A ROADMAP FOR A STRONG BRAND AND SUSTAINABLE GROWTH

ASSIGNMENT

In April 2016, DoorMeal launched its first-ever entrepreneurial initiative, DoorMeal Academy. DoorMeal Academy is a hands-on, real-life experience designed to empower students to think, test, and execute their ideas. The program aims to bridge the gap between academic learning and real-world application, providing students with the opportunity to gain valuable experience in business development, marketing, and technology. Part of the program includes a challenge where students need to create a solution for an ongoing problem that DoorMeal has been facing.

CUSTOMER SEGMENTS

The DoorMeal customer base is segmented into three main segments: students, educators, and institutional clients. This segmentation allows the company to tailor its marketing strategies and product offerings to meet the specific needs of each group.

1. **Students** - DoorMeal’s target audience consists of students who are looking for healthy and nutritious meal options that are convenient and affordable. The company recognizes the importance of prioritizing health and wellness among students and provides meal plans that cater to different dietary needs and preferences.

2. **Educators** - DoorMeal’s customer base includes educators who are interested in promoting healthy eating habits among their students. The company offers meal plans that are designed to support the health and well-being of students, in line with the educational goals of schools and universities.

3. **Institutional Clients** - DoorMeal’s customer base includes institutions such as universities, schools, and corporate offices that are looking for healthy and nutritious meal options for their employees or students. The company offers customized meal plans that meet the specific needs of these clients.

BRAND STRATEGY

The DoorMeal brand strategy focuses on delivering healthy, nutritious, and convenient meal options that are tailored to meet the needs of its customers. The company aims to create a strong brand identity that is recognized and associated with quality, health, and convenience.

ROADMAP OF ACTIONS

1. **Market Research** - Conduct market research to identify the needs and preferences of the target audience. This will help in refining the product offering and improving the customer experience.

2. **Product Development** - Develop new meal plans and food options that cater to the specific needs of the customer base. This includes introducing new menu items and improving the existing ones.

3. **Marketing and Promotion** - Implement a comprehensive marketing and promotion strategy that includes both online and offline channels. This will help in creating brand awareness and reaching the target audience.

4. **Customer Service** - Establish strong customer service channels to ensure that customer needs are met and concerns are addressed promptly. This will help in building customer loyalty and satisfaction.

SALES FORECAST

The anticipated sales growth is projected to be 35% per annum over the next 5 years. This growth is driven by the increasing demand for healthy and convenient meal options among the target audience. The company plans to invest in sales and marketing initiatives to support this growth.

Detaillied Brand Activating Concepts:}

**POP UP STORE**

- A strategic partnership with a local retailer or a co-working space to launch a pop-up store. This will provide DoorMeal with a physical presence in the target market, allowing customers to experience the product and build brand awareness.

**PROMOTION KIT**

- A promotional campaign on social media platforms to reach potential customers and create buzz around the product. This will include influencer partnerships and sponsored content to increase brand visibility.

**Organizational Structure**

- A cross-functional team comprising experts in marketing, product development, and customer service to ensure a seamless and customer-focused approach to brand activation.

**Detailed Brand Activating Concepts:**

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Celine Bloemberg
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Strategic Product Design

Faculty of Industrial Design Engineering

Delft University of Technology