

FOOCH At door Steps

Juliana Aye, Marketing and Entrepreneurial Studies

Peter T. Paul College of Business and Administration, University of New Hampshire

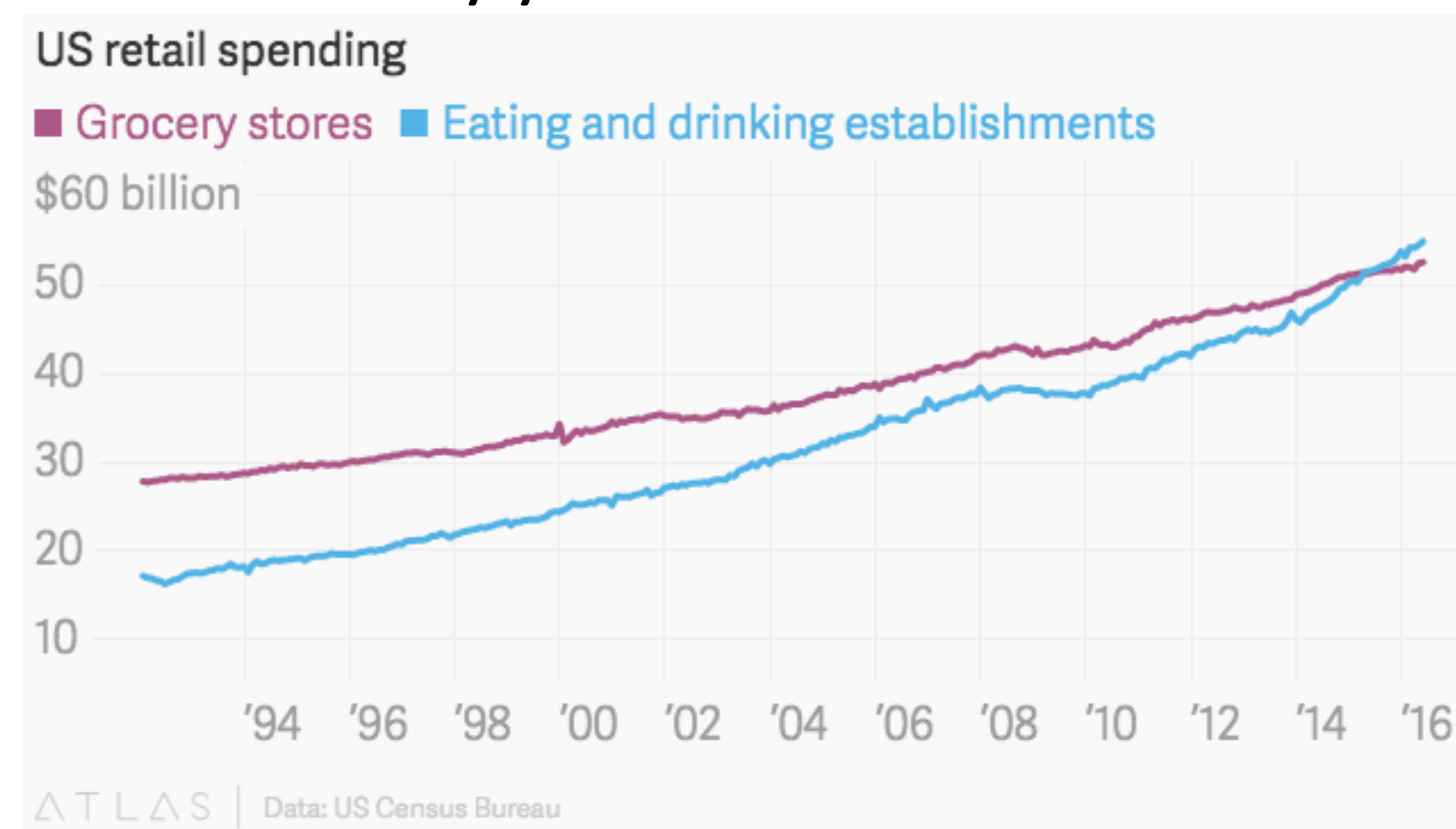


What is FOOCH?

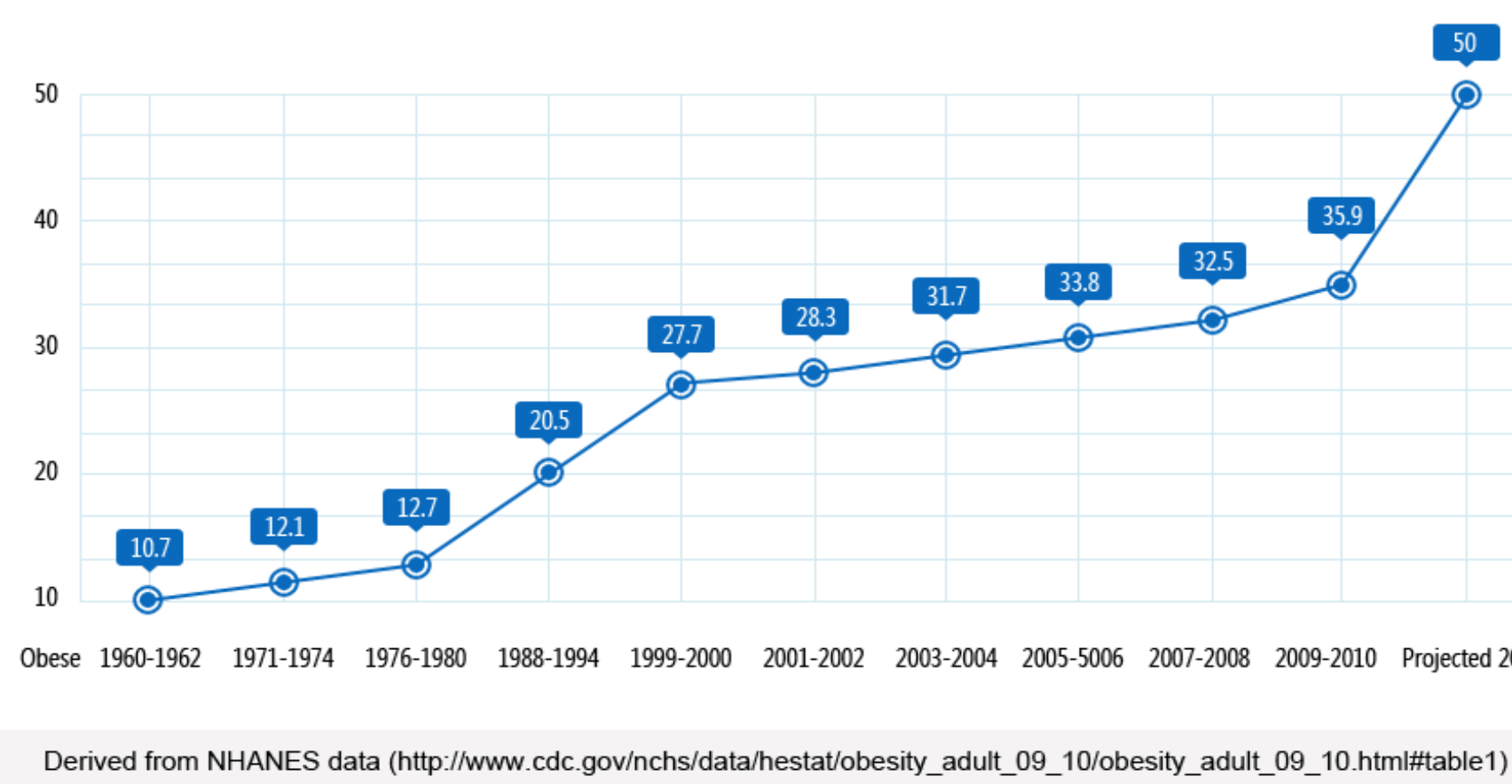
FOOCH is online food and grocery delivery service that aim to provide millennial, Gen Z, on the go busy professionals, housewives the healthy lifestyles of fresh ingredients. FOOCH operate with friendly user app, that connect all local groceries and display freshest, cheapest ingredients, when customer type in what they are looking for. The ingredient bag include free recipes book.

Problem

- Shopping for grocery is time consuming
- Average shopper do 1.5 trip to grocery store which is around 90 minutes every week and 53 hours every year



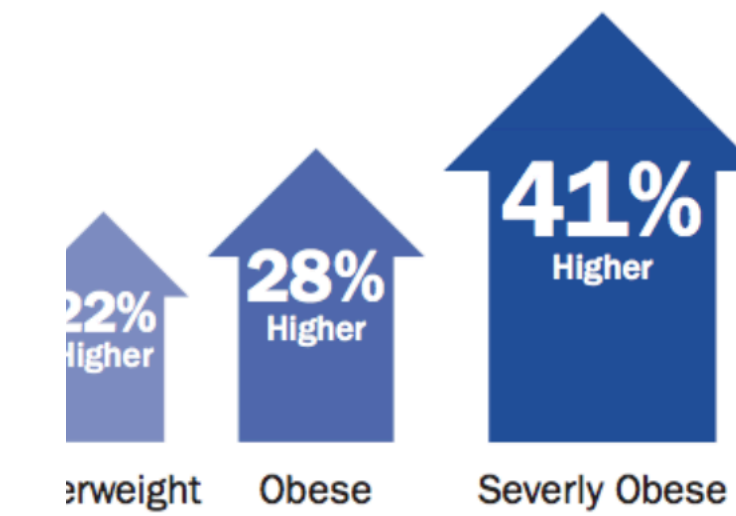
Prevalence of Obesity Among U.S. Adults Aged 20-74



Health Risks of overweight and obesity

Type 2 diabetes
Heart disease
High blood pressure

Fatty liver disease
Cancer
Stroke
Osteoarthritis



Solution

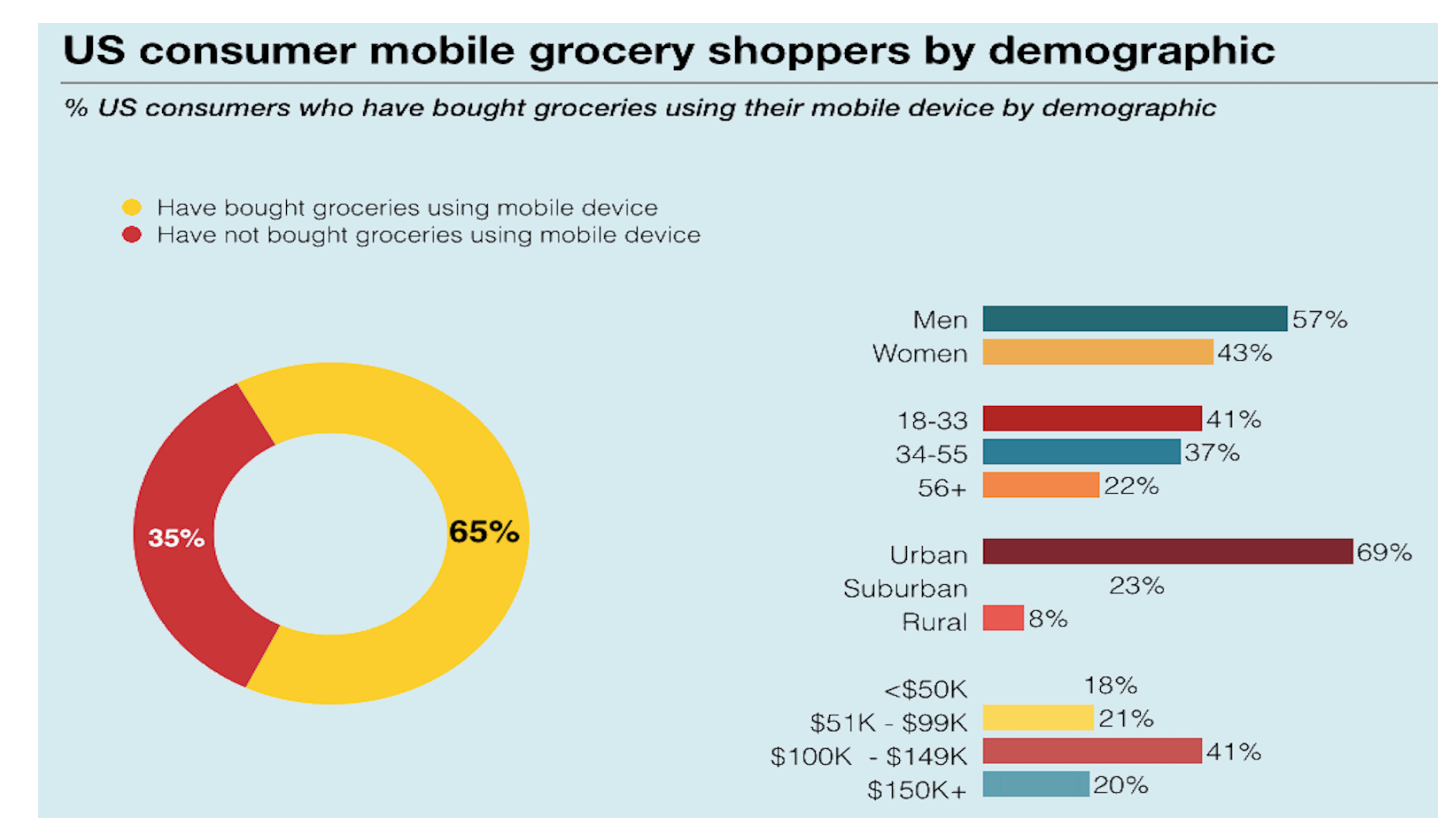
- FOOCH is an groceries and exotic food delivery mobile app
- Deliver on the same day, the order is received
- Reduce cost of dining outside
- Provide fresh local organic ingredients and great food varieties all in one app
- Customize meat, vegans option with free and easy cooking guidelines
- Accessible to most exotic and rare items, and able to buy certain brands that are otherwise not available in any nearby stores.

Target Market

- On the go convenient seekers/full time and part time employees(18-50)
- Tech savvy, scan and compare prices online
- frequent online shopping, millennial (18-37) 28%
- Gen-X(38-50) 22%

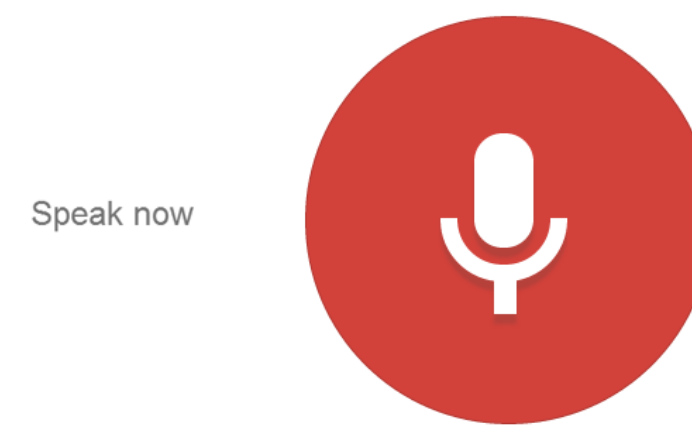
Potential Market

- 19% of American household buy some groceries online in 2014, 70% in a decade
- Could grow five- fold over the next decade with average Americans spending \$100B in 2025



Business Model

- Promote local groceries and their products at FOOCH app
- Voice command
- Smart shopping list scanner
- Specialist hand pick ingredients for your grocery bag
- Easy cooking receipt guidelines
- All Natural healthy choice



Competitors



Pricing

- Free shipping for first time users.
- start at \$8.99 per one person meal size.
- Price varies on number of people and customization.
- Food swap yearly and monthly membership include, 3 deliveries per week and a delivery can include up to 3 day portions
- Yearly subscription - \$100
- Monthly subscription- \$15
- one time delivery - \$2-5

Financials

- First year financials
 - marketing and app development, beta testing and free app usage
 - Partnering with local groceries and import food products companies

- Payroll – no change
- Advising – 130% every year
- Delivery fee – 125% in 2019 and 1.66 in 2020
- At 2020, company will start seeing profit of \$133000.

Sale Forecast

- Year 1: 2018 (1000 customers and total sales of \$496800)
- Year 2: 2019 (2500 customers and total sales of \$621000
- Year 3: 2020 (4400 users and achieve \$1 mil sales)