

TEAM 6

XUEWEI . XIAOYI . LIN . SRUSHTI



Fresh, Retail, & Ecommerce

OFFLINE STILL

E-COMMERCE
BOOMING
DEVELOPMENT

Before

Supermarkets were the only modern format with **credible offerings in fresh** fruits, vegetables, meat, fish, dairy, baked goods, and delicatessen.

Now

consumers believe that **discounters'** fresh products **are as good as**—and **sometimes even superior** to—those at **supermarkets**, and **lower priced** to boot.

China's **fresh food e-commerce industry** grew by 59.7 percent in 2017 to

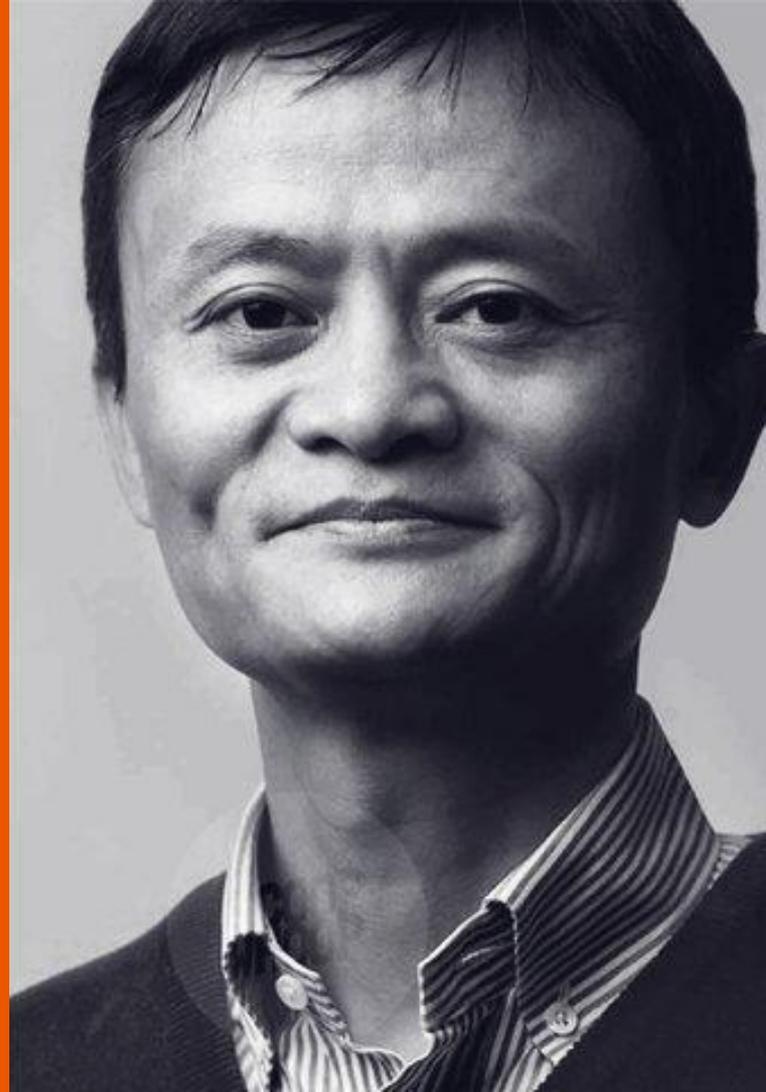
\$22.1 billion

“

There will be **no pure eCommerce any more** in the next 10 years but **new retail**, which means the online, offline and logistics must be combined together.”

”

Jack Ma, co-founder and executive chairman of the Alibaba Group



The Startup



An American ingredient and-recipe meal kit service

Makes cooking fun and easy

Founding Insights, Stakeholders, & Target Users



A man with a beard and short dark hair, wearing a white apron over a light-colored short-sleeved shirt, is standing in a kitchen at night. He is looking down at a pan on the stove. The kitchen is dimly lit with warm lights, and various kitchen items like a kettle, a coffee maker, and a bowl are visible on the counter. The background shows a window with blinds and a refrigerator.

Order our top-rated recipes today!

[GET STARTED](#)

Founding Insights

Blue Apron

“people have a passion for cooking exotic and unusual recipes but find the process of grocery shopping too tiring, time-consuming and expensive for an average American. “

Stakeholders



Internal

Leader

- Founders team
- Accounting

- Farms
- Customers
- Sponsors
- Manufactures boxes

External

- Designers
- Delivery man
- Developers
- Chef team
- Supply chain maintainers
- Marketing

Internal

Project Team

Target Users

Cares about eating healthy and staying fit but also doesn't have much spare time.

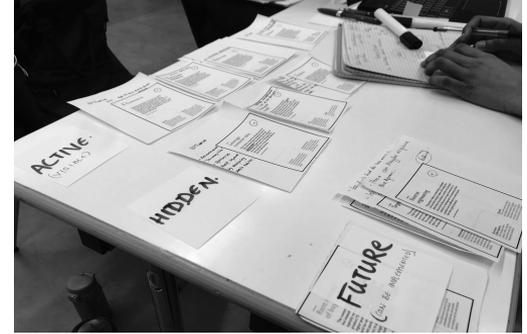


Business Patterns

55 Pattern cards helped us to understand
and evaluate the business model in detail



The Process

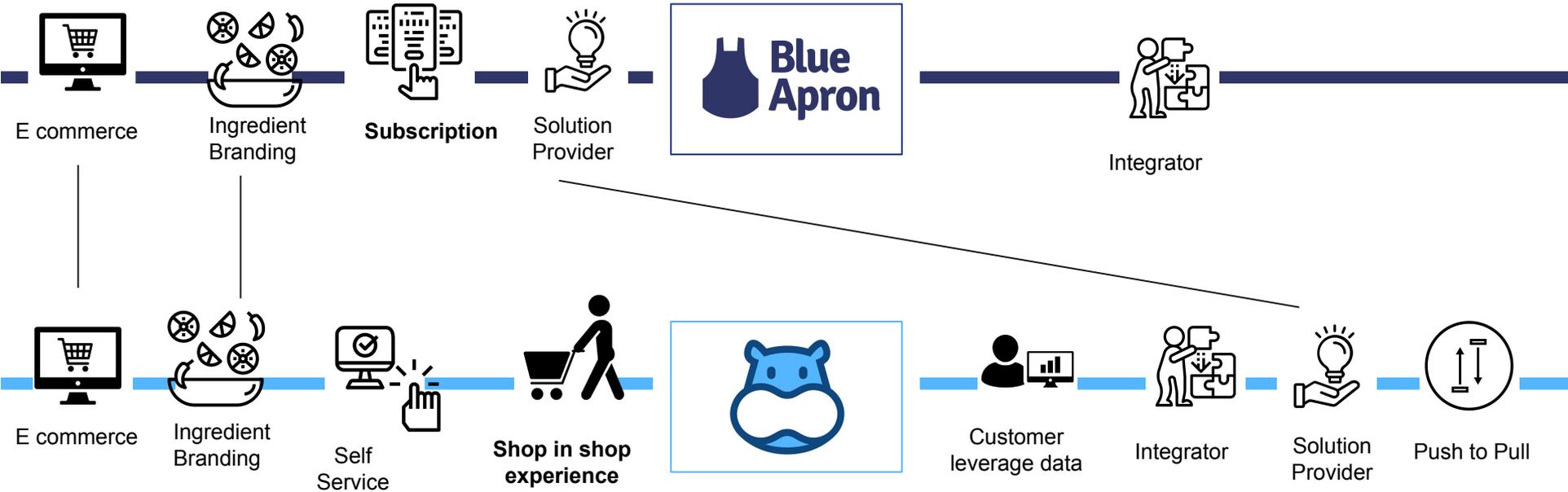


We identified **ACTIVE**, **HIDDEN** and **FUTURE** patterns

Current Business Patterns

ACTIVE

HIDDEN



Design Matters !



Pre-sale Service

Simply choose your plan and then select your meals from weekly menu. Some of these meals can include meals that are child-friendly, vegetarian, 'quick & easy' and more.

A few days later, you will receive a labeled box that contains all the ingredients for your meals and very detailed step-by-step recipes pages.

Reference:

<https://www.blueapron.com/pages/pricing>

<https://www.blueapron.com/pages/sample-recipes>

https://www.themealkitreview.com/blue-apron/?utm_source=quora

The screenshot displays the Blue Apron website's menu selection interface. At the top, the navigation bar includes the Blue Apron logo, links for 'ON THE MENU', 'PRICING', 'WINE', 'GIFTS', and 'MARKET', along with 'LOG IN' and 'SIGN UP' buttons. A promotional banner for new customers offers a \$50 discount on the first two boxes, with a 'REDEEM OFFER' button. The main heading is 'Choose your menu' with a sub-note '(don't worry, you can change your menu every week)'. Two menu options are presented: 'Signature' (2-serving, most popular) and 'Signature for 4' (4-serving). Each option shows a 'Recipes per week' selector (2, 3, or 4) and pricing details, including a 'First Week Total' with 'FREE shipping'. Below the menu selection, there is a section titled 'EXPLORE OUR MENUS' with tabs for 'SIGNATURE', 'Freestyle', 'VEGETARIAN', and 'SIGNATURE FOR 4'. A note states 'Meat-free dishes that celebrate the best of seasonal produce.' The 'Week of January 21st' section features a 'GET COOKIN'' button and three featured dishes: 'Spicy Vegetable Quesadillas' (with Creamy Roasted Broccoli), 'Fresh Basil Fettuccine' (with Zucchini, Tomatoes, & Goat Cheese), and 'Spanish-Style Stewed Chickpeas' (with Couscous, Feta, & Mint). Each dish includes a 'CUSTOMER FAVORITE' badge and a 'GET COOKIN'' button. At the bottom, preparation times and dietary information are provided for each dish.

Blue Apron ON THE MENU PRICING WINE GIFTS MARKET LOG IN SIGN UP

New Customers: Save \$50 On Your First 2 Boxes! REDEEM OFFER

Choose your menu

(don't worry, you can change your menu every week)

MOST POPULAR

2-SERVING Signature

Choose from an ever-changing mix of meat, fish, and vegetarian recipes along with repeating customer favorites.

2 3 **Recipes per week** (each serves 2)

\$9.99 per serving
FREE shipping

~~\$59.04~~ **\$34.94**
First Week Total

SELECT

4-SERVING Signature for 4

Recipes for families, get-togethers, or those who prefer to knock out multiple meals in a single cooking session.

2 3 4 **Recipes per week** (each serves 4)

\$8.99 per serving
FREE shipping

~~\$71.02~~ **\$46.92**
First Week Total

SELECT

EXPLORE OUR MENUS

2 SERVING SIGNATURE 2 SERVING **Freestyle** 2 SERVING VEGETARIAN 4 SERVING SIGNATURE FOR 4

Meat-free dishes that celebrate the best of seasonal produce.

Week of January 21st GET COOKIN'

CUSTOMER FAVORITE

Spicy Vegetable Quesadillas
with Creamy Roasted Broccoli

Fresh Basil Fettuccine
with Zucchini, Tomatoes, & Goat Cheese

Spanish-Style Stewed Chickpeas
with Couscous, Feta, & Mint

© 40 min · Vegetarian © 20 min · Vegetarian © 30 min · Vegetarian

Triple Path Model Analysis

CONTRADICTIONS

People have a **passion for cooking exotic and unusual recipes** but found the process of **grocery shopping too tiring, time-consuming** and **expensive** for an average American.

People who want to cook don't know how

People want to cook but don't want to buy all seasonings (like a big bottle only used once)



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well-designed cooking education process

Hire a group of professional cooks

"we work directly with **family-run farms** to grow specialty produce just for us"



COMBINATION

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COMBINATION

FRUSTRATIONS



Want to have healthy food but not enough time to go to the groceries and decide the menu.



2+3

having a food box gathering everything together in right measurement.



SWOT Analysis



<div style="display: flex; align-items: center; justify-content: center;"> <h1 style="margin: 0;">SWOT Analysis</h1> </div>	STRENGTHS	WEAKNESSES
OPPORTUNITIES	SO	WO
THREATS	ST	WT
<ol style="list-style-type: none"> 1.Enlarge customer base through product segmentation 2.Grow revenue by diversifying the product portfolio 3.Strategic partnership or alliance with a food retailer 4.Promote emotional connection to the brand by providing a unique experience 	<ol style="list-style-type: none"> 1. Promote customer acquisition and stabilize revenue by introducing a variety of meal plan options and made more affordable for different dietary restrictions. 2.Increase customers awareness and boost sales through partnership with a retail grocery store chain present in most urban areas to distribute the boxes in-store. 	<ol style="list-style-type: none"> 1. Strengthen customer loyalty and boost customer satisfaction by positioning Blue Apron as a lifestyle brand and educational platform for cooking enthusiasts rather than just a convenient alternative dining option.
<ol style="list-style-type: none"> 1.Intense and continuously growing competition 2.Shift in consumer taste or preference 3.Looming industry shakeout 	<ol style="list-style-type: none"> 1.Minimize possible financial losses incurred in case of the industry shakeout or shift in customer dining preference by aiding in the additional products and services the company offers that have potential for margin increase. 	<ol style="list-style-type: none"> 1.Lower the price points as well as the overall operational costs by eliminating the concept of “exclusivity”in the food sourced thus lowering the bargaining power of suppliers. 2.Increase market share by acquiring a competitive meal kit company.

SWOT Analysis



		STRENGTHS	WEAKNESSES
		1. Well-established brand and high customer awareness 2. Highly efficient end-to-end value chain 3. Exceptional food quality at reasonable prices	1. Financial loss due to poor corporate management 2. Unclear customer target market 3. Low customer retention 4. Poor customer service 5. Too much packaging
OPPORTUNITIES	SO	WO	
1. Enlarge customer base through product segmentation 2. Grow revenue by diversifying the product portfolio 3. Strategic partnership or alliance with a food retailer 4. Promote emotional connection to the brand by providing a unique experience	1. Promote customer acquisition and stabilize revenue by introducing a variety of meal plan options and made more affordable for different	1. Strengthen customer loyalty and boost customer satisfaction by positioning Blue Apron as a lifestyle brand and educational platform for cooking	
	Co-operation through partnership with a retail grocery store chain present in most urban areas to distribute the boxes in-store.		Strengthen customer loyalty
THREATS	ST	WT	
1. Intense and continuously growing competition 2. Shift in consumer taste or preference 3. Looming industry shakeout	1. Minimize possible financial losses incurred in	1. Lower the price points as well as the overall	
	Additional services have potential for margin increase.		Reduce packaging 2. Reduce packaging

Innovation Summary



Co-operation



Reduce Packaging



Strengthen
Customer loyalty



Additional Services

A short horizontal line with a teal segment on the left and an orange segment on the right.

Innovation Summary

- Win-win cooperation. **Cooperate with cooking school**, with larger order, the price can be lower.
- Trash-to-cash. **Redesign the delivery box** to reduce packaging.
- Peer-to-peer. Build a **community** for the membership, so they can share the dinner with other people.
- **Subscription**. Make better use of customers data, create **more meal plan options** for the membership
- **Technology development**. Create a better guider for customers but not a better paper recipe. **Chat bot** can used as a better guider
- Set some service point for **renting or collecting the packaging**.

Thank You :)

