



A Catering Business Model Based on the Combination of Online and Offline Infant and Toddler Meals

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Abstract: The changes of the times have led to serious conflicts in parenting concepts within many Chinese families, and what is truly "scientific parenting" has become an urgent problem to be solved. Through questionnaire surveys, offline interviews, and other forms, the user groups of infant and toddler complementary food products are divided, and the consumption scale of different user groups for infant and toddler complementary food products is given. At the same time, in-depth research is conducted to analyze the factors of concern and unmet needs of various user groups for infant and toddler complementary food products, in order to grasp the current situation and demand trends of various user groups for infant and toddler complementary food products.

Keywords: infant and toddler meals; parenting; complementary foods; business model

1. Analysis of the current situation of infant and toddler food market

With the increasing improvement of the living standards of the Chinese people and the gradual transformation of the concept of scientific feeding for infants and young children, following the comprehensive opening of the two child and three child policies, the maternal and infant industry in China has entered a golden period of rapid development, and the consumption scale of the infant and young child complementary food industry has increased. With the improvement of domestic infant complementary food technology and the continuous expansion of enterprise production capacity, the production of China's infant complementary food industry will continue to fluctuate and grow in the coming years. It is expected that the production of China's infant complementary food market will reach 250300 tons by 2024. At present, the market penetration rate of complementary foods for infants and young children in China is about 20%. Even if the number of births in the coming years is lower than expected, with the continuous increase of penetration rate, the overall development of the Chinese infant and young child complementary food industry will continue.

Although the Chinese complementary food industry started late and is still in the early stages of control and development, the government attaches great importance to the control of the complementary food industry and has successively introduced relevant policies and regulations to regulate the complementary food market. Under the promotion of various policies and regulations, the complementary food industry has undergone three positive changes: higher entry barriers, higher safety risks, and higher illegal costs. Therefore, infant and toddler complementary food enterprises need to be certified for employment. The standardization, strictness, and standardization of regulations have made enterprises pay more attention to the internal nutritional elements and food safety issues of complementary foods, which is the foundation and guarantee of the market. At the same time, due to the serious impact of the COVID-19, the production and export of overseas complementary food infant enterprises, such as Heinz, Garbo and Xibao, which were once favored by Chinese families, have been impacted to a certain extent. In addition, China's political and economic environment is stable, which provides a good opportunity for the rise of local brands.

Through market research conducted in regions such as Shanghai, Zhejiang, and Guangdong in China, the respondents were distributed across various industries, mainly including parents and family members of infants and young children aged 18 to 36 months, with a monthly income of over 4000 yuan. The survey results show that the majority of the population has endless problems with complementary foods, and they are willing to cooperate with institutions that provide fresh, healthy, and personalized complementary meals for babies. More than half of the respondents expressed a great need for a one-stop parenting platform to provide accurate age appropriate complementary food recipes, simple and diverse parenting knowledge, and safe and cost-effective infant and toddler products.

The sub market of infant and toddler complementary foods is relatively vacant, and there is great development space in the future market with a wide audience. Based on market analysis, it can be concluded that complementary food feeding is mainly aimed at infants and young children aged 6 months to 3 years old. The target market generally has the following two characteristics: first, there is a population with conflicting parenting concepts in the family; second, there is a population

without sufficient time or other reasons that cannot prepare complementary food for infants and young children on their own.

2. Construction of a combined online and offline catering business model based on infant and toddler meals

In order to solve the major problems currently faced by the market, a business model based on infant and toddler meals will be constructed based on joint online and offline operations. Improve the standards and targeting of complementary foods through customized services, and establish a scientific and differentiated complementary food system; Solve the problem of scattered functions on existing online platforms through a one-stop platform; Eliminating consumer concerns about food safety through transparent products.

The construction of the business model for this project is divided into three stages:

In the first stage, the online platform of the project's official account and associated applet will be established, the infant complementary food menu will be produced, the menu subdivision function will be optimized, and the auxiliary functions such as health management will be continuously simulated and developed to create a customized and one-stop platform.

In the second stage, establish and improve offline physical stores, establish connections with professional childcare providers, postpartum clubs, daycare centers, and other units, establish partnerships, and become their complementary food outsourcing providers. Through the physical sales of complementary food products, open up the market, analyze existing problems, and solve shortcomings.

In the third stage, strengthen the connection between online platforms and offline stores, making online platforms the front desk and promotion media for offline transactions, attracting more customers to come to the store for consumption, and using user data mastered by online platforms to improve the maintenance and marketing effectiveness of stores towards customers; At the same time, offline experiences and parent-child entertainment services provided by physical stores complement the functions of online platforms and meet the diverse needs of users.

3. Core Highlights - Customized Service Features

The platform has a refined information retrieval function. Users only need to input information such as the baby's age, height, weight, etc. The platform will push complementary food recipes and tutorials to users based on the child's condition and external environmental factors such as season. For children of younger months, the platform can provide daily complementary food suggestions (on a weekly basis), so that users do not have to worry about baby complementary food. It not only provides children with a better complementary food experience in different ways, but also ensures the healthy development of young children. This platform has comprehensively considered the popularization and guidance of complementary food menus, which not only brings great convenience to users and saves them time searching for information, but also provides professional and scientific complementary food guidance.

3.1 Implementation Approach - One Stop Platform Features

Under this model, scientific parenting is taken as the purpose, with complementary feeding as the highlight, and attention is paid to the health of infants and young children. A one-stop parenting platform is built from the dimensions of scientific parenting philosophy, professional parenting guidance, personalized services, and growth communication and sharing, providing novice parents with parenting knowledge and guidance mainly based on complementary feeding advice for infants and young children, striving to provide users with more convenient learning channels.

By focusing on complementary food recipes, we aim to address the concerns of many parents about the nutritional health, diversity, and picky eating habits of complementary foods for their babies. Integrate the complementary food suggestions from authoritative figures on the platform, and combine them with the baby's health status uploaded by parents to propose complementary food suggestions, so that consumers can learn complementary food knowledge more easily. Moreover, in order to better adapt to each baby's individual situation, the provided complementary food recipes will be subdivided into different ages, seasons, etc., to better meet the personalized needs of consumers.

3.2 Strengthening Measures - Transparent Product Features

Based on customized services and a one-stop platform, it is necessary to fully implement the product concept of "transparency". The platform will provide complementary food preparation methods with varying degrees of difficulty, truly achieving the goal of "teaching people how to fish". In offline stores, some recipes with high production difficulty, high ingredient requirements, and high popularity will also be selected for production, in order to complete the production and delivery of offline orders. Even after making the recipe transparent, the significance of the existence of enterprises under this model is enormous. Conflict in family feeding concepts or lack of time for self made complementary foods are

still pain points in today's society. Consumers can also try out Xiaoweiwang's products for their children, select a few that their children prefer, and then learn the methods of these complementary foods on online platforms, in order to achieve a consumption cycle. Simply solving the problem of children eating directly reduces the feeding burden on parents, and can also increase consumer stickiness through this consumption cycle, achieving marketing effects.

3.3 Business model

A portion of the revenue from online platforms comes from user membership fees. By enjoying certain privileges through the use of one-stop parenting platforms, such as redeeming points for products, reducing ad viewing, etc., users are attracted to become long-term stable members, and the membership fees paid by users are used as profits. The other part comes from the advertising placement fees of merchants. After having a large number of stable users on the one-stop parenting platform, it attracts merchants in the field of maternal and child products to place advertisements on the platform. After being reviewed and approved by a dedicated person, merchants are allowed to implant advertisements, and the advertising placement fees of merchants are used as profits. Other expenses also include the purchase of related products and services by users.

3.4 Marketing channels

This model mainly focuses on offline delivery, utilizing delivery platforms to deliver complementary food products (such as lean meat puree, fish puree, vegetable puree, rice paste) and raw materials to households. From the perspective of product factors, complementary food products are small in size, light in weight, low in technical services, and serve a special consumer group. As a complementary food for infants and young children, maintaining good quality cannot take too much time in the middle stage. Therefore, after signing agreements with professional childcare providers, postpartum clubs, kindergartens, and other units to become outsourcing providers, complementary food products can be directly sold, and effective communication with consumers can be achieved through extensive advertising and brand promotion. By integrating various market resources, loyal consumer groups can be generated, allowing good brand quality to be experienced by potential consumers, increasing sales volume, and avoiding unsold products. At the same time, fully leverage the advantages and functions of offline stores, provide a good service experience, and form a closed loop of services, such as free complementary food experience activities for members and offline parent-child activities, to enhance direct interaction with consumer groups, further understand consumer feedback and needs, and improve audience awareness.

4. Conclusions

In today's Internet era, it is natural for us to use Internet tools well to become a sharp tool for us to establish a sales network, a tool for us to gather customers, and a means of our propaganda. Through the establishment of a official account and the development of small programs, a platform for personalized complementary food for infants and young children is created. By providing complementary food recipes, selling complementary food products, and developing the functions of second-hand mother and child products trading market and online community, users can feedback the platform products, exchange points for mother and child products, and share experience with other users. Through this transparent and visible purchase process, standardized price system, and rich contact channels, customers can obtain a good and unified customer experience. Strengthen the connection between sales and after-sales, improve the quality of after-sales service, prioritize food health issues, and enhance user loyalty.

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