

*The Can-Venience Store: Revolutionizing On-The-Go Eating*



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**Spring 2023**

**Majors: MKT**

**S.No. (M9)**

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**FINAL PROJECT APPROVAL SHEET**

**Viva-Voce Examination**

Viva Date 13/07/23

**Topic of Research: *The Can-Venience Store: Revolutionizing On-The-Go Eating***

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## **EXECUTIVE SUMMARY**

The project "The Can-Venience Store: Revolutionizing On-The-Go Eating" proposes an innovative concept that combines vending machines and an online platform to offer simple access to a broad selection of high-quality canned food options. This initiative intends to satisfy the needs of those looking for on-the-go eating alternatives in light of the rising need for quick and simple meals. The Can-Venience Store makes sure that a large selection of canned foods are easily accessible by placing vending machines in high-traffic areas including office buildings, universities, and transit hubs. The carefully chosen variety has a goal of high quality, nutritious content, and a variety of flavors to suit all tastes.

In addition to the vending machines, The Can-Venience Store offers an intuitive website where customers can browse, customize, and order their desired canned food options. The website provides a user-friendly interface, allowing customers to specify dietary requirements and have their meals conveniently delivered to their doorstep.

Throughout the project, emphasis is placed on maintaining product freshness, monitoring inventory levels, and optimizing the vending machine and website interfaces for a seamless customer experience. Sustainability is also a key consideration, with eco-friendly packaging choices and a commitment to minimizing food waste.

The success of The Can-Venience Store will be measured by customer satisfaction, sales growth, and the establishment of a strong brand presence in the on-the-go food market. Ongoing monitoring, analysis of customer feedback, and continuous improvements to the vending machines and website will drive enhanced user experiences and long-term success.

In summary, The Can-Venience Store aims to revolutionize on-the-go eating by offering convenient access to high-quality canned food options through vending machines and an intuitive online platform. By catering to the demands of busy individuals who seek quick, nutritious, and flavorful meals, this project addresses the evolving needs of modern consumers.

## **ACKNOWLEDGMENT**

We would like to express our sincere gratitude and appreciation to all those who played a significant role in the completion of the project "The Can-Venience Store: Revolutionizing On-The-Go Eating". We extend our heartfelt acknowledgments to the dedicated team members and individuals who have contributed their time and efforts to make this project a success. First and foremost, we would like to recognize the exceptional leadership and guidance provided by our supervisor Sir Danish Ahmed Khan, the project leader. Their expertise, effective communication, and strong decision-making skills have been pivotal in steering the team towards achieving our goals. Our gratitude extends to the mentors, advisors, and subject matter experts who have provided invaluable support and guidance. Their insights and feedback have enriched our understanding of the canned food industry and greatly influenced the project's outcomes. We would like to express our appreciation to the stakeholders, suppliers, and partners who have supported us throughout the project. Their cooperation, timely assistance, and shared vision have contributed to the smooth execution and successful implementation of our ideas. We cannot overlook the unwavering support, understanding, and encouragement from our families, friends, and loved ones. Their belief in us has been a constant source of motivation, enabling us to overcome challenges and persevere towards achieving our goals.

The completion of the project "The Can-Venience Store: Revolutionizing On-The-Go Eating" would not have been possible without the collective efforts, commitment, and teamwork demonstrated by each individual involved. Together, we and Bahria University have created a project that we can all be proud of, and we are confident that our endeavors will have a positive impact in the canned food industry.

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# CHAPTER 1

## 1.1 INTRODUCTION

This project aims to revolutionize on-the-go eating in Pakistan by offering the diverse variety of Pakistani traditional food combining the convenience of canned food with the rich and vibrant flavors. Pakistan is known for its distinct culinary heritage. However, preparing these Pakistani dishes requires a lot of time and a variety of ingredients that may not be readily available to the people. Now it's time to say goodbye to long hours in the kitchen and make your life easy. By bringing this perfect blend of convenience and deliciousness we present the "The Can-Venience Store".

By introducing this Canned traditional food in Pakistan, we aim to catch up with the revolving lifestyle of people and provide them with a solution for their basic needs. People are now having busier lives than before, which leaves them with a very limited time. Plus, growing urbanization leads to longer commutes & super hectic schedules. In such cases people go for the easily available options. Most of these people go for the unhealthy options which are destroying their health. We want to ensure that instead of going for junk food they choose this canned traditional food, which not only tastes good but is also a healthy option. This canning technology has increased the shelf life of our traditional food without compromising on its taste. Whether you crave for aromatic Briyani or the Comforting warmth of Daal our experts will provide you with everything.

In this project we are highlighting two different markets one is the canned food industry and the other is the vending machine industry. We want to see the different aspects of these two industries while combining them together as a product. We want to serve these two industries together with the usage of traditional food by making it a unique cultural segmentation to target various types of consumers.

We have selected a wide range of traditional dishes from all over Pakistan considering the regional specialties. These dishes are close to our heart and our culture. We have used authentic recipes so that the true essence of these dishes remains. All the ingredients used are picked by keeping in mind the sustainable practices and traditional farming. Thorough quality measures will be considered while preparation and packing of this product to maintain high standards of taste. Our team will include skilled chefs who will bring their wealth of knowledge and their expertise to make this magic happen. We are developing a dark kitchen where the chefs of famous restaurants are creating their magic dishes and our team of dark stores is maintaining the overall experience of the chefs while managing the inventory and other management processes. Then our packaging team is going to pack the goodness of these dishes and aroma in our tin packaging.

Packaging of canned food is a very essential part and it has been seen in the past years that demand for the packaging of canned food has increased and shown a CAGR of 3.3% in the year of 2016-2021. The anticipated forecast value for 2023 USD \$44,568.5 Million with the projected growth rate of 4.8% for the years 2022-2032.<sup>i</sup> This is the major game changer for canned food as we have to preserve the real taste and fresh flavors in it so we are going to use the best material of steel tin and aluminum because it is good for those foods which are sensitive to light. Currently there is no restaurant brand that is offering canned food cuisine in Pakistan, so the project we are going to develop is solving this problem for people as we are providing canned food cuisine in our packaging from the famous restaurants of Pakistan. We are using vertical integration as we are providing and building a new feature in the Pakistani market. We are going to use our brand logos. We also wanted to promote our cultural understanding by providing people with the backstory of these dishes in our marketing campaign. It also encourages cross-cultural connections between different regions.

Food gifting market is segmented as to spread culture, traditions, norms and values where people gift these food items to their loved ones on some special occasion to showcase their attachment towards their culture. The current statistics shows that the gifting industry has a potential to grow multi million times at a rate of 5.2% CAGR globally for the year 2022-2025. The current gifting industry of Pakistan has seen a drastic growth in the forecasted period of 2020-2026 with a CAGR of 8.2%.<sup>ii</sup> The demand of the consumer and the rise in disposable income are factors that have created the demand for gifting accessories. The gifting industry in Pakistan is driven by culture and hence the various cultures play a vital role especially on occasions such as Eid and other cultural festivals. Amongst this industry the 3rd biggest part is allocated to gift hampers and baskets containing a variety of items like chocolates, sweets, dry fruits, tea, coffee, and gourmet snacks being widely exchanged. Gifting canned food has largely increased over time especially cocktails, sweets, pastas etc. Therefore Can-Venience can easily fit in the gifting trend and make it easier for people to exchange cultural gifts in form of their local/area-specific cuisine or by gifting their loved ones a treat of their choice which can't be easily available.

Additionally, the residents of Pakistan enjoy traveling to a specific hill station or city along with their families or friends, and sometimes enjoying a popular cuisine is considered the best recreational activity. The statistics show that there is a huge growth in the travel industry of Pakistan which is a CAGR 11.53% and it is projected to grow more in upcoming years of 2023-2027. <sup>iii</sup>As there is a gap of other recreational activities and facilities, it's commonly seen that groups of youngsters are confined to traveling to famous restaurants e.g., Charsi Tikka in Peshawar, Arif Chatkhara in Lahore



and sometimes visiting a famous restaurant in remote areas. Due to the lack of infrastructure and the uncertain fuel prices in the country, dropping or canceling such plans is highly possible which usually doesn't feel great, and hence Can-Venience can at least soothe the pain by having people enjoy their favorite cuisine at times when people are desolated by the cancellation of their plans.

Food trends are evolving all over the world due to cultural differences, preferences and dietary traditions. With the passage of time people are switching towards readymade food items to save time. In many countries these canned food items are starting to play an important role in various cuisines. From Mexican Salsa to Italian Pasta or to desi curries, this canned food brings different people's traditions to your home regardless of wherever you are on this earth. They also serve as a bridge between different cultures of the world.

The concept of Canned food was introduced in the 19th century by France and later this method was adopted by other countries. The market size of the canned food industry all over the world was \$91.0 Billion USD in 2019 and predicted to increase to 100.90 billion USD by 2027 where the current growth rate is 1.30%.<sup>iv</sup> Americans love canned food. According to the research report Global Canned Food Market, By Product Type, By Distribution Channel, By Type, Estimation & Forecast, 2017 – 2030 The Europe region accounted for the largest market share of more than 42% owing to the high consumption of canned food in the region. According to a data published by the Global Trade, in 2019, consumption of canned food was 445,000 tons in Germany, 380,000 tons in France, and 357,000 tons in the UK.<sup>v</sup> Almost 94 percent of the Americans are using canned food where they stock almost 24 cans in their pantry sections of the kitchen. England was the first one to commercialize canned food technology. Nowadays different countries are using these methods for convenience and to increase shelf levels of food items. The overall impact of canned food is positive, offering a practical and reliable solution for individuals. In the US people use 54% canned seafood and other items like 79% vegetables, 67% fruits, 71% stocks and condensed cooking broths or soups and other 74% staple foods.<sup>vi</sup> Fruits & vegetables are picked and preserved at their peak ripeness so that all their nutritious values are stored in them.

If we see in Korea canned kimchi & canned Tteok-bokki offers quick & portable options. In Brazil canned fruits that are used in different desserts and canned beef that is used in making feijoada (a black bean stew) are mostly used. In Brazil, the canned food market is estimated to be valued at US\$4,293.826 million in 2018 and is projected to grow at a CAGR of 6.17% to reach a market size of US\$6,148.785 million by 2024.<sup>vii</sup>

If we move toward South Asian countries then the trend for canned food is different. The market was valued at 5.82 billion in 2020 and the prediction of this market is USD 8.01 billion by the end of 2026. The current market growth is 5.89% during 2021-2026. Covid-19 has slowed the market of food consumption. People have changed their food and grocery patterns after the covid as they opt for shelf stable foods and canned goods by listing them on the top of the shopping list. Most people prefer fresh ingredients here. Traditional cooking methods are still preferred over canned food in this part of the world. People are slowly and gradually changing their mind toward canned food & availing the time saving options. In India canned pulses & fruits are being used by people mostly. Bangladesh uses canned fishes particularly tuna & mackerel.

In Pakistan canned food has started gaining popularity in the recent year especially in the urban areas. The rural areas of Pakistan still prefer fresh ingredients for their food. Pakistani food requires lots of ingredients which are sometimes not available so to save time different local Pakistani companies launch these ready-made Pakistani traditional dishes. It offers a wide range of traditional foods like biryanis, curries, lentils, pickles, sweets etc. These canned foods contain authentic aroma and taste of these delicious dishes.

### **1.1.1 Project Rationale:**

The modern period is all about being original and creative with the times and earning the rewards of the greatest minds. Since people are busier than ever and don't have the time to prepare meals for themselves, it's difficult for them to maintain a good diet and lead calm lives, which is the real motivation for our initiative. By introducing the idea of On-the-Go Eating, where people may enjoy desi cuisine without adhering to the lengthy conventional recipes, we also hope to produce something incredibly innovative.

Factors that are creating barriers to cooking traditional recipes and following a healthy lifestyle are

- Busy schedule
- Can't cook
- Desi recipes are difficult.
- Hostelites or bachelors living away from home
- Market gap
- Shipment issues related to food and shelf life

The process of On-The-Go Eating is provided through a vending machine where people can get desi cuisine in canned form, they simply have to heat it and then enjoy the meal. The other way is to place an online order on the website of the "Mega Can-vince Store" which has dishes from famous

restaurants.

### **1.1.2 Project Purpose:**

The major purpose of this project is to deliver the canned food technology and introduce the trend of On-The-GO eating to those who crave so much for desi cuisines and love the famous foods of the restaurants in Pakistan and for those who cannot follow the traditional recipes to create the same flavor and texture, because some lack taste, some lack in the making of these dishes, or some cannot follow the natural ingredients. This project will help those busy bees get healthy food and maintain a balance between their eating habits and busy schedules.

This is also helping people in such a manner that they can get the canned food through vending machines and an online store where they can easily manage and host giant gatherings while maintaining the real aroma and taste.

The project places a strong emphasis on sustainable practices, such as reducing food waste and using eco-friendly packaging materials. Food in cans has a longer shelf life, which lowers the chance of food spoilage and waste. The Can-Venience Store helps reduce food waste by promoting canned desi cuisines while giving clients a quick and sustainable eating option.

To improve the client experience, The Can-Venience Store makes use of technical developments in vending machines and internet platforms. Customers may browse, customize, and order their preferred desi canned food options through an easy-to-use website, while vending machines offer quick and convenient access to meals on-the-go.

As the current political situations and economic conditions of Pakistan ruin all aspects of life, this has also hit the food industry too, where people have to move from their hometowns for their work and study purposes and they cannot find their traditional foods in the other cities. If a person is traveling from Karachi or Lahore, he's definitely going to miss the aroma of the famous Nihari from Zahid and Butt Karahi, the original one. This will also help restaurants provide a real and original taste to their customers and help these brands rebrand their image in their minds.

### **1.1.3 Project Goal:**

The goal of this project is to provide a different experience of food to customers through canned food. We want to provide a hassle-free food service to those busy bees who have no time and have a tough

routine, but on the other hand, they crave the desi cuisines too. The other goal is to provide different cultures and traditions to the people. We want to make desi meals easily accessible by strategically positioning the vending machines in busy areas and creating a user-friendly environment by delivering a proper layout of the website. The major goal is to provide sustainable food options while also minimizing food waste. This is the major task of today's world: to save the environment and save food for the upcoming generations.

The Mega Can-Venience Store wants to embrace and advance cultural diversity. By giving customers a choice of selections that reflect the local culinary culture, the concept hopes to satisfy their wide range of tastes and preferences. By embracing cultural variety, the initiative hopes to create a platform that appeals to a broad spectrum of users.

The project "The Can-Venience Store: Revolutionizing On-The-Go Eating" proposes a unique idea that combines vending machines and an online platform to offer convenient access to a wide variety of high-quality tinned food options. This initiative intends to satisfy the demands of those looking for on-the-go dining options in response to the rising need for quick and simple meals.

#### **1.1.4 Broad Statement of Scope:**

Scope of Work: The Can-Venience Store offers a wide variety of goods that are representative of the depth and variety of desi cuisine, giving clients an easy-to-use option. The Can-Venience Store seeks to offer a variety of delectable desi dishes in canned food form via vending machines and an online platform website. The Can-Venience Store carries a wide range of goods, including the following:

The initiative provides a wide range of desi meals that represent different regional cuisines and capture their authentic tastes, spices, and cooking methods. Popular cuisines including biryani, pulao, karahi, and others are available for customers to select from. In order to maintain their flavor, quality, and nutritional content, these meals are carefully cooked and canned for eating while traveling. Through the supply of canned desi cuisines via vending machines and an online platform website, the project seeks to address the demands of those looking for quick, real, and culturally relevant meals.

### 1.1.5 Project Objectives:

The main objective of this project is to build a sustainable business that not only provides profits to the business and generates revenues but also saves the environment and provides a better living standard to our customers. The growing population has increased so much pressure on societal factors that most women feel so conscious while cooking food as they cannot follow the long hours of traditional recipes and stand in the kitchen while they have to manage time both in offices and homes. Similarly, most students and people have to shift from their regions and miss the homemade or traditional food of their regions. The real need is to create a healthy environment while stepping into the world of digitalization. Going for the digital transformation, we have developed our website "Mega Can-venience" that sells food of famous restaurants like Zahid Nihari from Karachi, Savour Foods from Rawalpindi, Butt Karahi from Lahore, and many other dishes and sweets such as Multan's famous Sohan Halwa that people crave from various cities of Pakistan in a canned form that lasts up to years and has a shelf life of almost 2–5 years so that people can enjoy their special cuisine from our online website portal and stock up their pantry sections of the kitchen.

The major enhancement in the canned food market is that we are providing these canned food cuisines to the people and making them available through vending machines. Which means you can get the desired food anytime and from anywhere in Pakistan by simply using the "VendPro" vending machine. To achieve a sustainable competitive advantage, we want to establish a unique style of business by introducing new packaging styles that are easy to open and make customers feel less harmful while using them.

The other major objective for using the vending machines is that we want a paperless environment and to contribute less to the emission of CO<sub>2</sub>. For this, we are using different payment gateways for the customers so that we maintain a sustainable advantage while maintaining profits.

### **1.1.6 Anticipated Benefits:**

The "The Can-Venience Store: Revolutionizing On-The-Go Eating" project is anticipated to have a number of positive effects on clients, the company, and the dining industry as a whole. Customers would like the ease of having access to desi food in canned form through vending machines and an online platform, among other benefits. For people with busy schedules, The Can-Venience Store eliminates the need for meal preparation or eating out, saving them important time. It offers clients a quick and hassle-free dining option that enables them to take their favorite desi cuisine with them wherever they go.

Offering a variety of desi canned food options to suit different tastes and preferences. A wide variety of dishes are available for customers to select from. This variety enables consumers to experiment with and enjoy various tastes and meals from the desi culinary repertory.

**Consistent Quality and Taste:** The Can-Venience Store places a high priority on maintaining consistent quality and taste. The food products in cans are expertly prepared to guarantee that they maintain the genuine tastes, textures, and fragrances of Indian cuisines. Customers can count on a consistent dining experience every time they make a purchase since they know the quality and flavor will live up to their expectations.

### **1.1.7 Key Success Factors:**

To every project there are some key success factors that help us determine how much of our efforts have paid off. These will be:

1. Providing authentic taste and highest quality
2. Easy access to distribution channels
3. Creating a strong brand image
4. Customer experience and technology integration
5. New marketing strategies

6. Sustainability practices
7. Expanding menus

### **1.1.8 Quality Definition:**

To achieve optimum level of quality we will be delivering a good quality with authentic taste and flavor. We will be using our nutritional chart in our packaging where the nutrients are mentioned for each packed tin. We aim to deliver consistency to our customers by providing them consistent taste and flavor. We will be looking for our customer satisfaction through our CRM software where we are going to communicate with customers and their queries. The packaging used will be fully glazed with top quality printing to obtain maximum resolution that fit the customer's eyes and satisfy the luxury of the brand. We will also make sure that correct results are extracted that will be more accurate in perdition of customer trends, future marketing techniques and strategies that are to be opted and applied. Lastly, the user feedback on social media pages and websites will enable us to improve further and maintain the quality.

### **1.1.9 Major Deliverables:**

The major deliverables will be as following:

1. Website portal
2. Facebook Page/ Twitter page
3. Instagram Page/ Whats app
4. Snapchat and tik tok video streaming
5. Vending machines
6. Dark store inventory
7. Customer handling system
8. Logo Creation and Design
9. Packaging Designs

### 1.1.10 Estimated Timeframe:

Our project is scheduled to be finished in six months. We are collecting information and assessing the viability of our idea, which is why there has been a delay. As finances cannot be made available to us right away.

### 1.1.11 Estimated Budget:

<b>Project Estimated Cost</b>		
		<b>Rs.</b>
<b>Printing cost</b>		150,000
<b>Vending machine</b>		250,000
<b>Marketing and promotions</b>		
<b>Official Mega Can-venceince Website</b>	20,000	
<b>Facebook &amp; Twitter accounts</b>	15,000	
<b>Instagram official page</b>	15,000	
<b>Snapchat and tik tok video streaming</b>	10,000	
<b>Whats App campaign</b>	5,000	
<b>SMS campaigns</b>	5,000	
<b>Email marketing</b>	5,000	75,000
<b>Registration and trademarks</b>		50,000
<b>Rent dark stores</b>		100,000
<b>Utilities</b>		60,000
<b>Salaries</b>		50,000
<b>Equipment</b>		265,000
<b>Estimated cost of our project</b>		<b>PKR 1000,000</b>



The estimated cost of our project will be around PKR 1000,000. The division of the funds will be as following:

- 150,000 will be for the printing of packaging, brochure, and other related media.
- 250,000 will be for the vending machines as we have to import them from china.
- 75,000 will be for the marketing and promotions of the business on Facebook, Instagram, and website.
- 50,000 will be for the registration and trademarks for patents for logo, landline, and name.
- Rest will be spent on Fixed cost and the dark stores management team and some softwares to manage this project.

#### **1.1.12 Estimated Cost:**

The estimated cost for this project is 10lac in Pakistani rupees but we are hiring a super highly qualified team to manage these all. For this we have settled down the labor cost which is costing us 10 thousand per person per month. And the other estimated cost for fixed and overhead costs is almost 50 thousand per month. These teams will help us to manage this project effectively and efficiently.

### **1.1.13 Constraints:**

The major constraint that we can face will be Government and legal factors that may affect our plan as we already know that there is political unrest in the country so this project might get hurt and won't work like we have assumed.

### **1.1.14 Assumptions:**

Because we must constantly plan ahead for our business, we make assumptions about what to do in various scenarios. Since we are using vending machines, we need patent licensing for them, and the software that we are using does not yet have patent rights. Someone may take our name and our idea and use it to their own benefit, which would be a serious setback for both our company and our business. So, we are assuming it is made, and if so, we will be doing so to protect our rights.

### **1.1.15 Potential Risks:**

The risks are always present in any project that undergoes. We will be facing some of the risks that can be:

- Market acceptance
- Operational challenges
- Online security and data protection
- Consumer perception and trust
- Supply chain disruption.

### **1.1.16 Project Structure/Personnel:**

#### **Project Team:**

Ali Haider

Zeenat Ali

### **1.1.17 Information Requirements:**

As a team, we will handle the project and the business effectively. We are using system softwares to accommodate every part of the business whether it is a vending machine or website management because our budget is less and we are only focusing on delivering new technology patterns to the consumers.

## CHAPTER 2

### 2.1 PROBLEM DEFINITION AND REQUIREMENT ANALYSIS:

Considering today's busy lifestyle in urban areas, people are more involved in their work lives, and many of them are constantly thinking about the next meal for themselves and their families. Couples usually face a problem when both individuals are working and have to cook for themselves after returning from work. Usually, people opt to hire some kitchen help, but not everyone in our society is privileged enough. Other than financial challenges, there's also a certain amount of security risk involved in letting someone handle your house in your absence.

Women today are career-oriented and have spent a long period of time focusing on their growth as they were part of the modern educational system, and hence, cooking traditional recipes isn't their forte. Ever since the sub-continent era, the art of cooking hasn't been easy due to the complicated chemistry and understanding involved in managing a huge number of ingredients.

We have a huge percentage of rural regions in Pakistan, and hence it's very common amongst people living in villages, especially youngsters, to move to urban areas in search of better education, jobs, and lifestyles. Post-migration, one key challenge for individuals is to manage their diet on time, as most males don't know how to cook or, as we mentioned earlier, don't find enough time to cook. In such cases, they have to rely on ordering from a local restaurant nearby, where the food hygiene and quality are not always up to par.

Certain individuals, when they migrate to cities, carry and stock huge supplies of food, as they believe they should enjoy high-quality food whenever they want. Such people go through the pain of carrying rations and food supplies along with their luggage, and even then, there's a high chance the food they brought was rotten due to climate challenges. If the food is brought safely, it still doesn't solve the problems, as now they would have to store and freeze the food items so they can be used over a few weeks, which increases the electricity cost.

The food industry significantly contributes to our country's GDP, and there are still some pieces of the puzzle that could impact this in a positive way. Food consumption is not solely dependent on hunger, but nowadays it is part of social discussions and trends and also a big part of most people's lives ever since food blogging has become the norm. Such consumers face challenges, especially when they have to travel thousands of kilometers only to find out that the hype for a certain dish was

not as good as they expected.

The main requirement for this initiative is to strengthen ties between people and cuisines from all over Pakistan. People from various places or cities adore the local cuisines that are specific to their communities and cities, yet the majority of people are extremely busy and frequently travel to or relocate to other cities for business or academic reasons. In that circumstance, people are unable to obtain their preferred meal from the city's well-known restaurants. In order to preserve their culture and culinary tastes for years to come, Mega Can-Convenience puts them together under one roof.

## **CHAPTER 3**

### **3.1 DESIGN AND IMPLEMENTATION:**

Many businesses are flourishing in this digital world by making their presence online. COVID-19 has made life very different for the overall world. COVID-19 not only took the lives of loved ones, but excluding the negative part of the pandemic, it has actually changed and created a different way of thinking and looking at things. It has not only aided in online platforms creating opportunities for businesses but also changed the preferences of consumers and their consumption styles. It has changed the medium in every single department.

The world has transformed after the pandemic, and for this reason, we are establishing our online presence firsthand. We have registered our website, "Mega Can-Venience," on the Google My Business platform, where we can make our online presence known to customers. It will allow us to attract more customers, and people can easily find us on the internet. It will allow us to appear on Google Maps and Google Local Pack listings. It is highly visible to the customer. It will allow customers to give valuable feedback about our business. It will provide us with insights that will be valuable for our business. The most important thing is that it is easy to use and free.

### 3.1.1 Business Model Canvas:

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segmentation
- Haleem Ghar -Zahid Nihari -Anarkal restaurant	-Website management & Development -Quality Control -Customer feedback -Software updates	-24/7 food availability -Various payment methods	-Customer feedback is valued -Interaction through social media -Website Chat widget	-Cultural Segmentation -Working Class -Students
	<b>Key Resources</b>		<b>Channels</b>	
	-Online Store -Dark Store -Vending Machines -Vending Software		-Website -Mobile Application	
<b>Cost Structure</b>			<b>Revenue Streams</b>	
<ul style="list-style-type: none"> <li>• Payroll Expenses</li> <li>• Website Development</li> <li>• Advertising &amp; Marketing</li> <li>• Machinery</li> <li>• Copyrights, Licenses</li> </ul>			<ul style="list-style-type: none"> <li>• Sale of Product</li> <li>• App</li> <li>• Advertisement</li> <li>• Subscription</li> </ul>	

### **3.1.2 Marketing Feasibility Analysis:**

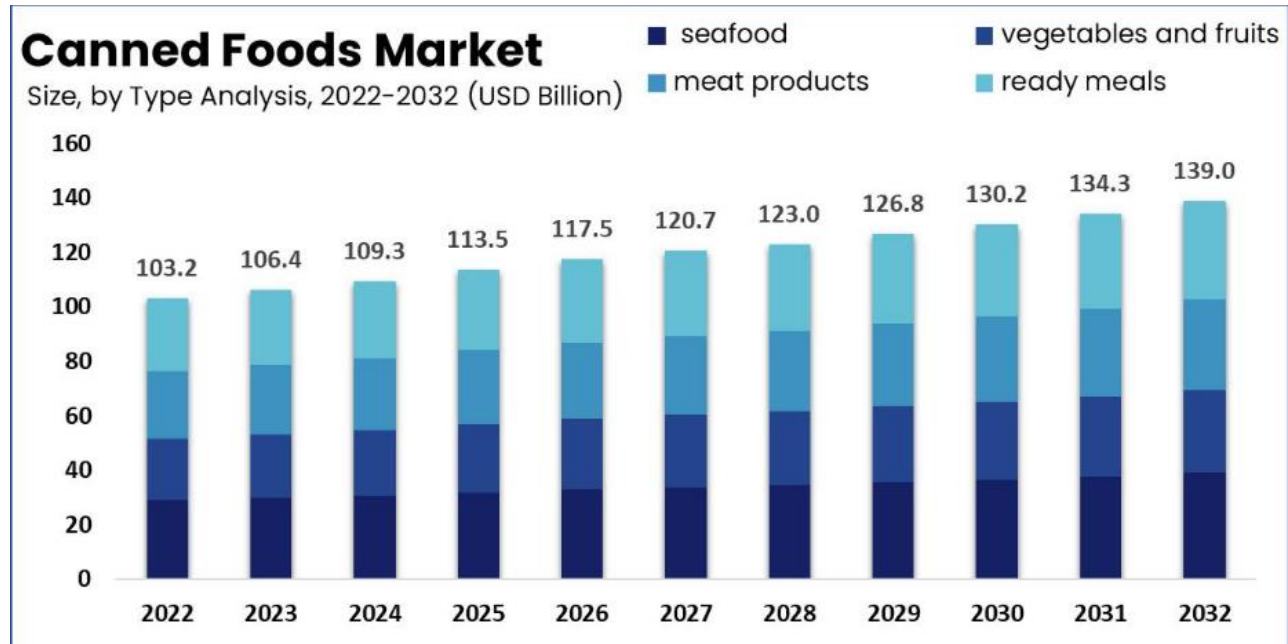
#### **1. Market Analysis:**

Marketing feasibility involves the market growth rate and the share of that particular segment in the market in terms of its size. The current market share for the canned food industry was recorded at USD 102.72 billion in 2021. The current statistics forecast that the market is likely to boost at a rate of CAGR of 3.97% by the end of 2027.<sup>viii</sup> As the stat shows above, the market is likely to have the best opportunity, and there is a future in the upcoming days for the canned food industry. The real demand for canned food is that people have busy schedules, and the off-season products have created an urge to have canned food in the pantry section of the kitchen. The canned food method is cost-effective, and the preservation technology has led people to move to ready-to-eat items. Also, consumer demand is rising day by day. The canning technology not only preserves food but also eliminates factors that were disturbing and provides protection against microbial contamination and other climate change such as different weather conditions.

Covid-19 has its own uncertainties, but a major positive aspect of Covid-19 is that it has led many businesses to make profits in that era and post-Covid-19. It was the major market contributor, and it has enhanced the demand for canned food products among consumers. It has also increased the demand for healthy and hygienic foods for consumers, and people nowadays prefer fresh and healthy foods after the pandemic. Demand for healthy foods that are rich in proteins, functional fibres, vitamins, and omega-3 fatty acids is continuously increasing consumer preference to eat healthy food.

Since half of the population in 60% of the world is concerned about healthy food, the key market players are focusing on the available opportunities and creating a sense of growth opportunities for business investors and end users. The market players are also thinking of promoting and introducing organic canned food as the demand for canned food is rising among the new generations, and people of this era love to eat RTE ready-to-eat food. For this reason, many supermarts and hyperstar retailers around the world are entering the widely available range of canned food.





#### Globally:

Vending machines are an automated device that provides customers with a contemporary way to eat food by providing a large range of food products and changing the way food is consumed. Vending machine sales were predicted to reach \$18,3 billion in USD in 2022. The market is projected to grow at a CAGR of 7.5% by the end of 2032, reaching about \$37.2 billion USD.<sup>ix</sup>

- **Japan**

Japan is the country with the highest percentage of vending machines in the world, providing a variety of products including hot and cold beverages, alcoholic and fizzy drinks, noodles and ramen, rice meals, and even sushi. The world's most vending machine country is Japan. Additionally, drinks, snacks, sweets, and even toys can be purchased from vending machines. Approximately one vending machine serves every 30 persons in Japan, where there are currently 4 million units installed across the country. <sup>x</sup>It has exceeded the penetration rate and is now making almost twice as much as the US, which has 1.43 million vending machines.

- **South Korea**

Huge demand exists in South Korea for its distinctive cuisine. People in South Korea like eating a variety of dishes with distinct textures and mouthwatering flavors. Every neighborhood has a vending machine that sells a variety of their local cuisine, including well-known Korean snacks like tteokbokki (spicy rice cakes), Odeng (fish cakes), and kimbap (rice rolls). Some of them provide hot soups and dishes like bibimbap and fried chicken.

- **Singapore**

Singapore employs popular areas, such as office buildings, shopping centres, and bustling areas, for their vending machines to provide consumers with quick and convenient meals. Vending machines sell a variety of foods, including hot meals, salads, club sandwiches, and desserts.

- **China**

China currently has 1.421 billion people living there, and it is tough to feed everyone due to the large population. In order to achieve this, China uses vending machines all around the country to distribute a variety of foods, including steamed buns, dumplings, rice dishes, noodles, and even fresh fruit. These devices are frequently seen in crowded urban settings.

- **Malaysia**

In busy locations like airports, train stations, and shopping centres, Malaysia has installed vending machines where consumers can buy these machine-produced goods. They provide a wide range of food options, including quick meals like sandwiches, noodles, regional specialties, drinks, and snacks.

- **India**

Different types of food are offered to consumers in India, primarily through vending machines in urban areas. After the pandemic, the vending machine trend became more widespread in India. These devices, which have been deployed in the major cities, supply a variety of snacks, drinks, hot teas, chops, chocolates, and cookies, among other things.

## Global online stores for canned goods

- **Amazon**

They deliver a big variety of canned food alternatives, including soups, fruits, vegetables, essentials, and many more, and they give consumers affordable pricing. Amazon has a huge assortment of canned food from different manufacturers.

- **Walmart**

Walmart's retail locations and website sell a variety of canned goods that are sourced from other national brands and delivered in distinct packaging. Additionally, they use products under their own store brand from which customers may choose from a variety of canned foods. These products are readily available for purchase from their store and online browsing by customers. Additionally, individuals can filter their own meal selection based on dietary preferences.

- **Thrive Market**

The consumer can purchase natural and organic food items from Thrive Market, including canned goods. They give its members discounts on high-quality canned foods as well as special deals.

- **Instacart**

With the use of their website and mobile app, Instacart's clients can conveniently order groceries online. They have worked with supermarkets and supermarts to source groceries through them and deliver them right to customers' doorsteps. To serve people, it currently has an online platform. From their app, customers can quickly order canned food.

- **Vitacost**

Foods in cans are among the health and wellness goods that Vitacost specializes in. They provide a variety of gluten-free, organic, and specialty alternatives.

## **Pakistan online stores for canned food**

- **Daraz**

One of the biggest e-commerce sites in Pakistan is daraz.pk. They offer a wide variety of goods, including canned food items. On their website, you may get a variety of brands and varieties of tinned products.

- **Goto.com.pk**

Goto is another well-known internet marketplace in Pakistan. They provide a wide range of goods, which includes canned food. You can explore their food and grocery section to discover the canned goods of your choosing.

- **QnE.com.pk**

QnE is an online grocery store that sells a variety of food items, including canned goods. They sell a variety of canned fruits, veggies, meat, and seafood.

- **Telemart.pk**

Telemart provides a range of goods, including canned food items. They offer a variety of canned fruits, veggies, and other food items for sale.

- **Naheed.pk**

Naheed is a well-known supermarket in Pakistan with a website. To order canned goods and have them delivered to your door, go to their website.

## 2. Target Market Identification

The canned food market has a variety of food products, and with the rapid growth of the market size, the consumption of these canned foods has also increased. As the young generation of the world has knowledge about everything and wants a variety of special foods, their demand for the consumption of food is very specific, as they love to eat ready-to-eat items and junk foods because of the busy hours that they can't cook for themselves. Since the growth size has increased, we are establishing this canned food technique in the Pakistani market and targeting the major young population of it by declaring some major factors of food consumption. The targeted market audience is the younger generation with a good amount of income and the generation age group of Gen Z and younger Millennials.

The canned food market in Pakistan is very small, as we Pakistani people love to eat organic food. Pakistan's economy largely depends on the agricultural sector around the world. The agriculture sector plays a central role in the economy, as it contributes 18.9 percent to the GDP and absorbs 42.3 percent of the labor force.<sup>xi</sup> According to the 6th Population and Housing Census of Pakistan in 2017, the population of the country is growing at a rate of 2.4 percent<sup>xii</sup>. This rapid growth of the population has increased the demand for agricultural products and organic food. Pakistan is the largest producer of crops and food suppliers. Pakistan ranks 8th globally in the farming sector according to the world list of GDP sectors. In Pakistan, the growth of the agricultural sector forces people to produce more organic foods and encourages organic farming among its people. Organic farming is an important factor for Pakistan, as the land size is 22.1 million hectares and is cultivated out of a total area of 79.6 million hectares.<sup>xiii</sup> That is why Pakistan is an agro-based economy, as the people of the country love organic food and because the country needs to feed its people and improve food supplies across the world. According to the above-mentioned information, we are targeting our product at the culture of Pakistan and creating a cultural segmentation for the people.

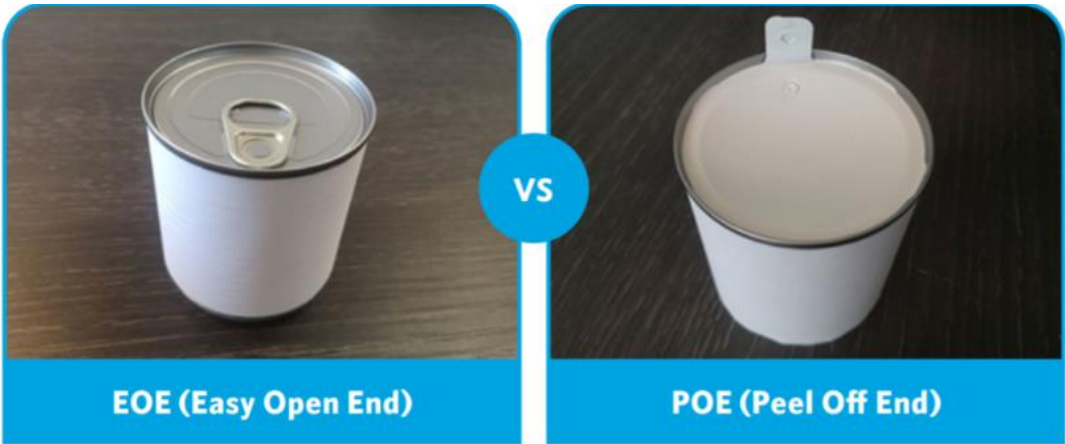
As we are targeting this project at the Pakistani market, we are using the geographical trends of Pakistani culture. In the initial stages, we are targeting only Pakistan in geographic terms by making our products reflect the culture of Pakistan. The current situation has led us to create some distribution channels, and for that, we are delivering our finest cuisines through vending machines that are being installed across the country, such as in supermarts, malls, university cafeterias, and corporate sectors such as offices. These will be the current distribution channels used by the vending machines to serve better quality and convenience of RTE ready-to-eat food to the people.

People in Pakistan love to eat. The food industry had a revenue of USD 113.60 billion in the current year of 2023. <sup>xiv</sup>As the food market comprises this big share of the market, it indicates that food is the new trend and is a culture for the people of Pakistan. The social-cultural segment has been targeted by the project as it considers the food culture of the different sectors of Pakistan. The traditional food culture has created an urge to build a bridge and create a connection between people and their culture by giving importance to their cultural values and cultural beliefs. So, our project is segmented according to this specific consumer behavior. This behavior comes under the umbrella of psychographic segmentation, which holds a connection between people and emotion related to their preferences and cultural beliefs, norms, and values.

### **3. Competitive advantage**

Packaging aesthetics is the art and the blended version of the colors that create an image in the minds of the customer, so whenever they look at the brand image, they immediately recognize it. It also helps consumers pick the right product from the shelves of stores and supermarkets. The material for the packaging of the desi food we are using is aluminum, because this helps to preserve food and protect these foods, which are sensitive to sunlight. As aluminum ranked first in the recycling process. 95% of aluminum can be reused and can be used again to make new cans without the need for new material. We are using aluminum cans because they are environmentally friendly and help achieve a sustainable business advantage. Aluminum cans provide no harm to the environment as they are completely recyclable, which means they can be processed again and returned to production because they don't lose their properties and quality. We are using it because it is cost-effective. We are introducing a new packaging style for our canned food, which is aluminum packaging with a POE peel-off end, which is easy to use, and people show interest in buying these cans more. Statistics show that 73% of people use and love POE peel-off ends, and 27% like EOE easy-open ends, which is the standard packaging. This (POE) peel-off end is more sustainable for the environment and easy to open for customers because customers feel safer opening these cans, and statistics show that customers are attracted to these POE cans more than the other cans. This packaging style will be our standout differentiator from the other brands. This will reduce our cost of production by up to 17–20% by eliminating the raw materials, such as metal rings. This will help us achieve high seal integrity and prevent the leakage of food. This is light in weight, which will reduce the total weight of the cans. These cans are easy to open with soft edges, which means no injuries or harm to the

customer. The product safety guards will include BPA-free products free from microorganisms and light. It will preserve the product's freshness and aroma.



The canned food pantry section helps people out in so many ways that people nowadays don't have to worry about cooking food while spending long hours in the kitchen, and they can stock up on food for years. Canned food is a life saver for women in this century, as 50% of the global labor force is women as compared to 80% of men.<sup>xv</sup> So, the shelf life of canned food is very important for working women. For this, our aluminum tin packaging is helping them stock their pantry sections with our desi canned food for 2–3 years. This helps our brand achieve a sustainable competitive advantage. All of the packaging will be done by our team management in our dark stores. We are using our dark stores for the packaging of food and inventory management. Right now, in Pakistan, there is no other brand that is using this technology and serving canned food through online platforms. Also, they are

not this canned food market focused, so there is a gap in existence where we are using this opportunity and introducing our canned food website as "Mega Can-venience Store" with the installation of vending machines in big cities of Pakistan as "Vend Pro".

Competitors are the major rivalry in the market, and to compete with them, we require a competitive advantage over their businesses, which makes our brand unique and different from theirs. The current canned food market competitors are as follows:

#### **1. MA Food Packers:**

It is a Karachi-based company owned by a small family business that provides packaging facilities for the preserved canned food technology to provide quality control and supply facilitation. They are also the biggest distributor and wholesaler in Karachi, Pakistan. Their canned food products are glazed cherries, canned peaches, canned pear, green peas, fruit cocktail, canned strawberries in light syrup, canned cherries, quince in light syrup, and canned meat. Their packaging material that they are using is certified food cans with lacquer, easy-open lids, and glass bottle caps.

#### **1. Colonel Seafood (Pvt) Ltd.:**

This is a private company based in Korangi Harbour, Chashma Goth, Karachi, Pakistan. They produce canned sardines and tuna in Pakistan. Currently, they don't have an online platform to operate their business online, but they are the biggest distributor of the seafood industry in Pakistan. Their products are 125g club cans with easy-open lids, 155 g round cans, and then 80 g and 425g.<sup>xvi</sup> Other canned food distributors are Canon Traders, Shafi and Sons, and Nana's Kitchen.

These above-mentioned companies and online marts, such as Daraz, Qne, Telemart, Tazamart, Goto, and Naheed, have a range of different product lines in which they are so busy providing the basic needs of the people. Most of the time, they don't have the items that are required by the customer. The other distributors of the canned food industry in Pakistan are not on online platforms, which is a weakness for them and a great opportunity for us to enter this market. Turning our business into a web-based app where people can easily get their desired canned food and cuisine from their favorite restaurants when they don't want to cook food.

Online businesses are today's need and requirement because people are too busy to go to the market and purchase things there. This need for physical shopping has almost vanished after the pandemic,



which has led many customers to shop online. And after the COVID, fears are still there, and people have become habitual about doing online shopping. The stat shows that 1.79 billion people will have done online shopping by 2022. Online sales have increased by 50% in the last few years, around 2019–2022.<sup>xvii</sup> 88% of people nowadays research online before they purchase anything. For this, we are using a web-based mobile application that is user-friendly and allows customers to order online easily. An online platform will be helpful for the consumer to get the desired canned food item delivered to their doorstep. Our website designs and logos are highly professional and well-designed. The website is very responsive, and the speed limit for page loading is 1-2 seconds. Our website is device optimized. Visible features of the products and quality pictures have been used to attract our customers. The contact forms are very easy to use. We have used an easy payment method for the customer. We have also used a live chat feature for customer service to provide a better experience for the customer.

Vending machines are a lifesaver and a great human innovation. There are approximately 7 million vending machines operating in different areas of the world. The market size of vending machines is predicted to reach USD \$179.6 billion by the end of 2030.<sup>xviii</sup>

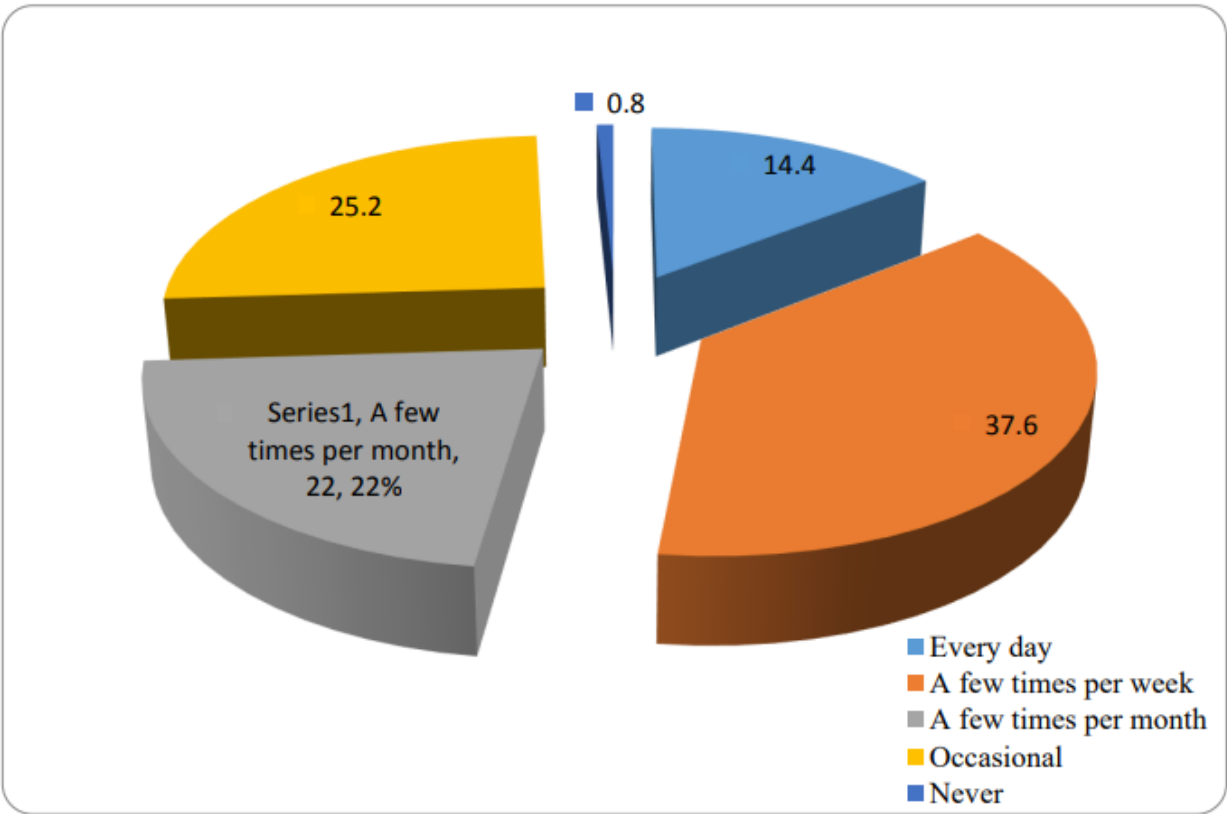
For the convenience of people, we are using vending machines to provide canned food service, which will be available 24/7 to the customers. We have made easy payment gateways for the users where they can easily purchase RTE ready-to-eat food through cash and cashless payments with their ATM cards. Also, there will be a mobile payment method that uses a QR code scanner for EasyPaisa and Jazz Cash payments. These features will enable users to use "Vend Pro" easily and will help them get their desired food in less than a minute.

#### **4. Consumer Preferences and Trends**

Consumer behavior is evolving day by day, and it is shifting so rapidly around the globe that people are more concerned about their health and the food they consume. These concerns are increasing the urge for better, more sustainable, and environmentally friendly food in the minds of customers. People are shifting to alternate resources such as plant-based food rather than processed food because of the growth in population. Basic food consumption is increasing, and it is very hard to feed people these days. The emerging concept of staying healthy is increasing the demand for fresh, healthy, organic food that is safe to eat. The rapid growth in urban areas is creating a huge demand for local and sustainable food production by changing market trends.

Since organic food cannot fulfill the requirements of everyone and feed them well, People are going towards canned food technology, which is really helpful for them to stock canned food for years. The consumption behavior and pattern of canned food are changing people's lifestyles and helping them get proper nutrients and flavor.

The authors conducted this research among the population of Cluj-Napoca, where they gathered this information about consumer preferences and their consumption style for canned vegetables and fruits. This chart below shows that 14.4% of people consume canned food on a daily basis. 37.6% of people consume canned food a few times per week. 25.2% occasionally, 22% per month, and 0.8% of the consumer population have never tried canned food (Horațiu et al., n.d.).



### 5. Regulatory and Quality consideration

Food is a very valuable and major source of energy for life. People nowadays are conscious of their health, and they want fresh and healthy food. For this, we are using a food quality system developed by the iFoodDS food quality and management system, which checks the quality and standards of the food from its manufacturing date. This software is helping us to check, measure, and test the specific quality standards that have been set by the Ministry of National Food Security and Research. Our

website will also display the manufacturing date for the customers, which will help them make their choices and purchases.

The vending machine software has been designed in such a manner that it will detect the quality of the canned food and immediately inform the management team of the dark store. These softwares are the real resources, an asset of our business, that we are using, which is helping us to maintain the best quality of food and its shelf life. This will develop a better gateway for the consumer while building a relationship of trust between the customer and our business. This will be our competitive edge in the market for canned food, where we are developing new structures and standards for our product lines.

## 6. Payment Gateways

### **-Payment Gateways:**

In this era, everyone is digitizing, and businesses are stepping one step ahead in the field of digitalization. Digital transformation is the need of the hour for businesses that want to grow and be successful. Since everything is moving towards digital transformation, why not the payment methods? Going for cashless payments is better because they do not pollute the environment and help minimize the emission of carbon dioxide from the environment. The stats shows that it omits almost 48 thousand metric tonnes of CO<sub>2</sub> into the environment while mining and transporting the coins. The paper note and the polymer note release almost 3 kg and 9 kg of CO<sub>2</sub> into the environment, respectively.<sup>xix</sup> For this, we are using easy access to make hassle-free payments for the consumer. Customers can now pay through their cards and mobile QR code scanners to make cashless payments.

For the vending machine, we are going for the Blue Ocean strategy, which discovers the untapped areas of the market, so we are shifting our vending machine payment methods to cashless payments, such as ATM cards and QR code scanner mobile payment methods. This is going to be the biggest use case for Pakistan, where people can easily pay through their cards.

Since Pakistan comes under the umbrella of a developing nation, we as a business are looking for better solutions to sustainability, which will become that nation's advantage at the end of the day. But since Pakistan is still going through crucial hours and most of the people are still lacking in technology platforms, people hesitate towards digitalization. So, we are also offering cash transactions where people can also make cash payments.



### 3.1.3 Revenue Model:

#### 1. Product Assortment

The canned food products that we are offering in this project are shown below,

Restaurants	Dishes
Haleem from Haleem Ghar	2 persons serving Haleem 500gm
Zahid Nihari	2 persons serving Nihari 500gm
Shahi Daal from Anarkal restaurant	2 persons serving Daal 500gm

For this project, we are charging a cost and margin cost on SKUs of 24% from each restaurant and on each product. As the competitors have already set the price, we are not charging more from the consumer because we want to make it a culture segmentation, not a price war for the consumers. The pricing strategy we have discussed in the marketing mix

Some production costs and labor costs are mentioned below; these costs have been calculated for 300 boxes, and this is the overall production cost.

Cost	Per unit cost	Total Cost
Fixed Cost	Rs. 40000 per month	Rs. 40000
Labour Cost	Rs. 10000 per month	Rs. 10000 x 2 = 20000
Packaging Cost	Rs. 250 for 300pcs	Rs. 250 x 300 pcs = 75,000
		Total = Rs. 135,000

## 2. Marketing Budget

For the marketing campaigns we are setting an initial budget of Rs. 75,000 which we are going to spend on different marketing campaigns that are listed below,

Marketing Platforms & Campaigns	Start Date	End Date	Budget
Official Mega Convenience Website	03-Jan-24	25-Jan-24	Rs.20000
Facebook & Twitter accounts	07-Feb-24	29-Feb-24	Rs.15000
Instagram official page	02-Feb-24	13-Mar-24	Rs.15000
Snapchat and tik tok video streaming	14-Feb-24	28-Feb-24	Rs.10000
Whats App campaign	14-Jan-24	28-Mar-24	Rs. 5000
SMS campaigns	14-Jan-24	14-Feb-24	Rs. 5000
Email marketing	09-Mar-24	31-Dec-24	Rs. 5000
		Grand Total	Rs. 75,000

### **3. B2B Sales & B2C Sales**

Currently, we are operating our business as B2B sales and B2C direct-to-consumer sales because this business is specifically based on canned food services, in which we are providing canned food cuisines in a vending machine, which is entirely a different project. To manage the vending machines, we are going for the franchisee option as we want to give our best performance, but we cannot look after all the vending machines at once, so we require a team of members for this. But since hiring new people can also affect the quality of the product and some people are unemployed, Pakistan's latest unemployment rate has recently shifted from 4.4% in 2022 to 6.5% in 2023. <sup>xx</sup> So, people are looking for employment options to cater to their needs. For this reason, we are giving the franchise option to those who are eligible and can take care of the vending machines while maintaining the inventory in our dark stores. These dark stores are located in the center of every city, where the management can look after the inventory and manage vending machines. We are charging 7% of the total revenue to the franchisee, and the rest of that will be their profit. B2C sales are being made through our website, "Mega Can-Vince Store," where customers can easily order canned food from our website.

### **4. Ancillary Revenue Streams**

For the revenue stream, we are using cashless payment methods, and for this, we have partnered with the banks by offering discounts of 5% if the consumer pays through his or her card. Consumers can also pay through QR code mobile apps, such as Jazz Cash and Easy Paisa.

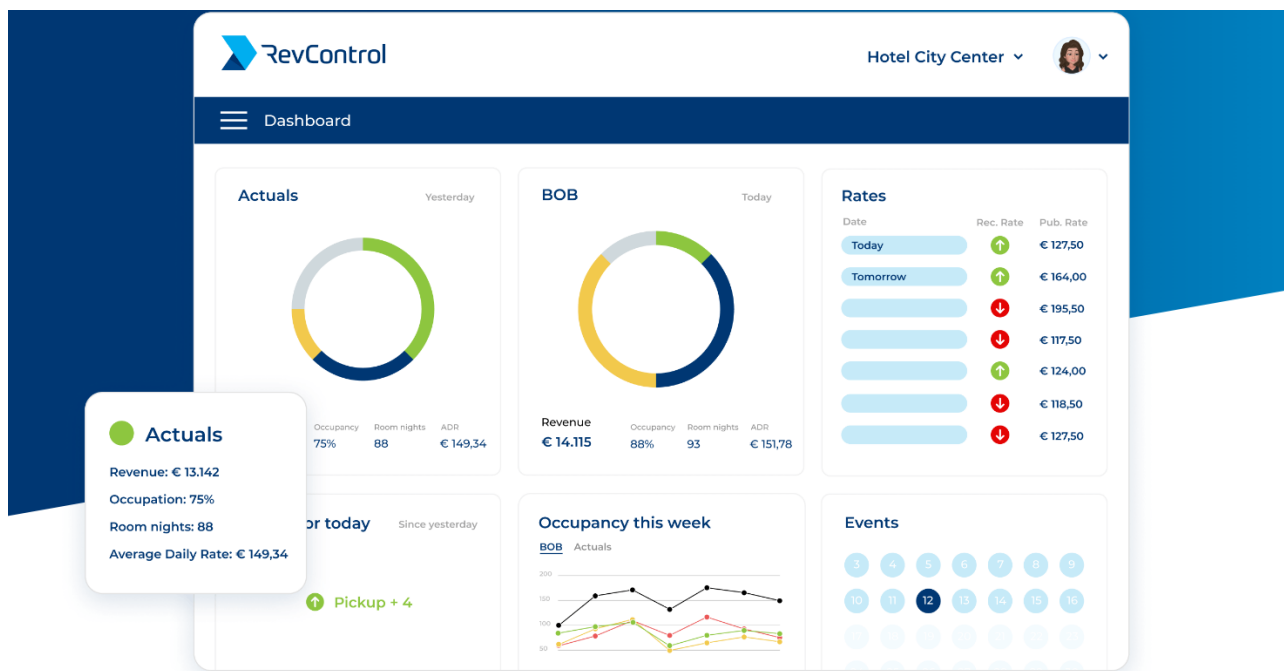
For the vending machines, we have placed a wide screen on the top of the machine where we are running ads for different brands such as Sapphire, Khaadi, Cheezious, Shaan, etc. These different models of generating revenue are helping our brand generate more revenue.

### **5. Strategic Partnership and Sponsorship**

A strategic partnership has been done with brands like Sapphire, Khaadi, Cheezious, and Shaan, where we are running their ads on the vending machine screens. This will help their brand grow more, and there is also a chance for our brand to get recognised by the big giants of Pakistan right now. Currently, we are doing sponsorship with the corporate sector, where we are delivering canned food to business events and offering catering services through our canned food to business seminars to get recognition for our brand.

## 6. Monitoring and Evaluation

Our business required continuous checks and monitoring for the evaluation of food quality and the performance of the vending machines and website portal. This is not the only task; we also want to manage our accounts and calculate our revenues at the end of the quarter. For this, we are using a revenue management system named REVcontrol, which calculates all the generated revenue for our business. It continually assesses and monitors our business expenses, profits, and revenues. This shows 100% accurate results and helps our team understand the numbers where some of the team members are weak.



### 3.2.3 Marketing Mix P's

#### 1. Product:

The "Mega Can-Venice Store" is currently operating through an online website where people can easily order their favorite and traditional canned food, so our main product in this project is canned food items from famous restaurants so that people can enjoy their food by simply placing their order on the website of the "Mega Can-Venice Store."

We are also installing vending machines in the big cities of Pakistan under the name "Vend Pro". If they can't wait for their order to be delivered in 3-5 working days, people can also buy these canned foods from the vending machines that are located near them, such as in the big cities of Pakistan like

Karachi, Lahore, Islamabad, Peshawar, Multan, and Faisalabad, that are placed in the malls of the cities, in the corporate sector, and in university cafeterias, covering all ranges of segmentation to target a major chunk of the audience. People can easily get this desi canned food from their desired restaurants, so now people of different areas can enjoy Karachi's famous Zahid Nihari anywhere and at any time. And people can get original Butt Karahi, as there are so many copies of Butt Karahi in Pakistan that people are confused as to whom they should trust.

## **2. Price:**

The pricing strategy that we are using is based on the different categories of canned food. The actual cost involves so many factors, such as operational cost, labor cost, machinery cost, material cost, packaging cost, period cost, which includes rent, personal income, professional fees, licencing cost, taxes, facilities, utility bills, logistics cost, wastage cost, marketing cost, and website maintenance cost, which means the cost structure contains both direct and indirect costs. To set the pricing strategy, we are going for the premium pricing strategy, which includes the overall direct and indirect costs, overhead costs, and a markup percentage. We are setting our brand above the market as we are providing a better quality of canned food and the easiest packaging style.

The ideal strategy is to purchase food at retail price as a wholesaler from restaurants and then add our direct and indirect costs with a markup of 24% above the market price.

Due to the specialized technology used in the canning process, our pricing plan currently represents a slight premium during the early phase compared to the actual prices. This method makes sure that the food is properly compressed and packaged in cans, extending their shelf life and making them more convenient. In order to cover these additional expenses, we have included a 24% fee above the actual rates. In a comparable way, our vending machine pricing plan includes a 24% markup over the original food prices to account for the distinctive vending infrastructure and services offered.



<b>Restaurants</b>	<b>Dishes</b>	<b>Unit cost for 500gm</b>	<b>Unit cost price x 24% margin</b>
Haleem from Haleem Ghar	2 persons serving Haleem 500gm	Rs. 495	Rs. 613
Zahid Nihari	2 persons serving Nihari 500gm	Rs. 905	Rs. 1122
Shahi Daal from Anarkal restaurant	2 persons serving Daal 500gm	Rs. 650	Rs. 806

### **3. Placement:**

The "Mega Can-Convenience Store" website is user-friendly, and it can be operated easily on any mobile device. The website design is very responsive, and easy-to-use forms have been created for users to get easy access to the website. The speed limit and page loading time have been set high to work better and faster for every user so that people don't get bored and order easily. For faster loading of pages, we have used compressed images on the website. We have avoided the pop-ups because they work better on desktops but not on mobiles, as they provide a very disturbing effect. It is also very difficult for users to close out the pop-ups on mobile screens. We have used HTML 5 instead of Adobe Flash because it is not supported on mobile devices. The placement of buttons is such that users can simply navigate with their thumbs while scrolling and selecting any specific field.

### **Distribution Channels:**

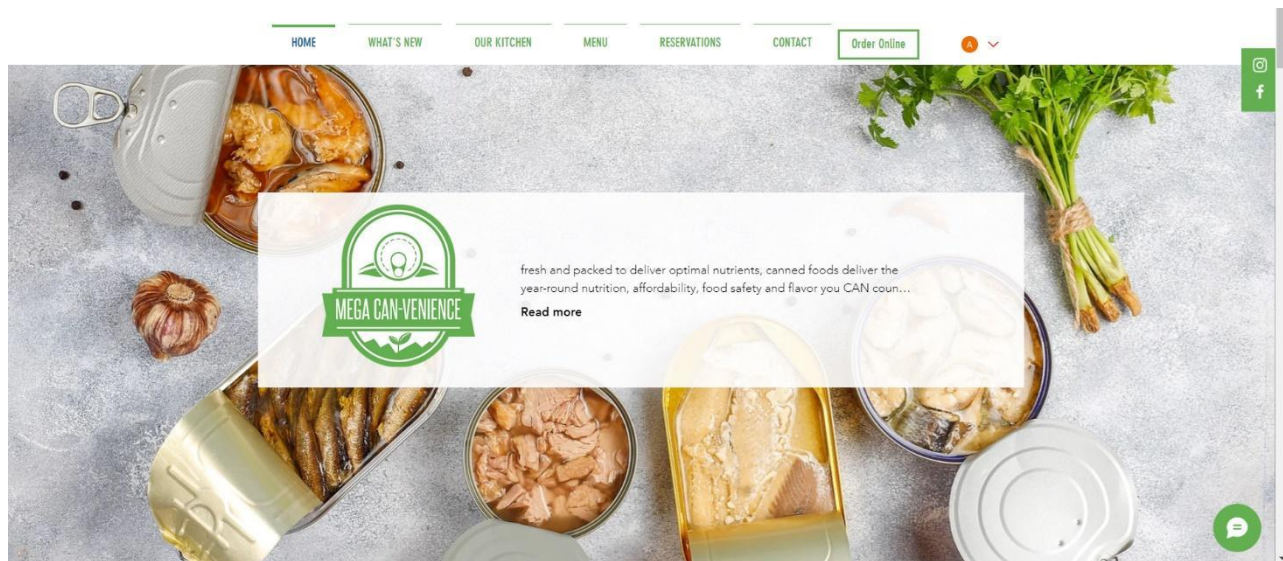
Distribution channels are a way to communicate with your audience. For this project, we are using our distribution channels, which are a website portal and vending machines that will be installed in the university's cafeterias, malls, supermarkets, and corporate sectors. So, these will become our major distribution channels to deliver a range of canned food to the people.

#### **4. People:**

People are the major stakeholders of our business, and they are an important asset for this project. For the canned food business, our people are staff members, dark store management teams, our customer handling employees, website managers, social media handlers, our packaging team, vending machine management teams, customer service representatives, influencers and brand ambassadors, our key partners, and lastly, our dear customers. By engaging with these people and managing a strong relationship, we are able to create a good environment within our organization where everyone cares for each other.

#### **5. Physical evidence**

Physical evidence is another element of the marketing mix, which includes all the things that our customers see when they interact with our business. This includes our product, which is traditional food packaged in an airtight aluminum tin with a POE peel at the end. These products are available at our online store, "Mega Can-Convenience Store," and on vending machines, "VendPro," in different shopping malls, university cafeterias, corporate sectors, and supermarkets. Our sales team is promoting our products at different stores. This physical evidence will encourage customers to purchase our products.



## 6. Partnership

Partnership is the 8P of digital marketing, and for the partnership, we have decided to partner with the famous restaurants of the big cities, such as Savour Foods from Islamabad, Zahid Nihari from Karachi, Butt Karahi from Lahore, Fresh Sohan Halwa from Multan, Charsi Tikkah from Peshawar, and Tabish Biryani from Faisalabad. So, at the beginning of this project, we are partnering with these restaurants to start our canned food business online and provide people with a better taste around the country while sitting at home. We are also partnering with the banks for the various payment methods, such as card payment methods and QR code mobile pay methods with EasyPaisa and Jazz Cash.

## 7. Process

The process of this whole system is very easy and user-friendly, so people can easily order food from an online store. A person simply needs to open the website "Mega Can-Convenience," then select the cuisine type of their choice, such as Indian food, and the restaurant, and then add the dishes that they want to order. Simply add these dishes to your cart, add personal details, billing details, and shipping address, and then click confirm order.

For the vending machine, the customer can select the desired item from the available options, and then they will proceed to make the payments. Our vending machine "VendPro" offers various types of payment methods, such as easy paisa, jazz cash, debit or credit cards, etc. After the payment is made, the vending machine will verify the transaction, and after verification, the vending machine will dispense the selected item. The customer can collect the item from the pickup box.

## 8. Promotional Mix

### Advertising

We will be considering advertising through social media and using a mixture of Facebook, Instagram, Snapchat, and TikTok by developing and running business pages. For this, we have designed our advertising scheme in the following manner:

- We will register our website on "Google My Business".
- We will be using organic social media apps such as Snapchat and Tiktok for small 15-second videos because these videos are bite-sized and the cost of these videos is very cheap, which will benefit our budget. These videos will display the main purpose of our website and how to operate vending machines. They will also elaborate on the specific dishes, how to heat them, and at what temperature you should heat them to get the perfect taste.
- We will be sending PR packages to Instagram and food bloggers.
- We will be using different payment gateways, which are cash and cashless payments for the customers that people can pay through their ATM cards and mobile payments that are QR code scanners.
- We have created a plan for these marketing campaigns.

Marketing Platforms & Campaigns	Start Date	End Date
Official Mega Can-venence Website	03-Jan-24	25-June-24
Facebook & Twitter accounts	07-Feb-24	29-June-24
Instagram official page	02-Feb-24	13-May-24
Snapchat and tik tok video streaming	14-Feb-24	28-Aug-24
WhatsApp campaign	14-Jan-24	28-May-24
SMS campaigns	14-Jan-24	14-Feb-24
Email marketing	09-Mar-24	31-Dec-24

## Sales Promotion

- For the sales promotions, we are going to use different kinds of strategies to gather more customers,

We will launch limited-time discount offers on our canned food products to attract customers and promote experimentation. Buy-one-get-one-free or some discounted product offers, special bundle discounts, and percentage-based discounts are a few examples of these promotions. We hope to increase sales by drawing attention to the discounted rates.
- Implementing a loyalty program will increase brand loyalty and reward repeat customers. Customers can accrue points for each purchase they make through our website or vending machines, and they can then exchange those points for discounts, special deals, or free merchandise. This tactic encourages repeat business and creates long-term client connections.
- Sampling programs are held to give customers a chance to taste and assess the quality of our canned food offerings. Customers can sample several variations of our tinned Indian foods at

sampling stations we can set up at major destinations like malls, office buildings, or festivals. This interactive method stimulates curiosity and prompts purchases.

- We have created seasonal or occasion-based packages for the consumer because, in Pakistan, there is a trend to gift food and confectionary items on occasions like Eid, weddings, birthdays, anniversaries, etc. For this, we are going for the Eid packages and bundle packages for events like Meethi Eid, where people want to gift these famous Zahid Nihari to their loved ones as a treat or coupon of love. These events have a special place in the heart of the customer, which is why we have looked down upon the consumer's preferences and typical buying behavior during these seasonal events. We are going to hire a team named Team Red. When the peak season comes, we will hire a group of 10 employees for every dark store in the big cities because the demand is typically higher than usual during these seasonal events.

### **Direct marketing**

Direct marketing is a productive way to promote this business. It helps us engage potential customers. Different strategies for direct marketing are being used to promote canned food.

- **Email marketing:**

Email marketing keeps our customers up-to-date about the new products that we are releasing. It also communicates with them regularly about special offers and discounts. Through email marketing, we are able to create brand awareness and drive sales.

- **SMS and text message marketing**

Through SMS and text message marketing, we are able to reach out to our customers regularly. Text message promotions are a productive way to connect with people, as mobile phones have become a gadget for daily use.

### **Personal selling**

For our business, personal selling is of great value as we are promoting traditional canned food. We are driving our sales through a well-trained sales team that is helping us build long-term relationships with our customers. Some ways we are using for personal selling are:

- **In-store Demos**

By providing people with in-store demos about our product, we are engaging them in how our product can benefit them. It also answers any questions that they have about our product.

## CHAPTER 4

### 4.1 TESTING AND DEPLOYMENT:

Testing is a crucial part for any phase of development and deployment of any project. To our website we performed a thorough testing to verify that the main functionality of the website was working properly. A website's functionality was tested using a variety of testing criteria, including user interface, APIs, database, security, client and server, and fundamental website capabilities. It was done to test how well each feature on the website works. The requirements for each of the next navigations were examined to make sure they all satisfied them.

Likely, test Forms were operating according to plan. This consisted of:

1. The form's scripting checks are functioning as intended. For instance, an error message is displayed if a user does not fill out a required field on a form.
2. Verify that the form's default settings are being filled in. Once submitted, the data is sent to a live database or is connected to an active email address.
3. Forms are structured correctly for easier reading

Then HTML and CSS were tested for the website that they were readable, the color scheme did not distort and were visible to every browser.

After the functionality testing usability testing was run. This was to ensure that users had no problem in operating our website and everything was up to the mark of the user. The response time of the website was adequate and did not run into not responding mode.

Compatibility testing makes sure that the “Mega Can-Veinince” website works properly on a variety of devices. This would comprise:

1. Test for browser compatibility: The same webpage will appear differently in various browsers. You must test to see if your online application works properly using JavaScript, AJAX, and authentication across all browsers. You can also check for compatibility with mobile browsers.
2. With a change in operating system, the rendering of site components like buttons, text fields, etc. changes. Verifying that the website functions properly across a variety of



operating systems, including Windows, Linux, Mac, and browsers, including Firefox, Internet Explorer, Safari, and others.

Next testing is all about the vending machines and its softwares that they work properly and do not get hung or stuck between any transaction of food. Testing includes,

1. It provides the coins or change properly to the dispenser.
2. Do not get stuck while dispensing the food to the customer.
3. The number palette shows the 0-9 digits for the successful transactions.
4. The sensors should work properly to get the command from the input menu.

## CHAPTER 5

### 5.1 FUTURE ENHANCEMENTS/ACTION PLAN:

To enhance our customers' experience and business we will further move our business to other cities of Pakistan and later on we want to move this brand globally by entering into the international markets and providing the best culture of Pakistan to the world. We want to use more software such as Shopify and introduce new features like custom orders such as people can do customization for their order. We want to set a goal to provide Pakistani food culture aroma around the globe.

We would also later make sure that our market share and brand image and brand name is well recognized and established soon. This we can achieve by advertising our application throughout Pakistan and then we can gradually expand our market. This would allow our company to grow at a steady pace and soon would allow the company to be well known in major areas of Pakistan and hopefully in the later future, the major cities of the world.

## CHAPTER 6

### 6.1 CONCLUSION:

In conclusion to “The Can-Venience Store: Revolutionizing On-The-Go Eating” holds the potential to cater to the increasing demand of the consumer preferences and authentic cuisines through its innovative approach of offering the canned food through vending machines and introducing new packaging techniques of peel of end. Throughout the project, a strong measure has been kept to ensure quality and customer satisfaction, providing high class quality of food and delivering the perfect aroma to the customers.

Moreover, this project emphasizes on implementing and delivering a strong connection between the culture and customer through technological features. This project also caters for the sustainable option to save the environment and provide user friendly options to the customers.

This project has also done strategic partnership to provide a strong brand entity and unlock the opportunities of the market. By expanding the diverse nature of food consumption this project also aims to cater the food wastage and feed many people at a time. Overall, this project has a potential to change the market style of canned food and vending machines as we targeted the two different markets.

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