MingleMeals: Culturally Authentic Food for Young Professionals

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Product Overview

There is a growing demand for multicultural food, especially for people in college or starting their professional careers away from home who are learning how to provide for themselves while managing busy schedules. Many of these people grew up in families that provided home-cooked cultural food but now feel less connection to their home and culture.

To connect increasingly diverse younger generations with the food they want to eat as they transition into adulthood, we are introducing MingleMeals: a meal kit subscription service with a focus on bringing authentic, multicultural food with sustainably sourced ingredients. MingleMeals responds to the overlapping goals of Americans who seek to connect to their cultural backgrounds and who seek convenient, easily-accessible food options. MingleMeals will allow busy customers to make the food they want to eat with high-quality sustainable ingredients, yummy recipes, and great convenience. In the words of customers, these benefits are described below:

- "I never used to consider meal kits because it wasn't the type of food I thought I'd like. But I have a busy schedule and no car, so MingleMeals works great with my lifestyle and tastes good, too."
- "I can't shop for cultural foods myself because that's not what they sell frozen food-wise at Trader Joe's, but MingleMeals makes it easy for me."

Scope and Objectives

Scope

HarvestMingle is introducing an addition to its digital platform and in-store offerings to stay at the forefront of e-commerce technologies and user needs through MingleMeals. This offering will be accessible through both a digital subscription service and individual in-store box pickups. Leveraging HarvestMingle's existing digital infrastructure and grocery distribution network, the primary focus of this project is to introduce and seamlessly integrate MingleMeals as an extension of HarvestMingle.

HarvestMingle identifies a strategic opportunity in the growing trend of multicultural young professionals relocating to metropolitan areas and the increasing interest in meal kits in American households. The meal kit market remains open for healthy competition, and HarvestMingle aims to capture a specific segment by offering culturally authentic meals. Additionally, to distinguish itself from competitors, this product will not include pre-made meal delivery and restaurant delivery services. Although these options eliminate meal preparation time for consumers, these services demand significant scale-up efforts from HarvestMingle's native offerings and deviate from our core mission.

Objectives

Primary Objectives

1) ***Expanding the Digital Platform:*** Expand the online platform by adding web pages and features for users to learn about, purchase, personalize, and manage subscriptions.
2) ***Integrating Physical Workflows:*** Integrate MingleMeals into HarvestMingle's warehouse system; utilize current infrastructure to assemble meal kits, uphold quality adherence, and ensure efficient delivery.
3) ***Developing Culinary Expertise and Recipes:*** Develop cultural recipes through collaboration with culinary food consultants. This aims to grow MingleMeals' reputation for tasty, authentic food.

Secondary Objectives

1) ***Establishing Multicultural Partnerships:*** Build partnerships around multicultural grocery offerings to source different ethnic grocery products such as spices and sauces in bulk.

2) ***Sharing on MingleMeals Community****:* Create a shared social space for users to share their food and experiences with the meal kit service to enhance engagement and build brand loyalty.

User Personas

Target Users

Our primary customer segment consists of young professionals in their 20-30s from multicultural backgrounds. These users are living independently for the first time while managing busy schedules with work or school. They may struggle to fit in grocery shopping, meal planning, and cooking. Particularly, they seek to cook the cultural foods of their homes, but they do not have ready access to the different cultural ingredients that they require and may not know how to make the food they want to eat. These demographics represent a target population for meal kit services as they learn how to cook and source groceries amidst busy schedules.

Our key pain point from our research on our target demographic is that as these populations adjust to independent living, they often find themselves disconnected from their cultural heritage due to challenges in accessing culturally specific ingredients and recipes. There is a need for a convenient solution that not only simplifies meal preparation but also serves as a bridge to their cultural roots. MingleMeals addresses this pain point by allowing individuals to reconnect with their heritage through culturally diverse meals. To achieve the goals of our target user, we aim to provide convenient and delicious meal offerings that replace the burden of grocery planning and shopping with easily accessible multicultural meals.

User Personas
- Janice (24) just started her first post-graduate job in San Francisco. She misses her mother's Chinese food but ends up ordering takeout or making simple "American" meals in bulk, as she lacks clear cultural recipes and the Chinese grocery store is far away. She does not have the budget to continue ordering takeout and craves cheaper, culturally authentic home-cooked meals.
- Lisha (27) has been working a demanding job in finance since graduating from college and lives with her similarly busy partner (25). With little time to grocery shop or meal prep, she relies heavily on restaurant delivery to get her weekday meals, but she misses the home-cooked taste of the Indian meals she grew up with. She also wants to be more health-conscious about her diet with high-quality produce and freshly prepared meals.
- Alex (22) is a first-year graduate student in the Bay. He no longer has a college meal plan and has never cooked before. His workload is manageable, but he does not have a car to go out and buy groceries. He often does not know what to make with his delivered groceries, but he has many diverse friends and is curious about culinary exploration.
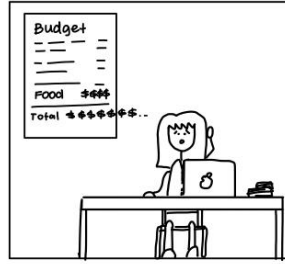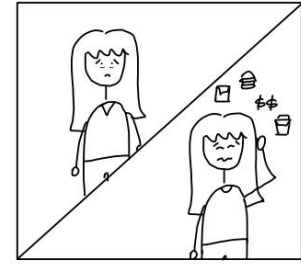
Story Maps

Janice just started her first post-graduate job in a new city
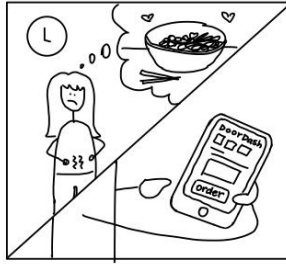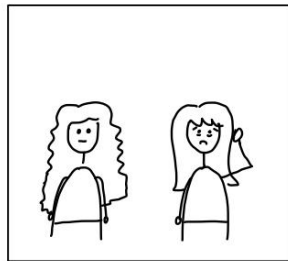
She misses her mother's chinese food but often resorts to ordering takeout due to the convenience.
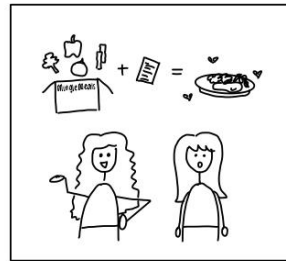
Janice is concerned because she is spending way too much on takeout. Its unsustainable.

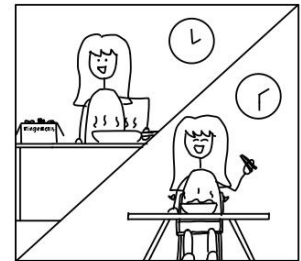Janice is tired from work and worried about her lifestyle and finances

Janice shares her troubles with her friend Sally.

Sally tell Janice about MingleMeals, a culturally authentic meal kit.

With the deep desire for a home-cooked meal, Janice decides to give MingleMeals a try.

Janice receives her box! With clear instructions, she confidently prepares a culturally authentic, chinese meal, just like her mom would make for her.

JTBD (Jobs To Be Done)

When…	… I want to …	… so that I/we can …
When I am far from home,	I want to have easy access to authentic cultural meals	So that I can feel close to home and my culture.
When I cook,	I want to try new recipes from different cultures	So that I can prevent food boredom and expand my horizons.
When I cook,	I want detailed instructions	So that I know what to do to make the best-tasting output.
When I plan my meals for the week,	I want to be able to choose meals based on my dietary preferences and restrictions	So that I can eat tasty food that works with my lifestyle.
When I am busy,	I want to have access to meals without extensive meal planning or ingredient sourcing	So that I can cook and eat without spending a lot of time.
When I am scatterbrained,	I want to have meals sent to me without me remembering	So that I can still eat food even if my mind is busy.

When I am hungry and have less money to spend on food,	I want to cook myself	So that I can save on takeout costs and generally eat healthier.
When I pick out groceries,	I want to pick the freshest produce	To ensure I am getting my money's worth.

Functional Requirements

Below are the functional requirements of MingleMeals. P0 denotes top-priority items. These need to be done prior to launch. P1 and P2 represent medium- and low-priority items, respectively. These can be completed after launch.

Requirement	Priority (P0 - P2)
User Registration and Authentication: Users should be able to create accounts. Secure authentication methods to protect user data.	P0
Subscription Management: Users can select and manage their subscription plans. Option for one-time purchases and subscription customization. Discounts can be applied to subscriptions.	P0
Customer Support: In-app chat or support ticket system for customer inquiries. FAQ section for common issues.	P0
Meal Planning and Recipes: Detailed recipes with step-by-step instructions.	P0
Order and Delivery Tracking: Users can track the status of their orders. Real-time delivery tracking with notifications.	P0
Payment Gateway Integration: Seamless and secure payment processing. Multiple payment options (credit cards, digital wallets).	P0
Referrals: Users can refer family and friends for discounts. Non-users can be referred to MingleMeals.	P1
Feedback and Ratings: Users can provide feedback and ratings for received ingredients and recipes. HarvestMingle can use feedback to improve offerings.	P1
Personalized Recommendations: AI-driven recommendations based on user preferences and purchase history.	P1
Community Forum & Social Media: In-app community forum to share recipes and photos. Integration with social media for users to share their culinary experiences.	P2

Cultural Ingredient Catalog: A comprehensive catalog featuring authentic cultural ingredients. Search and filter options for easy navigation.	P2

Non-Functional Requirements

Requirement	Description
Performance	The system should handle a large number of simultaneous users. Quick response times for search queries and order processing.
Scalability	The system should be scalable to accommodate user base and content growth. The system should also scale for new recipes and cuisines.
Reliability	Minimal downtime for scheduled maintenance. Redundancy and backup mechanisms for data protection.
Security	Encryption of sensitive user data (credit card data, food allergy information). Compliance with data protection regulations.
Usability	Intuitive and user-friendly interface. Accessibility features for users with disabilities.
Compatibility	Compatibility with popular web browsers and mobile devices. API support for potential third-party integrations.
Compliance	Adherence to relevant industry and legal standards. Compliance with food safety regulations.
Analytics and Reporting	Integration with analytics tools for tracking user behavior. Reporting features for business insights.

Wireframes/Wireflows or Mockups
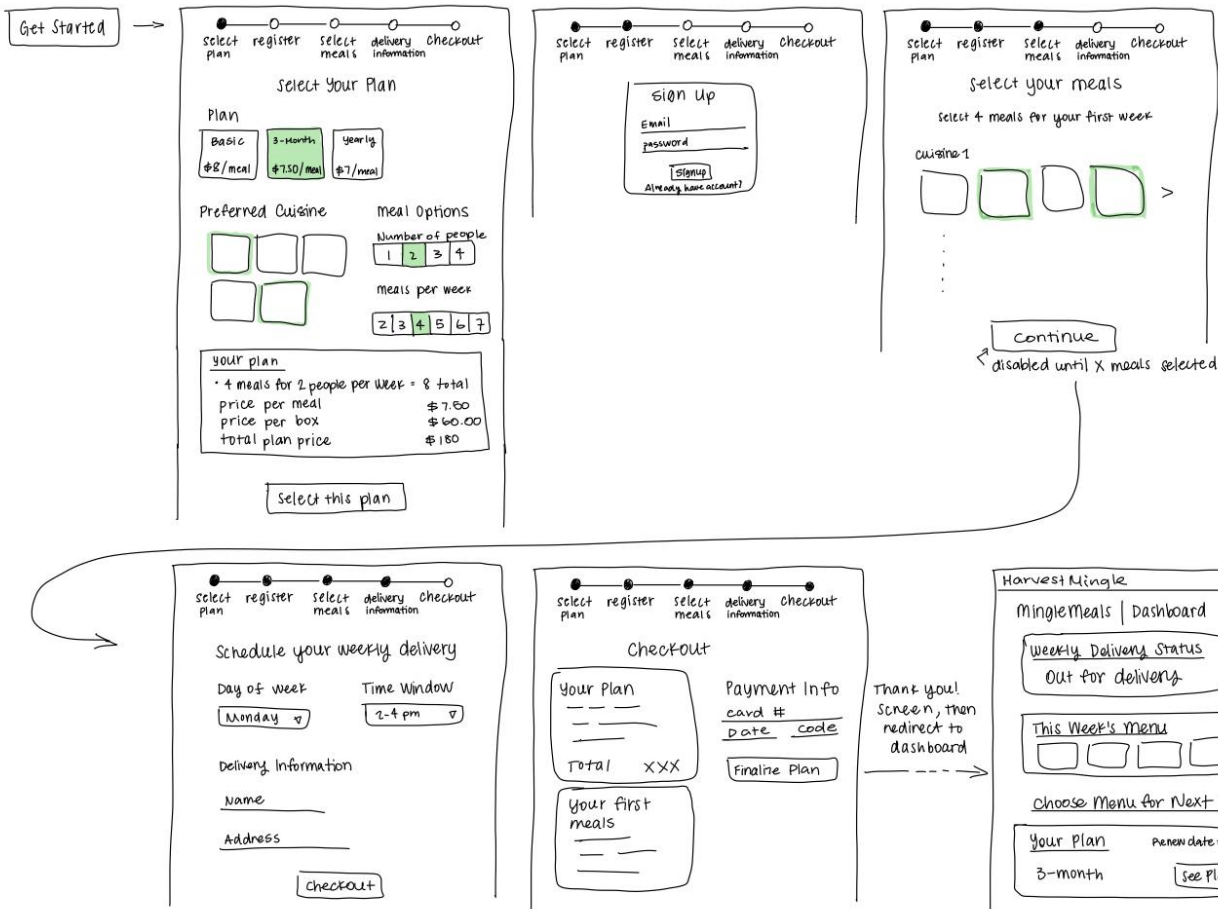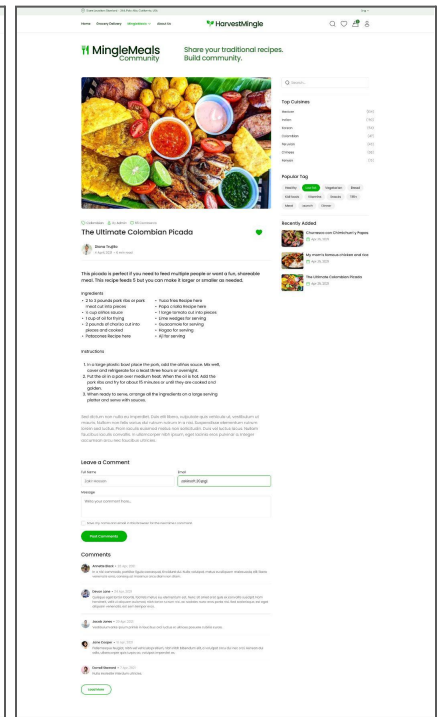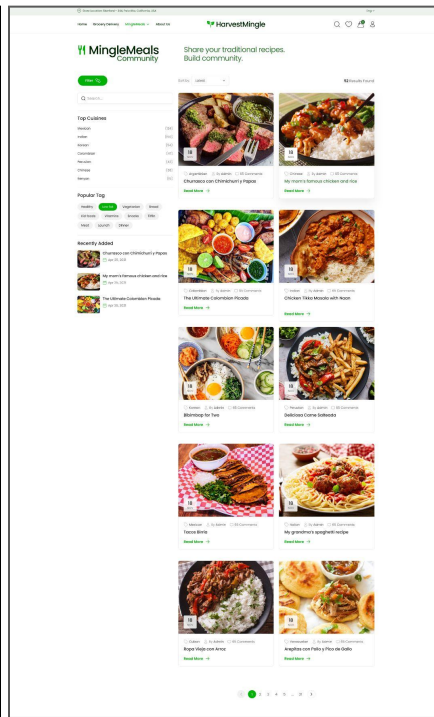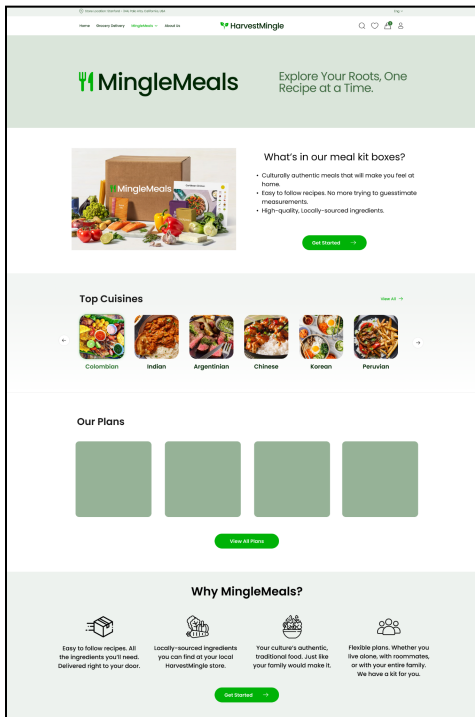
Constraints and Assumptions

Constraints and Limitations

We have identified the following limitations that may pose constraints on MingleMeals' development and production.

- *Ingredient Availability*: Ensuring a consistent supply of culturally specific and authentic ingredients; seasonal availability and sourcing challenges for certain ingredients.
- *Logistics and Delivery*: Efficient delivery mechanisms to ensure meal kits remain fresh; balancing fast delivery with cost-effectiveness, especially in metropolitan areas.
- *Kitchen and Preparation Space*: Requirement for a dedicated space for meal kit preparation that adheres to health and safety regulations.
- *Cultural Authenticity Maintenance*: Retaining the authenticity of recipes while making them adaptable for meal kit formats; addressing diverse culinary preferences within cultural groups.
- *Technology Integration*: Developing a seamless online subscription and ordering process. Integrating new meal kit services with existing grocery delivery infrastructure.
- *Costs and Pricing*: Managing costs to offer competitive pricing while maintaining quality.
- *Regulatory Compliance*: Adhering to food safety standards and regulations in different regions.

Assumptions from Prior Research

Our findings from user research with multicultural young professionals are generally as follows: Participants primarily cook dinner for themselves but can't cook cultural meals correctly due to a lack of instructions from family recipes and inexperience. Although expressing a desire to eat more cultural foods, participants also cited a lack of time for cooking - especially elaborate meals - and emphasized that access to ingredients for cultural meals can be a barrier.

Core Assumptions

- Customers desire a grocery delivery service and will choose grocery delivery over premade meals.
- Cultural authenticity can be well-defined and understood.
- Customers are comfortable with others choosing produce for them.

Milestones and Timeline

Milestone & Objectives	M1-M3	M4-M6	M7-M9	M10-M12	M13-M36
Web Development: Update the site with new user flows for meal kit subscription and community forum.				Hard launch online subscription by end of M12	
Designing & User-Research: Design remaining user flows, packaging for meal kits, and conduct user research on designs and in-store kits.			Soft-launch 1-meal kits in stores by end of M8		Slowly expand coverage across the US

Curate initial recipes: Consult with chefs to curate the initial recipes we will launch with. Conduct user feedback		Polish up recipe offerings for soft-launch by M6		Polish up recipe offerings for hard-launch by M11	Polish up recipe offerings for geographic expansion by M24
Prepare local warehouses for production and delivery: Ensure that production and delivery logistics are properly in place around Bay Area locations.					Expand to other locations
Train customer support staff: Train customer support staff to handle subscription-specific inquiries.		In-Store Staff		General Customer Support Staff	
Marketing: Market the new product/features to new and existing customer base in grocery stores, social media, etc.		Focus on in-store kits		Focus on online subscription	Focus on other locations

Go to Market Strategy

Pre-Launch Phase

Product Readiness

Our first release of MingleMeals will be a soft launch with curated boxes of ingredients and recipes in physical store locations in the Bay Area. At our in-store soft launch, we will focus on the authentic flavors of the area's largest communities, featuring Mexican, Chinese, and Indian cuisines. This ensures that our offerings are well-curated to the specific demographics of our target audience.

The purpose is to identify customer interest, assess the rate of repeat purchases, and understand if eliminating the need for grocery shopping and food planning increases access to cultural food. Surveys will be distributed during the soft launch to gather feedback on cooking difficulty, challenges with recipes, and taste.

We will proceed from the in-store soft launch to a complete online launch when we reach 5% of HarvestMingle's customers and curated box repeat purchases reach 15% of that group. Should we fail to reach these numbers, we will pivot to focus on in-store efforts.

Market Research

MingleMeals capitalizes on the growing consumer preference for convenient meal solutions, including DoorDash (premade meals) and HelloFresh (meal kit subscription). MingleMeals has many direct and indirect competitors in the market that include: grocery delivery kits (Hello Fresh, Blue Apron), meal delivery subscriptions (Shef, Factor),

grocery delivery (Instacart), restaurants, in-person groceries, and other "bad alternatives" (skipping meals, simple no-cook meals).

Recent historical trends in the meal kit and grocery delivery market include (1) affordability, (2) personalization, and (3) diversified options. First, the meal kit space is evolving with a focus on affordability as inflation has led consumers to seek value-oriented experiences at home. Meal kit providers are innovating by making kits more affordable and convenient, as they are typically more budget-friendly and easier for consumers, containing all required ingredients. Second, the need for value-oriented experiences has created a trend towards more premium meal kits catering to personalisation. Users can opt in and out of what they want in their box and can have more control over what they are receiving. Third, some companies have expanded their product range to include a variety of meal options including pre-made meals and ready-to-bake items, offering increased convenience.

MingleMeals will stand out in the market by providing both an authentic and affordable option. We target a niche market of individuals from diverse ethnic backgrounds seeking a taste of home. HarvestMingle is an established grocery store chain with nationwide physical locations and a developed brand reputation. Hence, we have established channels for food sourcing, quality control, packaging and shipping, and customer acquisition.

Branding and Messaging
Our value proposition is: "MingleMeals: Enjoy the taste of home with fresh and sustainably sourced ingredients for authentic multicultural dishes, brought right to your doorstep by HarvestMingle." To reach our target demographic, our messaging will emphasize our product's time-saving ability, authenticity, and affordability.

Sales and Distribution Strategy
HarvestMingle's grocery subscription kit will be strategically marketed through a multi-channel approach, leveraging both digital platforms and in-store promotions to reach young professionals seeking authentic cultural meals. Online sales will be facilitated through a user-friendly e-commerce platform, complemented by targeted social media campaigns and partnerships with food influencers to enhance brand visibility. Additionally, the subscription kits will be made available in HarvestMingle physical stores, providing a convenient in-store option for customers seeking an immediate and tangible shopping experience.

Marketing and Promotion Plan
Pre-launch, we will develop a marketing campaign to reach our target audience. We will utilize social media platforms to build product recognition through promotional content on HarvestMingle and brand ambassador accounts. Additionally, we will spread word-of-mouth marketing in our physical store locations through flyers and promotional materials. This dual-channel approach aims to broaden our reach, connecting with our target audience and current HarvestMingle customers across both online forums and in-person interactions.

Legal and Compliance
HarvestMingle's grocery subscription kit will adhere to all relevant food safety regulations, ensuring that the sourcing, handling, and delivery of ingredients comply with industry standards. The product will transparently communicate nutritional information and allergen details, promoting consumer awareness and safety. Additionally, HarvestMingle will implement robust data protection measures to safeguard user information, maintaining compliance with applicable privacy laws and regulations.

Customer Support and Service

Customer service has been key to HarvestMingle's success, and maintaining this high standard is critical. We will hire and train 3 more customer support team representatives specializing in MingleMeals to ensure customer satisfaction. These will help with an online chat support and phone support line to address customer questions. In addition, our website will have an FAQ and moderated community forum to help further answer questions. We will also ask for customer feedback regarding post-launch boxes for ongoing improvement.

Launch Phase

Official Launch Announcement

Our launch announcement will happen online and in-store. We will provide free samples of MingleMeals meals and discounted trials to MingleMeals at local farmers markets, universities, and other places of congregations. We will also provide a discount for student subscriptions to encourage early adoption of MingleMeals with the expectation that these individuals will continue to use our product post-graduation. Finally, we will roll out a referral program to encourage users to introduce their friends and family to MingleMeals.

Marketing and Promotional Activities

As we launch, we will also take on sponsorships and advertisements. Our competitors rely heavily on endorsements from celebrities and influencers of all types (Figure 1) [8], but we will take a more nuanced approach to this. We will work with small and mid-sized celebrities and influencers who are from culturally diverse backgrounds. This will maximize the conversion to MingleMeals while also minimizing costs for sponsorships [9].

Sales Activation, Monitoring, and Adjustment

If the soft launch is successful, we will roll out local delivery in the SF Bay Area. We will also expand in-store boxes to Seattle and New York City. All of our decisions about expansion will be based on purchasing and customer satisfaction data.

Post-Launch Phase

Performance Analysis

In this phase, a comprehensive analysis of MingleMeals' performance is crucial, involving a thorough review of sales data and marketing metrics. The focus will be on key performance indicators (KPIs) like conversion rates, customer acquisition costs, and customer lifetime value. The goal is to assess the effectiveness of marketing channels and the success of promotional activities, comparing actual performance against the projected figures outlined in the pre-launch phase to gauge the success of the initial launch. As part of this performance analysis, we also plan to analyze customer feedback and reviews to contextualize these performance indicators.

Customer Service Follow-up

Maintaining high customer satisfaction is paramount for the continued success of MingleMeals. Addressing any customer issues or inquiries promptly is essential to uphold a positive relationship with customers. The dedicated customer support team for MingleMeals will play a pivotal role in handling feedback, complaints, and inquiries. Systematically collecting customer feedback through surveys, online reviews, and direct communication channels will be instrumental in identifying areas of improvement. Acting on this feedback is crucial to make necessary adjustments to the meal kit service.

Iterative Improvements

Informed by the analysis of performance data and customer feedback, the next step involves implementing necessary product improvements. This may include refining recipes, adjusting portion sizes, or enhancing the overall customer experience. Regularly updating the meal offerings to keep the menu fresh and engaging will also be a priority. Additionally, adjusting marketing and sales strategies based on insights gained from the post-launch analysis is essential. This might involve reallocating the marketing budget to more successful channels or refining promotional messaging.

Reporting and Communication

To provide stakeholders with a clear understanding of the outcomes, internal reports on the launch performance will be prepared. These reports will include data-driven insights into sales trends, customer feedback, and the effectiveness of marketing initiatives. Presenting these reports to key decision-makers within the company will inform future strategies and decisions. A communication plan will be developed to share the results and insights with relevant stakeholders, including investors, employees, and partners. Transparency and clear communication are essential for building trust and maintaining alignment with the company's overall goals.

Long-term Strategy Planning
- Menu Expansion: One goal of HarvestMingle is to bring cultural food from many different groups including those underserved by current markets. Over time, we expect to increase offerings from different cultures including ones that lack support in local restaurants and other meal delivery kits.
- Delivery Expansion: Once we have solidified our presence in metropolitan areas, we will increase our grocery delivery areas to include all of the United States. According to previous research, individuals in rural communities still use meal kits, albeit at lower rates than city dwellers [7]. We will utilize our existing partnerships with suppliers across the nation in this expansion.
- Sustainability: We also expect to increase our investment in sustainable packaging and shipping over time. This will further encourage eco-conscious consumers to adopt MingleMeals.

Resource Requirements

Human Resources
- Culinary Team:
  - Chefs/Food Consultants: To design culturally authentic recipes and ensure quality control.
  - Quality Assurance Specialists: To ensure product standards according to consumer feedback.
  - Compliance Officers: To ensure adherence to food safety regulations.
- Marketing and Sales:
  - Marketing Specialists: To develop and execute marketing strategies within the target metropolitan areas.
  - Sales Team: For promoting the product and managing consumer relationships, especially within the "soft launch" stage in physical HarvestMingle stores.
- IT and Web Development:
  - Web Developers: To build and maintain the online ordering platform.
  - IT Support: For technical support and system maintenance.
- Customer Service and Support

- ○ Online Chat Support Representatives: Implement a live chat feature on the website for representatives to provide instant assistance during key hours, especially during order times.
  - ○ Phone Support Representatives: Dedicated phone lines for customer queries, order support, and feedback, with trained customer service representatives to provide personalized assistance.
  - ○ Community Forum Moderators: Providing mod assistance to forum questions.

Technologies & Specialization
- ● Delivery Mechanisms: We will use existing channels for HarvestMingle grocery delivery, established already within HarvestMingle physical stores.
- ● Website: New meal kit subscription flow to allow users to manage their meal kit subscription, added to HarvestMingle's existing website. These include any of the following key platform development and database tools and technologies that may already be in use by HarvestMingle:
  - ○ Web Development Frameworks (such as React or Angular)
  - ○ Backend Systems (such as Node.js)
  - ○ Database Systems (such as MySQL and MongoDB)
  - ○ Data Analytics Tools (for customer and sales data analysis)

Physical Requirements

Many of these requirements may be already present in HarvestMingle locations for the existing grocery delivery services, but they are mentioned here as there may be expansion and additional need for these.
- ● Kitchen Space:
  - ○ Adequately sized and equipped kitchen facilities for meal kit design and testing by culinary staff.
  - ○ Compliance with health and safety standards.
- ● Packaging Area:
  - ○ Space for efficient packaging of meal kits, ensuring food safety and quality.
  - ○ Equipment for sealing and labeling packages for meal kit delivery as opposed to grocery delivery.
- ● Delivery Fleet:
  - ○ Refrigerated delivery vehicles for transporting meal kits while maintaining quality.
  - ○ Regular maintenance and fueling stations for the vehicles that are on a schedule.

Testing and Quality Assurance

Existing Channels
- ● HarvestMingle has an existing grocery delivery service, so we will be continuing our tried-and-true mechanisms to ensure ingredient quality/safety.
  - ○ Food safety procedures and delivery regulation
  - ○ Quality ingredient sourcing
- ● HarvestMingle already has customer service employees who are trained to handle grocery delivery questions.

New Channels
- ● Meal quality will be adjudicated through customer feedback.
- ● There will be iterative testing of recipes to ensure taste, authenticity, and ease of cooking, with the involvement of culinary experts and target demographic in taste tests.

- User experience testing will entail gathering feedback on the ordering process, instruction clarity, and overall customer experience, as well as conducting usability tests on the website and mobile applications.

Risks and Mitigations

- Customer Retention
    - Customers may be initially interested, but leave over time. A lot of meal kits struggle to retain customers.
    - Mitigation Strategy: Loyalty Perks, including discounts, free meals, and free add-ons. Large selection of recipes and ability to customize meals and meal plans.
- Delivery & Logistics
    - Issues like delays and damaged goods can lead to customer mistrust of MingleMeals and churn.
    - Mitigation Strategy: Strict quality control. If issues occur, customers will receive a free backup box that will be delivered immediately.
- Seasonality
    - Grocery preferences, demand, and specialty ingredient availability can vary throughout the year.
    - Mitigation Strategy: Tailor boxes to have seasonal ingredients and meals that are common for the given time of year. This will allow us to stay within our production costs and add variety for customers.
- Pricing
    - Grocery subscription boxes often involve tight profit margins.
    - Mitigation Strategy: Dynamically price boxes to account for seasonality and availability. We will also use existing relationships with HarvestMingle farmers to maintain competitive prices.

Metrics and Success Criteria

Key Performance Indicators

Soft-Launch Leading Signals:
- Frequency of Interaction: How often subscribers interact with the MingleMeals stands or buy a box.
- Retention Rate: How many subscribers make repeat purchases of in-store meals.

Acquisition and Onboarding:
- Subscriber Growth Rate: The rate at which new subscribers are added over time.
- Conversion Rate: The percentage of website/app visitors who subscribe to the service.
- Onboarding Completion Rate: The percentage of users who complete the onboarding process.

Engagement and Retention:
- Active Subscriber Rate: The percentage of subscribers who actively engage with the service within a given time frame.
- Retention Rate: The percentage of subscribers who continue their subscription over a specified period.
- Frequency of Interaction: How often subscribers interact with the app, browse recipes, or modify their subscriptions.

Customer Satisfaction and Feedback:
- Customer Satisfaction (CSAT) Score: Feedback from users to measure their overall satisfaction with the service.

- Net Promoter Score (NPS): The likelihood of subscribers recommending the service to others.
- Customer Feedback and Reviews: User reviews and feedback to identify areas for improvement.

Financial Performance:
- Average Revenue Per User (ARPU): The average revenue generated per subscriber.
- Cost of Customer Acquisition (CAC): The cost associated with acquiring a new subscriber.
- Churn Rate: The rate at which subscribers cancel their subscriptions.

Marketing Effectiveness:
- Conversion from Marketing Channels: The conversion rates from different marketing channels (social media, email, etc.).
- Conversion from Referrals: The conversion rate from peer-to-peer referrals.
- Brand Awareness: The growth in brand awareness among the target audience.

Success Criteria

Due to heavy promotions, we expect the number of people who look at MingleMeals (either in person or on the website) to be nearly 20%. From there, we expect 5% of shoppers to try MingleMeals for the first time. Additionally, we expect a 10-15% retention rate for the first year, as that is standard across meal kits.

Objectives & Key Results

Objective	Key Result #1	Key Result #2
Increase HarvestMingle online platform usage	20% increase in online purchases 1 year after online rollout	$20M increase in online revenue and reach profitability 1 year after online rollout
Maintain customer satisfaction in our meal delivery service	15% 1-year retention rate for online subscription	< 1% customer complaints/returns rate in first year

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