



# Your Lifetime Health Partner

NutriPartner

## MSMK 7001B Team 9

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# Business Summary

NutriPartner

NutriPartner is a promising investment because...

Industry  
Category

Health Food  
Retailer

Have clear  
value  
propositions  
and key  
differentiations  
among  
competitors

We can break  
even at the **6th**  
year of our  
business

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# Core Differentiations

NutriPartner

## “Your Lifetime Health Partner”

### AI System

Learn customer preferences and make customized recommendations



### Organic Food

Variety of allergy-friendly, health-focused, free-from products

### Consultation Services

Unprecedented in-store/online shopping experience with our allergy consultants



# Company Analysis

## SWOT Analysis and Future Goals

### Strengths

- Products match the market trend
- Strict Product Procurement Process
- Differentiations mentioned above

### Weaknesses

- Not a one-stop grocery shop for general grocery shoppers
- High cost of operations and sourcing

### Opportunities

- Growth of household expenditure
- Increasing market size

### Threats

- Reduction of PRC tourists
- Fierce Competition

### Our Future Goals



Increase physical store count



Expand market share

# Competitor Analysis

NutriPartner

Opportunities are hidden behind fierce competition

## ParknShop



- High quality and organic product
- Large networks (270+ stores)
- Low variety of allergy speciality food

## USelect



- Affordable at-your-door service
- Exclusively sell Tesco's products
- More variety than convenience stores do
- No focus at food sensitivity

## City'Super



- Provide imported brands and speciality Japanese food
- Sensitive to economic state

## NutriPartner

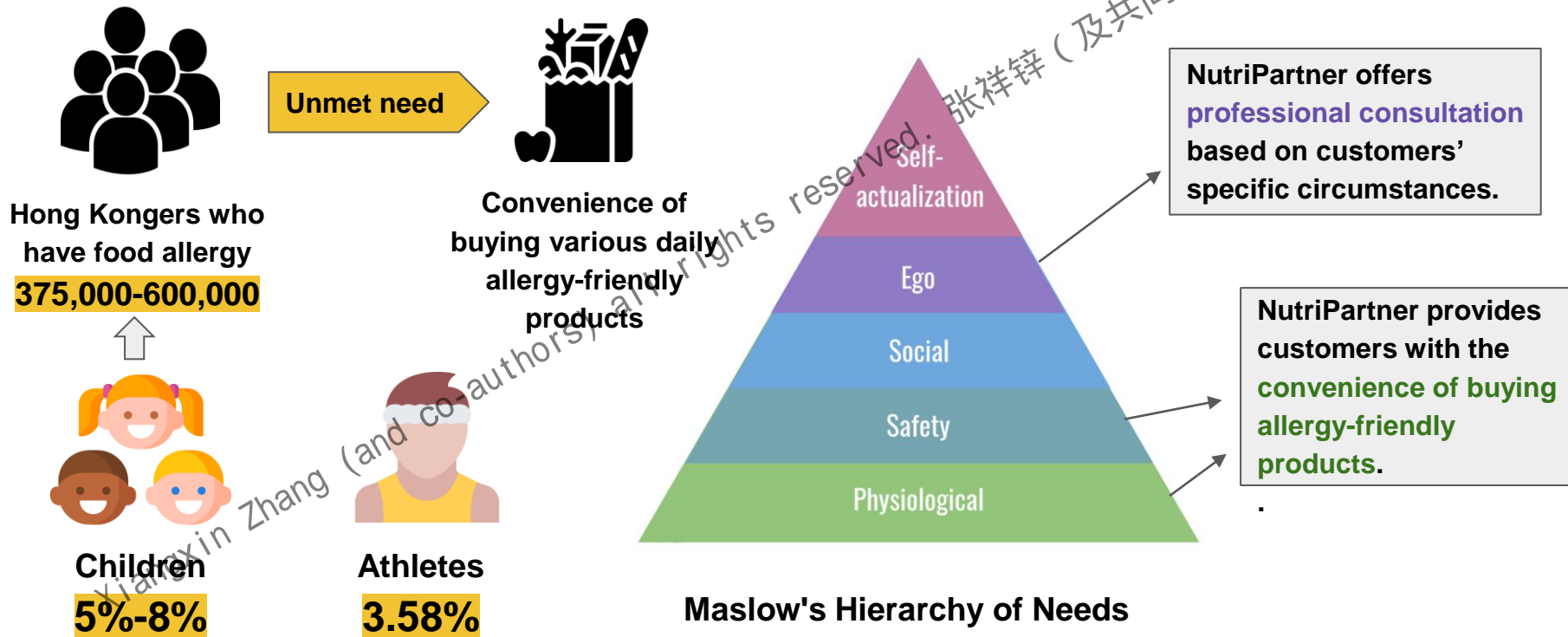


- Provide a wide variety of free-from and allergy-friendly products
- Staff having expertise in nutrition and food allergy
- Not a one-stop shop for all groceries

# Customer Analysis

NutriPartner

NutriPartner fulfills the physiological, safety & esteem needs of customers



# Segmentation and Targeting

NutriPartner targets an untapped market of consumers

## Total target market size

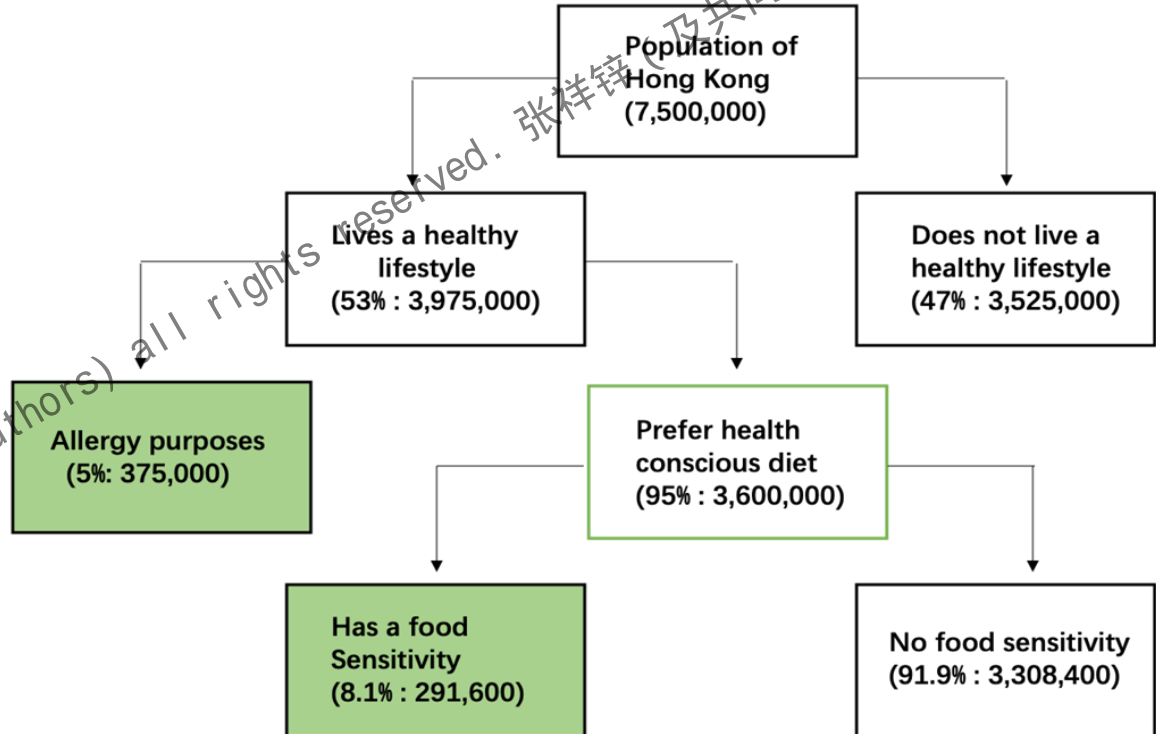
666,600

## Food Allergy Segment:

5% of Hong Kong population has food allergy; (to eggs, milk, dairy, products)

## Food Sensitivity Segment:

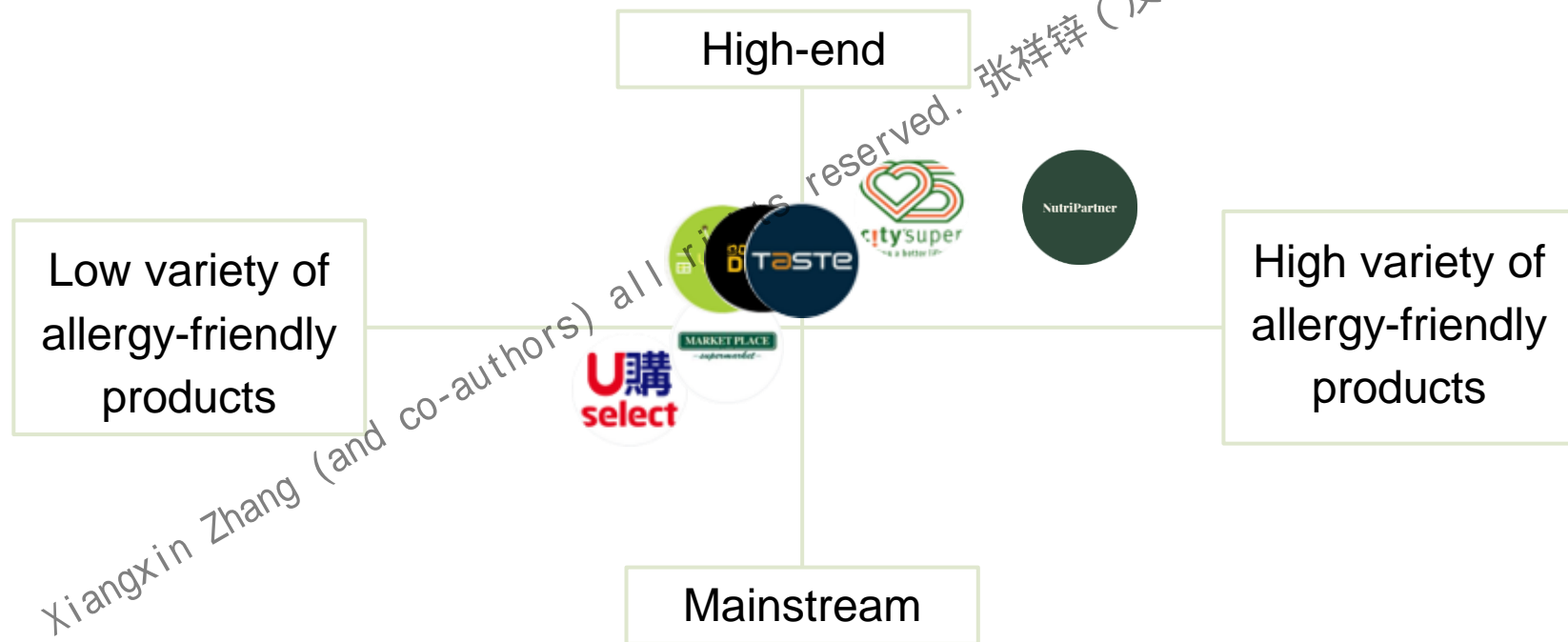
High growth potential: eating "free- from" on the rise



# Positioning

NutriPartner

NutriPartner differentiates itself by providing a myriad of allergy-friendly products and O2O advisory services



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# Product & Service Plan

NutriPartner

NutriPartner sells allergy-friendly and healthy alternatives to grocery staples



## We cater to people who

- Have allergies to commonly consumed foods.
- Avoid eating certain foods by choice.
- Look for higher quality food products.



## In-store product

- Free-from food: gluten-free, dairy-free, nut-free, soy-free, and egg-free items.
- Vegetarian and organic products.



## In-store nutritionists

- Assist customers with special needs in selecting products.
- Prepare daily nutrition menu.

# Product & Service plan

NutriPartner

Products are clearly labeled and organized to ease consumer shopping experience

## Packaging:

Ingredient labels in Chinese will be attached to inform consumers of any potential allergens.



## Organization:

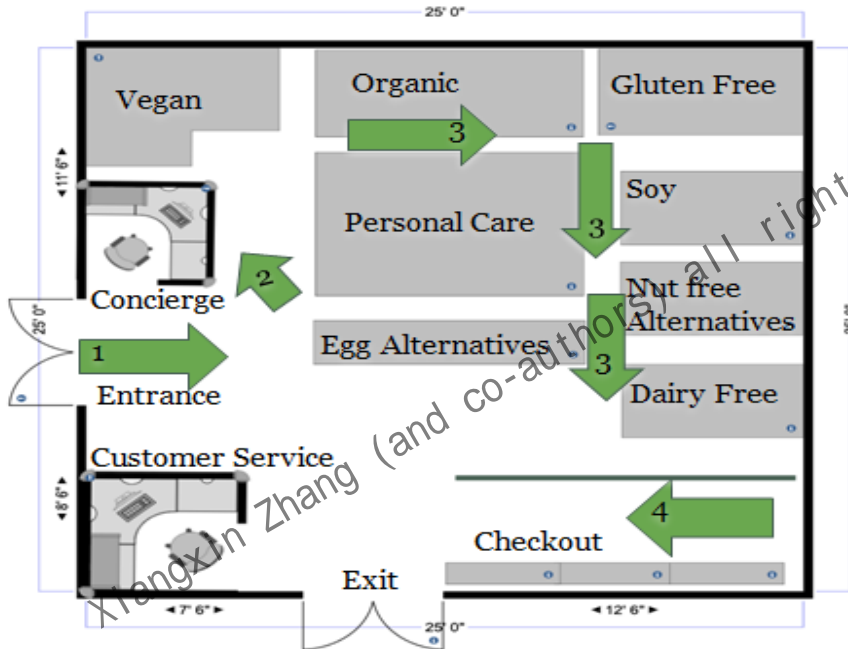
All products are organized in sections to ease consumer shopping experiences



# Store Layout

NutriPartner

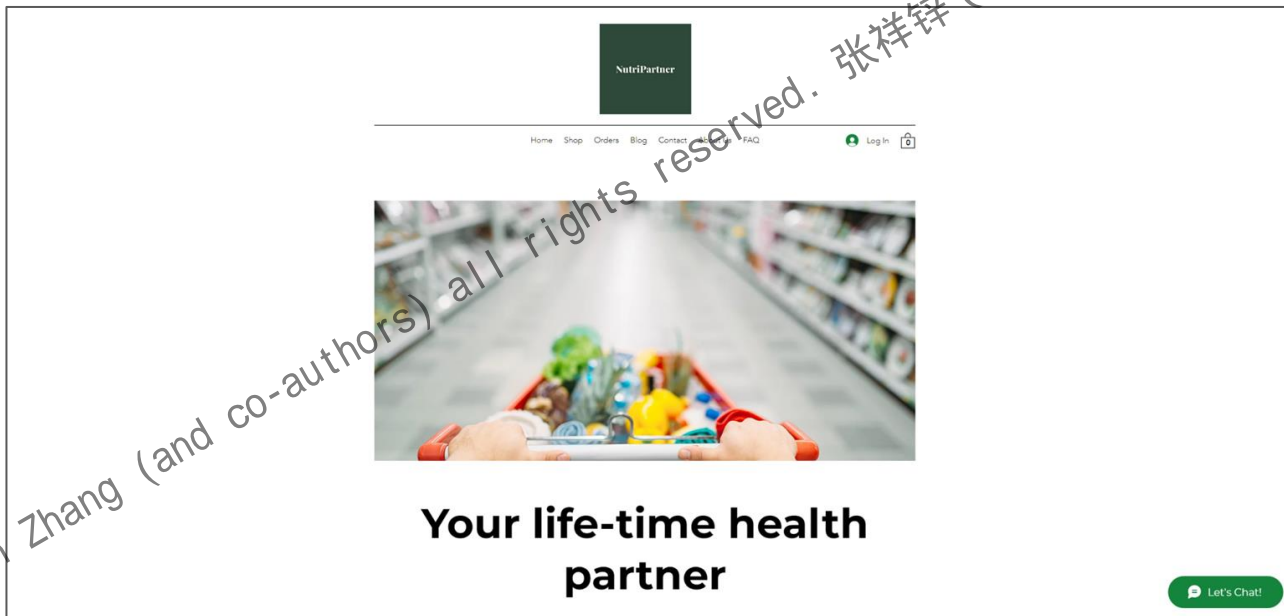
NutriPartner will be sectioned off by allergen, ensuring customers an easy shopping experience



- Greetings by customer service representatives
- Every customer has access to the concierge who handle Q&A about food allergy and nutrition
- Customers can use their exclusive **loyalty membership** QR code to check-out

# Online Platform

Our online platform proves that shopping for healthy living can be funny



Home Page of NutriPartner's Website

# Pricing Strategy - Value-Added Pricing

Echoes our slogan: “*Your Lifetime Health Partner*”

Based on consumers' perceived value of the product, prices at NutriPartner will be higher:

- High costs of hiring highly-trained staff (to provide nutrition and food allergies advice)
- Inventory and selling costs of superior-quality products
  - Eg. Perishable organic products (no added preservatives)
- High costs of having an advanced AI system



**Customers may gradually develop food allergies → We serve them over their lifetime**

# Break-Even Analysis

We break even at the end of year six



	Cost	Net profit
year 1	42655	14397
year 2	50929	28794
year 3	59203	43191
year 4	67477	57588
year 5	75751	71985
year 6	84025	86382
year 7	92299	100779

	Supermarket average annual revenue	Margin cost	Net profit per year	Start a supermarket chain (ATC)	BEP
(HK\$ million)	58,496	8274 (Watsons)	14,397 (Watsons)	42,655 (Watsons)	Year 6

**BEP = Fixed Costs ÷ Contribution Margin.**

# Promotion Plan



## Our Goal:

- To increase awareness and customer loyalty
- spread positive word-of-mouth.



- 20% OFF on ALL products
- Share our poster on WeChat moments with friends for winning a 1 month membership!!!

- Collaborate with local KOL in HK
- Corporate with professionals in Medical industry.



# Distribution Channel

NutriPartner

Working with upstream partners to ensure the highest quality products are sourced



- Administered Vertical Marketing System
- Internal Product Selection Criteria
- NutriPartner-Branded Quality Standard & Seal of Approval

**NutriPartner**  
Certified  
**Quality Guaranteed**



Producers / Farmers

Wholesalers /  
Logistics

Retailer  
(NutriPartner)

Customers

# Where will NutriPartner serve its customers?

Store locations & formats aligned with brand positioning +  
Additional value/benefits for customers online/app



- Full Service Stores
- Quick Service Stores
- Online & App with home delivery
- Collaborate with downstream partners



**NutriPartner**

**THANK YOU!**

**An investment in NutriPartner is...  
an investment in “*Your Lifetime  
Health Partner*”**