


FINDING MARKET NICHE THROUGH  
MARKETING & PRODUCT DIFFERENTIATION :  
A CASE STUDY ON HN HEALTHY MEALS TO U

By

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Kelantan

October 2014



**PART I**  
**CASE DESCRIPTION**

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**PART II**  
**CASE ANALYSIS**

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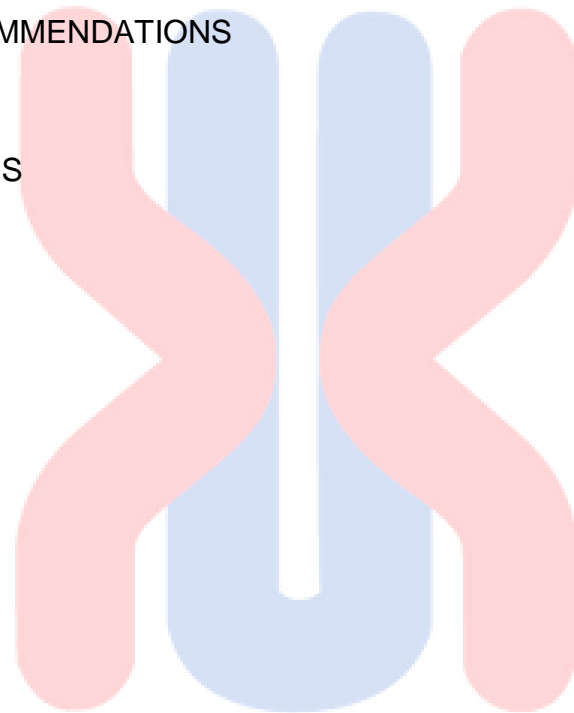
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## EXECUTIVE SUMMARY

The prevalence of diet-related chronic diseases have been on an upward trend in most developed nation, and Malaysia too has not been spared from this negative tide. Such was part of the preface stated in the Malaysian Dietary Guidelines published by the Ministry of Health Malaysia in 2010. Both government and non-government organizations have created various initiatives to help increase the public's awareness on the importance of leading a healthy lifestyle.

HN Healthy Meals To U sees this as an opportunity to embark on the business of providing healthy food delivery service. There are already many players in the market for this industry, and HN Healthy Meals To U is intent on finding a market niche for the product they are offering. This case study is conducted to find and recommend suitable marketing strategies for this company in order to gain a strong foothold in the food preparation industry in the near future.

## ACKNOWLEDGEMENTS

Subhanallah walhamdulillah wala ilaha ilallah wallahu akbar

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My love and appreciation to my parents and family for your support, encouragement and understanding all these time.

## DECLARATION

I hereby declare that the case study is based on my original work except for quotations and citations that have been duly acknowledged. I also declare it has not been previously or concurrently submitted for any other degree at UMK or other institutions.

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NADZIRAH BINTI OTHMAN

Date : 11th October 2014

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2014

## 1.1 PROLOGUE

It was nearing lunch time and some people were getting ready to leave the office for lunch. The management meeting on 4<sup>th</sup> April 2014 had just ended. Mohd Ridwan Hakimi b Ahmad, the principal partner of HN Healthy Meals To U, arranges some papers on his desk. The company had just been registered on 1<sup>st</sup> April 2014, and this was the first management meeting held. Hakimi ran over the issues discussed in the meeting and thought about strengthening the company's business plan.

Passing by Azuan's desk, Hakimi stops for a chat. Azuan smiled at Hakimi and said, "The meeting went very well, don't you think sir?"

Hakimi smiles back at Azuan and said, "Absolutely, Azuan. Many issues were highlighted and we can focus on the important issues at hand in order to strengthen our business plan. The healthy eating culture is one of the important angles for our business."

"According to the Oxford Dictionary, the definition of 'food' is 'Any nutritious substance that people or animals eat or drink or that plants absorb in order to maintain life and growth.' The word 'health' is defined as 'The state of being free from illness or injury.' Read together, the words 'healthy food' generally refers to things that we eat that is necessary for our life and growth, and is not harmful to our bodies."

Azuan says, “Agreed sir, promoting the healthy eating culture is fundamental to our business and is a noble cause as well. Lately many people have been depending on processed food for the sake of convenience, without realizing the damage it does to our health. We are also unconcerned about the intake of high levels of salt, refined sugar and additives in our food.”

“That seems to be a common situation, Azuan.” Says Hakimi. “Do you know that there are four major groups of non-communicable disease whose risk factors are closely related to our lifestyle? They are heart disease and stroke, diabetes, cancer and chronic lung disease. Out of these four diseases, the first three are directly linked to unhealthy diets. Our government through the Ministry of Health, have made studies on the prevalence of these diseases over the recent years, done through National Health & Morbidity Surveys conducted by the Institute For Public Health. For example, the prevalence of diabetes amongst Malaysians aged 18 years and above has increased from 11.6% in year 2006, to 15.2% in year 2011, affecting an estimated population of 2,622,284 citizens. We rank highest in cases of diabetes as compared to our closest neighbours like Indonesia, Thailand and Singapore, all of whom have a less than 8.0% prevalence of diabetes, according to a global status report on non-communicable disease released by the World Health Organization in year 2010. In fact, we rank number 10 in the highest prevalence of diabetes worldwide!”

Azuan shakes his head, “That is certainly an alarming situation for diabetes, En. Hakimi. What about the other diseases too?”

“Well Azuan, “ says Hakimi “According to the same report done through National Health & Morbidity Surveys, the prevalence of hypertension amongst Malaysians aged 18 years and above has also increased from 32.2% in year 2006 to 32.7% in year 2011, affecting an estimated population of 5,777,280 people. As for hypercholesterolaemia, there has been a sharp increase of prevalence from 20.7% in year 2006, to 35.1% in year 2011, affecting as estimated population of 6,167,622 people.”

Azuan shakes his head again, “These are all directly related to our consumption habits, En. Hakimi. Diabetes is linked to a high sugar level intake, while hypertension is partly due to a high level of salt, and hypercholesterolaemia is caused by the body’s inability to efficiently process and eliminate excess fats in our food. One way to help reduce the numbers of such cases is by making sure that we eat healthily. This means that our food must contain the correct ingredients and must be prepared correctly too.”

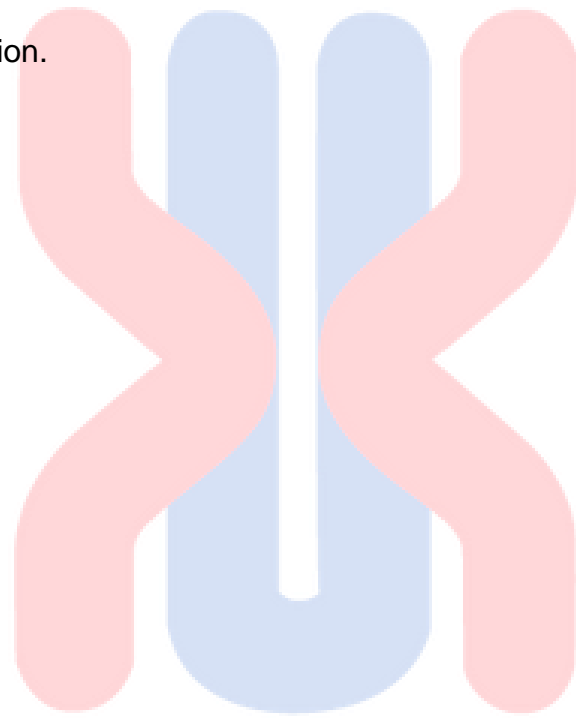
Hakimi nods, saying “You are right there Azuan. With the increasing rates of non-communicable diseases and the many government health campaigns such as ‘Kempen Kurangkan Pengambilan Gula’ or

Reduce Sugar Consumption Campaign in year 2010, people are slowly getting more aware about health issues these days. Other parties like non-governmental organizations such as Malaysian Dietitian's Association (MDA), or the Nutrition Society of Malaysia (NSM) also play a role in helping to educate the Malaysian people about the importance of health and having a healthy eating lifestyle. They hold public forums and maintain a very informative website to disseminate health-related information to the general public."

Azuan grinned. "Even celebrities and individuals are also promoting healthy living these days, En. Hakimi. The health and fitness celebrity Kevin Zahri has been holding events like Cabaran Jom Kurus 1 Malaysia (JK1M) where participants are challenged to lose weight through healthy eating and exercise. Upon signing up, participants will have access to download Kevin Zahri's e-book through his website at [www.kevinzahri.com](http://www.kevinzahri.com) which contains health-related tips including recipes for healthy cooking. The event has been quite successful and is now entering it's third season on 13<sup>th</sup> September 2014."

"That is a very useful tool indeed, recipes for healthy cooking. But then not everyone have the cooking acumen nor the time to spend on cooking their own food for all their meals. It would mean having to prepare the meal the night before or getting up early in the morning to cook, in order to bring the meal to the workplace to be eaten at lunch. There are not many eating places which offer healthy meals either, and

busy working people may not want to travel away from their offices in order to look for these eating places. It is a perfect setting for a service to provide healthy meals at an attractive price and to have the meals conveniently available to the consumers. This is the market niche that we can fill in with our business plan.” says Hakimi, thus ending the conversation.



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## 1.2 GENERAL COMPANY BACKGROUND

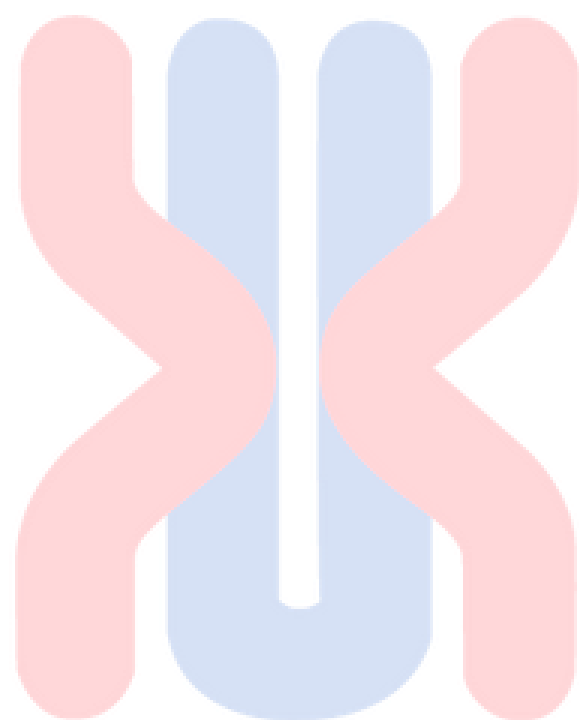
HN Healthy Meals To U is a new start-up company which had just been registered on 1st April 2014. They are a healthy food provider and delivery service, offering a fast-casual niche of a mix menu of local delights and western cuisine, prepared from fresh ingredients using healthy recipes and cooking methods. Their tagline of “Good Food At Your Convenience” assures their consumers of a high quality in both their services and products.

### 1.2.1 Mission

HN Healthy Meals To U's mission is to become the premier provider of healthy meals based on local and western cuisine delivered to consumers. This will be accomplished by offering selected dishes which are well-received and familiar to our local palate, prepared with fresh ingredients and by using healthy recipes, at attractive prices, with an added value service of delivery to the consumers.

### 1.2.2 Objective

The main objective of the company is to meet the general public's need for healthy and good quality food, and the need for convenience through delivery service. In the long run, the company aims to play a role in raising awareness and promoting healthy eating lifestyle amongst the general



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