

E commerce

Prototype site design and report

P150317

Rutendo Gore

Sue Maw

Introduction

The organisation that has been chosen is Graze which is a unique online company that sells unique snacks that you cannot find anywhere else other than Graze. This Company is a B2B as they source their products from other suppliers, it is also an B2C as it supplies to customers through a subscription revenue model, they also sell some of their products in supermarkets. This snack company allows customers to customize the snacks that they would like to have in their snack box. Graze is a unique snack company that you will find it hard to find a company like Graze. The Graze company came about in the year 2008 and they started selling some of their products in supermarkets.

SWOT Analysis on Graze

A swot analysis has been conducted on the chosen organisation outlining the factors on what the organisation does well , such as the strengths and weaknesses. The analysis will also mention how the weaknesses that have been mentioned could be seen as threats to the organisation and the opportunities that can be drawn from the analysis that can be implemented to make their business better.

Strengths

Graze has unique way that they sell their products to their customers. They sell their products via a subscription method in which the customers chose the subscription period, whether its weekly ,monthly or quarterly.

They sell some of their products in various supermarkets such as Sainsburys and retail outlets such as Whsmith and Boots. Their packaging is very unique just like their products however their packaging does not really stand out to attract more customers to create more profit for their business.

They have a variety of snacks that are very hard to come by as not many companies have businesses that focus on healthy snacks.

A combination of snacks that you want or you can customize the snacks you wish to receive in your Graze box.

Graze is unique as they're a very limited businesses that just focus on snacks, however a company like Graze is focusing on the healthy snack eating side.

Weaknesses

They don't have many products that they sell in the supermarket which means the options are very limited, as most of their products are on their website.

The subscription method is their only way of payment, customers are at a disadvantage as paying every week for a subscription could be inconvenient as compared to a one of purchase when you feel like to order from Graze.

They could change their subscription method, as you have to subscribe just to buy, they should change this method, so more customers can try the products they offer

Their packaging is not very noticeable so customers will not be attracted to buy it.

Their website is very minimalist it does not contain very much information, you have to look for the information on the web.

Opportunities

They can expand who they sell too , they have started doing this already by selling their products in various supermarkets and retail stores .

The fact that they allow customers to customize the snacks they want it allows more freedom of choice for the customers and it allows customers more choice

which could improve more profit for the business as more customers will want to try out the Graze snacks.

Threats

Other companies might have a competitive advantage as they might have different strategies.

The threat that Graze has is that they only sell a limited number of their products in the retail supermarkets so there is not very much variety of choice for customers to choose which means they will buy an alternative product.

Their packaging is unique but it does not really stand out on shelf which means customers are not going to notice it and buy another product that they are used to buying.

The subscription method could be a threat as that's how they rely on getting their profit as customers may have different subscription options ,weekly,monthly,quarterly, so if they do not buy regularly it will be seen as threat.

Specification for a potential Customer

This section is just a brief requirement of what the potential customer wants from the company ,what they like about the company ,and what they could do to improve and whether they like a range of different snacks or just snacks they are used too.

What does the customer want

The customer wants a monthly subscription option which works around them and their daily commitments as they have other commitments such as work related commitments , they

What do you like about the company

The customer mentioned that the company is unique there is no company that just focuses on healthy snacks for busy people who have office type jobs who are always on the go.

What could they do better

They could improve their packaging to make it appealing to other customers. They could improve their revenue model by allowing their products to be sold

in more supermarkets across the UK and they put more into their advertising campaigns to get customers interested.

Do they like a range of snacks or snacks they are used too

The range of snacks are unique, they are packed full of flavour. The potential customer likes to order a range of different snacks that they love to eat.

Analysis of e commerce business model 8 key Elements

Value proposition

The business is unique, there is no organisation that focuses on just snacks.

Value proposition is the statement that makes a business more attractive as the consumers will want to buy from the business.

The value proposition for Graze is interesting as their snacks are very healthy and customers can customize the snacks that they want.

The whole business is unique, there's no organisation that just focuses on healthy interesting snacks with interesting names and flavours.

Graze produces their own products, they sell some of their products in retail supermarkets within the UK. The snacks that offered by Graze are fresh, healthy and they high in protein, however their snacks are very expensive but they are of good quality.

Revenue Model

The company Graze decide to start a subscription revenue model as they thought they would appeal to people who have office type jobs who might be conscientious about their health.

With the subscription revenue model it allows the person to choose how often they want to receive the snacks from Graze. With the graze subscription is only £3.99 as a first order it will be half price.

The snacks that Graze offers have become very popular within office settings as people are always on the go.

The sales model is buying directly either from their online website through a subscription option or in different retail supermarkets.

They earn money from the subscriptions from their customers and purchases of their snacks. The Graze advert is a way to allow customers to engage and become aware of a unique organisation like Graze.

Market Opportunity

Graze has a unique marketing opportunity but the opportunity does not reach a lot of customers. They market their organisation through the use of social media through Facebook and their tv advert. Graze offers 200 snack combinations on their website, they aim their healthy snacks for people who are looking for alternative to regular snacks who want to maintain a healthy snack eating and people who are busy who are always on the go. The snacks that they offer allows them to choose the snacks they want.

Competitive Environment

No one else has an organisation like Graze, they just sell snacks no other products. Nature Box is a competitor but

Naturebox and Urthbox are competitors but Urthbox doesn't just do snacks they do food and drink also. Graze's prices are very high

Graze only has an online platform and retail stores to buy their products, this organisation doesn't have a physical location. There are other organisations that offer snacks, their products could have competitive advantages. An indirect competition would be if customers wish to make their own snacks at home, such as flapjacks which can be made at home, popcorn, dried foods such as banana chips, roast their own peanuts and other snacks they wish to try.

Competitive Advantage

Graze has a niche marketing because they are unique, it is also not a niche market because there are organisations that already do snacks. The competitive advantage they have is that they have direct contact with their suppliers as that where they source some of the products. Another advantage that they have is that they are very innovative with their ideas as the names of their products are one of a kind which makes them stand out as a unique organisation. The products that they offer you can not get them anywhere else other than the retail outlets and various supermarkets and their website.

Market Strategy -

They market their products through the use of their Facebook page where they post regularly and their Tv advert so they get more customers interested. Email marketing as part of their strategy so they can get more people on board with their organisation. Special offers, etc

Organizational Development

Anthony Fletcher CEO founder of love films

E-procurement

The organisation doesn't really use e procurement that much. Their website does not state where the products are from or made , as the organisation is within the UK everything concerning the e procurement of the business is done within different parts of UK. The e procurement activities that will take place in the organisation are , sourcing the products to make the snacks with different ingredients. Once products have been sourced then they will be made into snacks such as flapjacks and other snacks that they make.

The organisation shops for the packaging that they have for the products which is also a part of procurement.

Their website is very basic and it does not contain a ,lot of information which makes it harder to find out about the organisation.

E Marketing

Graze markets their products through their tv advert , their website and the Facebook page that they have. Graze meets all the 7 p's of marketing. They sell different types of products which have balanced nutrients ,sugar and calories and other preservatives. They do not to promote their business very well which is a disadvantage as they don't sell a lot of products in the supermarkets and they only sell them in a few supermarkets which gives them a disadvantage and limited to what they can achieve. Their prices are very expensive as its a business which has a niche market which only appeals to certain people who have an interest in their unique snacks.

Your recommendations for the internationalization of the site.

The country that was chosen to show different internalizations of the site was the country of Peru which is located in Latin America. Graze is thinking of expanding their business to Peruvian market as people are always busy on a daily basis.

The website format in Peru is that similar of the current websites that are in the UK ,the only difference is the language.

Other countries have a different internalization of their websites. Direction of writing is varied on the language that is spoken in the country , in the UK people read from left to right , however in the Arabic language and many other languages read from right to left and there are some that are read vertically.

An organisation like Graze could start delivering their products worldwide to get more awareness of their business and they could also gain more profit.

Recommendations for the site

Graze could improve their website by adding more to their website as its very simple and plain, which is ideal for non-technical users who are not familiar with IT. The recommendations for the site could be a little bit on the costly side but it could have benefits like more company awareness and customer engagement and interaction by improving the current site.

Amazon Echo

A device such as the Amazon Alexa has its benefits and its drawbacks, it has voice recognition, so you can speak to it and set up to how you would like it to respond to you. With the Amazon Echo its aim is to provide more functionality within the home. The Amazon Echo would not be suitable for a organisation like Graze as it the subscription method works on different timescales ,weekly, monthly or quarterly and I don't think that the Amazon Echo has the ability to retain such information as the customer might want to change when they receive their Graze snacks.

References

<http://www.bassheadspeakers.com/amazon-echo-review/> - Amazon Echo

<https://startups.co.uk/the-secrets-to-graze-coms-success/>

<http://www.allsubscriptionboxes.co.uk/graze/>

<https://www.graze.com/uk/subscribe>

<https://www.subscriptionradar.co.uk/graze-boxes-review/>

<ttps://www.graze.com/uk/about-us/how-graze-works>

<https://www.smartling.com/translation-services/website-internationalization/>

Internlization