

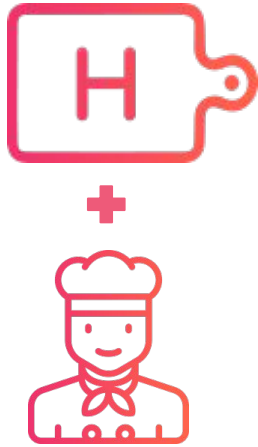


# Hungry No More: A Growth Strategies Analysis

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HUNGRY CATERING

# Core Business





## Advance the Brand

- Social Media Specialist + Brand Ambassador
  - Build connection with customers via social networks and interactions.
- “Try Hungry” -> “Feed the Hungry”
- Instagram-Facebook
  - Photo contest for free meal or repost
  - Unique Hungry hashtag for customers (#HungryNoMore)
  - Daily posting on each platform. (New Meals, Chef Bio's, People enjoying Hungry Food)

**★ Key Strategy: Build strong relationship between customers, food (chef), and Hungry through personal interactions and social media outreach.**

## Adjacent Markets



- Washington D.C. Weddings
  - Average meal cost: \$91 per person (*The Knot*)
  - Average Guest Size: 136 (*The Knot*)
  - Market Opportunity: **\$12,376** per wedding
- Event Catering
  - Conferences
  - Corporate Events
  - Parties

★ **Key Strategy:** Pursue additional markets in the D.C. region to strengthen Hungry's value and expand to new revenue streams.

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## On the Horizon

- Online Ordering Platform
  - “Three click system”
  - Streamline process for office administrators
- Customer Reviews
  - Employee surveys
  - Website Testimonials
- Establish substantial partnership in the D.C. region
  - Whole Foods, Safeway, Trader Joe’s
  - Effective scaling to large population areas. (Baltimore, Philadelphia, NYC)

