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ChromeFood

It has never been easier to stream movies and TV shows freely via internet than ever before, and thus getting customers to pay for such services is very difficult. Chromecast is one of many platforms available today that offer these services via an HDMI stick. However, we can capitalize on this service by introducing a Food app within the Chromecast ecosystem. Customers will be able to order food from restaurants and grocery stores with a discount. Even though, downloading the ChromeFood app within Chromecast will be free for customers; revenue will be generated from the monthly subscriptions and commissions from restaurants and grocery stores.

ChromeFood is an app within Chromecast that will be easily available for customers via various platforms. Within the ChromeFood app customers will be able to create a personal profile. The profile will provide information regarding their eating habits: likes, dislikes, dietary concerns and much more. Also, customers will be able to place in a “favorites” section their food preferences. They can also create special dietary plans they would want to follow. ChromeFood will show a list of foods customers should try, and it will also include health information (ex/ calories) regarding these foods. Similarly, ChromeFood will match customers with restaurants and grocery stores that fit their needs. A customer can browse through the menus of these stores and order what they want. Another function will be choosing delivery where restaurants and grocery stores can deliver the food to the customer. Thus, after ordering, one can continue watching their movie or TV shows and their food will be on its way.

There will be two main sources of revenue: monthly subscriptions and commission from grocery stores and restaurant. Customers will receive a code when they order from ChromeFood; this code will then be used to receive a commission from the grocery store and restaurant. Thus, an additional revenue for the grocery store will be the customer paying a minimal fee for delivery. Customers will do so because they are already receiving a discount, and thus paying a few extra bucks to get the food delivered home will be worth it. Thus, customers will be able to watch movies and shows on their TV and have their food delivered to them; so they will not have to worry about grocery shopping.

Work Cited

"Chromecast." Chromecast. Np, nd Web. 01 May 2014. <<http://www.google.com/intl/en-us/chrome/devices/chromecast/>>.