



***International Food Networking Site
Business Canvas Model Analysis***

E-Business Strategy

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Introduction

For thousands of years, people have been connecting over food, whether it be trading goods in a local market or sitting down to eat and chat. This relationship between food and bonding has stood the test of time, but it has not adapted with technology. Chow believes it is time for that to change.

Chow is startup company that allows people to connect with others around the world by providing access to international foods. This company will be set up similarly to a social media site and act as a community provider, allowing users to search for other users who have access to the food they want but is not available in stores specific to their locations, and essentially trade with other users for food that is readily available to them. The site will allow users to create a profile, including where they are from and their favorite foods to snack on, which will then be used to connect with other user profiles. When users create connections, they can then shop around their connections pages, and request foods that their connections have access to, offering to trade foods that are available in their own country. EXAMPLE. This site will hold a multipurpose: first allowing people to access the food they want, and second to raise cultural awareness by connecting people over food. Subscribers will be able to build connections and networks to access cultural food and knowledge. Chow will combine the common interests of food and the use of the internet to create a social platform for users all over the world.

Key Partners

Our key partners would be connections with food brands that we could promote to be purchased through the Chow interface. For example, we could partner with Hershey, or similar companies currently limited by country, in order to allow them to gain a further reach. These

promoted products would be available to purchase on the site to users with or without a subscription, because Chow would benefit from a portion of their sales.

Further, key partners would have the opportunity to advertise their products on the site as a way to offer their foods internationally. They would be required to ship their products under the Chow branding and packaging, but would gain access to the international market via chow.com.

Key Suppliers

Our key supplier for our packaging will be The Packaging Company. They provide us with the resources to display our brand in a physical form across the globe

(<https://www.thepackagingcompany.us>). We may distribute t-shirts that maintain Chow's brand after a user reaches a certain level in our community, based on how much they have sent to different places. In order to do so, we will need a t-shirt supplier. Nike and or Adidas would be a good supplier because their brand would be recognized globally.

Key Activities

They ship their food to us, and we package their food in our boxes delivered from our suppliers. Their brand will be featured somewhere on the box. Their own promotions will be communicated through Chow. As a community provider, Chow will feature our partners' deals and offerings to our community. Our partners are essentially not acting differently as a company, rather they are making it easier to widen their own reach by partnering with Chow because we offer a community in one space.

Key Activities

Value Proposition

The value propositions for our company would be that it is perceived as a social media site with obvious use of the internet. This also means that anyone has access to using our website which is available 24/7 instead of having hour restrictions. Chow will create networking between people by providing a food service within a social media platform.

Distribution Channels

Chow's distribution channels include sharing advertisements on other social media to help draw attention from social media users. Also, we plan to post advertisements on college campus, food markets, and possibly travel places, such as an airport or train station. This will help target our assumed audience of the age groups of college students and the personality of travelers or adventurous people.

Revenue Streams

Currently customers would have to travel to the place of interest to try their food. However, using chow.com, it will be much cheaper and serve the same purpose of trying international foods. Chow will charge a membership fee but offer different package levels depending on how much the customer is interested in trying different foods and how active they are on the site in general.

Product Problem Solving

Some people may not have the chance to travel due to a family, job, or being in school so Chow provides them with the opportunity to taste international foods without the hassle of going to another country. Chow helps target adventurous people who have constraints of

traveling. Chow has low barriers as well to avoid becoming an international manufacture and shipping infrastructure.

Platform/Network

Chow is a social platform due to it being created as a combination of social media site and Craig's List but involving international foods. This site creates networks between people rather than international food companies.

Key Resources

Customer Relations

A social media team will be a key resource for Chow, especially in customer relations. Customers can ask questions about how to use Chow, get help with technical difficulties, and leave reviews and comments. A customer service team will be another key resource to help answer these questions as well as phone calls.

Distribution Channels

Key resources that our distribution channels will require are social media platforms such as Instagram and Facebook. We will need a strong social media team, because social media is key for promotion. These resources allow us to advertise for Chow and bring in new users. We will also need an advertising team for Chow to develop messages and images to represent the company. These advertisements can then be placed on college campuses, food markets, and airports and train stations.

Revenue Streams

We will need to create different subscription packages that users can purchase along with different methods to pay such as Visa or Paypal. We will also want to ensure the checkout

page is easy to understand for users and efficient. We will also need advertisements since Chow's revenues is mainly advertising based. We will needs ads developed for social media, print, and organic search results.

See appendix 2.0 for a further explanation of the Chow revenue streams.

Value Proposition

By acting as a community provider, we are providing the customers with a way to bridge the gap between the foods available on the international market and those within their own reach. We are connecting users who have access to a product with those users who have a need for the product. Allowing for the user to make connections with people across borders, we solve the customer's problem of inability to access locally available products on the international market.

Customer Relations

In order to establish our customers base, Chow will do a great deal of customer outreach and promotion. Because the target audience is active on social media and a curious and explorative soul, appealing to this type of person is incredibly important. By targeting customers through their current social media channels like Instagram and Twitter, we will build our user base. Furthermore, we will offer promotions to users who subscribe through their social media accounts, including a free three month subscription, in order to encourage our user base to grow. Once our target audience become members, we will offer membership incentives to retain the members such as t-shirts and membership cards, similar to that of a Starbucks Gold card.

In order to maintain our customers, the only thing we have to sustain is their accounts. The website will be developed entirely before it is released, and should not need managed besides minor updates following its' release. Because of this low-maintenance structure, our infrastructure is rather small and easily expands as our company grows. As the company grows, we can hire the right information technology staff to help the company expand and create the correct technological infrastructure.

Channels

We want to make sure that we are reaching our customers with appropriate channels. Based off of our persona, it would be best to reach our customers through social media platforms such as Facebook and Instagram, even though Chow acts as a sort of social media platform. Our customers want to be reached this way because they are connected through their smartphones and social media is important to them. The sharing economy is a big factor of this; individuals want to feel engaged, share information and be socially accepted. We can inform customers of what Chow is and what our mission is through social media platforms. Customers will also have access to the website from the social media platforms. We also want to reach customers through social media platforms, because Chow is primarily an advertising-based revenue model. Reaching customers through social media will also help Chow leverage network effects.

Legality

Understanding the strict laws of importing food from foreign countries is going to play a large role in the success of Chow. Each user will agree to strict policy upon the creation of their account, expressing their understanding that Chow does not support the sending of illegal

goods over country borders, including but not limited to things like fruits, vegetables, meats, and drugs. The Chow site will provide users with an area in which they can become knowledgeable about customs laws and a forum-type FAQ page where they can gain a better understanding of what can and cannot be sent across borders, however the Chow user will ultimately be responsible for his or her actions, and will be required to agree to this in order to create their account and connect with other Chow users.

Closing

Chow is startup company that enables anyone in the world to have access to international foods without the cost of travel. Chow is a community provider, allowing users to search for users who have access to the food they want but may not be available in their local stores. Users will essentially trade with others with what food that is readily available to them. The site will allow users to create a profile, including where they are from and their favorite foods to snack on. Chow's purpose is expanding people's access to food, while simultaneously raising cultural awareness. Benefits include aesthetically pleasing packaging for the user, a membership card and t-shirt after reaching a certain level of trade and connection, and a unique cultural experience without the cost of travel.

Appendices

Figure 1.0 - Persona



Piper Grain is a 26 year old college graduate with a Bachelor of Arts in Communication from a liberal arts college. Piper studied abroad in France while in college, but got a job and settled down in the U.S. right after she graduated and has not gotten a chance to travel again. She loves meeting new people and is excited about every opportunity to learn about different cultures and the world. Piper regularly uses social media platforms like Twitter and Instagram, and all of her devices are the most up-to-date. She desperately misses traditional macaroons, but cannot afford to leave her job and visit France again to get them. As a millennial, she naturally starts browsing the internet for French macaroons. Skeptical of ordering the delicate food on Amazon, she searches for a way to order a snack that she knows will be authentically French, and turns to Chow to find it.

Figure 2.0 - Revenue Streams

Chow Revenue Streams			
Subscription Fees			
Level One	10 new connections monthly	exchange 5 foods monthly	\$1.00 monthly
Level Two	25 new connections monthly	exchange 15 foods monthly	\$2.00 monthly
Level Three	unlimited new connections monthly	exchange unlimited foods monthly	\$2.50 monthly
Advertising Fees			
Level One	reach up to 300 users monthly	\$0.05 per user reached	max \$15.00 monthly
Level Two	reach up to 1,000 users monthly	\$0.035 per user reached	max \$35.00 monthly
Level Three	reach up to 2,500 users monthly	\$0.02 per user reached	max \$50.00 monthly