



The challenges

The client was skeptical about the success of this project, considering the immense challenges and the formidable challenges of making inroads into the market. The first challenge was to cross over the entry barrier of hardships of significantly high expenses and the risks. The next challenge was to overcome the constraints of the meal-kit companies. The high cost of the ingredients is also a point of concern that poses significant challenges due to the inadequate packaging and the inconsistent supply chains.

The client wishes to open a restaurant with expensive, risky, and challenging constraints. The meal-kit trend is another thing that was in movement but had some limitations. The packaging inefficiencies add up to the higher cost. Not only this, the chefs were not interested in being a part of this project because of the not-so-profitable model.

ABOUT THE CLIENT

THE CHALLENGE

THE SOLUTION

THE RESULT



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