

Feasibility Analysis and Promotion Strategy of the Undergraduate Light Food Platform

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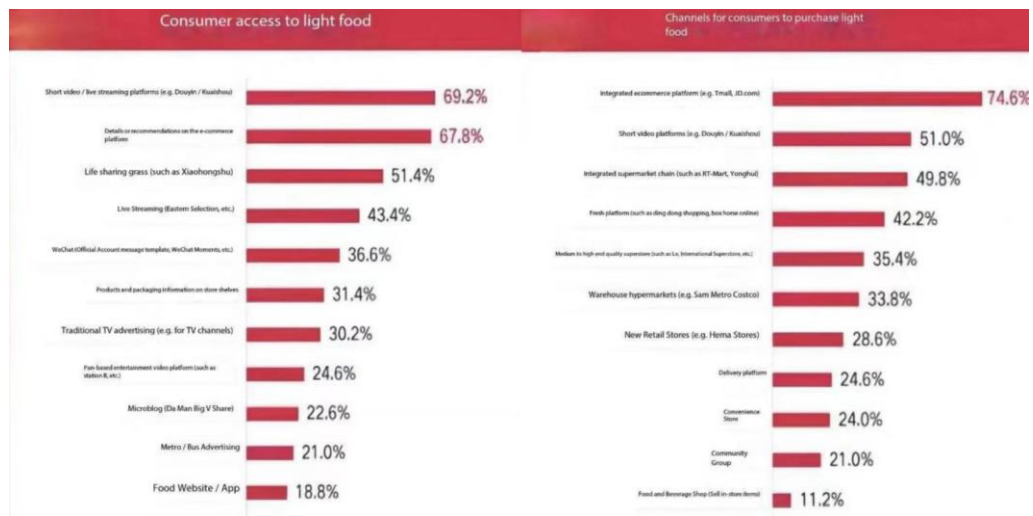
Abstract: With the emergence of college students pursuing the concept of nutritious and healthy diet, the light food market is growing. Light food has penetrated into the public's vision through the Internet model, effectively improving the way consumers eat. At the same time, it also effectively provides a healthy fat reduction platform for college students. This paper analyzes the feasibility of the undergraduate light food platform, and focuses on the opportunities and challenges of the platform under the new e-commerce model. It also puts forward a special promotion strategy to promote the expansion and development of the undergraduate light food platform.

1. Research background

With the development of economy and the improvement of consumer income, consumers have higher and higher demand for food and quality requirements. Light food, as a healthy and convenient way to eat, is in line with consumers' pursuit of quality life. Meanwhile, the development of Internet technology provides more opportunities for light food platforms. The application of technologies such as e-commerce platform, mobile payment and intelligent distribution has provided more convenient and efficient services for the operation of light food platforms.

In China, the light food industry relies on some platforms, such as "Ele. me", "Meituan" and other well-known delivery platforms. With the strong support of large platforms, the development of light food industry has a strong guarantee. As shown in Figure 1, "online" is the main channel for domestic consumers to obtain information about light food and purchase light food, among which, consumers use short video/live broadcast platforms and e-commerce platforms as the main way to learn about light food. The proportion is 69.2% and 67.8% respectively. Secondly, consumers take comprehensive e-commerce platforms (such as Tmall and Jingdong) as the main purchasing channels, accounting for 74.6%.

In short, the undergraduate light food platform has broad market prospects and strong policy support in China. But it also faces fierce market competition and challenges, which requires certain feasibility analysis and promotion strategies.



(Note: The data is from Kurun data)

Figure 1: Consumer access to light food & Channels for consumers to purchase light food.

2. Analysis of the current situation of the light food platform market and the undergraduate light food platform

2.1 Analysis of light food market

2.1.1 Porter's Five forces analysis

(1) Supplier bargaining power

It can be mainly analyzed from the following aspects. First, the number of suppliers: it is understood that the number of suppliers of light food platform continues to rise. The fiercer the competition between suppliers, the lower the bargaining power. Second, the supply market situation: the current supply of raw materials required by the light food platform is sufficient. The bargaining power of suppliers is correspondingly reduced. Third, the contract terms: the terms of the contract signed between the platform and the supplier clearly specify the rights and obligations of both parties. It can reduce the bargaining space of the supplier. Fourth, product quality requirements: the light food platform has high requirements on the quality of products provided by suppliers, suppliers need to provide high-quality products in order to obtain orders. So the bargaining power is relatively low.

(2) Bargaining power of buyers

It can be mainly analyzed from the following aspects. First, the number of buyers: the number of buyers of the current light food platform is large and scattered. The bargaining power of buyers is relatively low. Second, buyer demand: buyers have high demand for light food, and have high requirements for product quality and price. So buyers have relatively strong bargaining power. Third, fungibility: the products of the current light food platform can be provided by other suppliers, and the price and quality are similar. Then, the bargaining power of buyers will be improved accordingly. Fourth, contract terms: the contract terms signed between the light food platform and the purchaser clearly specify the rights and obligations of both parties, reducing the bargaining space of the purchaser.

(3) The threat of potential entrants

Light food platforms have relatively low entry barriers, and new entrants may pose a threat to existing platforms. There are already many brands in the light food platform, and the market competition is fierce. New entrants need to face the established brands and channels, and need to invest a lot of money and resources in marketing and brand building. Second, light food platforms

need to have certain technology, research and development capabilities to meet consumers' requirements for food quality and taste. New entrants need to have certain strength in this regard in order to gain consumer recognition. At the same time, light food platforms need to establish good cooperative relationships with suppliers and have efficient logistics and distribution capabilities to ensure product quality and distribution efficiency. New entrants need to invest a lot of resources in this area and build their own supply chain and logistics system.

(4) The threat of substitutes

The performance of the product quality, taste and nutritional value provided by the light food platform will have an impact on whether consumers choose the platform. If other platforms or merchants are able to offer better products, then light food platforms may lose customers. Secondly, the pricing strategy of light food platforms has a certain impact on consumers' choice of platforms. If other platforms or merchants can offer better prices, then customers of light food platforms may switch to other options. Finally, the brand and word-of-mouth of a light food platform has an important impact on its market position and customer loyalty. If other platforms or merchants can gain more attention and praise, then light food platforms may face the risk of losing customers.

(5) The power of competitors in the same industry

Light food platform market competition is fierce, brand and market share have an important impact on the competitiveness of enterprises. Some well-known brands occupy a high market share in the market, have a high brand awareness and reputation, and are more attractive to consumers. Secondly, the core competition of light food platform lies in product quality and price. Competitors in the same industry may compete with each other in terms of product quality, taste and nutritional value, as well as in terms of price to attract more consumers. In addition, light food platforms need to invest a lot of marketing and promotion resources to raise brand awareness and attract new customers. Competitors in the same industry may compete with each other in terms of marketing and promotion, including advertising placement, promotional activities, etc.

2.1.2 SWOT analysis

(1) Strengths

① Healthy diet concept: The light food platform takes healthy diet as the core concept, and provides a variety of light food products, including salads, sandwiches, chicken breasts, etc., to meet consumers' needs for healthy diet.

② Quality control: The light food platform pays attention to the quality control of products. From raw material procurement to production and processing, it has undergone strict quality inspection and screening to ensure the safety, hygiene and taste of products.

③ Distribution service: The light food platform usually provides fast distribution service to meet the needs of consumers for convenience. By cooperating with third-party logistics companies, light food platforms are able to ensure that products are delivered to consumers in a short time.

④ Brand awareness: Some well-known light food brands have high brand awareness and reputation in the market, which helps to attract more consumers and improve consumer loyalty.

(2) Disadvantages

① Cost pressure: The operating cost of the light food platform is relatively high, including the cost of raw material procurement, production and processing, logistics and distribution. If the cost cannot be effectively controlled, it may affect the profit level.

② Food safety issues: Light food platforms need to pay attention to food safety issues to ensure the hygiene and quality of products. If there is a food safety problem, it may have a negative impact on the brand image and consumer trust.

③ Changing consumer habits: As consumers' eating habits and consumption concepts change, the

light food market is also changing. If the light food platform cannot adapt to the market changes in time, it may face the challenge brought by the change of consumer habits.

(3) Opportunities

① Healthy diet trend: With the continuous improvement of people's health awareness, light food as a healthy, low-fat, low-sugar diet, more and more favored by consumers. Light eating platforms can take advantage of this trend to expand their market share and consumer base.

② Application of digital and intelligent technology: Light food platform can improve operational efficiency, reduce costs, improve user experience and increase sales opportunities with the help of digital and intelligent technology. For example, the platform can analyze consumer needs and behaviors through big data, optimize product design and supply chain management, and use artificial intelligence technology to improve distribution efficiency and customer service levels, among others.

③ Cooperation and win-win: The light food platform can establish good cooperative relations with suppliers, logistics companies, third-party institutions and other partners, realize resource sharing and complementary advantages, and jointly expand the market and enhance competitiveness.

(4) Threats

① Threat of competitors: The light food market is highly competitive, and if the light food platform cannot effectively cope with the challenges of competitors, it may face the risk of customer loss and market share decline.

② Supply chain risk: The supply chain management of the light food platform is crucial. If the supplier has unexpected circumstances, such as raw material shortage, production problems, etc., the light food platform may face the risk of supply interruption.

2.2 Analysis of the current situation of the undergraduate light food platform

(1) Market demand

With the continuous improvement of college students' health awareness, light diet, as a healthy, low-fat, low-sugar diet, is more and more favored by college students. Therefore, the market demand for the undergraduate light food platform is increasing.

(2) Competition situation

There is relatively little competition on the undergraduate light food platform, but there are some competitors. There are currently fewer light food brands in the market, but competition is likely to intensify as consumer demand increases.

(3) Operating model

The undergraduate light food platform can adopt the mode of online sales and offline distribution, or cooperate with food and beverage outlets inside and outside the campus to provide diversified light food products. Generally based on "O2O", based on the premise of consumers, the products need to meet the different needs of college students for fitness, weight loss, shape, health and other aspects, so the platform can determine potential customers according to different consumer demand characteristics. Therefore, the light food platform should conduct a full market survey mainly according to the population standard and income level, analyze the characteristics of major consumer groups, and then segment the light food product market [1].

(4) Supply chain management

The undergraduate light food platform needs to establish cooperative relationships with reliable suppliers to ensure the quality of raw materials and the stability of supply. At the same time, it also needs to strengthen its own inventory management and distribution efficiency to cope with changes in market demand.

2.3 Future development trend analysis

(1) The continuation of healthy eating trend

The continuation of the trend of healthy eating: With the continuous improvement of people's health awareness, light eating as a healthy, low-fat, low-sugar diet will continue to be favored by consumers. Therefore, the undergraduate light food platform will continue to maintain the trend of healthy eating by offering more healthy and nutritionally balanced light food products.

(2) The application of digital and intelligent technology

With the continuous development of digital and intelligent technology, the undergraduate light food platform will pay more attention to the application of digital and intelligent technology to improve operational efficiency, reduce costs, enhance user experience and increase sales opportunities.

(3) The development of personalized and customized services

The undergraduate light food platform for college students will pay more attention to personalized and customized services and provide a more diversified selection of light food products to meet different students' tastes and needs. In terms of marketing to young people, it will also cooperate with some fitness competitions to make brand differentiation, which will be the competition of light food brands in the future [2].

3. Operational risks and challenges of the undergraduate light food platform

(1) Food safety risks

The light food platform mainly focuses on fresh vegetables and fruits, low-fat and low-sugar foods, and has high requirements for freshness and hygiene standards of food ingredients. Once the quality control of food ingredients is not strict, it is easy to cause food safety problems and have a serious impact on the brand image. Light food platforms need to ensure the quality and health safety of food ingredients, comply with relevant regulations and standards, and avoid food safety problems.

(2) Cost control and profitability pressure

The operating costs of light food platforms are relatively high, including the procurement, processing and distribution of food ingredients, so it is necessary to strengthen cost control and profitability to ensure the sustainable development of the platforms. Secondly, homogenized competition, price wars, etc., may cause the platform to get into trouble and affect profitability.

(3) Supply chain management risks

The supply chain management of the light food platform is crucial, and the platform may face the risk of supply interruption if the supplier has unexpected situations, such as raw material shortage, production problems, etc. Therefore, in order to ensure the freshness of food, light food platform should establish an efficient supply chain management system, from food procurement, warehousing to logistics distribution, every link should not be the slightest carelessness.

(4) Fewer consumers are willing to pay

According to the data released by Meituan, 67% of light food consumers think that the price of light food is higher. Compared with ordering a full and tasty Chinese food, users always feel that it is not worth it when they order a bland "grass" food for 20-30 yuan. At the same time, light eating is still a new concept for many consumers, and a lot of market education is needed. How to let consumers understand and accept light food is a major challenge for light food platforms.

(5) The traditional diet in colleges and universities has a stronger impact

Most university restaurants are mainly operated by the overall contract method. Under this background, it is decided that the restaurants mainly use rice set meals and other products with fast flow speed, large amount of staple food and low price. The purpose is to quickly solve the problem of slow queuing after class and strong hunger of students at low cost. However, if the light food

platform cooperates with colleges and universities, colleges and universities need to provide special supply chains and equipment, which is relatively higher in cost, which brings difficulties to the introduction of college restaurants. Few colleges and universities conduct special research on this topic and organize practice in a planned way, and pay little attention to the introduction of such imported products into the operation of colleges and universities [3].

(6) Brand building and promotion

Among many light food brands, how to break out and create an influential brand image is the challenge that light food platforms must face. At the same time, how to use new media and other channels for brand promotion is also a big test.

4. Promotion strategy of the undergraduate light food platform

4.1 Build a light food O2O development model to promote consumer recognition

We could combine the opportunities of offline business with the Internet, which can make the Internet be “the front desk” of offline transactions. Based on the Internet, this model improves the visibility of merchants through online marketing and publicity, and attracts a large number of consumers to learn about products online and experience services offline [4].

At the same time, we need to give full play to the advantages of the Internet by strengthening the construction and utilization of platforms. The platform should also further integrate online and offline, realize resource sharing, form a complete database, and accurately grasp the consumer portrait.

4.2 Strengthen competitive advantage

4.2.1 Apply 4P model in sales

(1) Precise product positioning

Centering on consumer experience, the light food consumption market should be innovated. They need to identify the target user groups of the platform, understand their needs and preferences, and provide light food products that meet their tastes. For example, we take “fitness series” and “weight loss series” light food as the main, which mainly targets middle consumption, such as college students and teachers, for women especially. This group of people is more interested in body control, and comparatively strong consumption wills.

(2) Price rules

On the online platform, the price can be set slightly lower in the early stage, by using promotions to attract college students such as issuing more coupons and setting some full deductions, so that the overall price is reasonable and attractive. But service fees will be charged and then the price can be restored.

(3) Product strategy

There will always be some basic dishes available in four seasons generally, except for the seasonal one. The platform regularly provides restaurants with a new light menu every quarter. Usually the changes are determined by the season raw materials, such as seasonal vegetables and fruits. In addition, two or three limited light food items will be launched every month, with high prices, exquisite appearance and taste, which will be better than the basic food. They will be limited in supply and removed from the shelves when outdated. At the same time, the innovative product packaging will be a plus, which will improve the consumer experience by multi-period, multi-scene and diversified consumption scene of take-outs.

(4) Market promotion

In Dianping, Xiao Hongshu and other popular store recommendation and evaluation software

among young people, we recommend optimizing their own store rankings, strengthen brand publicity and promotion, improving the visibility and reputation of the platform, and establishing a good brand image.

4.2.2 Pay attention to brand building

Consumers' loyalty to the platform relies not only on some external factors, such as taste, service, quality, etc., but also on consumers' own recognition of brand culture. Therefore, in order to create a brand id, it is necessary to highlight local cultural characteristics and promote the localization integration of light food.

4.2.3 Innovation and individuation

We can constantly introduce new light food products to meet the tastes and needs of different students. At the same time, we need to improve operational efficiency by strengthening the application of digital and intelligent technologies, and to enhance user experience and increase sales opportunities as well.

4.3 Operational team management

It is important for the quality control of food materials procurement, processing, distribution and other links to ensure the quality, health and safety of light food products. In addition, strict management, regular training of personnel, service level improvement, employee welfare improvement, employee turnover reductions are the aspects that we cannot ignore as well. Strict planning should be carried out in the implementation phase of the plan to reduce investment risks. At the same time, the team should take a serious consideration about the suggestions from consumers and steadily introduce high-quality and high-quality meals.

4.4 Strengthen cooperation with universities

Universities have a large number of student users, so having a cooperation with universities can increase the number of users and improve the service of the platform. The platform shall establish contact with relevant departments of colleges and universities or persons in charge of canteens, understand their needs and cooperation intentions, and establish cooperative relations. A stable cooperation with colleges and universities helps to carry out publicity and promote activities, because we can provide better personalized light food products and customized services according to the needs of these students' taste, to improve users' experience and loyalty.

5. Conclusion

Through the feasibility analysis of the light food platform and the analysis of the current situation of the undergraduate light food platform, it is found that there is still a broad space for the light food platform. But in order to occupy a place in the light food market, the platform need to improve from the service quality, price, marketing and other aspects. In terms of service, it is necessary to monitor product quality and taste, avoid homogeneity with other platforms, and create its own brand. In terms of price, under the condition of ensuring quality, the platform should definitely reduce the price or package sales to improve the cost performance. In terms of marketing, it is necessary to combine online and offline marketing. The market potential of college students' light food consumption is huge because of the increasing concept of healthy diet. Therefore, the platform can actively use emerging electronic information technology or other means to achieve the needs of college students and predict

their consumption behavior trend so more personalized customized meals can be designed. In addition, the platform may take certain measures to enhance the sense of identity of college students. Finally, it can better promote the market development of the undergraduate light food platform hopefully.

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