

Ava Fehrmann, Samantha Mucci, and Taylor Williams

Executive Summary

Easy to prepare, nutritious meals are typically costly and hard to come by. Buon Cibo saves the day and provides consumers with busy lifestyles accessible, single-portion meals. To prepare your Buon Cibo meal simply open the machine, place the cuisine capsule inside, once closed press start and within minutes you'll have a delicious, homecooked meal. You can select from a variety of meal pods ranging from breakfast sandwiches, to soups, and even chicken pesto gnocchi. Buon Cibo rises above the competition by providing nutritious, single-serving meals for a fraction of the price of takeout. You can purchase your Buon Cibo machine in major home goods retailers and Buon Cibo cuisine capsules at your local grocery store.









Product Review



- Machine Cost: \$175
- Pods: Packs of 3 or 9
- Pack of 3: \$5
- Pack of 9: \$12



- Vegetarian/Vegan options
- Lo-calorie options
- Breakfast, lunch, and dinner packs



- No GMOs
- Recyclable pods

Market Description

Coming up with meal ideas can be hard, especially for the single American. Food waste and takeout costs are ongoing issues that many single consumers face. The current readymade dinner market doesn't provide healthy or tasty options.

- About 17% of global food production may go wasted, according to the UN Environment Programme's (UNEP) Food Waste Index Report 2021, with 61% of this waste coming from households
- Since the pandemic began, 65% of Americans said they've been ordering more takeout. And from March to July 2020, they ordered out an average of 2.4 times a week

Competitors



sweetgreen















GRUBHUB



POSITIONING STATEMENT

Among adults ages 18 to 49, Buon Cibo is the food machine that provides consumers with nutritious, ready-made meals because it is the leading supplier of innovative, single serving food technology.

Strengths

- Easy to use
- First of its kind
- Visually appealing
- Eco-friendly

Weaknesses

- Only makes single servings
- Must buy separate machine
- Same meal commitment
- Lack of fresh produce

Opportunities

- Build-your-own packs
- Future co-branding
- Expanding beyond single serving packs
- Explore international market

Threats

- Large market for ready-made meals
- Counter space availability
- Lack of brand awareness
- Delivery apps provide quick access to meals

Distribution

- Initially launch across the U.S.
 - Classic colors offered at in-store locations
 - Customizable options online
- Home good stores
 - Bed, Bath & Beyond
 - Walmart
 - Target
 - TJ Maxx
- Local supermarkets (grocery stores)
 - o Chicago: Jewel Osco, Mariano's





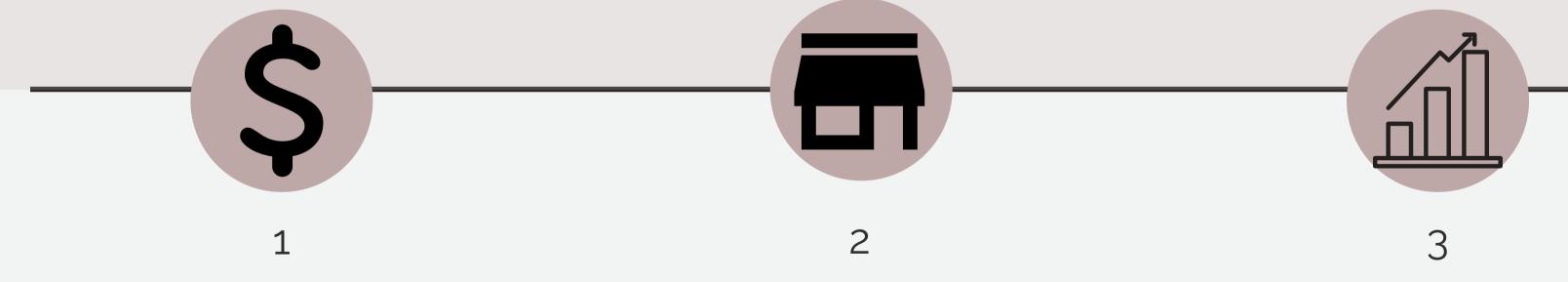






Marketing Objectives





Build Buon Cibo sales to \$1 million by the 2nd year Gain footing in 25% of all supermarkets nationwide by the end of the 1st year

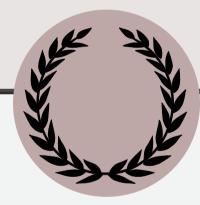
Increase market share by 10% by the 2nd year

Marketing Strategies









1

Build awareness

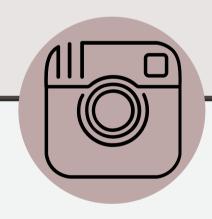
2

Be accessible for our consumers

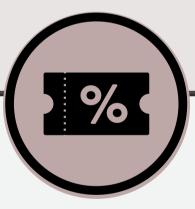
Become the leading ready-made meal brand

Marketing Tactics









1

Advertisements
Social media: van-life
influencers, college
ambassadors

2

Get into major trade shows and tech events

Loyalty program
Coupon code with
purchase and sample
pods

Communication Mix

- Advertising
- Social Media
- Out-of-home























1,768 likes

buoncibo The latest in food technology is here. Get your Buon Cibo machine today in select stores!

Thank You!

