



**Consumer Insights for Launching a Customized Diet Food Delivery  
Startup: A Survey-Based Study**

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<p>This study evaluates a business idea, a customized diet food delivery service in Uusimaa, Finland by gathering insight from potential customers. It explores the development of a service that caters to individual dietary needs such as age, gender, allergies, and food restrictions.</p> <p>The research objectives are developing a concept for customized diet food delivery service, investigating the preferences and interests of potential customers, and assessing the market viability within the Finnish market. Therefore, the demarcation of the study is Uusimaa, Finland.</p> <p>In the theoretical framework of the thesis, the customized diet plan business idea, the role of consumer preferences, the value of health-consciousness trends, the Food delivery industry in Finland, and the Business Model Canvas for the business have been explored.</p> <p>The study employs a survey-based data collection method. The survey was employed using the web questionnaire method. Non-probability sampling- convenience sampling- has been chosen as the sampling method. The survey examined the preferences and interests of twenty respondents who were professional working individuals as potential customers.</p> <p>Results from the study show high demand for customized diet food delivery services among those interested in tailored meal plans. The findings prove the potential viability of the proposed business idea in the Ready-to-eat meals sector in Finland. The survey revealed that 75 percent of the respondents report having food restrictions. Additionally, when asked about their interest in personalized meal plans tailored to individual needs such as age, gender, and allergies, the great majority of the respondents expressed having food restrictions and had a strong interest in personalized meal plans.</p>
<b>Keywords</b> Food delivery, well-being trends, consumer insights, consumer dietary preferences, ready-to-eat meals.

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# 1 Introduction

The purpose of this chapter is to introduce the reader to the background and research objective of the study conducted. This chapter will also explain the research question and investigative questions, key concepts as well as how the research was demarcated. Lastly, this chapter will introduce the beneficiary of the research.

## 1.1 Background and Context

This thesis is about the development and implementation of a specialized dietary food delivery service, tailored to meet the demanding schedules and health-conscious preferences of modern consumers. It explores the viability and potential interest among customers in adopting a personalized dietary meal plan to streamline their nutritional needs and foster a healthier lifestyle amidst today's fast-paced living.

With this thesis, the author aims to investigate the level of interest and the potential market acceptance of a personalized diet food delivery service, seeking to understand the preferences, concerns, and expectations of potential customers regarding a service that provides custom-tailored dietary meal plans.

For the past twenty years, Finland has invested in the healthiness of foods by increasing the amount of fiber, reducing the amount of salt, reducing the amount of fat, and replacing unhealthy fats with healthier ones and the needs of special groups have been catered for with lactose- and gluten-free products as well as products that reduce cholesterol levels and blood pressure (Sitra 2023). This emphasizes the fact that this thesis is very important at this current time.

A hectic lifestyle causes people to favor fast food and convenience foods on weekdays. The discerning consumers investing in a health-promoting diet steer demand. This is evident in Finnish supermarkets, which offer a wider range of healthy and functional foods than those in mainland Europe. Yet the demand for functional foods in the USA, Europe, and Asia is also growing faster than the demand for basic foods (Sitra 2023).

As a response to this demand, a personalized diet food delivery service holds the potential to address not only the needs of local consumers but also appeal to a global market. The success and positive reception of this service can influence the food industry, creating a paradigm shift toward health-oriented, customized dietary solutions internationally. Therefore, this model holds promise for broader application, aligning with evolving dietary preferences and the growing health consciousness observed not only in Finland but worldwide.

The objectives of this study are to understand consumer insight about the business idea for the potential start-up. By gathering customer insight, the research question will be answered.

The business idea came to me as my personal journey, challenging losing weight with the presence of irritable bowel disease (IBD) and adding to that lactose intolerance. These health considerations make it difficult for me to stay on the path to well-being. You can add to that being a single mother and working and study, that took away much free time from me. I have been inspired by these challenges and wished for a service that could bring my diet to me, ready to eat and I wouldn't worry about anything else. I would trust that it monitors my body's needs while keeping an eye on my dietary restrictions. I wouldn't need to go grocery shopping and try to think about what to eat and what to buy. I would just eat the package and lose weight by achieving a balance between nutrition, health, and convenience. These factors and experiences led me to decide to transform my aspiration into reality. It became obvious to me that there is a need for a service that could bridge the gap between health, dietary restrictions, and the practicality of daily life.

For the past twenty years, Finland has invested in the healthiness of foods by increasing the amount of fiber, reducing the amount of salt, reducing the amount of fat, and replacing unhealthy fats with healthier ones as mentioned by Sitra (2017). This is exactly the reason the author is writing this thesis. To find out the level of interest and gather insight from potential customer

This emphasizes the fact that this thesis is very important at this current time, so the Finnish people who are busy and have tight schedules can still benefit from eating healthily.

## 1.2 Research objective and research question

The primary research objective for this study is, to develop a concept for a customized diet food delivery service that caters to individual dietary needs, considering factors such as age, gender, allergies, and well-being goals.

This research also aims to examine the interests and preferences of potential customers regarding customized meal plans that cater to their specific dietary requirements and goals.

Lastly, to assess the market viability of the business idea within the ready-to-eat sector in Finland, including aligning the service with the current trend dietary trends in Finland.

The research question for the study is: How can a personalized diet food delivery service effectively address the dietary preferences and health needs of working individuals in Uusimaa, Finland?

The investigative questions are:

IQ1: How does the target group perceive customized meal plans in general?

IQ2: How can personalized meal plans be designed based on individual characteristics?

IQ3: What is the level of food delivery services respondents use and their preferences?

IQ4: What pricing expectations do individuals have for personalized meal plans?

The knowledge base, measurement questions, and result chapters for each of the IQs are summarized in the overlay matrix in Table 1. The target group for this research has been working people in the Uusimaa region.

Table 1. Overlay matrix (adapted from Peltonen 2017, 3)

Investigative Questions	Theoretical Framework	Results in chapter	Interview/ measurement questions
1. What are the dietary preferences and restrictions of individuals?	2.1	4.2	1- 3
2. How can personalized meal plans be designed based on individual characteristics?	2.1	4.2	2, 4
3. What is the level of food delivery services respondents use and their preferences?	2.2	4.4	5, 7
4. What pricing expectations do individuals have for personalized meal plans?	2.2	4.3	6, 8

### 1.3 Demarcation

The study focuses on working people in Uusimaa as the target group. The researcher coworkers and her friends.

### 1.4 Key concepts

**Customized:** Made or changed according to the buyer or user's need. (Cambridge Dictionary 2023a)

**Consumer insight research:** Research focused on helping clients better understand their consumers or audiences. (Coombs 2022, 10)

**Delivery:** The act of taking goods, letters, parcels, etc. to people's houses or places of work. (Cambridge Dictionary 2023b)

**Insight:** A deeper, clearer understanding that transcends individual data points. (Coombs 2022, 10)

**Quantitative research:** Research centered on numbers and statistics, in consumer insights research, most commonly through surveys. (Coombs 2022, 10)

**Research design:** A specific plan of action for what a research team will do, when and with how many participants.

**Research objectives (RO):** The research-specific component intended to address the overarching business goals driving a research project. (Coombs 2022, 11)

**Research questions (RQ):** The “big picture” questions that provide a framework for your research project. (Coombs 2022, 11)

### **1.5 Benefits of the study**

The benefits of a personalized diet food delivery service extend to a wider audience beyond the immediate customers. The service caters to individuals struggling to maintain a balanced diet due to time constraints and dietary restrictions, providing them with convenient, healthier food options.

In a broader context, the research and success of such a service could influence the food industry, prompting a shift toward more health-focused and consumer-centric food options.

The international impact is evident given the increasing global demand for healthier and convenient food alternatives. Thus, such a service model has the potential to expand internationally, aligning with the changing dietary preferences observed not only in Finland but in many other regions worldwide.

## **2 Customized diet food delivery service in Uusimaa, Finland**

### **2.1 The customized diet plan business idea**

One of the goals of the customized diet plan is to have nutrition plan for individual needs. Nutrition plans provide flexibility and control over a diet, which creates more confidence in clients, If clients are more confident in their nutrition, they will experience less anxiety and stress, (ISSA, 2020) mentioned.

With a guided diet plan, you can give clients the choice of what food to eat and how to arrange their meal planning. With a wide array of food choices, your client won't have to eat the same thing over and over. Meal planning can help busy clients stay more organized and committed to their diet plan, ISSA continues. To customize a diet plan for the individual, information on family history, food allergies, medications, supplements, jobs, nutritional desires, and current eating habits is required. (ISSA 2020).

Diet is not only for people who have allergies or disease restrictions, a balanced healthy diet is good for your physical and mental health. It can reduce the risk and severity of obesity, heart disease, diabetes, hypertension, depression, and cancer. As it shown in Table 2, There are seven essential factors for a balanced diet: carbs, protein, fat, fiber, vitamins, minerals, and water. There are seven essential factors for a balanced diet: carbs, protein, fat, fiber, vitamins, minerals, and water. (i-base 2023).

Table 2. Essential nutrients for a healthy balanced diet (i-based 2023)

Nutrient	% of daily calories	Function	Source
Carbs	45–55%	Energy	Grains (refined & unrefined): wheat, maize, corn, millet, oats, rice, flour, pasta, noodles; potatoes; sweet potatoes, yam. Fruit (sugar).
Protein	10–35%	Tissue growth and maintenance	Meat, fish, nuts, eggs, soya, beans and pulses.
Fat	20–35%	Energy, energy storage, hormone production	Nuts, seeds, plant oils, dairy products (milk, cheese).
Fibre	Included in carbs.	Regulates blood sugar levels, bowel function and bowel health.	Peas, beans, vegetables, fruit, oats, whole grains, brown rice, nuts, seeds.
Vitamins & minerals	trace	Metabolism regulation, aiding cell growth, other biochemical functions	Specific to each vitamin/mineral. A range of vegetables, lean meat, nuts and seeds will cover most people's needs.
Water	0	Maintaining hydration	Drinking water, other beverages. About 20% of water intake comes from food.

### 2.1.1 The role of consumer preferences

In the section, the role of consumer preferences in the business has been discussed. The reason of this study is to gather insights from potential consumers. According to Study Smarter 2023, consumer preferences play a vital role in decision making process for the firms that caters to them, it is a significant determinant of demand which influences market price and production decision of firms.

Consumer insight research helps businesses to translating data into insight and insight into meaningful recommendations. The objective of conducting the research about the customized

diet plan is to gather data information from potential customers and translate it into recommendations that can help the business grow in the future. (Coombs 2022, 1-2).

For instance, in food-related businesses that are currently operating, according to (ISSA 2020) there are some apps that allow clients to set up a platform according to the type of diet they have. By choosing factors in weight loss goals, food allergies, foods they dislike, and the number of meals they want to eat during the day.

Understanding the perceptions and perspectives of target audiences using a wide range of approaches and methods, playing with data and ideas, coming up with creative and innovative ways to approach problems, and uncovering the insights that will lead to effective audience engagement. Coombs (2022, 2).

### 2.1.2 The value of health-consciousness trends

Health consciousness trends are in raise in Finland. According to Kesko 2023, in the recent K Group survey, Ruokailmiöt 2023, shows that 72 percent of Finnish people prioritize health and well-being in their daily food choices, and 14 percent anticipate these aspects for their future purchasing. In FinRavinoto survey diary improvements will persist. Key challenges are sat and saturated fat consumption, insufficient vegetable and fiber intake, and overconsumption of red and processed meats.

So, the concept of customized diet food delivery evolves with these dietary preferences. Data from Ruokaimiöt 2023 and Finravinto surveys shows the growing well-being focus on health and dietary choices in Finland.

The trends toward reducing red meat consumption and increasing vegetable and plant-based alternatives align with the customized meal delivery service's business model. The solution as Finnish people prioritizes their health and nutrition more and more every day seems necessary.

Furthermore, as it shown in Figure 1, based on Statista 2023b, ready-to-eat meals data, market data from Statista proves the viability of this business concept. In 2023, the Ready-to-Eat Meals market in Finland generated €1.1 billion in revenue, with an expected annual growth rate of 2.75% from 2023 to 2028. While global comparisons show substantial revenue in China, Finland's per-person revenue of €197.40 in 2023 reflects strong market potential. The volume in the Ready-to-Eat Meals market is projected to reach 113.0 million kg by 2028, with a modest growth of 0.2% anticipated in 2024. These figures highlight a substantial market and appetite for convenient, health-conscious meal solutions, further reinforcing the business proposition.

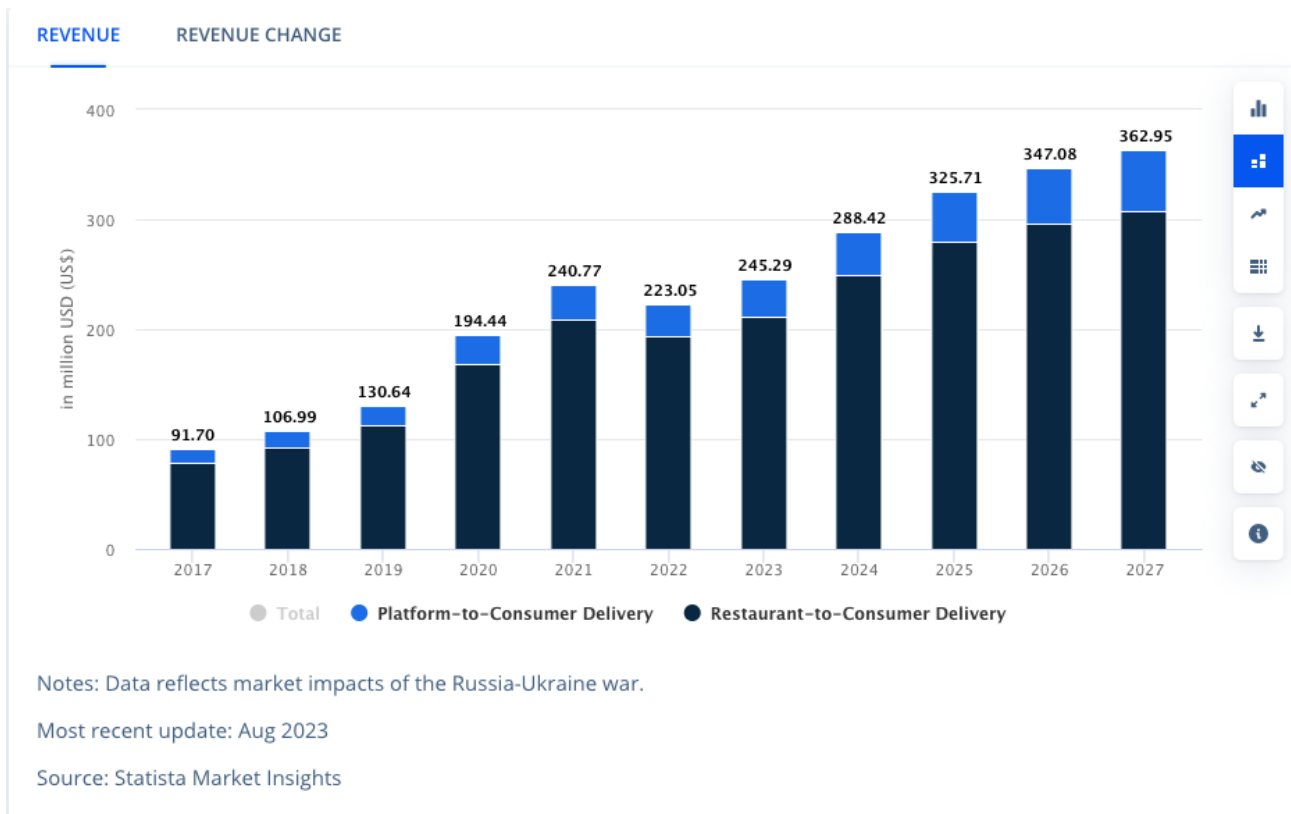
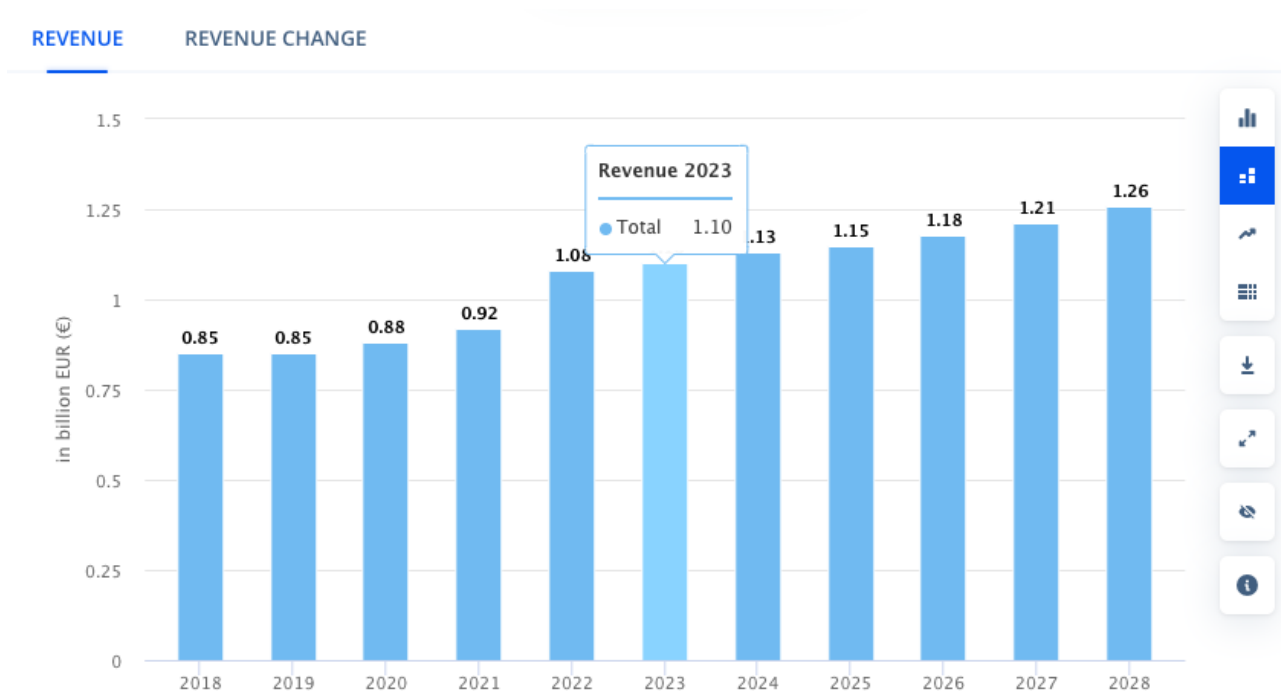


Figure 1. Ready-to-eat meals in Finland 2017- 2027

### 2.1.3 Food delivery industry in Finland

Finnish people have been using delivery for foods more and more these days. Wolt and Foodora are examples of successful delivery services in Finland. According to Statista 2023a, as shown in Figure 4. revenue in the Meal Delivery Segment is projected to reach US\$245.30 million in 2023, with an expected annual growth rate (CAGR 2023-2027) of 10.29%, resulting in a projected market volume of US\$363.00 million by 2027. The number of users in the Meal Delivery Segment is anticipated to reach 2.5 million users by 2027, with user penetration projected to increase from 33.2% in 2023 to 44.1% by 2027. The average revenue per user (ARPU) is expected to amount to US\$132.90. In global comparison, while most revenue will be generated in China (US\$169,800.00 million in 2023), these statistics highlight the substantial growth potential and demand for meal delivery services, further reinforcing the prospects of customized diet food delivery in Finland.



Notes: Data shown is using current exchange rates and reflects market impacts of the Russia-Ukraine war.

Most recent update: Oct 2023

Source: Statista Market Insights

Figure 2. Meal delivery revenue in Finland 2018-2028

## **2.2 Business Model Canvas**

In this section Business model Canvas of the customized food service has been explained. the Business Model Canvas has been used to create and comprehensive understanding of how the business would be operated. (Figure 3.).

According to Morris, Schindehutte & Allen, 2005, Business models have been described as the architecture, design, pattern, plan, methods, assumption, and statement of how a business operates and value is created in the market. Three categories of the business model identify the economic, operational, and strategic parts of the business. These categories offer varying perspectives on the components and decisions that provide a business model. So, the business model is a framework for how a company is planned to be operated, how revenue is generated, and how value is created for its stakeholders. Business Model Canvas is a powerful tool for visualizing and structuring a business model. Several building blocks that present essential aspects of a business are included in Business Model Canvas, it is a dynamic tool that can be adapted as the business grows and responds to changing market conditions.

### **Value proposition**

The unique value proposition is offering a service that delivers customized diet meals tailored to individual dietary specifications, preferences, and health aspirations. The emphasis is on convenience, enhanced nutrition, and time-saving benefits, all designed to address the specific pain points of the customers.

### **Customer segments**

Target groups include health-conscious individuals, busy professionals, those with specific dietary constraints, and individuals who want to have healthier lifestyles.

### **Channels**

Primary distribution channels are an intuitive website, a user-friendly mobile application, strategic utilization of social media, targeted email marketing, and partnerships with healthcare professionals who can recommend our services.

### **Customer relationships**

Customers are a big part of the journey, by offering customized support through one-on-one consultations with qualified nutritionists and dietitians, maintaining a responsive customer support team.

### **Revenue stream**

The revenue streams are weekly and monthly meal subscription fees for regular meal deliveries, single meal orders, partnership collaboration with businesses in the health and wellness, charging fees for one-on-one consultations with nutritionists and dietitians, hosting of health and wellness events, advertising opportunities, and the sale of gift cards.

### **Key resources**

Key resources include team of nutritionists, dietitians for the preparation of nutritious meals. Collaboration with kitchen and restaurants. The team of technology for digital presence, customer data management, and order processing. Collaborations with healthcare professionals and wellness experts. Delivery agreement with current delivery services. Customer service team to establish a solid relationship with customers.

### **Key activities**

The primary activities are menu development, responsive customer support services, data analysis to extract customer insights and turn it to customized meal plan. SEO management for website. The execution of targeted marketing campaigns, including initiatives on social media and email marketing, hosting health and wellness events to promote the business.

### **Key partners**

Collaboration with healthcare professionals, including physicians, nutritionists, and dietitians, who can endorse services to their clients. Partnerships with fitness centers, wellness coaches, event organizers, advertisers, and food suppliers.

### **Cost structure**

Cost structure includes the procurement of ingredients, personnel costs such as the salaries of nutritionists, dietitians, chefs, kitchen staff, and customer support personnel, leasing and maintenance of kitchen facilities, development and

maintenance of the online platform, execution of marketing campaigns, operation of customer support activities, management of logistics for delivery.

# Business Model Canvas



Figure 3. Business model canvas for customized diet food delivery service

### 3 Methodology

#### 3.1 Research design for customized diet food delivery service

In this section research design for this study has been explained. The research design provides an overall plan for data collection and analysis. It reveals the type of data and the priorities of the researchers Ghauri, Grønhaug, and Strange (2020, 61) said. Also, empirical research is conducted to answer research questions.

The research design represents the overall strategy for gathering the information needed to answer the research problem under scrutiny. A research design should be effective in producing the wanted information within the constraints put on the researcher (Ghauri & al. 2020,74). In this study based on the time limit, the researcher has decided to use a web questionnaire as the survey type with twenty respondents. The systematic investigation question has been designed to understand dietary preferences and the feasibility of the service.

The design involved a structured survey instrument for quantitative data collection and analysis. The objective of this survey is to gather valuable insights and feedback from potential customers regarding a customized diet food delivery service.

In this thesis, convenience sampling has been chosen and used. The researcher simply chose the respondents who were colleagues and friends because of the time limitation for the research. According to Ghauri, Grønhaug, and Strange (2020,166) in many research cases, a comprehensive sampling frame may not exist, and the researcher would adopt some form of non-probability sampling. There are three major forms of non-probability sampling used by business researchers and convenience sampling is one of them. Convenience sampling is to select whatever units are conveniently available.

This survey was created and used through Webropol, which is a software that is licensed through Haaga-Helia. This quantitative data collection tool can be found through the following link <https://webropol.com/>. The execution of the survey was done through the Internet as the link was sent to the respondents. The design of the survey was developed from IQs to find out about dietary preferences and restrictions and the level of interest in customized meal plans. Price expectations and preferred delivery methods were also questioned. In the data collection phase, the essential information to address the research objectives was created.

A range of structured questions, including multiple-choice (having a set series of answers from which participants can select), Likert-scale (a scale that uses variations of the same concept in order to measure the gradations in response), and open-ended questions (questions that have

no set answers from which to choose and participants can answer any way they want). (Coombs 2022, 134).

### **3.2 Survey Development and distribution**

The web questionnaire was used in his study based on the advantages and disadvantages of this method, which seemed most suitable to the researcher's situation. According to Ghauri, Grønhaug, and Strange (2020,171) in the website questionnaire, the advantages are respondents have time to give considerate responses to the questions, the respondent's answers will not be influenced by the characteristics or technique of the interviewer and answers may be coded automatically. The disadvantages are that mail questionnaires require simple, easily understood questions response rates are low and the researcher often doesn't know who actually completed the questionnaire.

The survey instrument aimed to gather comprehensive insights into respondents' dietary preferences, well-being considerations, and their openness to customized dietary meal services.

The survey distribution started on October 5<sup>th</sup>, 2023, targeting primarily working professionals, and was closed on October 18<sup>th</sup>, 2023. The link has been shared with some of the researcher's current colleagues and friends. Respondents were invited to participate and were assured of the confidentiality of their responses.

### **3.3 Data analysis methods**

In the data analysis, utilizing the Webropol data management platform, analysis was done to extract insights and trends from the gathered data. This analysis by quantitative approach to understanding of the research questions. Microsoft Excel and Webropol website has been used as data analysis platforms.

## 4 Data analysis and findings

### 4.1 Introduction to respondents

The survey has been distributed between professional working females and males. Respondents were between 25 to 50 years old and lived in the Uusimaa region. In total twenty responses were collected, ten males and ten females.

### 4.2 Consumer preferences

The respondents were asked to indicate any challenges they experienced when it came to their dietary preferences and meal choices. The question was a multiple-choice option.

As shown in the bar chart, 80 percent of respondents mentioned limited time to grocery shop and the cook has been the biggest challenge of all for them. Although these answers are varied between male and female. (Figure 4.).

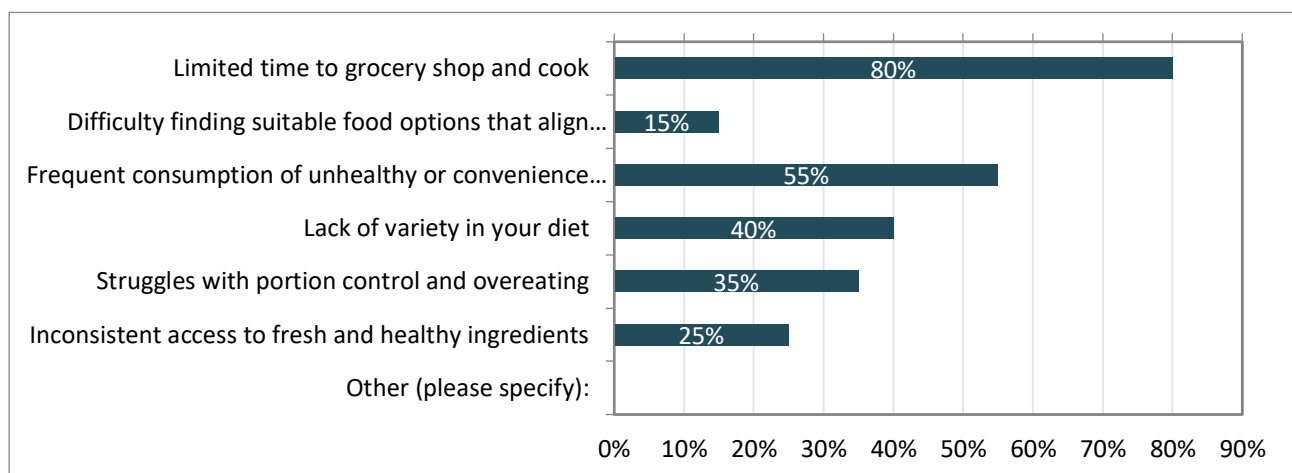


Figure 4. Challenges in dietary preferences and meal choices.

The analysis of challenges in dietary preferences and meal choices based on gender reveals males find limited time and frequent consumption of unhealthy or convenience foods, equally challenging, 70 percent for each. Also struggling with portion control and overeating has been chosen in 40 percent of males. Difficulties finding suitable food option is also twice as females. (Figure 5.).

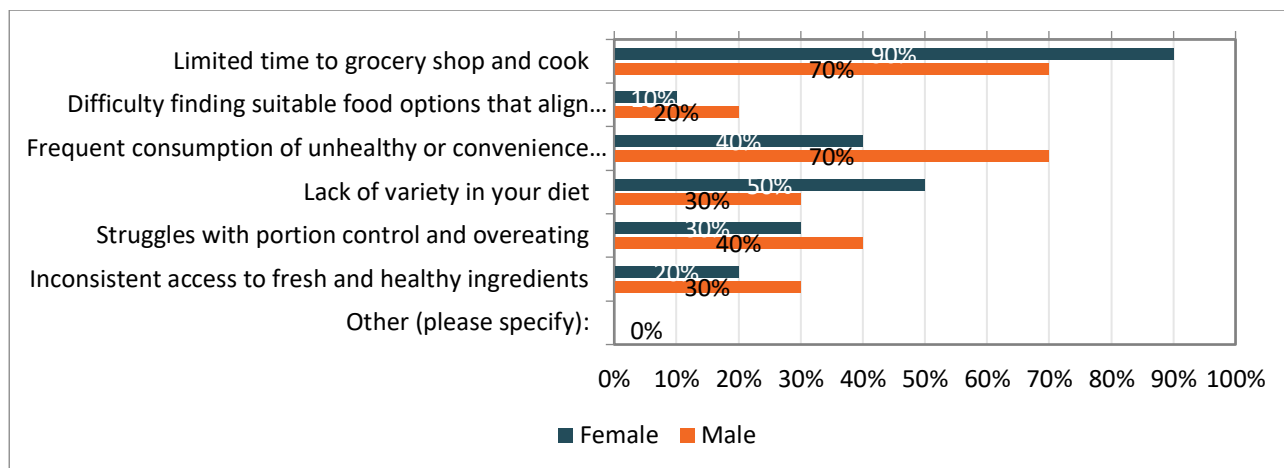


Figure 5. A gender comparison

The analysis of challenges in dietary preferences and meal choices based on age groups reveals overall, there are similarities in some challenges faced by both age groups, particularly regarding the lack of variety in diet and difficulties in accessing fresh ingredients. However, the over-30 age group experienced more challenges with issues like unhealthy food consumption due to time constraints and struggles with portion control compared to the under-30 group. (Figure 6.).

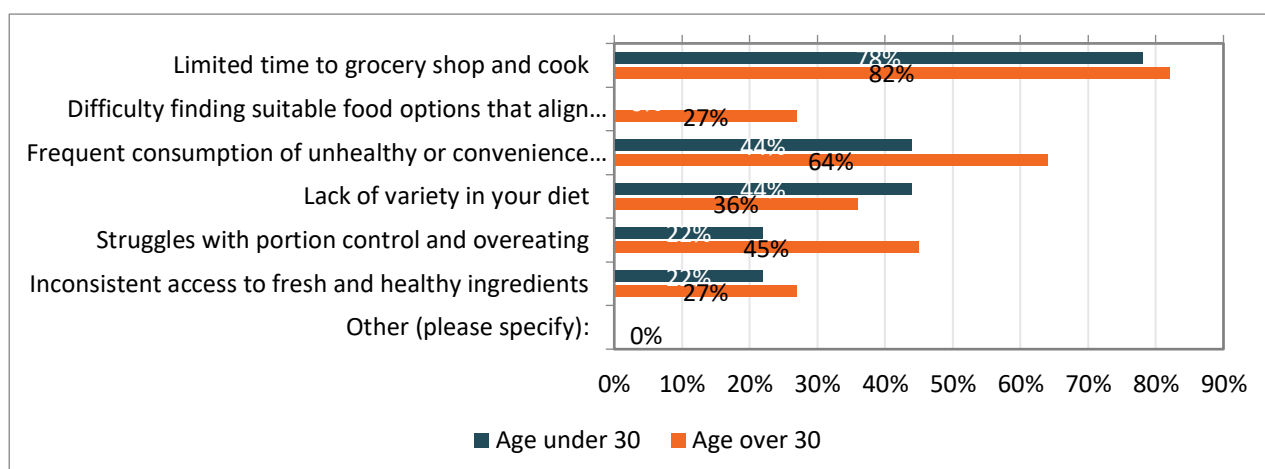


Figure 6. The age group comparison

The analysis of food restriction and allergies among survey respondents reveals respondents have lactose intolerance, gluten intolerance, religious food restrictions, no pork, vegan, and disease-related food restrictions. It shows only 24.0% of the respondents don't have any restrictions while 76.0% of them have food restrictions. (Figure 7.).

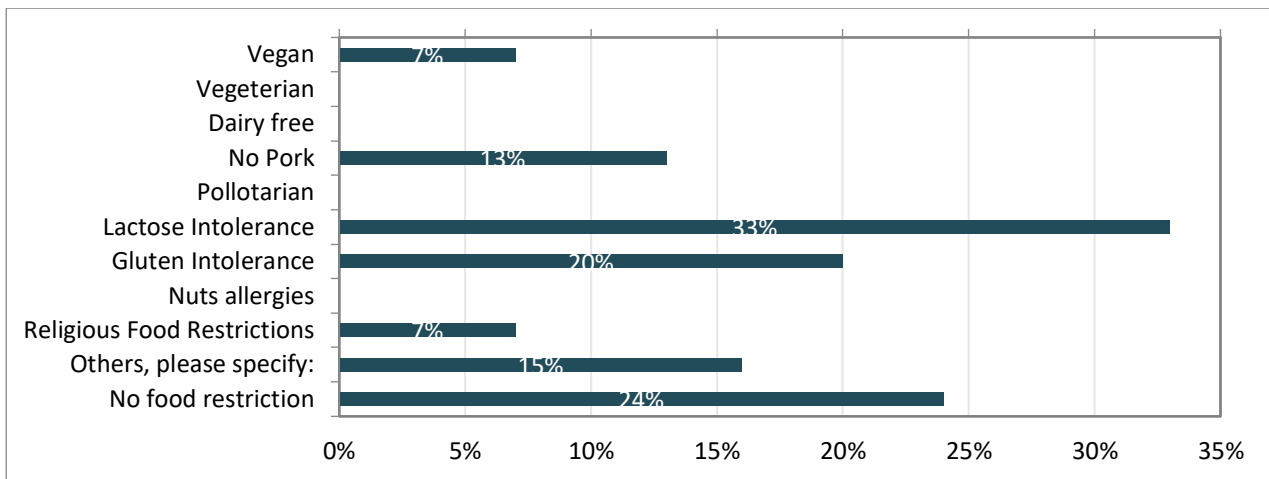


Figure 7. Food restriction and allergies among survey respondents

Next, the data shows that respondents' confidence levels in their knowledge of their dietary requirements vary. The average confidence score is 7.4. The analysis reveals interesting differences in confidence levels between female and male respondents regarding their knowledge of nutritional requirements. On average, male respondents (with an average score of 7.8) tend to have higher confidence in their knowledge compared to female respondents (with an average score of 6.9).

In the analysis of respondents' interest in personalized meal plans based on individual needs like age, gender, and allergies. The data indicates a strong overall interest in personalized meal plans. On average, respondents expressed a high level of interest with an average score of 8.0, with a median of 9.0. The median score of 9.0 suggests that a substantial portion of respondents had a strong interest in this offering. The median signifies the middle value in a dataset arranged in ascending order. In this context, half of the respondents rated their interest higher than this value, and the other half rated it lower. If the median is high, it suggests that a significant number of respondents had strong interest, even if the overall average was slightly lower.

When analyzing the level of interest in personalized meal plans based on individual needs, such as age, gender, and allergies, respondents' interest varies between females and males. The data indicates male respondents show more interest in personalized meal plans. Female respondents had an average interest score of 7.3, while male respondents showed a higher average interest score of 8.7.

### 4.3 Pricing expectations

In response to the question about the preferred pricing model for a customized diet food delivery service, 50% of respondents preferred a subscription plan, while another 50% favored a pay-per-meal model. This indicates an equal split in preference between these two pricing options among the respondents.

However, data shows that the Subscription plan is more popular among those under 30, while respondents over 30 are more inclined towards the Pay-per-meal option. (Figure 8.).

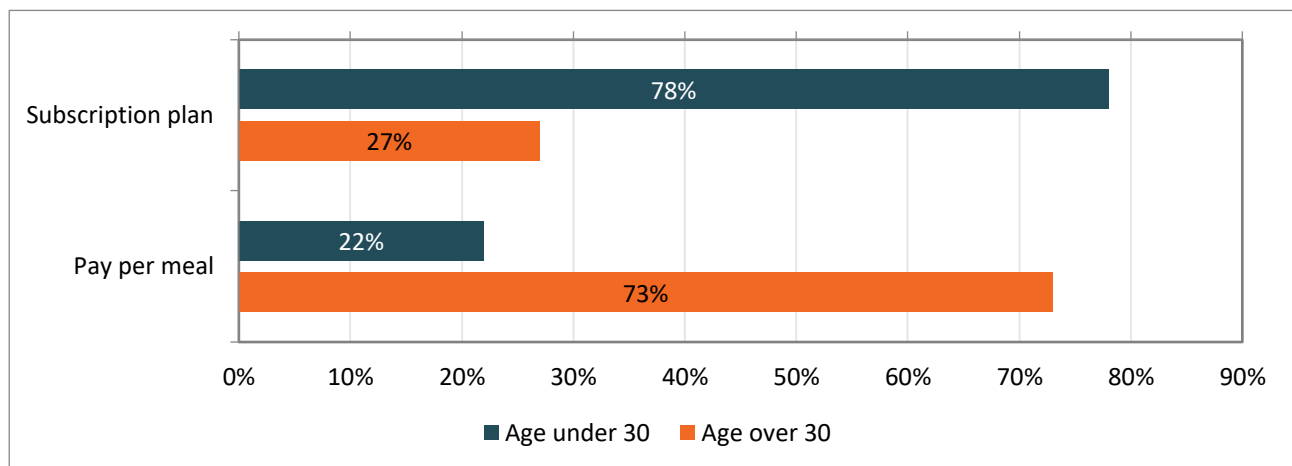


Figure 8. Subscription preferences for customized diet food delivery service. An age groups comparison

For the preference for a subscription to a personalized diet food delivery service, among the respondents, 35% preferred the Premium Meal Kit, priced at €99.99 for 3 meals, 5 days a week. Another 35% opted for the Basic Meal Kit, which costs €59.99 for one meal, 5 days a week. The remaining 30% chose the No subscription/One-time meal option at €14.99.

This data reflects an even distribution of preferences among the respondents regarding subscription plans for the personalized diet food delivery service. (Figure 9.).

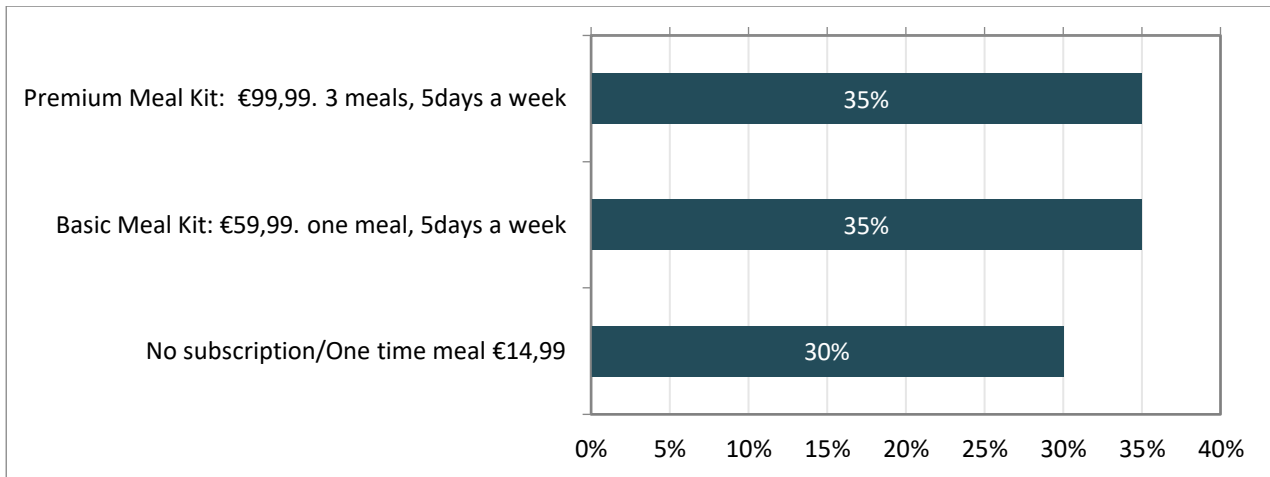


Figure 9. Preferred pricing model for customized diet food delivery service

Comparing the preferences for a subscription to a personalized diet food delivery service between the two age groups shows that the majority preferred the "Basic Meal Kit." "Premium Meal Kit" was the second most preferred for both groups. "No subscription/One-time meal" had the lowest preference for those under 30, while it had the highest preference for those over 30. (Figure 10.).

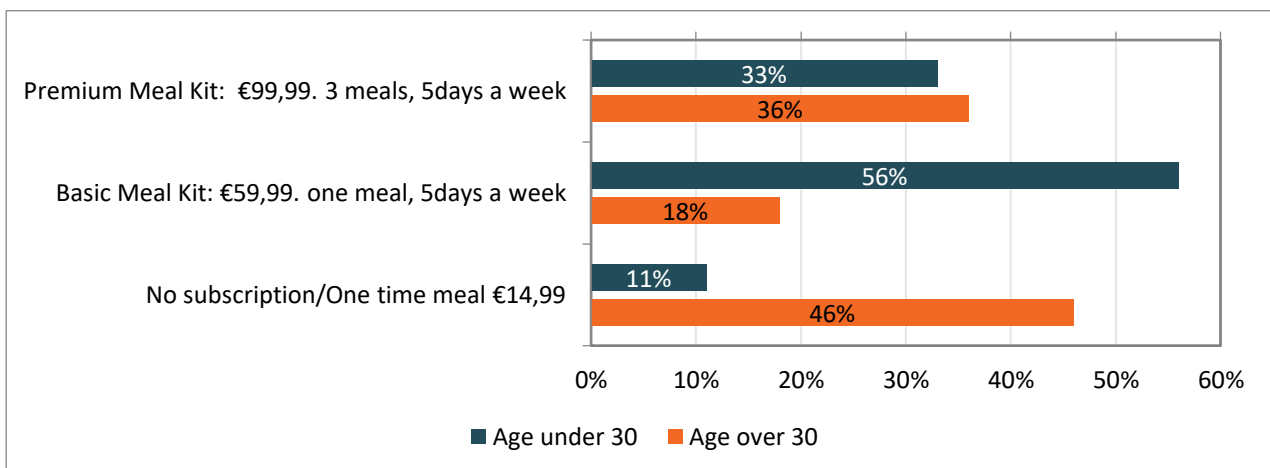


Figure 10. The age group comparison for the preferred pricing

In comparing meal kit preferences between females and males, 30% of females opted for the Premium Meal Kit (€99.99), while 40% of males chose the same. For the Basic Meal Kit (€59.99), 40% of females and 30% of males preferred this option. The No subscription/One-time meal (€14.99) was chosen by 30% of both females and males. This sums up to 10 respondents of each gender, forming a total of 20 respondents.

The analysis of meal kit preferences based on gender reveals a minor difference in choices. For the Premium Meal Kit priced at €99.99, a slightly higher percentage of males, at 40%, opted for this option compared to females, who accounted for 30%. In contrast, the Basic Meal Kit, priced at €59.99, was favored by 40% of females and 30% of males. The No subscription/One-time meal, priced at €14.99, was equally preferred by 30% of both females and males. This information is based on the choices of 20 respondents in total, 10 from each gender group. (Figure 11.).

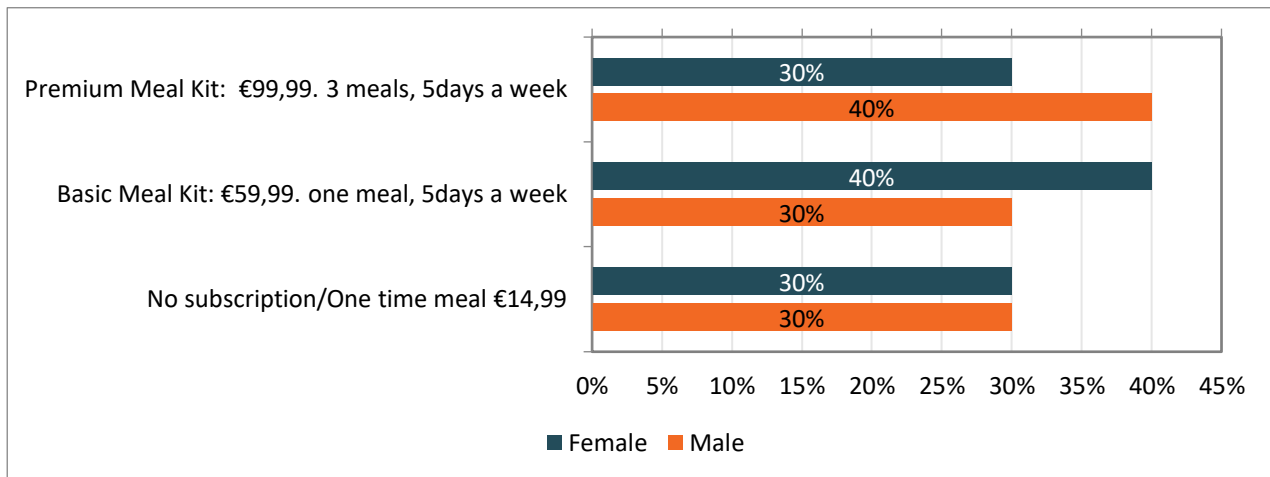


Figure 11. The gender comparison for preferred pricing

#### 4.4 Delivery preferences

When examining the frequency of current food delivery service usage among the survey respondents, data reveals that most respondents prefer to use food delivery services monthly (47.4%), followed by weekly users (26.3%). A smaller portion of respondents opt for food delivery services a few times a year (15.8%), while a minority rarely or never use such services (10.5%). While comparing female and male, among female respondents, the majority opt for monthly food delivery services (66.7%), while among male respondents, the most common choice is weekly food delivery (40.0%). (Figure 12.).

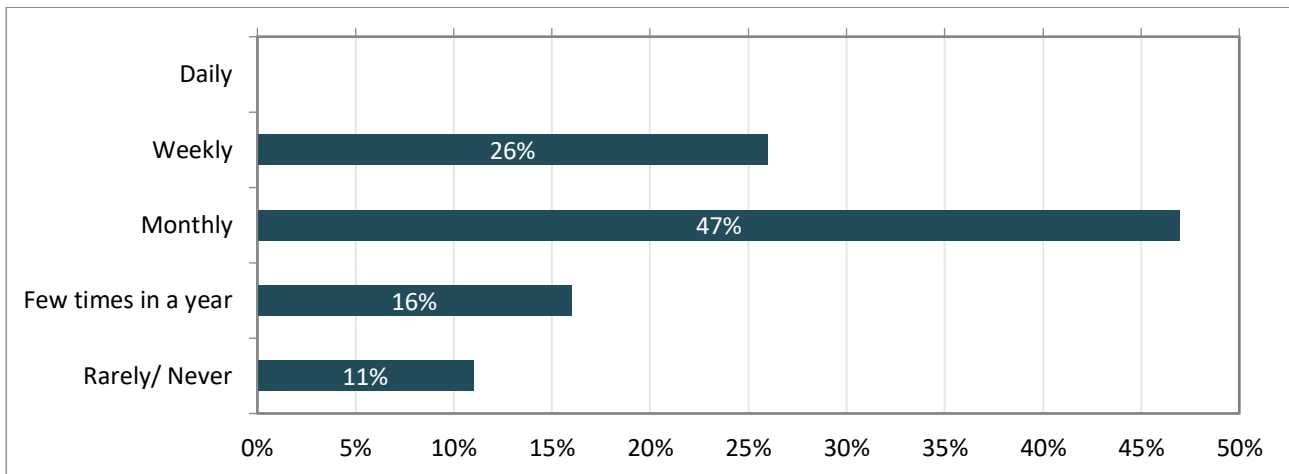


Figure 12. Frequency of current food delivery service usage

The analysis of the frequency of current food delivery service usage based on age illustrates differences in food delivery service frequency between the two age groups. This comparison highlights that those over 30 showed a higher preference for weekly food delivery, while those under 30 had a stronger inclination towards monthly food delivery. (Figure 13.).

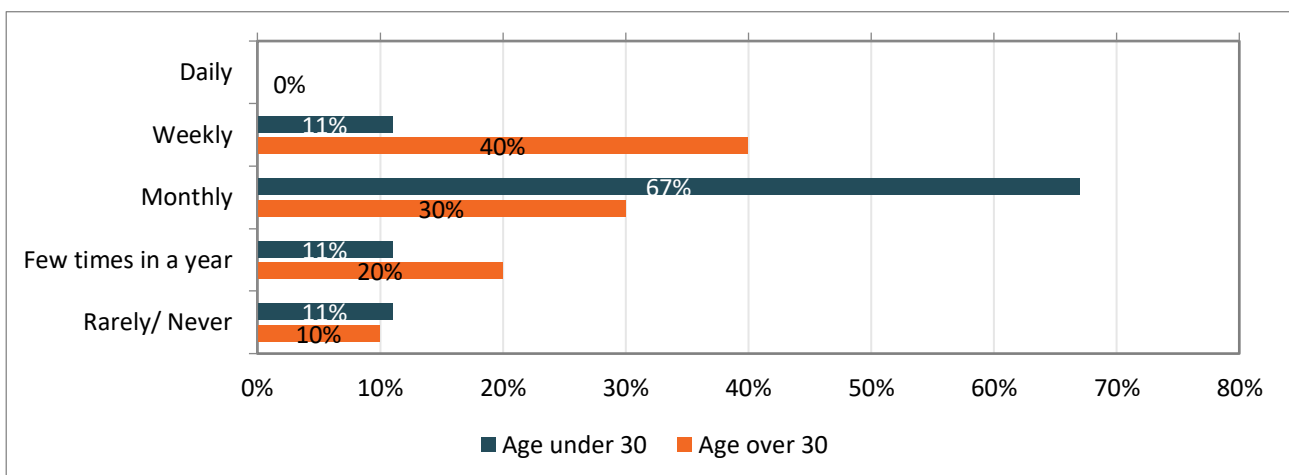


Figure 13. The age group comparison for delivery frequency

Most respondents, constituting 55.0%, indicated a strong preference for having their personalized diet food delivered directly to their doorstep. On the other hand, no respondents showed a preference for picking up their meals from a designated location. However, a significant portion, accounting for 45.0%, expressed an inclination towards a flexible approach, sometimes opting for meal deliveries and at other times choosing to pick up their meals. (Figure 14.).

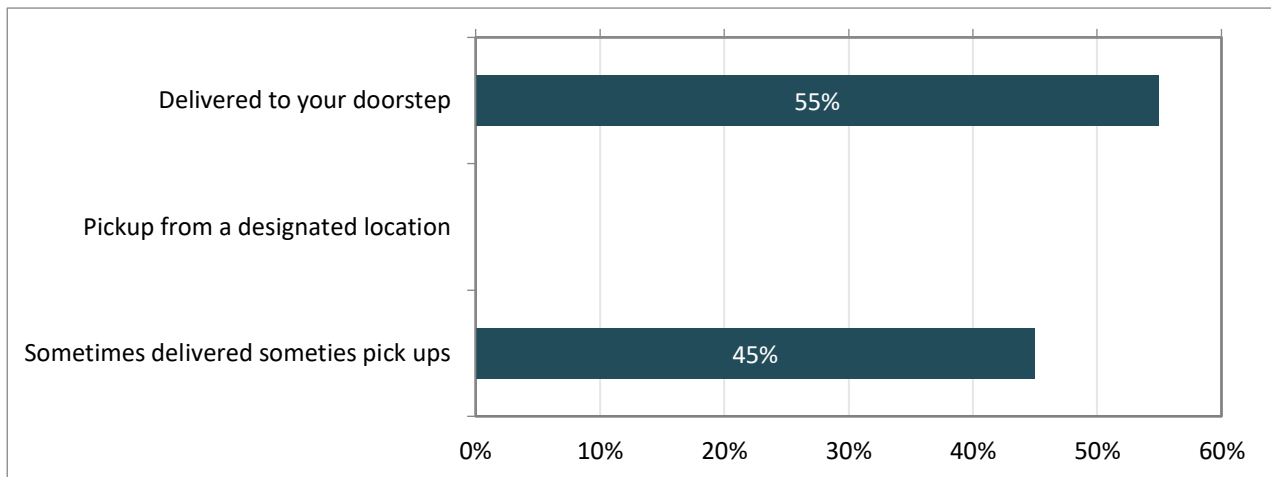


Figure 14. Delivery preferences for customized diet food

The data reveals distinct age-related preferences in how individuals desire to receive customized diet food. Among respondents under 30, the majority (44.4%) indicated a preference for having their diet food delivered to their doorstep, while a significant number (55.6%) leaned towards an adaptable model, occasionally opting for both delivery and pick-ups. On the other hand, individuals over 30 displayed a stronger preference (63.6%) for doorstep delivery, and a smaller proportion (36.4%) expressed a need for flexible options. This suggests that younger participants exhibit a slightly higher inclination towards variability in meal delivery options, while the older cohort favors a consistent doorstep delivery service for their personalized diet meals. (Figure 15.).

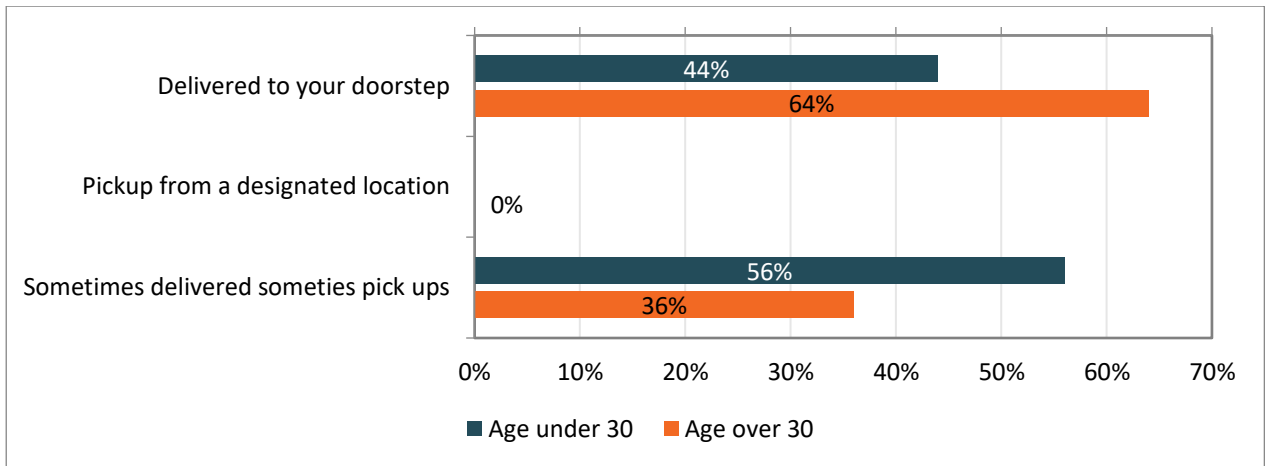


Figure 15. The age group comparison for the delivery preference

However, with gender comparison data, it's evident that a higher percentage of females showed a preference for having their personalized diet food delivered to their doorstep compared to males. There was no preference for picking up from a designated location among both genders. However, males showed a relatively higher interest in a combination of both delivery and pickups compared to females. (Figure 16.).

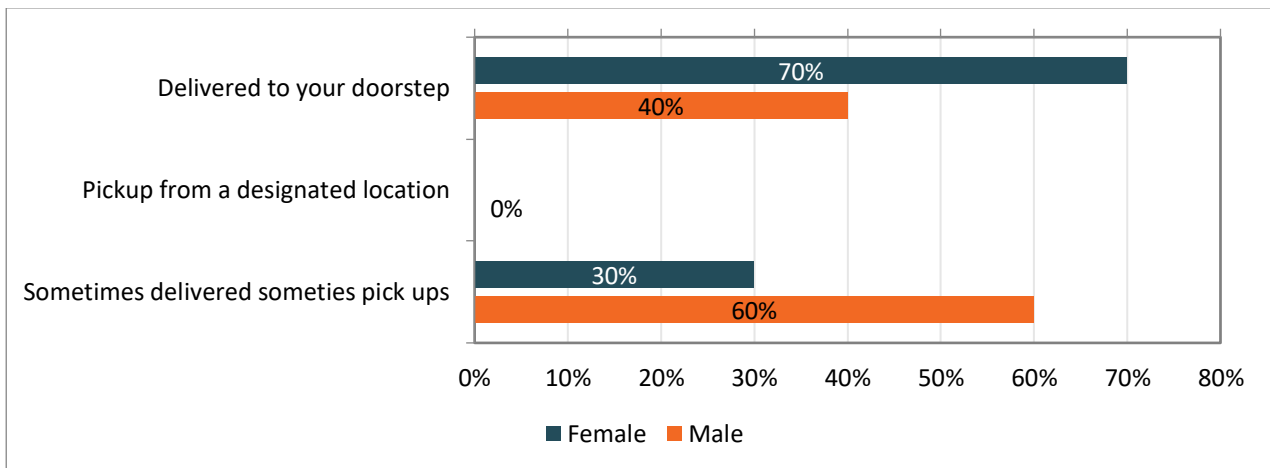


Figure 16. The gender comparison for the delivery preference

#### **4.5 Feedback and comments**

The respondents generally showed interest and support for the concept. They appreciated the idea of professionals customizing meals based on individual needs and goals. Some mentioned the importance of pricing and menu options, while others highlighted the convenience of such a service, particularly for busy individuals. Feedback also included suggestions for offering different meal plans and clear policies for changes and cancellations. Overall, the concept received positive feedback and appeared to have potential interest among the respondents.

## 5 Conclusion

This thesis explored the concept of the business idea- a customized diet food delivery service. The research aimed to gather insights and feedback from potential customers. The target group was working professional people in Uusimaa.

The survey results indicate strong interest in the service and highlight the demand for such service in Finland. Respondents expressed a keen interest in a customized diet food service tailored to their individual needs such as age, gender, allergies, and food restrictions. Data shows a significant frequency of food delivery service usage. The revelation from the survey indicating a high percentage, specifically 76.0%, of respondents having food restrictions such as lactose intolerance, gluten intolerance, religious food restrictions, no pork, vegan choices, and disease-related food restrictions, underlines the significance of a business model focused on personalized diet food delivery. It emphasizes a compelling market need for tailored meal plans that accommodate diverse dietary requirements. The presence of a vast majority, three-quarters of the surveyed population, with specific dietary restrictions solidifies the validity and potential viability of a business aimed at providing personalized meal plans. This demand demonstrates a clear niche for a service that can cater to the individual dietary needs of customers, suggesting a practical and promising market for a personalized diet food delivery service.

Furthermore, respondents' preferences regarding pricing models for personalized meal plans were divided between subscription plans and pay-per-meal options. Preferences varied slightly between age groups, with younger participants showing a stronger inclination toward subscription plans. It proved that there is substantial interest in personalized diet food delivery services, and the concept aligns with the well-being trends in Finland. The survey findings reinforce the potential for such a service to cater to a health-conscious market, and the data collected is valuable for shaping the future of the start-up.

A SWOT analysis (table 3.) provided an overview of the strengths, weaknesses, opportunities, and threats associated with this study and its future.

Table 3. SWOT analysis

<b>Strengths</b>	<b>Weaknesses</b>
Market potential & demand Innovative and distinct idea  Survey data	Limited sample size  Limited scope
<b>Opportunities</b>	<b>Threats</b>
Market potential  Collaboration  Leveraging survey data  Technological innovation	Competitive landscape  Regulatory consideration

### **Strengths**

The thesis addresses a growing need for customized diet food delivery services, aligning with health-conscious trends which shows its relevance to the current Finnish market and its trends. The concept of tailoring meal plans based on individual needs, including allergies, is innovative and distinct. The inclusion of survey results provides empirical evidence to support the research. Statistical data indicates a substantial market for personalized diet food delivery services in Finland.

### **Weaknesses**

The survey's limited sample size may not fully represent the broader population, potentially affecting the generalizability of findings. The focus on a specific age group (under 30 and over 30) may not account for variations within these groups. Relying primarily on surveys may limit the depth of the research.

### **Opportunities**

The thesis suggests a potential for growth in the customized diet food delivery market. Opportunities exist for offering different meal plans tailored to specific health goals. There is a potential collaboration opportunity in terms of delivery and catering services which can bring revenue to the company. The data collected can be used to inform business strategies for personalized diet food delivery services. Utilizing technology for personalized meal planning and delivery could offer a competitive advantage.

### **Threats**

A competitive landscape in the food delivery market may pose challenges for new entrants. Compliance with health and safety regulations and food industry standards in Finland is essential.

### **Reflection of the thesis process**

Reflecting on the thesis process, it began with a personal aspiration to address my own struggle with weight management and dietary restrictions. This aspiration evolved into a concrete business idea aimed at providing a solution for busy working individuals like me, who seek a convenient and tailored approach to nutrition.

The research design involved survey development, distribution, data collection, and analysis. It was a valuable learning experience, and the limitations, such as the time constraints that affected the sample size, provided insights for potential improvements in future studies.

The feedback obtained from the survey participants has been encouraging, with many expressing interest and offering suggestions for further refining the service. Their input has reinforced the belief in the concept's feasibility and the potential to make a positive impact on individuals' well-being.

The thesis findings provide a foundation for the development and implementation of a customized diet food delivery service that aligns with the evolving dietary preferences in Finland. The journey to bring this concept to life is just beginning, and I am excited to embrace the challenges and opportunities it presents.

This study helped me to step toward transforming a personal aspiration into a potential business reality. It reflects the commitment to innovation, well-being, and convenience in the evolving Finnish food landscape which I am eager to embrace the journey forward.

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## Appendices

### Appendix 1. customized Diet Food Delivery Survey

#### Personalized Diet Food Delivery Survey

 Mandatory questions are marked with a star (\*)



Dear Participant,

Thank you for participating in this survey, which is a crucial part of a Bachelor's thesis project focused on personalized dietary meals. Your feedback is vital to this research, and we want to assure you that your responses are confidential and will only be used for academic purposes.

This survey aims to understand your dietary preferences and restrictions. Your input will guide the development of personalized meal plans that cater to individual needs.

Completing the survey will take maximum five minutes.

Sincerely,  
Zahra Sajedi  
Bachelor's Thesis Researcher

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2. Please select the dietary preferences and restrictions that apply to you: \*

- Vegan
- Vegetarian
- Dairy free
- No Pork
- Pollotarian
- Lactose Intolerance
- Gluten Intolerance
- Nuts allergies
- Religious Food Restrictions
- Others, please specify:
- No food restriction

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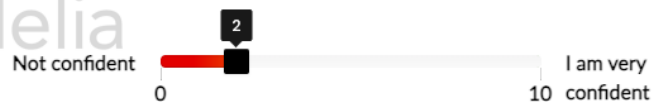
### Personalized Diet Food Delivery Survey

 Mandatory questions are marked with a star (\*)



Haaga-Helia

3. How confident are you in your knowledge of the amount of protein, vitamins, and minerals your body requires based on your age, gender, and health? \*




4. We are exploring the possibility of offering personalized meal plans based on individual needs like age, gender, and allergies. How interested are you in such personalized meal plans? \*



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## Personalized Diet Food Delivery Survey

 Mandatory questions are marked with a star (\*)



Haaga-Helia

5. How often do you currently use food delivery services? \*

- Daily
- Weekly
- Monthly
- Few times in a year
- Rarely/ Never

6. When considering a personalized diet food delivery service, what pricing model would you prefer? \*

- Subscription plan
- Pay per meal

7. How would you prefer to receive your personalized diet food? \*

- Delivered to your doorstep
- Pickup from a designated location
- Sometimes delivered sometimes pick ups


8. What would be your preference for a subscription to a personalized diet food delivery service? \*

- Premium Meal Kit: €99,99. 3 meals, 5days a week
- Basic Meal Kit: €59,99. one meal, 5days a week
- No subscription/One time meal €14,99

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### Personalized Diet Food Delivery Survey

 Mandatory questions are marked with a star (\*)



Haaga-Helia

9. Feedback on the Concept

We value your input. Please share any thoughts, suggestions, or feedback you have regarding the concept of personalized diet food delivery. Your comments are highly appreciated:

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