

A kitchen scene featuring a white sink with a chrome faucet, a wooden cutting board leaning against a white subway tile backsplash, and fresh green herbs. In the foreground, there are wooden spoons and a wooden citrus squeezer on a white plate.

Mrs. James' Fine Foods

HOME COOKED FOOD WITHOUT THE MESS

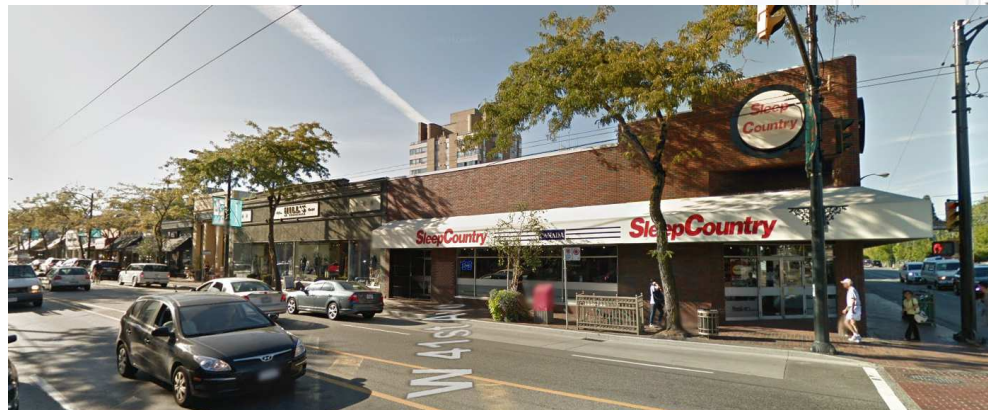
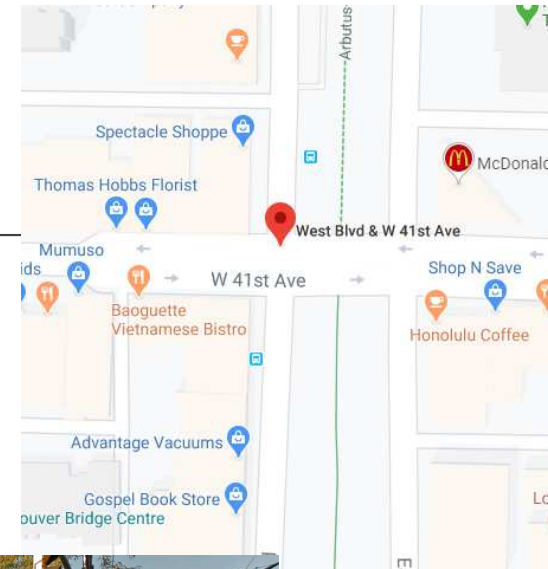
Products / Services

- frozen food delivery service
- home cooked meals portioned by serving size
- menu of staples
- weekly specials
- order online



Location

- 1234 41st Avenue
- 41st and West Boulevard
- central, lots of foot traffic, lots



Ownership

- corporation
- limited liability
- high potential for lawsuits
 - Food poisoning



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What "need" or "want" do we satisfy?

- desire for healthy, home-cooked meals
 - Customers very busy; no time to plan meals, buy ingredients and cook
 - Still want food that is
 - Tasty
 - Healthy
- desire for convenience
 - Customers need a good meal quickly
 - Products delivered to door frozen, customer just needs to re-heat in microwave or oven





Millennial Customer

\$10,000 - \$200,000



Convenience

Quality



Competitors

- Fresh Prep, HelloFresh, GoodFood – fresh meal prep delivery services
- local restaurants with takeout service
- “grab and go” meals at grocery stores



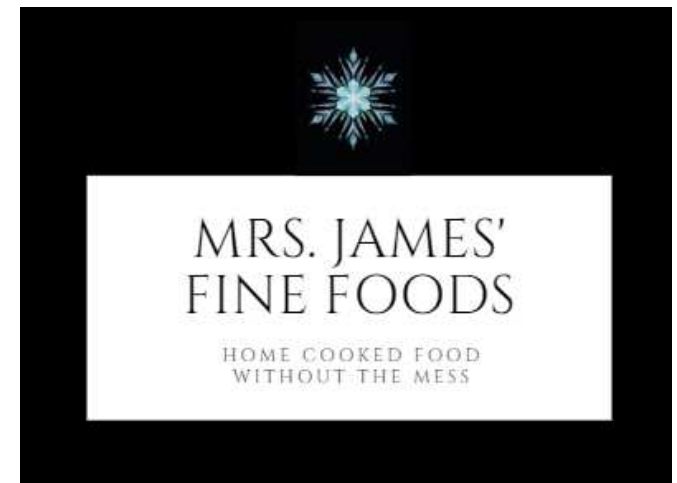
freshprep



goodfood

Logo

- black and white to signify “high class” food
- blue snowflake to symbolize that food is frozen
- black background is striking
- makes lettering and white part easy to read
- “expensive” looking = perception of high quality

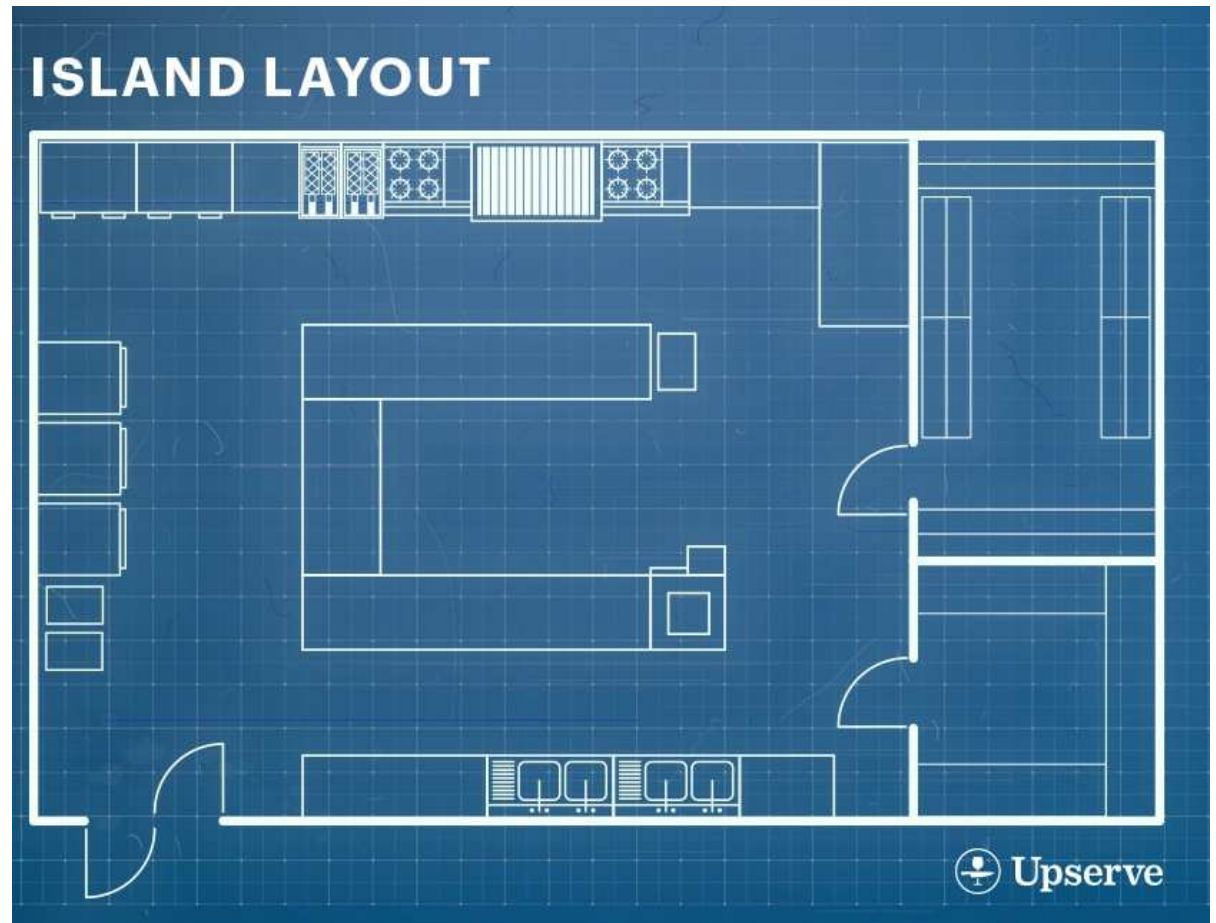


Business Card



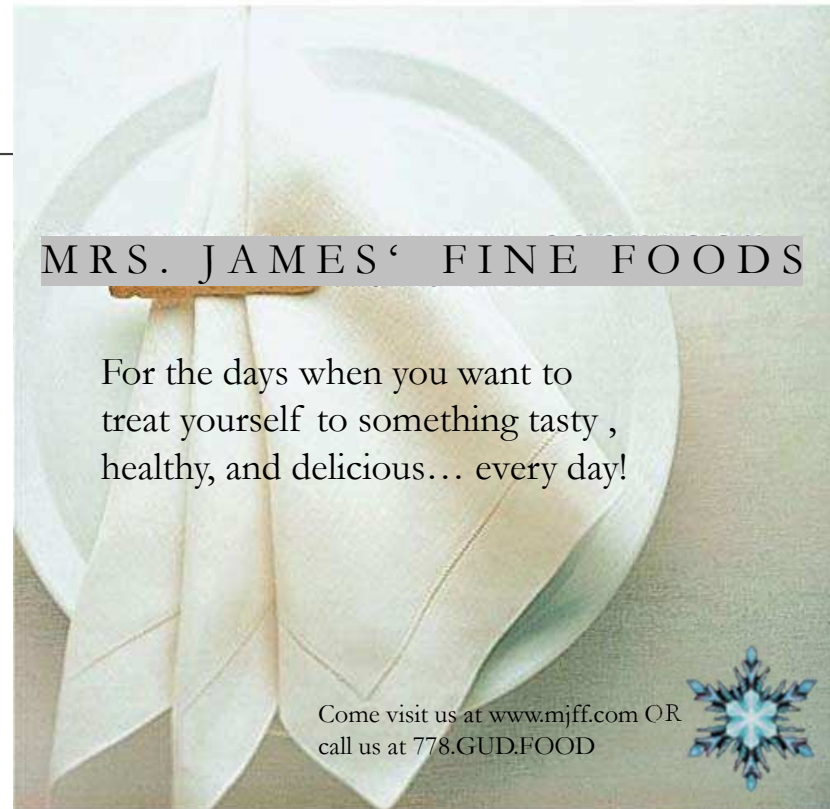
Store Design and Layout

- area for making food
- walk in freezers
- loading and delivery area



Print Ad

- fits with target market
- high quality
- convenient





Radio Ad

- Describe the ad here
- then play the ad – insert audio file into this slide

Business' Brochure

Page 1



TITLE HEADLINE

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Business' Brochure

Page 2

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