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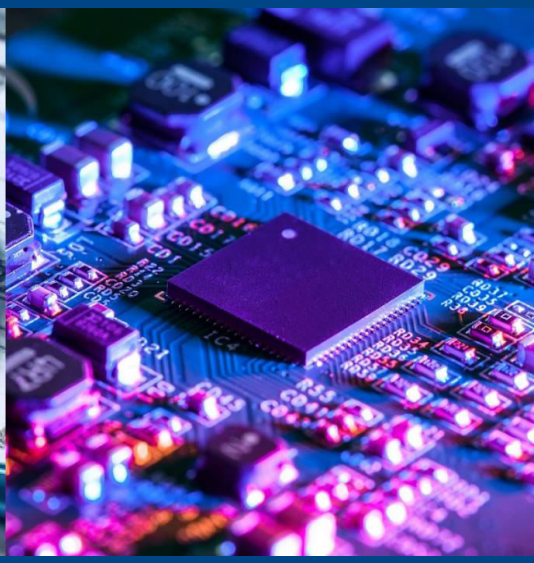

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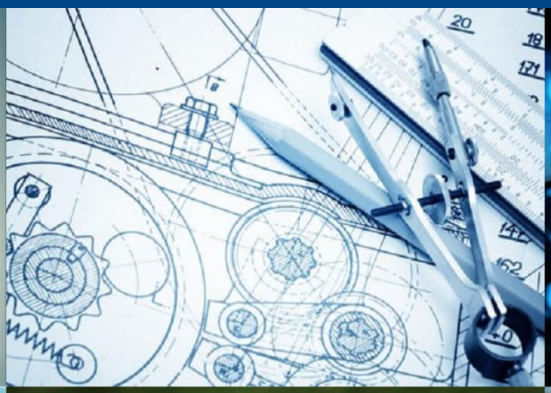

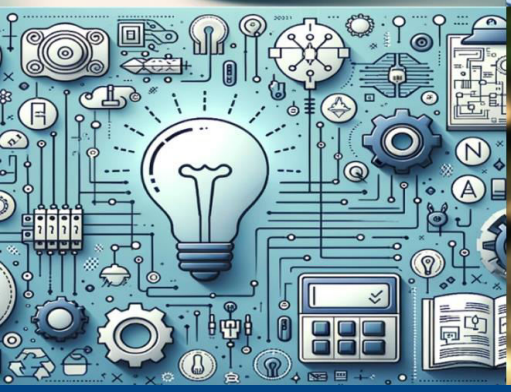

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Meal Mate (A Customized Meal Service Plan)

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ABSTRACT: This research paper presents a meal subscription service that can satisfy students, young professionals, and bachelors who live away from home. The system allows for a range of healthy and affordable meal choices, where users can order food in advance and have it delivered to their doorstep. A market analysis was carried out using the STP (Segmentation, Targeting, and Positioning) method and the 4P (Product, Price, Place, Promotion) theory, with findings based on survey responses from 168 participants. The results revealed a strong interest in fast, healthy meal options, especially from students and office goers. With a focus on affordability, customizable, and health-focused meal options, the proposed meal subscription service hopes to meet the lack of home-cooked meals and fast-food options for people with a busy and hectic lifestyle.

KEYWORDS: Meal subscription service, STP analysis, 4P marketing mix, customized meal plans, healthy eating, convenience, urban professionals, student meal plans, affordable nutrition, food delivery.

I. INTRODUCTION

We are developing a meal subscription app and food service for bachelor, student and office- goers who live away from home. Users can choose meal preferences one day in advance to personalise their meal experience around healthier, home-styled food. The app will offer a wide selection of balanced nutritious, meals with premade meal or personalized meal plans for dietary preferences around protein intake, carbs intake and vegetarian options.

The service is designed to be affordable and easy to use as that is the overarching barrier for young professionals and students. We offer different subscriptions from daily subscriptions to monthly plans, where fresh home-prepped meals would be delivered. This is to facilitate the challenge of meal prep and planning.

In addition to nutrition, we are making every effort to create satisfactory customer experience through timely delivery and easy to use app features for a seamless process, from ordering to receipt of meal. The service will target urban areas near universities, corporate hubs and co-living units, as the likely high consumer demand for affordable nutritious meals.

Objective

- To study the target market segments based on assessing consumer preferences for types of meals, affordability, and convenience of delivery through primary survey data.
- To design a positioning strategy for a plan for STP and a marketing mix based on the 4P's to target the target audience.
- To assess the profitability of the market by identifying the interest and demand for healthier, home-style suppers through subscription-based services

II. REVIEW OF LITERATURE

1. AI-Based Meal Planning

o Research on AI-powered nutrition websites like Yum-me and Easy Nutrition demonstrates that adaptive algorithms significantly improve user engagement and adherence to meal plans (Smith & Jones, 2020; Johnson, 2021).

o Meal planning powered by AI improves adherence through real-time suggestions based on user preferences (Chen et al., 2020).

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2. Nutrition to Control Chronic Diseases
o Evidence suggests that personalized meal planning plays a critical role in the management of chronic diseases like diabetes and heart disease by optimizing macronutrient intake (Williams et al., 2020).
o AI-driven nutritional interventions were seen to improve glycaemic control in diabetics and minimize cardiovascular risk factors (Nguyen & Patel, 2022).

3. Encouraging Behavioural Change through Personalization
o Research in behavioural science suggests that tailor-made diet advice leads to greater long-term adherence compared to one-size-fits-all guidelines (Brown et al., 2019).
o Individualized meal plans with self-monitoring aids have been shown to enhance adherence and motivation (Miller & Chen, 2022).

4. Role of Technology in Nutrition
o AI-powered nutrition platforms utilize feedback loops to alter suggestions in real-time, which improves user adherence (Lee, 2021).
o Mobile applications increase user involvement since users can customize and track their meal plans with ease (Davis, 2021).

5. The Significance of Personalized Nutrition (PN):
o Unlike generic dietary recommendations, personalized nutrition takes into account genetic, metabolic, and behavioural factors, leading to better health outcomes (Williams & Carter, 2019).
o Evidence such as the Food4Me and Habit Study shows that PN promotes higher levels of adherence and metabolic benefits (Roberts & Lee, 2022).

6. The Role of Genetic and Phenotypic Data in Nutrition
o Nutrigenomic research indicates that diet tailored to an individual's genetic profile can improve health metrics like cholesterol levels and BMI (Smith & Brown, 2021).
o Genetic testing reveals predispositions to nutrient deficiencies and metabolic disorders, enabling personalized nutrition plans (Davis & Thompson, 2021).

7. Health Benefits of Personalized Nutrition
o Research shows that PN interventions contribute to reductions in calorie consumption, body fat, and cholesterol, particularly in those who have metabolic disorders (Global Market Insights, 2023).
o Evidence indicates that PN enhances the quality of the general diet and stimulates sustainable, long-term health outcomes (Williams et al., 2020).

8. The Future of Personalized Nutrition Research
o AI and big data are revolutionizing precision nutrition by combining genomic, microbiome, and metabolic data (Chen et al., 2020).
o Advances in wearable technology and real-time health monitoring are
expected to further encourage dietary personalization (Miller & Chen, 2022).

9. The Rise of Meal Subscription Services
o the change from regular meal delivery to personalized meal planning has led to higher customer compliance and satisfaction (Smith & Jones, 2020).

III. RESEARCH METHODOLOGY

Research Design
In order to examine consumer preferences, segmentation, and the efficacy of a personalized meal service plan, this study uses a descriptive research approach. Given that it offers a thorough illustration of customer behaviour, industry trends, and the need for meal subscription services, descriptive research is acceptable.

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To gather quantifiable information that could be statistically examined, a quantitative research methodology was used. This guarantees accuracy, reproducibility, and objectivity. The study mostly uses survey data, with secondary market research added to confirm results.
In order to investigate current customer attitudes and preferences about customized meal services, the study used a cross-sectional research method, gathering data at a specific point in time. This method gives meal service providers a quick overview of demand trends, which helps them make decisions.

The study uses triangulation and pilot testing to guarantee validity and reliability. Twenty participants in the pilot test offered input on the questionnaire's lucidity, which resulted in the necessary improvements. To increase the validity of the results, triangulation was accomplished by contrasting survey data with industry reports and previously published works.

IV. SAMPLING AND POPULATION TARGET

Audience:
People who stand to gain from a personalized meal subscription service are the study's main emphasis. Among the target population are:
Students looking for quick, wholesome meals while living away from home.
Young workers who need quick and easy meal options who work in corporate settings, IT centre or startup. Fitness lovers who require meals that are low in carbohydrates or heavy in proteins. Foreign students and expatriates seeking individualized or familiar food programs.

Method of Sampling:
Data gathering from easily accessible participants who fit the study's demographic requirements was made possible by the selection of a non-probability convenience sampling technique.160 respondents make up the sample size.

Criteria for Sampling:
People between the ages of 18 and 35 who are interested in meal subscription services and are currently living independently are included. People who don't use food delivery services or who live with family members who cook at home are excluded. To provide thorough market insights, diversity in meal consumption patterns, dietary preferences, and income levels was guaranteed.

Method of Data Collection:
A systematic questionnaire disseminated online using Google Forms, social media, and email lists was used to gather primary data. Based on market research, the questionnaire's design comprised: Age, gender, occupation, and income level are examples of demographic data.
Meal Preferences: Customization requirements, dietary restrictions, and preferred cuisines. Subscription Preferences: Interest in various subscription options, frequency of meal ordering.
Price Sensitivity: Preferred pricing models and willingness to pay.
Expectations for delivery include preferred delivery windows and preferred packaging.
User experiences with current meal services and suggestions for change are reflected in satisfaction ratings.
To confirm main findings, secondary data sources like competition assessments, market reports, and consumer reviews were also looked at.

Methods of Data Analysis
To find patterns and trends, the gathered data was examined using quantitative statistical methods:
Data can be summarized using descriptive statistics in the form of frequency distributions, mean values, and percentages.
Cross-tabulation: Examined the connections between meal preferences and demographic categories.
Comparative Analysis: To identify market gaps, expectations were compared to currently offered meal services.
Correlation analysis was used to evaluate the connection between subscription choices and affordability.

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V. DATA ANALYSIS

Univariate Distribution

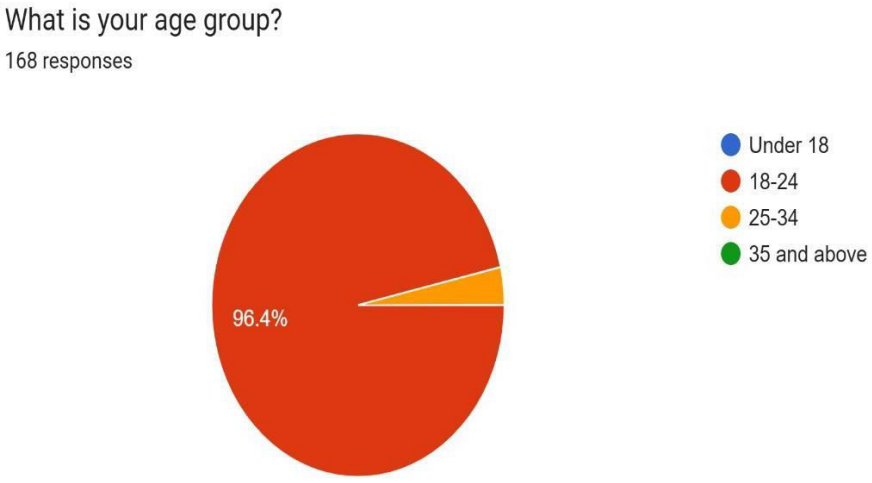
1. Age Group

Age Group	Valid Percent	Cumulative Percent
18-24	96.4	96.4
25-34	3.6%	3.6%
Total	100%	100%

2. Specific Dietary preferences

Preferences Dietary	Valid Percent	Cumulative Percent
Low-carb	1.8%	1.8%
Low-carb, Gluten free	0.6%	2.4%
Low-carb, Gluten free, Protein and fibre rich	1.8%	4.2%
Low-carb, Protein and fibre rich	1.8%	6.0%
No restrictions	69.6%	75.6%
No restrictions, Other	1.8%	77.4%
Other	1.8%	79.2%
Protein and fibre rich	8.9%	88.1%
Protein and fibre rich, No restrictions	2.4%	90.5%
Vegan	0.6%	91.1%
Vegetarian	6.5%	97.6%
Vegetarian, Protein and fibre rich	0.6%	98.2%
Vegetarian, Protein and fibre rich, No restrictions	0.6%	98.8%
Vegetarian, Protein and fibre rich, Other	0.6%	99.4%
Vegetarian, Vegan, Low-carb	0.6%	100.0%
Total	100.0%	100.0%

Graphs: -



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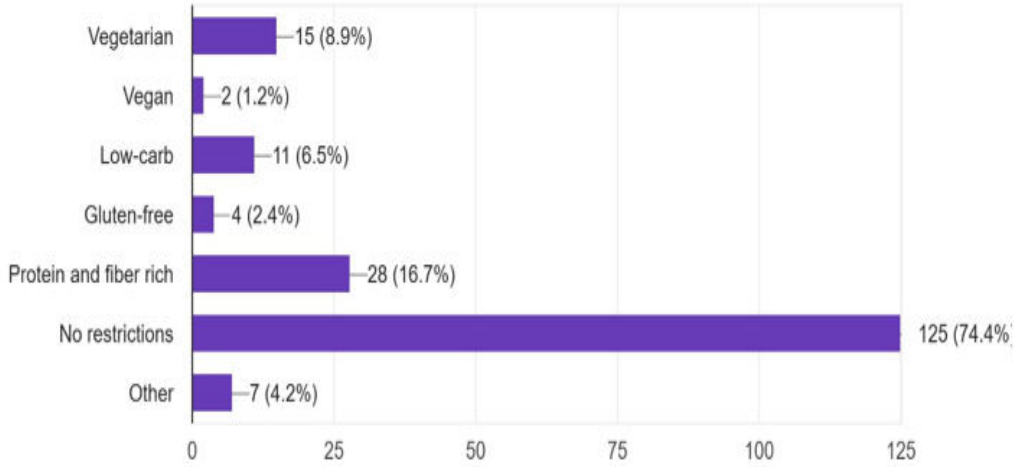

Bivariate distribution summary:

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age Group X Living Situation	168	100.0%	0	0.0%	168	100.0%

Age		Living Situation				
		Hostel	Living alone	Living with family	Living with friends/ room mates	Total
25-34	Column %	33.3%	22.2%	4.3%	0.9%	3.6%
18-24	Count	2	7	45	108	162
	Column%	66.7%	77.8%	95.7%	99.1%	96.4%
Total	Column%	100.0 %	100.0%	100.0%	100.0%	100.0%

Living Situation X How important is its healthy meal	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
	168	100.0%	0	0.0%	168	100.0%

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2. Living Situation and Importance of healthy meal

Summary

Living Situation		How important is it for you to have healthy meal options available				
Hostel	Column %	.0%	.0%	.0%	5.9%	.0%
Living alone	Column %	.0%	20.0%	3.7%	3.9%	6.2%
Living with family	Column %	25.0%	40.0%	22.2%	37.3%	23.5%
Living with friends/ roommates	Column %	75.0%	40.0%	74.1%	52.9%	70.4%
Total	Column %	100.0%	100.0%	100.0%	100.0%	100.0%

3. Occupation and Budget meal per day

Summary

Occupation x Budget per meal	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
	168	100.0%	0	0.0%	168	100.0%

VI. INTERPRETATION

Key Insights from the Survey Data:

1. Demographics & Occupation:
o Majority of respondents fall in the 18-24 age group, followed by 25-34.
o Students and office workers dominate the survey group.
o Most respondents live with friends/roommates or live alone, indicating a target audience away from family.

2. Dietary Preferences:
o Low-carb meals are the most preferred.
o Many respondents also prefer protein and fibre-rich meals.
o Some have additional preferences like vegetarian, vegan, and gluten-free options.

3. Healthy Meal Awareness & Demand:
o A significant number rate the importance of healthy meal options as 5 (most important).
o Healthy meal options are the biggest deciding factor for choosing a meal subscription app.

4. Eating Habits & Meal Planning:
o A high percentage eat out daily, followed by 3-4 times a week.

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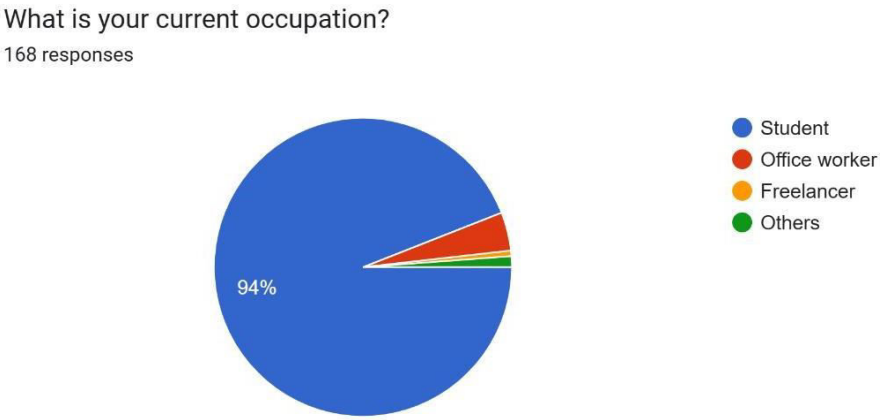
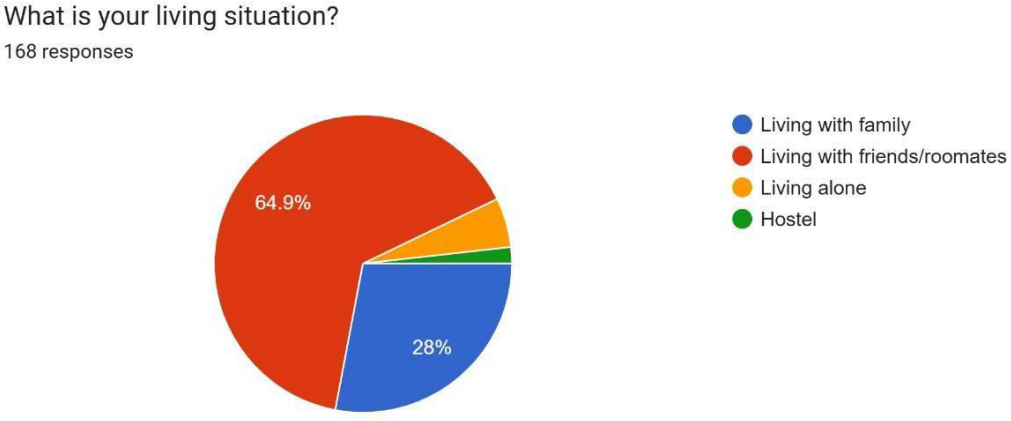
Occupation		budget for a meal per day				
		100 -150 rupees	150 rupees above	50-70 rupees	70-100 rupees	Total
Freelancer	Column %	.0%	.0%	.0%	1.7%	0.6%
Office worker	Column %	3.4%	.0%	13.8%	1.7%	4.2%
Others	Column %	1.7%	.0%	.0%	1.7%	1.2%
Student	Column %	94.9%	100.0%	86.2%	94.8%	94.0%
Total		100.0%	100.0%	100.0%	100.0%	100.0%

5. Desired Features in a Meal Subscription App:
o Dietary preference filters and meal customization options are the most requested.
o Daily menu preview and nutritional information are also valued.
6. Budget & Convenience:
o Most respondents have a budget of ₹50-70 per meal.
o Convenience is rated highly (4-5 on a scale of 5), reinforcing the need for easy ordering and quick deliver
7. Service Recommendation & Market Potential:
o Most respondents would recommend this type of service, indicating strong word-of-mouth potential.

Charts





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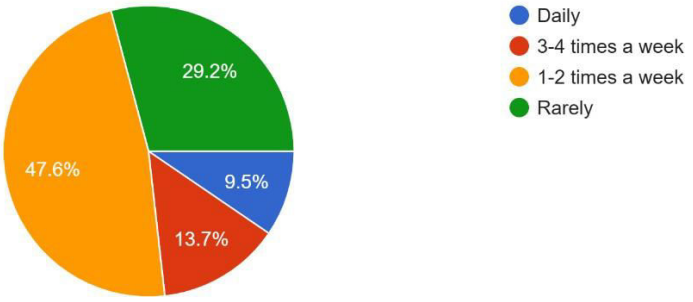
How often do you eat out or order food instead of cooking at home?

168 responses

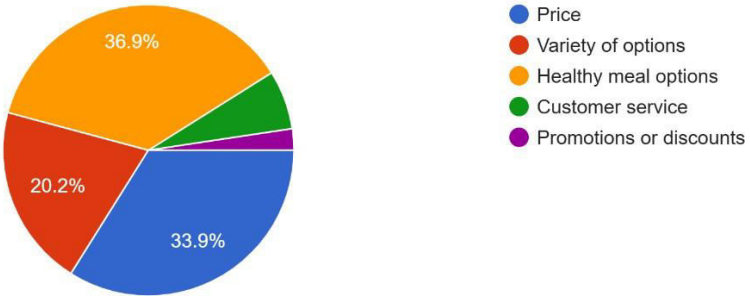


How do you usually decide where to eat?

168 responses

Which factor influence your choice of meal subscription app the most?

168 responses



VII. FINDINGS AND RECOMMENDATIONS BASED ON THE REVIEW OF LITERATURE

Findings:

1. AI-Driven Meal Planning

Yum-me and Easy Nutrition, two AI-powered tools, improve engagement and adherence to customized meal planning by using intelligent recommendations and adaptive learning.

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2. Personalized Nutrition for the Management of Chronic Diseases Personalized meal plans are more successful than general dietary guidelines in the management of chronic diseases such as diabetes and cardiovascular disorders.

3. How Behavioural Science Affects Eating Patterns

Personalized dietary recommendations are more likely to be followed over the long run than generic recommendations. Coaching, goal-setting, and self-monitoring increase adherence to nutritional programs.

4. Function of Genotypic and Phenotypic Data

By enhancing adherence to individualized nutrition regimens, the use of genetic and metabolic data improves health outcomes like metabolic responses, cholesterol levels, and body mass index.

5. Using Technology in Nutrition

Meal planning techniques are regularly improved by AI and digital tools by integrating behavioural insights, self-monitoring capabilities, and user feedback.

6. The Development of Subscription Meals

Customer involvement and happiness have increased as a result of the switch from generic meal deliveries to customized meal services.

7. Demand from Customers and Market Potential

Customization, cost, and health advantages are top priorities for customers. Personalized meal services are becoming more and more popular due to busy lifestyles, growing health benefits awareness, and technological improvements.

8. Problems with Tailored Meal Services

Service quality and accessibility are impacted by factors like supply chain management, delivery logistics, fresh ingredient sourcing, and price.

9. Nutrigenomics' Function in Customized Diet

Customized meal planning improves metabolic health and support long-term dietary goals, according to nutrigenomic research like the Habit and Food4Me studies.

10. Future Trends in Personalized Nutrition

The widespread use of personalized nutrition will be fuelled by developments in artificial intelligence, smartphone apps, and digital platforms. Through improved dietary methods, the emphasis is moving from managing disease to preventing it.

Recommendations

1. Improve AI-Driven Personalization

Make investments in improving machine learning and AI algorithms to offer more accurate meal suggestions based on behavioural, metabolic, and genetic information.

2. Incorporate Real-Time Health Monitoring

Track users' nutritional intake and health parameters using wearable technologies and smartphone apps, providing meal plans that are adjusted in real-time depending on data.

3. Increase Consumer Education on Personalized Nutrition

Increase knowledge of how personalized meal planning can help manage chronic illnesses and enhance general health.

4. Address Issues of Accessibility and Affordability

Create economical pricing structures, optimise the procurement of ingredients, and work with regional suppliers to increase the accessibility and affordability of personalised nutrition.

5. Optimize Meal Subscription Services

To improve service quality, incorporate sustainable practices, streamline delivery, and improve logistics.

6. Use Genomic and Metabolic Insights

To improve health outcomes, promote broader use of nutrigenomic testing to offer highly customized dietary recommendations.

7. Increase Research and Development

Concentrate on combining AI, behavioural psychology, and real-time health monitoring to enhance adherence and provide long-term health advantages.

8. Promote Industry and Policy Support

Work together with nutritionists, legislators, and healthcare professionals to advance tailored nutrition as a preventative healthcare option.

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Limitations

1. Small Sample Size:
The study only used 168 participants and may not be generalizable to the larger target market. A larger sample would be more representative. The results may also not be generalizable to different populations' preferences. Small sample size restricts the generalizability of findings. In future research, a larger audience should be used to make conclusions more precise.

2. Geographical Restriction:
The study concentrates mainly on city areas with dense student and professional populations. Rural and semi-urban towns were excluded, hence limited applicability. Food habits of a region are sure to vary enormously. Infrastructure for delivery also plays a role in making the service viable. Studies on expansion have to estimate demand for non-city locations.

3. Self-Reported Data Bias:
Survey answers are based on self-reported information and preferences of respondents. Incorrect or biased answers can be caused by subjective judgment. Overestimation and underestimation of willingness to pay can be performed by respondents. Behaviour patterns might not reflect real purchasing behaviour. Observational studies can enhance response quality.

4. Technological Barriers:
Reliance on a cell phone application for food subscriptions assumes every user is technologically savvy. The elderly and novice digital service users will be challenged. The lack of strong internet connectivity in certain areas will deter app utilization. Consumer utilization depends on interface usability and digital accessibility. To be more accessible, being capable of utilizing offline ordering features matters.

5. Cost Constraints:
Individualized meal delivery is costly relative to regular home preparation. Cost is a concern with professionals and needy students. Costs influence pricing because of the cost of sourcing new, quality products. All prospective consumers may lack the financial capabilities to afford plans. Cheaper meal options must be researched for greater accessibility.

6. Supply Chain Challenges:
It is hard to have a continuous supply of fresh ingredients on logistics. Slowness in procurement or warehousing problems can have an impact on the quality of meals. Dependent sourcing raises operation risks, with compromise on service reliability. Freshness in ingredients and reduction of food waste are main concerns. Effective past supply chain collaborations are needed for normal operations.

7. Market Competition:
The subscription meal market is competitive with existing players aplenty. Existing old brands will have enhanced customer credibility and market leadership. It will be difficult to compete with local fast-food centres and tiffin centres. The service has to be differentiated based on special offerings in order to succeed. Successful marketing needs to be ensured in order to get market share.

8. Customer Retention Issues:
Subscriptions may be cancelled by users if they find alternatives or lose interest. Retaining long-term users is done by ensuring quality service at all times. Price changes and menu fatigue can deter user engagement. Personalized meal plans must adapt to continue being interesting to users. Loyalty programs could assist in delivering customer retention.

9. Regulatory and Compliance Issues:
Food safety compliances and compliance regulations are different in different regions. Compliances to hygiene standards and quality control measures enhance business complexity. Proper certifications and approvals have to be pursued for credibility development and trust generation. Nonconformity would create legal complexities and business issues. Periodical audit and monitoring of compliance are essential for sustainability.

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10. Scalability and Operation Constraints:
Implementation of meals services in various outlets is a capital-intensive activity. Balancing more volume without dilution of quality is a problematic area. Training of manpower, logistics, and infrastructure needs to escalate successfully. Expansion feasibility is based on operating effectiveness and financial strength. Appropriately established growth planning is a must for long-term success.

VIII. CONCLUSION

Finally, our food service and meal subscription program are designed to cater to the requirement of bachelors living away from their homes, working professionals, as well as students. Providing tastier, order-able food with the support of advanced scheduling and doorstep delivery, our facility intends to reduce the hassle in meal planning among the busy mob. As a result of our extensive market research, STP and 4P models derived from survey findings, we have been able to position our business in a way that can address increasing demand for healthy, cheap food.

The survey results are in our favour for our meal subscription business, with the majority of the participants agreeing to recommend the service to colleagues and friends. Positive feedback supports the viability of our business concept, with the demand for healthy, convenient meals to meet the demands of our target market. Through emphasis on quality, convenience, and customer satisfaction, we are able to harness this energy to drive word-of- mouth growth and create a solid market presence.

Positive feedback and beneficial information garnered from the 168-survey respondent feedback have influenced our product lines, pricing strategy, and target market concentration. With a clear vision of our target customers' requirements and aspirations, we are assured of the capability of this service to fulfil the requirements of the market and benefit our target customers. The following steps in this report will outline our successful venture into the meal subscription business, with customer convenience and satisfaction as our primary priority

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