

Chef Connect India (Case Study)

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JOURNEY

Vishal left his job in Dubai and came back to India. Hailing from Ajmer, Rajasthan he always had the entrepreneurial bug inside him. He was constantly looking for problem statements and solutions around which he could a venture.

The turning point in his life came when a friend had told him about how he had hired a private chef while he was in America.

The conversation stuck in his head as he acknowledged a huge gap in the Indian food market. This is when he incepted the idea of Chef Connect.

Through Chef Connect the user have a choice to choose from three, four or five star rated chefs under categories such as basic & executive. These chefs specialize in distinct cuisines and thus ,can be selected based on your mood palate.

“In today’s digital world, when technology has connected almost everything with your smartphones, have you ever thought of connecting yourself with your favorite chefs to serve your favorite food in your own parties and events just through your smartphone ? Sounds unique , right?

Here we are ,Chef Connect, delivering unforgettable service to your mindblowing parties and events by connecting you with your favorite chefs serving your wishlist of cuisines.” --- Vishal Sharma (Founder)



VALUE PROPOSITION

Jaipur, Rajasthan based Chef Connect is a Private Chef Service connecting clients to 5-star Chefs for exquisite dining experience at their homes. They are delivering unforgettable service for their customers' mind-blowing parties and events by connecting them with their favourite chefs serving their wish-list of cuisines. Chef Connect eases the options of eating in, with a private chef and delivering remarkable service while making everlasting memories. They aim to make it easy for their customers to host any event any day at their convenience and not worry how it will turn out like.

Select Cafe and GE Profile Series freestanding ranges, vent hoods and over-the-range microwaves offer the Chef Connect feature. This feature allows you to synchronize the clocks on your range and over-the-range microwave as well as synchronize the range burners with the over-the-range microwave or vent hood vent fan and light. Both the range and microwave or vent hood must have the Chef Connect feature.

Although we are living in a modern era but poor home dining experiences , lack of quality in quick ready to eat home meals, unavailability of healthier alternatives to eating out are the core problems that have been surrounded us now, for a long period of time.

Chef Connect aims at providing modern solutions to all these problems.

A QUICK FIX TO ALL THE PROBLEMS

Chef Connect provides on demand gourmet chefs at the doorstep , who brings all the ingredients and cook your meal at home.

It provides healthier , safer and improved dining which is suited best for family gatherings ,date night and for every special occasion of yours.

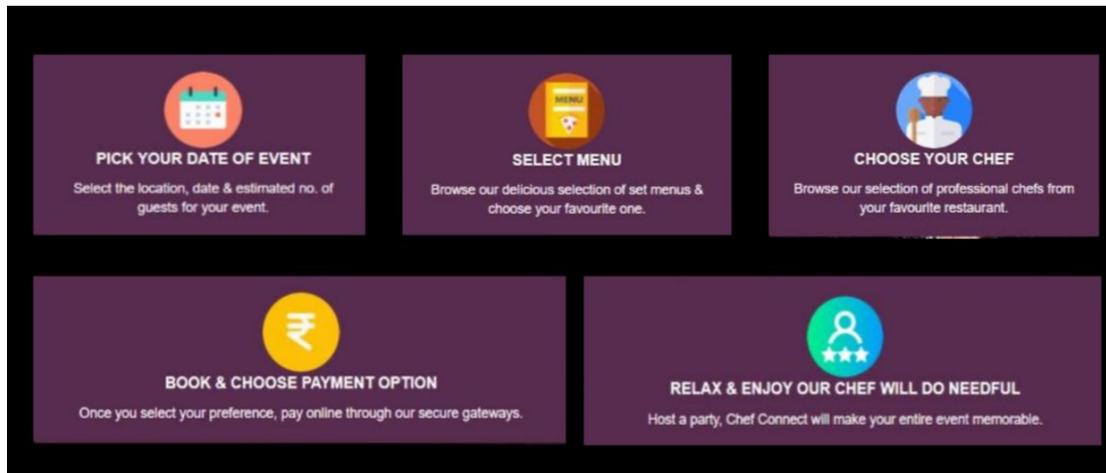
Not only this but meal kits are provided too which are easy to cook and have a great shelf life.

GUIDANCE TO USE THE APPLICATION

Chef Connect uses Bluetooth technology to pair compatible Chef Connect ranges, hoods and over-the-range microwaves. To pair the microwave with the range, press and hold the Chef Connect pad for 3 seconds and follow the instructions that come with the microwave.

When paired with a Chef Connect range, the over-the-range microwave clock will sync to the range clock, so you only have to set or change one clock. Additionally, you can set the

microwave surface light and/or the vent fan to come on automatically when the range burners are used. When the device is paired, the light and fan will turn ON at the Default Sync Settings upon receiving a command from the range or cooktop. It will remain ON at that setting until the user changes it.



TARGET MARKET

Business to Business (B2B)

Chef Connect India provides chefs for corporate events and work as a manpower consultancy, wherein they supply permanent chefs to companies/restaurants.

Client Segment : Construction, Collaboration, Events, Services

Target Companies : Medium Enterprise, Large Enterprise, Small Enterprise

Target Geography: India

Business to Consumer (B2C)

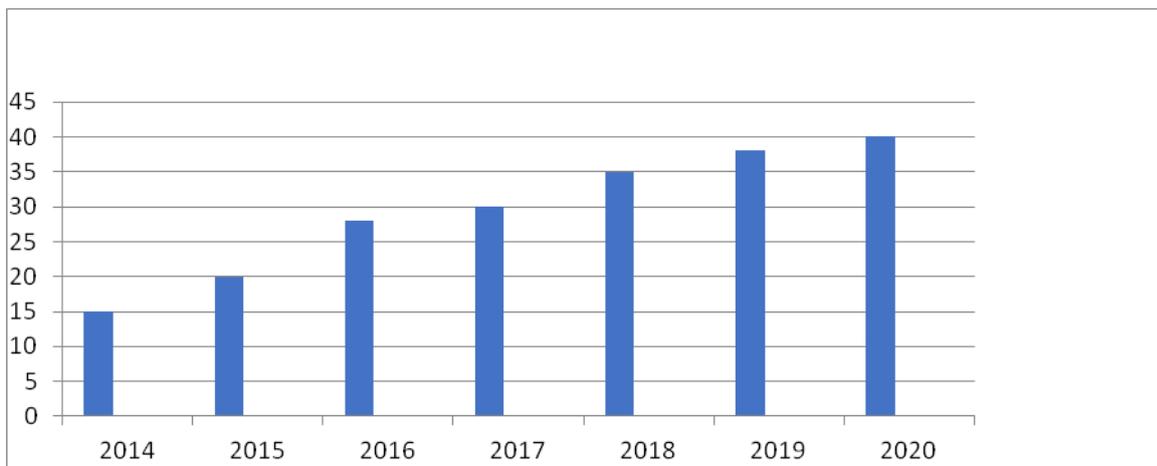
Chef Connect India let its customers hire private chef for their special events such as birthdays, weddings and many more.

User Age: 18 to 25, 26 to 34, 35 to 45

User Income : Upper – middle income, High Income

Location: India

- According to the target market, Chef Connect India will be able to target a market size of more than 50% all over the world.
- The market value is estimated to increase through the years, reaching almost 40 billion Indian rupees in 2022.
- The market is expected to grow annually by 3.14%.



COMPETITIVE ANALYSIS

Some of the competitors are COOX, GARNICHE, TAKEACHEF, FROZIT.

	Gourmet chef at home	Provide Ingredients	On demand booking	User friendly process	Ready to eat meal kits	Affordability
COOX	✓	✗	✗	✗	✗	✓
GARNICHE	✓	✓	✗	✗	✗	✓
TAKEACHEF	✓	✓	✗	✗	✗	✗
FROZIT	✗	✗	✗	✗	✓	✓

KEY COMPETITIVE ADVANTAGES

The core fields where Chef Connects excel are :-

- First in India in luxury Dining :- A portal for Private chefs from renowned brands.
- Affordability :- Expenses for the services alone.
- Profiles:- Chefs, experience, cuisine expertise, reviews
- Convenience:- Choose a chef, a cuisine and a date.
- Customize package:- Get your customized food at your doorstep.
- If you want to cook your own recipe it will supply you the best ingredients at your doorstep with the menu from premium chef.
- As the tie-ups with chefs has improved, so is the reach to every nook and corner of India
- Every other person who wants to enjoy a specific cuisine at home can have a less tedious process to achieve it.

CUSTOMER BASE AND SERVICES OFFERED

The idea behind Chef Connect is so astounding that it has become first choice of Indian Celebrities.

A user has two choices, pay Rs. 799 per head and let the chef bring all the ingredients and prepare the delicacies in your kitchen or alternatively, the user can just book the chef and provide the ingredients themselves.

- Chef Connect India has following services to offer:

- Hire a private chef with/without ingredients.
- Manpower solutions that are required by huge crises or event management companies.
- The culinary sessions are taught by different chefs who specialize in specific dishes.
- Restaurant menu selection through consultancy services.

Chef Connect has catered to 50+ customers in just 150 days & has a strong collaborative network of 70+ chefs across the country.



NEED TO CHOOSE CHEF CONNECT

Well, when you travelled miles didn't you miss the taste of home, you did right? Chef Connect is here at your rescue. No matter what food you are craving, it has all of it for you.

An important criterion it follows is the quality of food and service it provide hence health is never compromised at any cost.

Hiring a private chef is a more reasonable and sensible choice when you want to organize an event. While keeping the present scenario of a pandemic in mind, it is necessary to be judicious about the places we're exposed to, hence

it's always better to be aware of who is serving you and what are you charged for. The benefits of having a private chef are many that combine both ease and quality.

- You don't have to spend time, planning the menu for the expert.
- You can rely on the professional and not worry about the process.
- You can customize the ingredients and taste as per your interest.
- You can forget about food storage and cleaning up of space.
- You can experiment with new cuisines.
- You can enjoy a more special and meaningful setup.



Indian Cuisine reflects an 8000 year old history of various groups and cultures interacting with the Indian subcontinent, leading to diversity of flavors and regional cuisine found in modern- day India. Later, trade with British and Portuguese influence added to the already diverse Indian cuisine. It might be right to say that the 1.3 billion people residing in India will not have tasted all the variation in food.

Hence, Chef Connect wants to combine it all for people, to taste and ponder on what will be their next favorite.