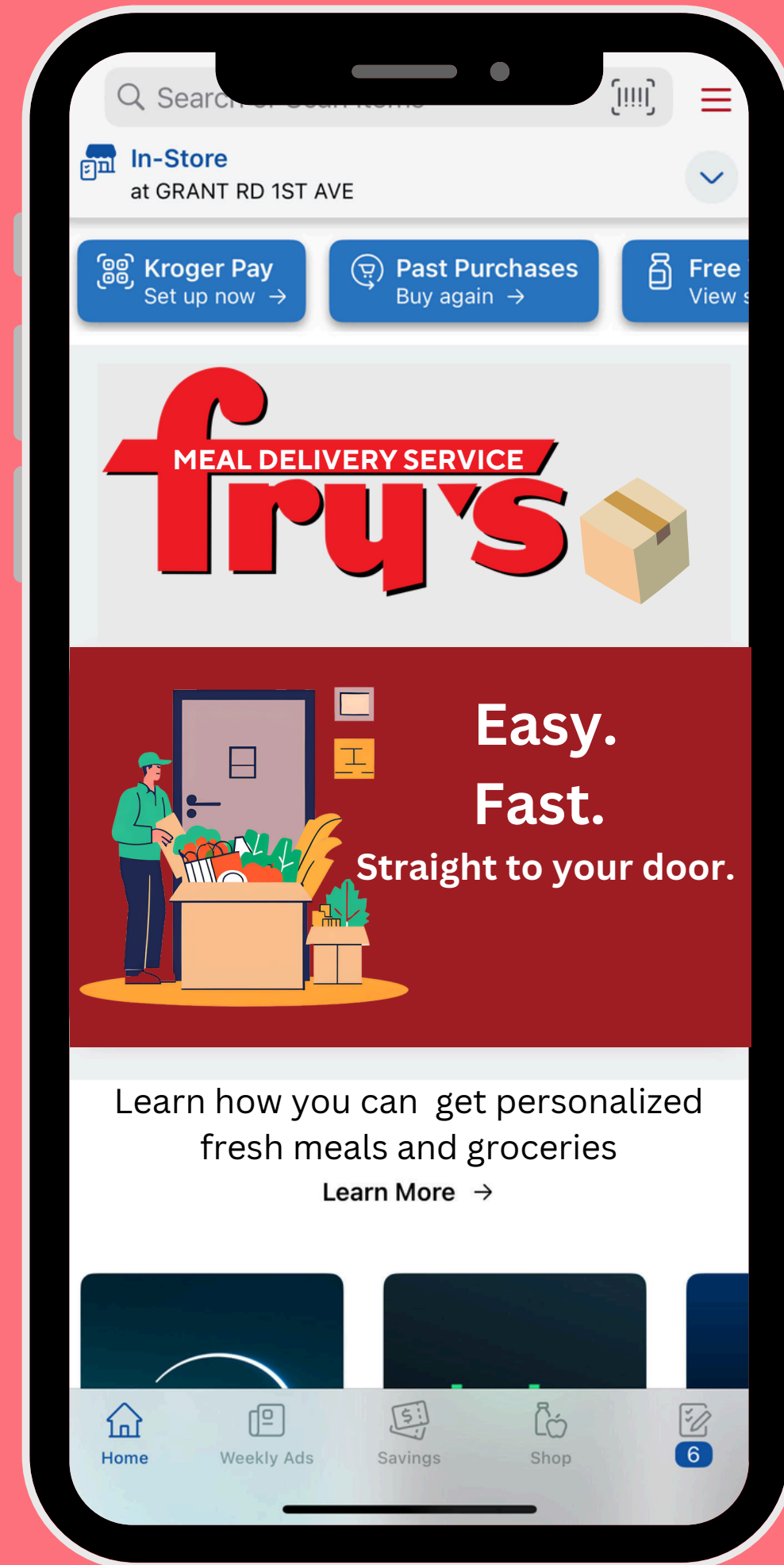
Tired of meal planning?



Scan to get started with "Fry's For You" Meal & Grocery Delivery Service



Let us do it for you!

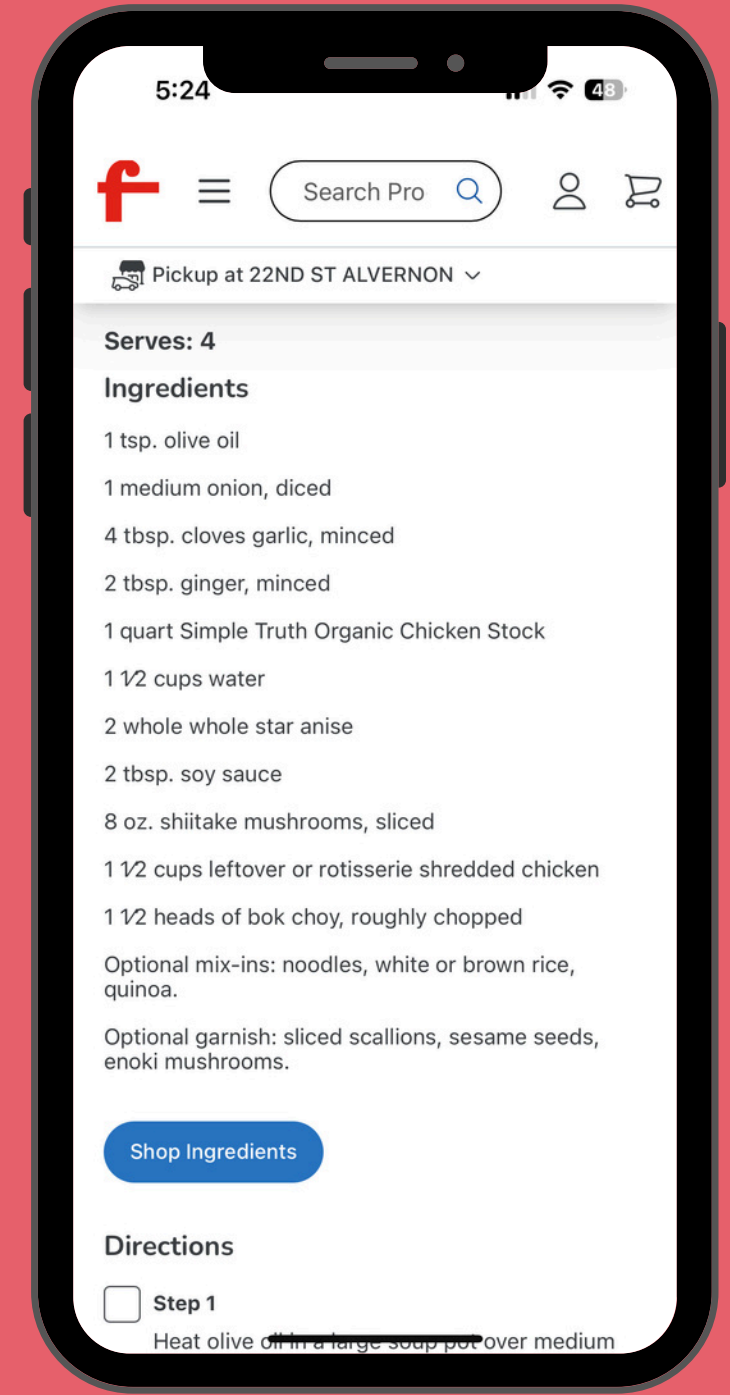
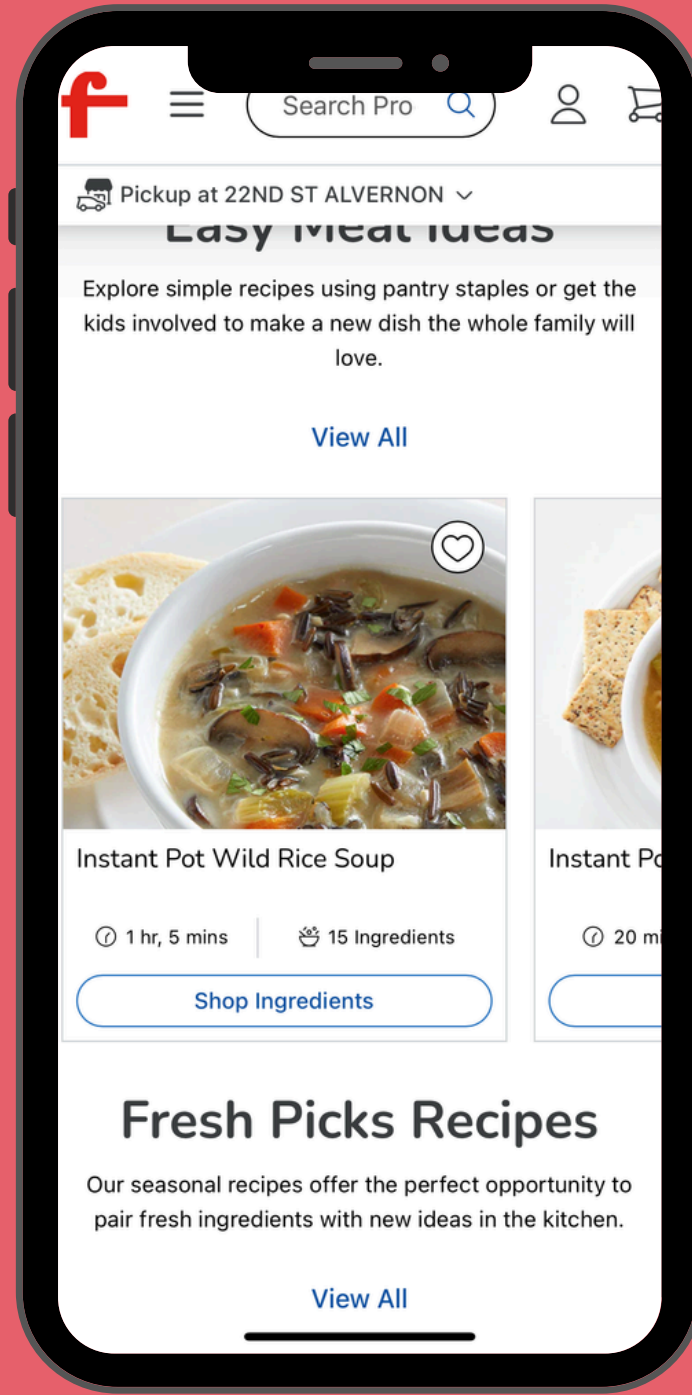


How we will reach our customers:

SHORT FORM VIDEOS

TARGETED ADS

EMAIL MARKETING



ACQUISITION STRATEGY

SEO: Long-tail keywords

- healthy meal kits for families with kale



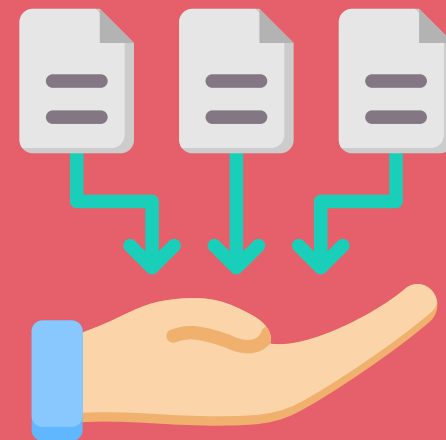
Higher

Conversion

Rates

Capture Intent with Data

- *behavior patterns*
- *frequently buys*



THANK YOU!

MEAL DELIVERY SERVICE

TRAYS

